



# **DISTRICT MINERAL FOUNDATION** **SUNDARGARH**

**RFP: NO.: - DMF/SNG/07-2019-20**

**Date: -26.11.2019**

## **REQUEST FOR PROPOSAL FOR**

**Selection of Agency for Media Communication, Social Media  
Management and IEC Activities of Sundargarh District out of  
District Mineral Foundation, Sundargarh**

**ISSUED BY:**

**COLLECTOR CUM CHAIRPERSON  
DISTRICT MINERAL FOUNDATION  
SUNDARGARH (ODISHA)**

# ଜିଲ୍ଲା ଖଣିଜ ପ୍ରତିଷ୍ଠାନ, ସୁନ୍ଦରଗଡ଼.

## DISTRICT MINERAL FOUNDATION, SUNDARGARH.



(1<sup>st</sup> floor, DMF Office)

District Rural Development Agency

Email- dmfsundergarh@gmail.com

Sundargarh -770001

Tel / Fax No. 06622-273846

Letter No. 852 /DMF)

Dated the 25/11/2019

### RFP NO: -DMF/SNG/07-2019-20

The Collector-cum-Chairperson, District Mineral Foundation (DMF) Sundargarh, Government of Odisha invites technical and financial proposals from reputed implementing Agency/ Firms of National and International repute for "Selection of Agency for Media Communication, Social Media Management and IEC Activities of Sundargarh District out of DMF Fund" as detailed in the Scope of Work in this DTCN.

1	RFP Identification No.	RFP No/ DMF/SNG/07-2019-20.
2	Name of work	Selection of Agency for Media Communication, Social Media Management and IEC Activities of Sundargarh District out of DMF Fund.
3	Method of selection	QCBS
4	Joint venture/Consortium	No
5	Contacting authority	Chief Executive Officer, DMF, Sundargarh
6	Availability & Downloading of tender documents from the Website.	26.11.2019 (11.00 AM) to 18.12.2019 (05.00 PM) Website: <a href="http://www.sundergarh.nic.in">www.sundergarh.nic.in</a>
7	Last date of bid-submission	18.12.2019 till 5:00 PM
8	Cost of Bid Document	Rs.10,000/- to be submitted in shape of DD in favour of Chief Executive Officer, DMF, Sundargarh to be drawn at Sundargarh.
9	EMD	Rs.1,00,000/- to be submitted in shape of DD in favour of Chief Executive Officer, DMF, Sundargarh to be drawn at Sundargarh.
10	Submission of queries if any	Latest by 10.12.2019 (5.00 PM)
11	Opening of Technical & Financial proposal	20.12.2019 at 11:00 AM
12	Validity of Proposal	90 days from the date of submission.
13	Mode of submission	Through Speed Post/ Registered Post (Indian Post) and no other means.
14	Address	Chief Executive Officer, District Mineral Foundation, Sundargarh (Odisha) – 770001 Email: dmfsundergarh@gmail.com.Tel: 06622-273846

  
Collector & Chairperson,  
DMF, Sundargarh

Memo No. 853 /DMF

Dt. 25/11/2019

Copy submitted to the Joint Secretary to Government, Planning and Convergence Deptt., Odisha, Bhubaneswar for favour of kind information.

  
Collector & Chairperson,  
DMF, Sundargarh

Memo No. 854...../DMF

Dt. 25/11/2019

Copy to DIO, NIC, Sundargarh with a request to upload this Request for Proposal (RFP) in the Sundargarh District Web-Site [www.sundargarh.nic.in](http://www.sundargarh.nic.in) by **26.11.2019** for wide publication and timely response by the intending Contractors.

  
Collector & Chairperson,  
DMF, Sundargarh

Memo No. 855...../DMF

Dt. 25/11/2019

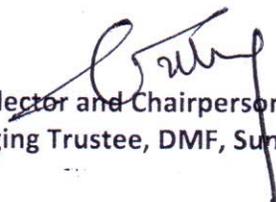
Copy to the A.D.M., Sundargarh/ Rourkela/ Sub-Collector, Sadar/Panposh/Bonai/ All Block Development Officers of the District/Executive Engineer, R&B Division, Sundargarh/Rourkela/ Executive Engineer, RW Division, Sundargarh/Rourkela/ Executive Engineer Minor Irrigation Division, Sundargarh/ Executive Engineer, Irrigation Division, Sundargarh/ Executive Engineer, Rukura Irrigation Division, Panposh/ Executive Engineer, RWSS Division, Sundargarh/Rourkela/ Executive Engineer, OLIC, Sundargarh/ Rourkela/ Executive Engineer, PHED, Rourkela/Executive Officers of Urban Local Bodies of the district/ DI & PRO, Sundargarh/ Rourkela/ CDM & PHO, Sundargarh / Director, RGH, Rourkela for information and with a request to display this Tender Notice in their respective office Notice Board for wide publication.

Copy to Addl. P.D.(Tech.), DRDA, Sundargarh/ Asst. Director, OREDA, DRDA, Sundargarh/ Asst. P.D.(Finance), DRDA, Sundargarh/ Asst. P.D.(RH), DRDA, Sundargarh/ Junior Engineer(Estimator), DRDA, Sundargarh/Cashier, DRDA, Sundargarh / Notice Board of DRDA, Sundargarh for information & necessary action.

  
Collector & Chairperson,  
DMF, Sundargarh

### Bidding Data Sheet

1	RFP Identification No.	RFP Identification Notice No/ <u>DMF/SNG/07-2019-20.</u>
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Collector and Chairperson cum  
Managing Trustee, DMF, Sundargarh

## **1. Invitation for Bid**

### **1.1 About Sundargarh**

Sundargarh District was constituted on the 1st January, 1948, True to its name, this beautiful District of Sundargarh with about 43 percent of its total area under forest cover and numerous colorful tribes dotting its landscape and with abundant mining potential is bounded by Ranchi District of Jharkhand on the North, Raigarh District of Chhatisgarh on the west and North West, Jharsuguda, Sambalpur and Angul Districts of Odisha on the South and South East and Singhbhum District of Jharkhand and Keonjhar District of Odisha on the east.

The Sundargarh town is the district headquarter. Geographically, the district is not a compact unit and consists of widely dissimilar tracts of expansive and fairly open, dotted with tree, clad isolated peaks, vast inaccessible forests, extensive river valleys and mountainous terrain. Broadly speaking, it is an undulating tableland of different elevations broken up by rugged hill ranges and cut up by torrential hill streams and the rivers IB and Brahmani. The general slope of the District is from north to south. Because of this undulating, hilly and sloping nature of landscape, the area is subjected to rapid runoff leading not only to soil erosion but also to scarcity of water for both agriculture and drinking purposes. Brahmani, Sankh, Koel and IB are the major rivers flowing through this District. Covering a geographical area of 9712 SQ. KMs., Sundargarh District is the second largest District of the state, accounting for 6.23 percent of its total area. Out of this total area, forests cover 4232.57 SQ. KMs., this being the second largest in the state, accounting for 8.53 percent of the state total.

Sundargarh District has 3 sub divisions, 16 Tehsils, 17 Blocks and 262 Gram Panchayats. Topographically, this district is located between latitude 21 degree 36' N to 22 degree 32' N and longitude 83 degree 32' E to 85 degree 22' E. The population of this District is 20, 80,664, this being the fifth most populous District of the state. Its rural population exceeds twelve lakhs and the urban population is more than six lakhs. The male literacy rate is 82.13 and female literacy rate in the District is 65.93.

The climate of this District is characterized by extremely hot summers and cool winters. Climate is hot & moist sub humid. Normal rainfall of the District is approximately 1230 mm, but there is a deviation in receipt of rainfall pattern which is influencing crop production.

Sundargarh is recognized as an industrial district in the map of Odisha. Steel Plant, Fertilizer Plant, Cement factory, Ferro Vanadium Plant, Machine building factory, Glass and china clay factory and Spinning mills are some of the major industries of this District. Sundargarh occupies a prominent position in the mineral map of Odisha and is rich in iron ore, limestone, manganese, dolomite, and fire clay. Major industries are the Odisha Cements Ltd, Hart Fertilizers Ltd, and Odisha Industries Ltd. The industrial town of Rourkela in this District has the first government sector plant built with foreign collaboration and was the first in India to use LD oxygen technology.

