



**PANCHAYATIRAJ & DRINKING WATER DEPARTMENT
GOVERNMENT OF ODISHA**

RFP DOCUMENT

**Selection of Agency for Media Communication,
Social Media Management and IEC Activities
under BASUDHA and SOSO in Odisha**

Tender Reference No.EIC /RWS&S/42/2018-19

December 2018

**Rural Water Supply & Sanitation,
PR&DW Department, Odisha
Jal 'O' Parimal Bhawan, Bhubaneswar, Odisha, 751001**

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SECTION 1

NOTICE INVITING PROPOSAL

**Office of the Engineer-In-Chief, RWS&S
Odisha, Bhubaneswar**

PANCHAYAT RAJ & DRINKING WATER DEPARTMENT, GOVERNMENT OF ODISHA

Jal 'O' Parimal Bhawan, Bhubaneswar – 751001

URL: www.odishapanchayat.gov.in

Email: cerwssodisha@gmail.com, cerwss@nic.in

Telephone Phone: 0674-2395734

Tender No. EIC/RWS&S/ 42/ 18-19

Dated: 24/ 12/ 2018

1.1. EIC, RWS&S, DoPR&DW, Odisha invites sealed proposals (Technical and Financial) from eligible agencies for Social Media Management and IEC Activities under BASUDHA and Swacha Odisha Sustha Odisha (SOSO).

1.2. Schedule of Events

Sl. No.	Description	Details
1	Date of availability of RFP Document	24-12-2018 to 23-01-2019
2	Cost of the RFP Document	Rs 5000/-
3	Pre-Bid Meeting (Date & Time)	08-01-2019 , 11.00 Hrs
4	Pre-Bid Meeting Venue	08-01-2019, 11.00 Hrs Conference Hall, Office of EIC, RWSS Jal 'O' Parimal Bhawan, Unit-5, Bhubaneswar – 751001, Phone: (0674) 2395734
5	Closing Date and Time of Receipt of Tender	24-01-2019 at 4.00 PM Office of EIC, RWSS Jal 'O' Parimal Bhawan, Unit-5, Bhubaneswar – 751001
6	Time, Date and Venue of Opening of Technical Proposal	25-01-2019 at 11 AM Jal 'O' Parimal Bhawan, Unit-5, Bhubaneswar – 751001
7	Time, Date and Venue of Opening of Financial Proposal	Will be intimated.

- 1.3.** Interested parties may download the RFP document (a complete set of document is available on website) from the website www.tendersorissa.gov.in and submit the proposal by using the downloaded document, along with the required non-refundable document cost as mentioned in Para 1.3 above. The proposal will be rejected if the applicant changes any clause or annexure of the RFP document downloaded from the website.
- 1.4.** Prospective applicants may attend the Pre-bid meeting. The venue, date and time are indicated at Para 1.2 above.
- 1.5.** Parties shall ensure that their proposals, complete in all respects, are delivered at O/o EIC, RWS&S, Odisha on or before the closing date and time indicated in the Para 1.2 above, failing which the tender proposals will be treated as late receipt and shall be rejected. The Proposals sent by post/ courier must reach the above said address on or before the closing date and time indicated in Para 1.2 above, failing which it will be treated as late tender and shall be rejected.
- 1.6.** In the event of any of the above mentioned dates being declared as a holiday / closed day by Government of Odisha, the documents/bids will be sold/received/opened on the next working day during office hours.
- 1.7.** The RFP Documents are not transferable.
- 1.8.** All Proposals must be accompanied by EMD and Document Fee as prescribed. Proposals without EMD Document Fee shall be rejected.

Engineer-In-Chief, RWSS,
Odisha, Bhubaneswar

INTRODUCTION

I.1 Background

The Rural Water Supply & Sanitation (RWS&S) wing of Panchayati Raj & Drinking Water Department, Government of Odisha executes Piped water supply Projects in the rural areas of the State. Funds to the tune of Rs. 5,000 Crores is made available through annual plan budget of State Government, Central Government & Finance Commission Funds and other schemes. RWS&S is responsible for managing flagship schemes in water supply and sanitation such as Buxi Jagabandhu Assured Water Supply to Habitations (BASUDHA), Swacha Odisha Sustha Odisha (SOSO) in Odisha. The Government is keen to ensure sustainability of water availability in terms of potability, adequacy, convenience, affordability and equity with decentralized approach of involving PRI and community organizations with a vision of "Safe Drinking Water for all, at all times in rural areas".

In order to achieve better citizen service delivery standards, RWS&S has already established a Grievance Management and information dissemination platform. Various IEC activities are also being undertaken by RWS&S to sensitize the rural populace about the interventions by Government of Odisha in the areas of water supply and sanitation. In order to ensure that the information reaches the general public and beneficiaries in an effective manner, RWS&S intends to appoint a competent agency which will assist in strengthening the IEC interventions with a focus on digital and social media.

I.2 Objectives

The broad objective of this assignment is to develop & execute the outreach and promotion of the BASUDHA and SOSO scheme to create awareness within general public, beneficiaries and service providers in the State. The selected agency shall be responsible for preparation of promotion strategy and execution of the plan.

The objectives of promotional activities are

- Establish the brand "BASUDHA"
- Create awareness about Schemes/Policies/Services amongst masses
- Increase public participation in governance

The detailed Scope of Work is presented in Section 6 of this RFP Document.

I.3 Details of Engagement

The detailed scope of work, human resource requirement and Deliverable are provided in **Section 6** (Terms of Reference).

- I.3.1 **Team:** The agency must position three dedicated members mainly Project Manager, Content Developer and Designer either at the office of RWS&S or at its own office in Bhubaneswar during the period of contract
- I.3.2 **Duration:** The above services will be for a duration of one year from the date of signing of contract
- I.3.3 **Time-line:** Work will be commenced within 15 days of the award of contract (signing of contract).

I.4 Assistance to be provided by RWS&S:

- 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 PR&DW Department, and any Intellectual Property Rights emanating from such content shall vest solely and exclusively with PR&DW Department, Government of Odisha.

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 PR&DW Department, Government of Odisha.
- 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 RWS&S.

SECTION 3

INSTRUCTIONS TO BIDDER

3.1 General Instructions

- a) The applicant should prepare and submit its proposal (Technical and Financial) as per instructions given in this section.
- b) The proposal shall be completed with all respects. Incomplete proposals shall be liable for rejection.
- c) The prices quoted shall be **firm** and shall include all taxes and duties. This shall be quoted in the prescribed format only as given in **Annexure 1**.
- d) The Proposal (technical and financial) shall be submitted (with a covering letter as per **Annexure 2**) before the last date of submission.

3.2 Earnest Money Deposit (EMD) and Cost of RFP Document

- a) The tender shall be accompanied by Earnest Money Deposit (EMD) of Rs. 1,00,000 (Rupees One lakh).
- b) The Earnest Money should be deposited by way of Postal Savings, Pass Book/ NSC/ Post Office Time Deposit Account/ Kissan Vikash Patra/ Deposit Receipt in Nationalized/ Scheduled Bank duly pledged in favor of "Engineer-in-Chief, RWSS Odisha, Bhubaneswar".
- c) Proposal submitted without EMD shall be rejected.
- d) 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.