### **1.2 Objective of DMF**

The objective of DMF will be to implement various developmental and welfare projects in mining affected area and to minimize the adverse impacts, during & after mining, on the environment, health & socio-economics of people in the district so that long term sustainability livelihood for the affected people in the mining affected areas.

## Activities under DMF

- i. **Drinking Water Supply** – Centralized purification systems, water treatment plants, permanent/temporary water distribution network including standalone facilities for drinking water, laying of piped water supply system.
- ii. **Environment preservation and pollution control measure** – Effluent treatment plants, prevention of pollution of streams, lakes, ponds, ground water, other water sources in the region, measure for controlling air and dust pollution caused by mining operations and dumps, mine drainage system, mine pollution prevention technologies, and measures for working or abandoned mines and other air, water and surface pollution control mechanisms required for environment-friendly and sustainable mine development
- iii. **Health care** – The focus must be on creation of primary / Secondary health care facilities in the affected areas. The emphasis should not be only on the creation of the health care infrastructure, but also on provision of necessary staffing, equipment and supplies required for making such facilities effective. To that extent, the effort should be to supplement and work in convergence with the existing health care infrastructure of the local bodies, state and Central government. The expertise available with the National Institute of Miners Health Works may also be drawn upon to design special infrastructure needed to care of mining related illnesses and diseases. Group Insurance Scheme for health care may be implemented for mining affected persons
- iv. **Education** – Construction of school buildings, Additional class rooms, Laboratories, Art and crafts room, Toilet Blocks, Drinking Water Provisions, Residential Hostels for students/ teaches in remote areas, sports infrastructure, engagement of teachers/other supporting staff, e-learning setup, other arrangement of transport facilities (bus/van/cycles/rickshaws etc.) and nutrition related programs.
- v. **Welfare of Women and Children** – Special programmes for addressing problems of maternal and child health, malnutrition, infectious diseases etc.
- vi. **Welfare of aged and disabled people** – Special program for welfare of aged and disabled people. Provision of aids and appliances to disabled persons etc.
- vii. **Skill Development** – Skill development for livelihood support, income generation and economic activities for local eligible persons. The projects/ schemes may include training, development of skill development center, self-employment schemes, and support to Self Help Groups and provision of forward and backward linkages for such self- employment economic activities.
- viii. **Sanitation** – Collection, transportation & disposal of waste, cleaning of public places, provision of proper drainage & Sewage Treatment Plant, provision for disposal of fecal sludge, provision of toilets and other related activities.
- ix. **Physical Infrastructure** – Providing required physical infrastructure- road bridges, railways and waterways projects.
- x. **Irrigation** –Developing alternate sources of irrigation, adoption of suitable and advanced irrigation techniques.

- xi. **Energy and watershed Development** – Development of alternate source of energy (including micr-hydel) rainwater harvesting system. Development of orchards, integrated farming and economic forestry and restoration of catchments.
- xii. **Afforestation** - Plantation of trees and regeneration of degraded forest, soil conservation measures etc.

### 1.3 Objectives

The broad objective of this assignment is to develop & execute the outreach and promotion of the District Mineral Foundation (DMF) Sundargarh scheme to create awareness within general public, beneficiaries and service providers in the District. The selected agency shall be responsible for preparation of promotion strategy and execution of the plan.

The objectives of promotional activities are

- Create awareness about Schemes/Policies/Services amongst masses
- Increase public participation in governance

The detailed Scope of Work is presented in Section 19 of this RFP Document

### 1.4 Details of Engagement

The detailed scope of work, minimum human resource requirement are provided in **Section 19 & 20** (Terms of Reference).

1.4.1 **Team:** The agency must position three dedicated members mainly Project Manager, Content Writer and Graphic Designer at its own office in Sundargarh District during the period of contract

1.4.2 **Duration:** The above services will be for a duration of Two year from the date of signing of contract

1.4.3 **Time-line:** Work will be commenced within 15 days of the award of contract (signing of contract).

### 1.5 Assistance to be provided by Collector & Chairperson, DMF:

- I. Provide the necessary information on events of importance from time to time.
- II. Provide relevant (basic information/pictures/approvals) content as available from time to time.
- III. Provide all the necessary information such as logo / event / press releases issued for traditional media and updates etc.
- IV. Assist in obtaining any other permissions / information as required.
- V. All Intellectual Property displayed on these platforms shall belong to the DMF, and any Intellectual Property Rights emanating from such content shall vest solely and exclusively with Collector & Chairperson DMF, Sundargarh.

Note: -

- I. The selected Agency shall actively engage in Content Creation & Management during the period of contract and all such content created will be the property of the Collector & Chairperson DMF, Sundargarh.
- II. The Agency must also be advised that the operation of the Social Platforms shall fall under the purview of the Right to Information Act, 2005. Thus, it must understand the laws provided there under and must answer such queries only after consultation with DMF.

## 2. Instruction to Bidder

### 2.1 General Instructions

- I. The applicant should prepare and submit its proposal (Technical and Financial) as per instructions given in this section.
- II. The proposal shall be completed with all respects. Incomplete proposals shall be liable for rejection.
- III. The prices quoted shall be **firm** and shall exclude all taxes. This shall be quoted in the prescribed format only as given in **Annexure 7B**.
- IV. The Proposal (technical and financial) shall be submitted (with a covering letter as per **Annexure 4 and Annexure 7A**) before the last date of submission

### 2.2 Earnest Money Deposit (EMD) and Cost of RFP Document

- I. The tender shall be accompanied by Earnest Money Deposit (EMD) of Rs. 1,00,000 (Rupees One lakh) submitted in **shape** of DD in favour of Chief Executive Officer, DMF, Sundargarh to be drawn at Sundargarh
- II. Cost of RFP **Rs.10,000/-** to be submitted in shape of DD in favour of Chief Executive Officer, DMF, Sundargarh to be drawn at Sundargarh
- III. Proposal submitted without bid Cost and EMD shall be rejected.
- IV. The EMD of unsuccessful parties (applicant) will be returned to them without any interest, after conclusion of the resultant contract. The EMD of the successful bidder will be returned without any interest, after receipt of performance security as per the terms of contract.
- V. EMD of an applicant may be forfeited without prejudice to other rights of the proposal inviting authority, if the applicant withdraws or amends its proposal or impairs or derogates from the tender in any respect within the period of validity of its tender or if it comes to notice that the information /documents furnished in its tender is incorrect, false, misleading or forged. In addition to the aforesaid grounds, the successful applicant's EMD will also be forfeited without prejudice to other rights of purchaser, if it fails to furnish the required Performance Security within the specified period.
- VI. *Pre Bid Queries*
  - a. The Client shall invite queries from applicant Agencies as per the details mentioned in the Fact Sheet of this document.
  - b. The Applicants must ensure that their queries should reach DMF, Sundargarh, on or before last date mentioned in Fact Sheet of this document only through the e-mail of the Client i.e. [dmfsundergarh@gmail.com](mailto:dmfsundergarh@gmail.com)
  - c. The queries should necessarily be submitted in the following format

Sr. No.	RFP Document Reference (selection & Page Numbers)	Content of RFP Requiring Clarification	Points of Clarification

### 2.3 Structure and Submission of Proposal

The proposals are required to be submitted in two parts (**Technical & Financial**) separately in sealed envelopes as explained below.

**Envelope 1:** To be marked, as "**Technical Proposal**" shall have two separate envelopes in it marked as "Proof of Eligibility" and "Technical Details" as follows.

- I. Proof of Eligibility: This will contain the documents in support of eligibility criteria mentioned at Section 3.5 .
- II. Technical Details: This will contain the documents as mentioned in technical proposal described below;

**Envelope 2:** To be marked as "**Financial Proposal**"

- I. The applicant shall quote price in the format enclosed as **Annexure 7B**. The price as quoted shall be for the entire range of activities as defined under **Section 19** of the RFP.
- II. DMF shall not pay or bear any cost separately other than the price quoted in the financial proposal.

**Note: -**

The two envelopes containing both technical and the financial proposal shall be put in a bigger envelope, which shall be sealed and superscripted with "**Selection of Agency for Media Communication, Social Media Management and IEC Activities of Sundargarh District out of DMF Fund**"

### 2.4 Content of Technical Proposal (Envelop 1)

#### a) Technical Proposal (Envelop 1)

It shall be submitted along with a forwarding letter ("**Annexure 4**") in a sealed envelope duly marked on it in bold letter as "**TECHNICAL PROPOSAL**" and shall contain both Proof of Eligibility and Technical Details in separate envelopes.

#### b) Proof of Eligibility:

- i. Tender Cost in form of Demand Draft
- ii. EMD Cost in form of Demand Draft
- iii. Confirmation regarding furnishing Performance Security in case of award of contract
- iv. Particulars of work Experience of Bidder as per "Annexure 2"
- v. Original RFP document duly stamped and signed in each
- vi. Copy of the certificate of Incorporation /Registration.
- vii. The bidder must attach audited accounts or certificate duly certified by Chartered Accountant for last three years as supporting documents.
- viii. Work-orders and/or any other supporting documents/experience certificates issued by any government client pertaining to such works done in the past to evidence the fulfillment of the eligibility criteria with respect to capacity and experience.
- ix. Power of attorney in favor of signatory to the proposal.
- x. Copy of the certificate of registration of GST with the appropriate authority.

- xi. A declaration from the applicant in the format given in the "Annexure 9" to the effect that the firm has neither been declared as defaulter or black-listed by any competent authority of a government department, government undertakings, local bodies, authorities.

**c) Technical Details:**

**In addition to the above documents, Technical Proposal shall contain following details:**

- (i) Provide a detailed profile of the organization, including information regarding experience of carrying out similar assignments in last 3 years.
- (ii) Provide a write-up on the manner in which the bidder proposes to carry out the assignment. In particular, the write-up must include a detailed description of the following:
  - 1) Details of experience in managing similar projects.
  - 2) Proposed organizational structure with roles and responsibilities
  - 3) Detailed Quality Management System
  - 4) Proposed reporting system

**d) Financial Proposal**

The second envelope shall contain the financial proposal and shall be marked in bold letters as "FINANCIAL PROPOSAL". Prices shall be inclusive of all taxes and duties and quoted in the format enclosed as "Annexure 7A and 7B".

**2.5 Consortium:**

Keeping in view the Scope of Work, Consortiums / Joint Ventures are not allowed. Proposals only from Bidders, applying individually shall be considered for evaluation. Firms applying in consortium / joint venture shall be summarily rejected.

**2.6 Price Validity & Contract Period**

The tenders shall remain valid for six calendar months for acceptance and the prices quoted shall remain firm through the contract period. The contract may be extended further with mutual consent.

**2.7 Opening of Proposal:**

The technical proposal will be opened at the time and date specified in the schedule. The Proposer may attend the opening proposals, if they so desire.

**3. Evaluation of Proposal**

**3.1 Scrutiny of Proposal**

The proposal will be scrutinized to determine whether they are complete and meet the essential and important requirements, conditions and whether the bidder is eligible and qualified as per criteria laid down in Section 3.5 of the RFP. The proposals, which do not meet the aforesaid requirements, are liable to be treated as non-responsive and may be ignored. The decision of the inviting authority as to whether the applicant is eligible and qualified or not and whether the proposal is responsive or not shall be final and binding on the proposers/bidders. Financial Proposal (**Envelop-2**) of only those applicants, who qualify in the technical evaluation, will be considered for opening.

### 3.2 Infirmary / Non-Conformity

The inviting authority may waive minor infirmity and/or non-conformity in a proposal, provided it does not constitute any material deviation. The decision of the proposal inviting authority as to whether the deviation is material or not, shall be final and binding on the bidders.

### 3.3 Clarification of RFP Document

Wherever necessary, the proposal inviting authority may, at its discretion, seek clarification from the applicant seeking response by a specified date. If no response is received by this date, the inviting authority shall evaluate the offer as per available information.

### 3.4 Evaluation Process

Tender Evaluation Committee duly appointed by the department in the following manner shall evaluate the proposals:

**Stage 1:** Initial Bid scrutiny will be held to check the responsiveness in terms of submission of requisite documents as per the RFP conditions.

**Stage 2:** The proof of eligibility of all applicants shall be examined to confirm if all eligibility criteria are met. The applicants who fail to meet one or more of the stipulated eligibility criteria shall be declared 'ineligible'.

**Stage 3:** The technical details of all eligible applicants shall be opened next and evaluated on the parameters as indicated below:

### 3.5 Eligibility Criteria

The Bidder's pre-qualification will be evaluated as per the following criteria

Sl.	Parameter	Pre-qualification criteria Description	Evidence required
1	Legal Entity	Bidder should be <ul style="list-style-type: none"><li>• A company incorporated in India under the Companies Act, 1956 and subsequent amendments thereto or a partnership firm registered under LLP Act, 2008/Indian Partnership Act, 1932</li><li>• Registered GST no.</li><li>• PAN no.</li><li>• Company Should have been operating for the last three years</li></ul>	<ul style="list-style-type: none"><li>• Copy of Certificate of Incorporation</li><li>• Copy of Registration Certificates</li></ul>
2	Turnover	The Average turnover of the agency in the area of Media, Communication, Social Media Management and Digital Marketing services for 2016-17 , 2017-18 and 2018-19 respectively should be at least Rs. 80 Lakhs.	Attach Balance Sheets & documents certified by Chartered Accountant

3	Work Experience in Social Media In-house production facility	The Bidder should have the experience of handling campaign covering/ designing/ production of creatives/commercials for various media including print, TV, Radio, Online, Outdoor, etc., and Digital Media (Social media, Internet marketing blogs etc.) for at least three years.	Copies of the work order /Self certificate from the authorized signatory for each work
4	Blacklisting	The Bidder firm should not been black-listed by any competent authority of a government department, government undertakings, local bodies, authorities	Duly signed Affidavit from the Bidder Annexure 9

### 3.6 Evaluation Criteria

Sl No.	Criteria	Marks	Evaluation Basis
1	Experience in last three years in handling creative designing and printing, AV production content writing and development, social media promotion services.	30	For State or central Govt. departments/ PSUs either directly or through any development partners (Fee of Rs. 5 Lakh or more) 1 Project: 10 marks. 2 Projects: 15 marks 3 Projects or above: 20 marks  For private Sector (Fee 5 Lakhs or above): 2 Projects: 5 marks. Above 2 Projects: 10 marks
2	Experience of similar nature of works in Odisha	10	10 marks for similar work for Govt. departments in Odisha
3	Approach & Methodology and Work Plan: The bidders who qualify in the minimum conditions of eligibility shall also be called for a presentation on their approach/methodology and work plan as mentioned in their bid.	30	1-Proposed brand vision & media strategy – 5 marks 2- Content Development Strategy-5 marks 3-Innovative idea & Suggestion- 5 marks 4-Sample creativities as prepared for past campaign undertaken by the bidder for traditional, new & digital medium including info graphics & content writing-5 marks 6- Social Media Plan for DMF projects or District plan-5 marks
5	Average annual turnover of the Firm in financial year 2016-17, 2017 – 18 and 2018-19	15	80.00 Lakhs to 2 crore – 10 marks More than 2 crore – 15 marks
6	Proposed Resources for deployment  Marking shall be relative ( for comparing resources of different bidder ) basis the qualifications & experience of the proposed resources	15	Project Manager & Coordinator/ Digital Media Expert - 5 marks Content writer/ Producer - 5 marks Creative Expert/ Graphic Designer – 5 marks
	<b>Total</b>	<b>100</b>	

Relevant project to be considered communication/advertisement/ promotional campaign

- Government Events
- Award ceremony
- Conferences/ Seminars
- Cultural Event
- Advertising Campaigns

Note: - Social Events Like Private parties, marriages, etc. shall not be considered for evaluation

For calculating the Technical Score (TS) the individual scores, as per respective weightages specified above, will be summed up. Firms scoring Technical Score of 70 or above will qualify for the next stage of evaluation of financial proposals

*Note: Evaluation Committee may, at its discretion, call for additional information from the Bidder(s). Such information has to be supplied within the set out time-frame. Seeking clarifications cannot be treated as acceptance of the proposal.*

### **3.7 Evaluation of Financial Proposal**

Financial proposals of only those firms who are technically qualified shall be opened publicly on the date & time specified the Data sheet, in the presence of the Firms representatives who choose to attend. The name of the Firm, their technical score and their financial proposal shall be read out aloud. DMF will correct any computational errors. When correcting computational errors, in case of discrepancy between a partial amount and the total amount (Inclusive of taxes), or between word and figures, the former will prevail.

#### **3.7.1 Commercial Bid Evaluation & Evaluation Method**

- a) The combined bids will be evaluated in accordance with the Combined Quality cum Cost Based System (QCBS). In case of QCBS, the lowest Financial Price (Fm) will be given a financial score (Sf) of 100 points. The financial scores (Sf) of the other Financial Proposals will be computed as follows:  $Sf = 100 \times Fm/F$ , in which Sf is the financial score, Fm is the lowest price and F the price of the proposal under consideration.
- b) Proposals will be ranked according to their combined technical (St) and financial (Sf) scores, giving 70% weightage to the Technical Score and 30% weightage to the Financial Score.
- c) The bid price will exclude all taxes and levies and shall be in Indian Rupees and mentioned separately.
- d) Any conditional bid would be rejected.
- e) Errors & Rectification: Arithmetical errors will be rectified on the following basis, If there is a discrepancy between words and figures, the amount in words will prevail".

### **3.8 Negotiation**

Contract negotiations will then be scheduled with qualified Agency. Negotiations will commence with a discussion of technical proposal, the proposed concept, staffing and Price Proposals. After the contract has been successfully negotiated, selected Agency will be issued Letter of Intent by DMF.

### **3.9 Penalty**

In case there is any deviation found as per service deliverables and timelines, there will be a penalty deduction @ 0.25% of the project cost per day. This amount of penalty would be adjusted against the performance security deposit.

### **3.10 Period of Contract**

The contract will be for a period of 2-year subject to the satisfaction of DMF. If performance is satisfactory, DMF may extend the contract for another period of 1 year on same terms & conditions, subject to review of performance on each occasion.

### **3.11 Prices**

- i- All the prices must be quoted on unit rate basis in INR along with all applicable charges i.e. professional fee and GST shall be paid extra .
- ii- The agency has to ensure that the prices / rates quoted are all inclusive including the manpower support required for the project execution and continuous support during the entire contract period.
- iii- No increase in the prices would be allowed during the contract period i.e . 2 years from date of signing of the agreement .

## **4. Amendment of Tender Document**

At any time before the submission of bids, the DMF may amend the tender document by issuing an addendum/corrigendum in writing or by announcing it through its website. The addendum/corrigendum shall be binding on all the agencies. To give the Agencies reasonable time in which to take an amendment into account in their bids, the DMF may, if the amendment is substantial, extend the deadline for the submission of bid.

## **5. Competent Authority's Right to Vary Items/Activities at The Time of Award**

The Competent Authority shall have the right to make any alterations, omissions, additions or subtractions in items/services at the time of award of contract. The Competent Authority will give such intimation to the successful Bidder, and additional cost/deduction in the Bid prices, based on the price schedule submitted by him, will be worked out with the Bidder. In case, the Bidder does not agree for such alterations, the Competent Authority will be free to award the contract to the next eligible Bidder.

## **6. Signing of Contract**

The proposal inviting authority shall issue the Notice for Award of Contract to the successful bidder within the bid validity period. And the successful bidder will be required to sign and submit the contract unconditionally within 15 days of receipt of such communication (award of contract) along with the performance security.

## **7. Modification to Contract**

The contract when executed by the parties shall constitute the entire contract between the parties in connection with the assignment and shall be binding upon the parties. Modification, if any, to the contract shall be in writing and with the consent of the parties. However, in no circumstances, the contract should be inconsistent with the RFP provisions.

## **8. Performance Security**

a) The successful agency shall furnish a performance security in the shape of a Demand Draft/Bank Guarantee/Fixed Deposit Receipt issued by a Nationalized Bank having branch at Bhubaneswar and should be drawn in favour of Tender Inviting Authority for an amount equivalent to 5% of the contract value. The Bank guarantee shall be as per the format given at "Annexure 8" and remain valid for a period, which is three months beyond the date of expiry of the contract. This shall be submitted within 21 days

(minimum) of receiving of Notice for Award of Contract, failing that the EMD may be forfeited and the contract may be cancelled.

b) If the firm/contractor violates any of the terms and conditions of contract, the Performance Security shall be liable for forfeiture, wholly or partly, as decided by the authority in addition to premature termination of the contract.

c) The Purchaser will release the Performance Security without any interest to the Agency (service provider) on successful completion of contractual obligations.

## **9. Timelines**

The Agency will have to work on strict timelines for brand promotion and events planning as approved by DMF. The initial budget and planning report must be submitted within 15 days of signing of the Agreement, for all the events in consultation with collector chairperson, DMF / Representative. The agency will act promptly on the requirements of the event, prior, during course and post event to the satisfaction of DMF.

The selected Agency shall begin work from the day of Work Order signing till the completion of project

## **10. Termination of Work Order**

- In cases of delays and deficiency of services and in case of violations of terms and conditions of this RFP, the DMF reserves the right to terminate the Contract.
- If the services are not up to satisfaction, Agreement can be terminated at any time by DMF. Agency will be given hearing opportunity in such cases. Given the nature of the project and its strict and short timeline, notice period will be of 30 days.
- DMF also reserves the right to terminate the contract of Agency in case of change in the Government procedures.

## **11. Compliance of Minimum Wages Act and other applicable Labour Laws**

The firm shall comply with all the provisions of Minimum Wages Act and any other labour laws as applicable.

## **12. Employees Provident Fund and Employees State Insurance**

The firm shall comply with all the requirements of EPF and ESI Rules and make necessary payments to its employees

## **13. Income Tax Deduction at Source**

Income tax deduction at source shall be made at the prescribed rates from the bills amount payable to the agency. The deducted amount will be reflected in the requisite Form, which will be issued at the end of the financial year.

## **14. Performance Assessment or Service Levels for the agency**

The purpose of this Performance assessment or Service Level is to clearly define the levels of service which shall be provided by the selected bidder to DMF for the duration of the Agreement against the stated scope of work. DMF shall regularly review the performance of the services being provided by the selected bidder and the effectiveness of services rendered.

DMF shall evaluate the performance of the selected bidder based on the quality of the services rendered as well as feedback received by the officials concerned at the Department. The decision of the DMF shall be binding in this regard. If during execution of the assigned work, following problems are found, then a penalty of 1% of the monthly value per week (subject to maximum of 10%) may be imposed by DMF.

1. Work not commenced within 15 days of the award of Work order or agreement.
2. Delays in deliverables
3. Not assigning adequate resources on time
4. Not engaging resources on a dedicated basis, even when required
5. Assigning resources that do not meet requirements of District Administration
6. The work is either not complete or not completed satisfactorily as per the approved Time schedule or the quality of deliverable if the delay is beyond 10 weeks then DMF may rescind the agreement and shall be free to get it done from other Agencies. DMF may debar/blacklist the defaulting agency from applying in the future.

### **15. Termination/Suspension of Agreement**

The Client may, by a notice in writing suspend the agreement if the service provider fails to perform any of his obligations including carrying out the services, provided that such notice of suspension -

- Shall specify the nature of failure, and
- Shall request remedy of such failure within a period not exceeding 15 days after the receipt of such notice.

The Collector & Chairperson , DMF after giving 30 days' clear notice in writing expressing the intension of termination by stating the ground/grounds on the happening of any of the events (a) to (d), may terminate the agreement after giving reasonable opportunity of being heard to the service provider.

- a) If the Service Provider do not remedy a failure in the performance of his obligations within 15 days of receipt of notice or within such further period as the Client have subsequently approve in writing.
- b) If the Service provider becomes insolvent or bankrupt.
- c) If, as a result of force majeure, service provider is unable to perform a material portion of the services for a period of not less than 60 days: or
- d) If, in the judgment of the Client, the Service Provider is engaged in corrupt or fraudulent practices in competing for or in implementation of the project.

### **16. Arbitration**

- a) If dispute or difference of any kind shall arise between the purchaser and the firm/contractor in connection with or relating to the contract, the parties shall make every effort to resolve the same amicably by mutual consultations.
- b) If the parties fail to resolve their dispute or difference by such mutual consultations within thirty days of commencement of consultations, then either the purchaser or the firm/contractor may give notice to the other party of its intention to commence arbitration, as hereinafter provided. The applicable arbitration procedure will be as per the Arbitration and Conciliation Act, 1996 of India. In that event, the dispute or difference shall be referred to the sole arbitration of an officer to be appointed by the proposal inviting authority as the arbitrator. If the arbitrator to whom the matter is initially referred is transferred or vacates his office or is unable to act for any reason, he / she shall be replaced by another person appointed by tender inviting officer to act as Arbitrator. Such person shall be entitled to proceed with the matter from the stage at which his predecessor left it.
- c) Work under the contract shall, notwithstanding the existence of any such dispute or difference, continue during arbitration proceedings and no payment due or payable by

the Purchaser or the firm / contractor shall be withheld on account of such proceedings unless such payments are the direct subject of the arbitration.

- d) Reference to arbitration shall be a condition precedent to any other action at law.
- e) Venue of Arbitration: The venue of arbitration shall be the place from where the Contract has been issued, i.e. Sundargarh.

### **17. Applicable Law and Jurisdiction of Court:**

The contract shall be governed by and interpreted in accordance with the laws of India for the time being in force. The Court located at the place of issue of contract shall alone have jurisdiction to decide any dispute arising out of in respect of the contract. It is specifically agreed that no other Court shall have jurisdiction in the matter.

### **18. Overall Scope of Work**

#### **Terms of Reference**

##### **18.1 Objectives of the Assignment**

The broad objective of this assignment is to develop & execute the marketing and promotion of the DMF scheme to create awareness within general public, beneficiaries and service providers in the District. Create awareness about Governance Schemes/Policies/Services amongst masses. Increase public participation in governance.

A Media & Communications strategy is essential to regularly convey information about the interventions under DMF & District Administration diverse stakeholders and create awareness, through direct and indirect engagement. In order to formulate a Media & Communications strategy and to implement a Media Campaign activity, services of an agency is required, initially for a period of two year. This will involve tasks as mentioned under, but will not be limited to these only.

The assignment shall be accomplished in three folds:

1. Provide complete event management services for IEC activities of the DMF & other scheme in Sundargarh District.
2. Preparation of Marketing & Promotion Strategy for through Social Media
3. Case studies, Success stories of tasks

##### **18.2 Detailed Scope of Work**

The scope of work of the assignment is as below:

###### **18.2.1 Advertising & Promotion**

Preparing of Communication, Branding, Promotion, Advertising strategy and implementation plan.

###### **18.2.2 Social Media Campaign**

- Creation & Maintenance of Social Media Platforms for DMF: The Agency shall create and subsequently maintain Social Media Platform for Department including but not limited to, Facebook Page, Twitter Profile, YouTube Channel and Instagram.
- Creation of relevant blogs and forums wherein the participation of targeted audience can be invoked
- New Look: Give all Social Media Platforms a new look every week by putting up new creative features, theme lines, links etc.
- Updates: Daily informative and promotional updates in the form of relevant text, pictures, audio, unique & interactive content, interviews, news etc.

- **Press & Multimedia Releases:** Publishing online press and Multimedia releases (District Administration) on websites and social media platforms.
- **Engage with users:** Regularly organize online surveys, quizzes, contests on all platforms in consultation with the DMF.
- **Publicity:** Publicize all events as suggested by the DMF / Representative, using these social media platforms.
- **Creative content generation:** Recreate or convert the content and repackage the available content. The content may be of various forms such as graphics, cartoons, smart art, animations, story board etc. design on subject of Government schemes and programs and policies etc. The experts are also expected to make e-books, electronic version of other books and manage the graphic content of the website as and when required by DMF
- **Uploading of repackaged and creative content on various social media platforms such as Twitter, Facebook, and YouTube etc.**
- **Query Management:** All queries received on all platforms which need not require inputs from DMF must be replied to within 24 hours and all queries
- should be answered within two working days.
- **Gate Keeping:** Moderation of all platforms with a frequency of 6 times a day in order to deal with spam, unauthorized advertisements, inappropriate content etc.
- **Media Tracking:** Use a good industry standard monitoring tool for analyzing comments / remarks about DMF & other schemes in various media like newspapers, magazines, blogs, social media platforms etc.
- **Presentations:** Prepare promotional presentations with multi-media content for DMF work, Various Schemes & success stories etc ..
- **Tagging:** Create relevant tagging & linkages of content on all platforms.
- Above is to be done without any infringement of Intellectual Property Rights (IPR).
- Enhance audience engagement on all social Media channels through designing and implementing contests, campaigns & promotions, etc. for generating awareness of people
- Quality writing skills to be ensured in such activities
- Agency would be responsible for enhancement of the reach of the messages and other schemes of Government on various social media platforms through non-paid means so that the content would reach to the last mile on internet domain on real time basis. The agency should have capability to multiply the reach of content and promote content organically on various social media platforms.
- The agency should be able to develop interesting and innovative content, campaigns, competitions, so as to have proper communication strategy for various social media platforms to enhance the reach of content in real time basis.
- Agency would also be responsible for advertising of DMF & various schemes, acts and related activities on the social media platforms.
- Availability of archive content should be for at least 180 days
- **Overall Impact Assessment:**  
The selected agency will be responsible for conducting impact assessment from time to time to understand the response from citizens against various promotional activities. This may require primary research activities as well by physically conducting surveys of citizens. This activity will form the basis for revising the media plan if required. Further the selected agency shall take all the necessary actions emerging from the impact assessment exercise.
- **New Look:** Give all Social Media Platforms a new look every month (if required) by putting up new creative features, theme lines, links etc.

- The IEC Materials for all above formats are required to be made in Odia, English as per Requirement
- Conceptualize and design IEC materials for dissemination of information through social media and innovative mediums like web pages, internet, and mobile telephone and for interpersonal communication
- Conceptualize, design and other press work for the IEC print materials like brochures, booklets, primers, guidelines, folders, leaflets, posters, calendars, annual reports etc
- Conceptualize and design including writing of copy of the press advertisements, curtain raisers, briefs, Press Releases, Articles for magazines & newspapers, Newsletters, Reports, Testimonials, on various activities/events
- Making the uploaded content viral / virility of content:
  - i- Agency would be responsible to make the content appealing, with potential to go viral on the internet and other social media sites. This will make the schemes, policies of Government to reach on various social media platforms to the last mile on internet domain in real time basis.
  - ii- The agency should have capability to multiply the reach of content and promote content and make it viral, following fair and legitimate methods.
  - iii- **Research Activities:** The agency will in addition carry out research related activities either directly or sub contract it to a research Agency. These activities will include Baseline studies, media habits studies, pre-test, effects after release, monitoring of communication campaign, concurrent tracking studies etc. Third party costs to be billed on actual and advances, if any

### **18.2.3 Exhibits and Outdoor Media Printing and Installation**

Production of Promotional Merchandise:

- a. T-shirts - Small/Medium/Large
- b. Caps – 4 colors
- c. Flags – 1'x2'
- d. Multi-colour Leaflets/Flyers – 70 gsm
- e. Multi-colour Posters- Art paper 120 gsm
- f. Multi-colour Folders - 2 fold  
- 3 fold

Stickers

- Paper Stickers
- Vinyl Stickers – 3ft x 1.5ft
- Sun Board vinyl pasted exhibits – 3ft x 2ft
- Pole KIOSK (printing and mounting of flex banner with framing in electric and other existing poles)

The quantity and dimensions of the above items may vary as per the requirement.

### **18.2.4 Road Shows**

Arrange Communication, promotion & Advertising through road shows (in all Districts) for 1 month by use of branded and decorated Caravans with AV (Audio-Visual), IEC materials (flyers/leaflets, danglers, posters, stickers, standee etc.), adequate power backup and folk troupe arrangements.

### **18.2.5 Radio:**

Despite rapid developments in communication technologies in the last few decades, radio broadcasting is one of the most cost effective ways to reach diverse audiences. To enhance visibility of Government Scheme, Radio Campaigns are planned to be undertaken on AIR, community Radio, and private FM Channels. The selected agency will be responsible for conceptualizing, creating and media planning and buying support (if required) in the release of radio jingles and theme songs. Collector & Chairperson, DMF will approve the creative and the media plan plus buying proposed by the selected agency.

### **18.2.6 Television:**

An essential part of everyday life today, television is one of the most powerful tools in communicating messages to the masses. Shrinking the world into one place, this visual medium with the dynamic combination of sight, sound and action makes it easy to reach specific target audience through a whole host of channels on an immediate basis. The selected agency will be responsible to conceptualizing, creating, and media planning & buying support (if required) in the production cum release the components of TV campaign as given below. All TV campaign creative must be developed through fresh shoot. Collector & Chairperson, DMF will approve the creative and the media plan and media buying proposed by the selected agency.

### **18.2.7 Photography & Videography**

The agency shall make corporate films to display in the caravan and in all displays throughout the State. It may produce success stories, case studies, documentary videos on the scheme and the campaign .

### **18.2.8 Outdoor Hoarding**

The Agency shall identify locations and put up hoardings minimum 100 locations throughout the State. The amount quoted by the Agency shall include cost of hiring of hoarding, flex printing, flex mounting and transport. The hoarding should be visible and in prime locations. The Agency shall also seek necessary permissions for the same from appropriate authorities. In case of existing departmental (Govt.) hoardings, hiring charges will not be entertained.

### **18.2.9 Outdoor Banners on frame**

The quantity of banners may be communicated to the agency through work order, but the agency has to quote the Square feet rate for printing of high quality flex banner. The preferable dimensions for the banners shall be 20'x10' (the dimensions of the banner and frame may vary as per requirement). The Agency shall also include the cost of Framing, Installation and Transportation of the same for minimum of 500 Nos.

### **18.2.10 Print Media Advertisement**

The agency is required to develop creatives/ designs for print media (newspaper) advertisement and a release plan based on the schedule prepared by DMF. The rates to be quoted as per I & PR Department rate.

### **18.2.11 Mobile/cell phone Based Promotional Advertisement**

The agency may require to facilitate promotion of the message related to the Scheme through mobile/cell phone platform in the form of following formats.

- Bulk messages /SMS/ Email
- IVRS (Interactive Voice Response System)
- Caller-tune

## **19. Minimum Manpower Requirement**

Project Leader/ Media Expert /Content Writer, Creative /Design Expert / Photographer or additional Manpower shall be engaged & stationed Sundargarh for day to day coordination during working hours and also during the emergent exigencies. Even before and after the

working hour or during weekend and holidays . CV to be submitted as per Annexure 3 . Number of manpower to be engaged to meet the requirement of RFP .

## **20.Data Security and Prevention of Fraud**

The agency will undertake that all process and standards are being followed to ensure that the data is secure and is immune to any fraudulent activity.

## **21.Legal matter, including copy-right of content**

Agency will have the responsibility of ensuring that all content featured/published on the basis of this assignment is free of legal encumbrances including of copy-right issues. DMF will not have any responsibility in this matter.

## **22. Payment Schedule**

The payment shall be released by DMF to the Agency, Payment within 15 days after receipt of activity based part bill along with relevant documentation.

The selected agency will be required to submit the invoice post completion of the assignments successfully as per the agreed strategy plan or otherwise as the case may be. The rates would be used as per commercials quoted by the selected agency to arrive at the costing of the assignment under the agreed strategy plan and payments. Post completion of each assignment under this engagement, DMF will assess the delivery for the approval to selected agency.

### **Note: -**

1. The Vendor shall raise the invoice to DMF in pursuance to the agreed and approved payment schedule milestones.
2. Any payment which is required to be paid in connection with production or release to outsourced agency, the same shall be paid directly by DMF in consultation with the selected agency and on approving the invoice of outsourced agency
3. Cost related to media buying or air time buying shall be paid directly to the concerned agency by DMF in consultation with the selected agency and on approving the invoice of such concerned agency
4. The Government levied taxes duties as applicable on the Professional Fee, Sub-Contract/ Vendor costs and Media costs shall be payable by DMF .Wherever applicable, taxes shall be deducted at source from the Professional fee, Sub-Contract/ Vendor costs, TDS , Media costs and other costs by DMF in accordance with the directions from DMF from time-to-time
5. Payment will be made to Agency/Agencies only after successful completion of the required work and submission of statement of work having been executed.
6. Payments terms (credit period) 15 days from the date of submission of invoices.
7. The payment will be made on monthly basis subject to the submission of correct and complete invoice along with supporting by the service provider. The service provider will raise its invoice on monthly basis at contracted rate to DMF by 1st week of next month.

## Annexure 1 Check List

Sl. No	Parameter	Pre-qualification criteria Description	Documentary Evidence Submitted	Page Reference
1	Legal Entity	<p>Bidder should be</p> <ul style="list-style-type: none"> <li>• A company incorporated in India under the Companies Act, 1956 and subsequent amendments thereto or a partnership firm registered under LLP Act, 2008/Indian Partnership Act, 1932</li> <li>• Registered GST no.</li> <li>• PAN no.</li> <li>• Company Should have been operating for the last three years</li> </ul>		
2	Turnover	The Average turnover of the agency in the area of Digital Marketing services including social media marketing services for 2016-17 , 2017-18 and 2018-19 respectively should be at least Rs. 80 Lakhs.		
3	Work Experience in Social Media In-house production facility	The Bidder Should have the experience of handling campaign covering/ designing/ production of creatives/commercials for various media including print, TV, Radio, Online, Outdoor, etc., and Digital Media (Social media, Internet marketing blogs etc.) for at least three years.		
4	Blacklisting	The Bidder firm should not been black-listed by any competent authority of a government department, government undertakings, local bodies, authorities		
5	Undertaking on letter head	The agency must have an in- house production facility for production and editing of contents in all forms.		
6	Undertaking of in-house technical capability on letter head	The agency must have an in- house tools/applications/Software Development & management Team which has developed Social media tool and apps that runs on PCs and mobile devices.		

7	Undertaking on letter head	Agency supporting/ promoting any of the following content either in digital/physical format will be treated negative for business:  Anti-National Content Pornographic & Trafficking Content Political Association Malicious Content Content Hurting Religious Sentiments Promoting Piracy in any form		
8	Self-certified copy of Images having run Social media campaigns	The agency must have expertise of running social media campaigns on Twitter, Facebook, and YouTube etc.		
9	Undertaking	The software/tools etc. used by the Agency should be original and not pirated.		
10	Tender Cost	<b>Rs.10,000/-</b> to be submitted in shape of DD in favour of Chief Executive Officer, DMF, Sundargarh to be drawn at Sundargarh.		
11	EMD	<b>Rs.1,00,000/-</b> to be submitted in shape of DD in favour of Chief Executive Officer, DMF, Sundargarh to be drawn at Sundargarh.		

**Annexure 2****Work Experience**

<b>Sr. No.</b>	<b>Item</b>	<b>Bidder Response</b>
1	Name of Bidder entity	
2	Assignment Name	
3	Name of Client	
4	Country	
5	Contact Details	
6	Approximate Value of the Contract	
7	Duration of Assignment (months)	
8	Award Date (month/year)	
9	Completion Date (month/year)	
10	Narrative description of the project	
11	Details of Work that defines the scope relevant to the requirement	
12	Documentary Evidence attached	

Date:

Signature of Authorized Representative

Name of Agency:

Full Address:

Telephone No.:

### Annexure 3 CVs of the Key Manpower proposed

<b>1</b>	Name of the Staff				
<b>2</b>	Current Designation in the Organization				
<b>3</b>	Proposed Role in the Project				
<b>4</b>	Proposed Responsibilities in the Project				
<b>5</b>	Date of Birth				
<b>6</b>	Education				
<b>7</b>	Summary of Key Training and Certifications				
<b>8</b>	Summary of Key Training and Certifications	Language	Reading	Writing	Speaking
<b>9</b>	Employment Record (For the total relevant experience)	From/ To			
		Employer			
		Position Held			
		From/ To			
		Employer			
		Position Held			
<b>10</b>	Total No. of Years of Work Experience				
<b>11</b>	Total No. of Years of Experience for the Role proposed				
<b>12</b>	Highlights of relevant assignments handled and significant accomplishments (Use following format for each project)				
	Name of Project				
	Year:				
	Location				
	Client				
	Main Project Feature				
	Position Held				
	Activities Performed				

## Annexure 4 Technical Proposal

To  
Collector & Chairperson  
District Mineral Foundation  
Sundargarh

**Sub: "Selection of Agency for Media Communication, Social Media Management and IEC Activities of Sundargarh District out of DMF Fund".**

### Regarding: Technical Proposal

Dear Madam/Sir,

With reference to the RFP dated \_\_\_\_\_ for the above captioned project, and clarification issued by DMF, Odisha thereof, I \_\_\_\_\_, having examined all relevant documents and understood their contents, hereby submit our Proposal for **Selection of Agency for Media Communication, Social Media Management and IEC Activities of Sundargarh District out of DMF Fund**. The proposal is unconditional and unqualified.

1. All information provided in the Proposal and in the Appendices is true and correct and all documents accompanying such Proposal are true copies of their respective originals.
2. This statement is made for the express purpose of appointment as the Agency for the aforesaid Project.
3. I shall make available to DMF any additional information it may deem necessary or require for supplementing or authenticating the Proposal.
4. I acknowledge the right of the DMF to reject our application without assigning any reason or otherwise and hereby waive our right to challenge the same on any account whatsoever.
5. I certify that in the last three years, we or any of our Associates have neither failed to perform on any contract, as evidenced by imposition of a penalty by an arbitral or judicial authority or a judicial pronouncement or arbitration award against the Bidder, 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.

### I declare that:

- a. I have examined and have no reservations to the RFP Documents, including any Addendum issued by the DMF;
  - b. I have not directly or indirectly or through an agent engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice, in respect of any tender or request for proposal issued by or any agreement entered into with the DMF or any other public sector enterprise or any government, Central or State; and
  - c. I hereby certify that we have taken steps to ensure that, no person acting for us or on our behalf will engage in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice.
6. I understand that you may cancel the Selection Process at any time and that you are neither bound to accept any Proposal that you may receive nor to select the Agency, without incurring any liability to the Bidders.
  7. If our Firm is qualified on the basis of minimum eligibility criteria, we shall make a presentation on Approach & Methodology and work plan to DMF on the date specified in the intimation received from DMF.
  8. The undersigned is authorized to sign the documents being submitted through this RFP. (A copy of Power of Attorney may be enclosed).
  9. In the event our firm is selected as the Agency for this project we shall enter into a contract with DMF.

10. The Financial Proposal is being submitted in a separate cover. This Technical Proposal read with the Financial Proposal shall constitute the Application which shall be binding on us.

11. The information provided herewith is true and correct to our best knowledge. If any discrepancies are found in the information provided or if the information provided is not correct, our firm would be fully responsible for that. We understand in such cases our bids are liable to be rejected.

Yours faithfully,

(Signature, name and designation of the  
authorized signatory)

(Name and seal of the Bidder)

## Annexure 5 Power of Attorney (Sample)

Know all men by these presents, we, ..... (name of Firm and address of the registered office) do hereby constitute, nominate, appoint and authorize Mr / Ms..... son/daughter/wife and presently residing at....., who is presently employed with us and presently holding the position of.....as our tour and law full attorney (hereinafter referred to as the "Authorized Representative") 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 **Selection of Agency for Media Communication, Social Media Management and IEC Activities of Sundargarh District out of DMF Fund**, but not limited to signing and submission of all applications, proposals and other documents and writings, participating in pre-proposal and other conferences and providing information/ responses to the DMF, representing us in all matters before the DMF , signing and execution of all contracts and undertakings consequent to acceptance of our proposal and generally dealing with the DMF in all matters in connection with or relating to or arising out of our Proposal for the said Project and/or upon award thereof to us till the entering into of the Agreement with the DMF . AND, we do hereby agree to ratify and confirm all acts, deeds and things lawfully done or caused to be done by our said Authorized Representative 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 Authorized Representative 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 THIS ..... DAY OF....., 2019

For.....

(Signature, Name, Designation, Address)

Witnesses:

- 1.
- 2.

Notarized  
Accepted

.....  
(Signature, Name, Designation and address of attorney)

### Notes:

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 in accordance with the required procedure. The Power of Attorney should be executed on a non-judicial stamp paper of Rs. 50 (fifty) and duly notarized by a notary public.

## Annexure 6 Financial Capacity of the Applicant

Sl. No.	Financial year	Annual Turnover in Lakhs	Average Turnover
1	2016-17		
2	2017-18		
3	2018-19		

### Certificate from the Statutory Auditor

This is to certify that .....(name of the Applicant) has received the payments shown above against the respective years on account of professional fees. And the Average Turnover of the Firm in the last three years is Rs. .... (In words)

Name of the audit firm:

Seal of the audit firm:

Date:

(Signature, name and designation of the authorized signatory)

In case the Applicant does not have a statutory auditor, it shall provide the certificate from its chartered accountant that ordinarily audits the annual accounts of the applicant

**Annexure 7A**

**FINANCIAL PROPOSAL (Covering Letter)**

**(On the Bidders Letterhead)**

To  
**Collector & Chairperson  
District Mineral Foundation  
Sundargarh, Odisha**

**Sub: "Selection of Agency for Media Communication, Social Media Management and IEC Activities of Sundargarh District out of DMF Fund"**

Dear Sir,

I, \_\_\_\_\_ enclose herewith our Financial Proposal for selection of our firm as Agency to carry out "**Selection of Agency for Media Communication, Social Media Management and IEC Activities of Sundargarh District out of DMF Fund**". Please note that the financial proposal does not contain any conditions and is submitted as per the prescribed format. In case of any discrepancy, our firm will be solely responsible for the same. I agree that this offer shall remain valid for 90 (Ninety) days from the bid due date or such further period as may be mutually agreed upon.

Yours faithfully,

Signature: \_\_\_\_\_

Full Name: \_\_\_\_\_

Designation: \_\_\_\_\_

## Annexure 7B

## FINANCIAL PROPOSAL

**Name of Work: Selection of Agency for Media Communication, Social Media Management and IEC Activities of Sundargarh District out of DMF Fund**

Sl. No.	Particulars	Unit of Measure	Unit price in Rs	Total Amount
1	Detailed Promotion and Media/ communication Strategy including the comprehensive creative vision/ marketing approach & media planning for entire period (2 Years) <b>Note- Payment shall be released on Quarterly basis</b>	1	Lump sum	
2	Agency is required to quote 2 yrs retainer fees to cover its staffing (separate monthly calculation Sheet/ price break up sheet for each staff to be enclosed) <b>Note- Payment shall be released on Monthly basis</b>	1	For 2 yrs. Manpower engagement	
3	<b><u>Creatives for Social Media</u></b> (Facebook, Twitter, YouTube) Advertisement and Promotion (Managing Page, app development, content, Creative & promotion etc). ( Per month cost Rs .....X 24 months ) <b>Note- Payment shall be released Quarterly basis</b>	1	For 2 yrs. cost	
4	<b><u>Creatives for Digital Film</u></b> <b>( Payment shall be monthly need/ utilization basis )</b>			
	Promotional Campaign Film (3-5 min. duration)	1 no.	Per Unit cost	
	User Experience Film (3-5 min. duration)	1 no.	Per Unit cost	
5	<b><u>Creatives for Outdoor Media</u></b> <b>( Payment shall be monthly need/ utilization basis )</b>			
A	<b><u>Production of Promotional Merchandise</u></b>			
	T-shirts - Small/Medium/Large Approx.500 nos. for evaluation Purpose	1	Per Unit cost	
	Caps – 4 colors Approx.500 nos. for evaluation Purpose	1	Per Unit cost	
	Flags – 1'x2' Approx. 500 nos. for evaluation Purpose	1	Per Unit cost	
	Multicolour leaflets/Flyers ¼ demi size (22cm x 28cm) 130 gsm art paper Approx. 1,00,000 pc for evaluation purpose	1	Per Unit cost	

	Multicolour Posters demi size (44cm x 56cm) 130 gsm art paper Approx. 10,000 pc for evaluation Purpose	1	Per Unit cost	
	Multicolour Folders 1 fold 220 gsm art paper <b>Open size</b> (22cm x 28cm) <b>Close Size</b> (14cm x22cm) Approx. 5,000 pc for evaluation Purpose	1	Per Unit cost	
	2 fold 220 gsm art paper <b>Open size</b> (44cm x 22cm) CloseSize (14.5cm x28cm) Approx. 5,000 pc for evaluation purpose	1	Per Unit cost	
<b>B</b>	<b>Stickers</b>			
	<b>Paper Stickers :</b> 2ft x 1.5ft (Inside bus) Approx.5,000 pc for evaluation purpose	1	Per pc.	
	22cm x 14cm To be fixed in the doors of Houses .Approx. 10,000 pc for evaluation purpose	1	Per pc.	
	14cm x 7cm To be fixed in SHG registers Approx. 10,000 pc for evaluation purpose	1	Per pc.	
	<b>Vinyl Stickers :</b> Approx. 45,000 sq ft. for evaluation purpose . 3ft x 1.5ft (Size may vary as per requirement)	1	Per sq.ft	
	Sun Board vinyl pasted exhibits 3ft x 2ft (Size may vary as per requirement) Approx.30,000	1	Per Sq. ft	

	sq. ft for evaluation purpose)			
	Bill board/Pole Kiosk 3.5ft x 2.5 ft 22 gej. Iron Square Bar (printing and mounting of flex banner with framing to be fixed in electric and other existing poles) (Size may vary as per requirement ) Approx. 10,000sq.ft for evaluation Purpose	1	Per sq.ft.	
<b>6</b>	<b>Road Shows( <u>Payment shall be monthly need/ utilization basis</u> )</b>			
	Vehicle Hiring & Branding	1	Per Vehicle	
	Vehicle Movement (Caravan) (100 Kms / day shall be taken into evaluation)	1	Per day	
	Audio Visual set with Power back-up	1	Per set	
<b>7</b>	<b>Photography &amp; Videography: ( <u>Payment shall be monthly need/ utilization basis</u> )</b>			
	Photo shoot per day	1 no.	Per day	
	Videography per day	1 no.	Per day	
	Drone shoot per day	1 no.	Per day	
	Documentation in Digital format (E-book) including layout, colour correction/ images and pagination (per page)	1 no.	Per page	
	Flyer/ Leaflet (upto 4 Page)	1	Per leaf	
	Printing of Brochures/ Booklets	1	Per page	
	Wall Calender	1	no.	
<b>8</b>	<b><u>Hoardings</u></b> The Agency shall identify locations to put up hoardings minimum of 100 locations across the State. The amount quoted by the Agency shall include cost of hiring of hoarding, flex printing, flex mounting and transport. The hoarding should be visible and in prime locations. The Agency shall also seek necessary permissions for the same from appropriate authorities. In case of	1	per sq ft.	

	existing departmental (Govt.) hoardings, hiring charges will not be entertained. <b>Note</b> : Per month rental shall be extra as applicable			
9	<b>Outdoor Banners and Frame:</b> The quantity of banners may be communicated to the agency through work-order, but the agency has to quote the Sq.ft rate for printing of high quality flex banner. The preferable dimensions for the banners shall be 20'x10' and the size of the banner may vary as per the requirement (the dimension may vary as per the requirement). The Agency shall also include the cost of Framing, Installation and Transportation of the same. For minimum 500 nos. (Size : 20'x10') <b><u>( Payment shall be monthly need basis/ consumption basis )</u></b>	1	Per sq ft.	
10	<b>Print Media Advertisement:</b> The agency is required to develop creatives / designs for print media (newspaper) advertisement and a release plan based on the schedule prepared approved rate . <b><u>( Payment shall be monthly need basis/ consumption basis )</u></b>	1	cost per creative design	
Total (In Rs.)				

Signature of the Agency:

Address:

Date:

Place:

**Note:**

- GST as applicable shall be paid extra .
- No conditions should be attached to the price proposal.
- The Agency has to quote individual rate for each item in scope.
- Rate for Radio advertising & Television shall be paid as per Information & Public relation Department, Govt. of Odisha .

## Annexure 8

## Bank Guarantee

Whereas ----- (hereinafter called 'the Respondent') has submitted its proposal dated ----- in response to the RFP notice for **Selection of Agency for Media Communication, Social Media Management and IEC Activities of Sundargarh District out of DMF Fund** (hereinafter called "the Proposal") to CEO, DMF, Sundargarh Odisha

KNOW ALL MEN by these presents that WE ----- of ----- having our registered office at ----- (hereinafter called "the Bank") are bound unto the CEO DMF Sundargarh, Odisha (hereinafter called "the Purchaser") in the sum of ----- for which payment well and truly to be made to the said Purchaser, the Bank binds itself, its successors and assigns by these presents. Sealed with the Common Seal of the said Bank this ----- day of ----- 2019

THE CONDITIONS of this obligation are:

1. If the Respondent withdraws its proposal during the period of validity of the proposal as specified by the respondent on the Notice of Intent to submit proposal in response to RFP Notice  
or
2. If the Respondent, having been notified of their selection fails or refuses to submit the required Performance Guarantee .

We undertake to pay to the Purchaser up to the above amount upon receipt of its first written demand, without the Purchaser having to substantiate its demand, provided that in its demand the Purchaser will specify that the amount claimed by it is due to it owing to the occurrence of one or both of the two conditions, specifying the occurred condition or conditions

This guarantee will remain in force up to and including 45 days after the period of proposal validity, and any demand in respect thereof should reach the Bank not later than the above date.

**IN WITNESS WHEREOF** the Guarantor has set its hands hereunto on the day, month and year first hereinabove written.

Signed and delivered by [insert name of Bank] Bank, by [insert name of branch] Branch by hand

Of [insert name of signatory]

It's [insert designation] and duly authorized representative

Authorized by [Power of Attorney dated [insert date]] OR [Board resolution dated [insert date]].

**Annexure 9**

**NON-BLACKLIST**

We, .....<name of the Organization>, having our registered office at ..... , <HQ address of the Organization> hereby declare that we are submitting this proposal in reference to the “**Selection of Agency for Media Communication, Social Media Management and IEC Activities of Sundargarh District out of DMF Fund**” We declare that we have not been blacklisted by any Ministry / Department / Public Sector Undertaking or any other agency of the Central/State Government.

We declare that there are no proceedings, disputes or enquiries pending against us in connection with cheating, misappropriation of funds or exploitation of beneficiary.

We also acknowledge that in case of misrepresentation of the information, our proposal / contract shall be rejected / terminated at any stage by the client, which shall be binding on us. Any loss or damage to the client, on this count will be compensated by us.

Date:

Authorized Signature

Place:

Name and Title of Signatory

Seal:

Note:

1. To be issued on the letter head of the Organisation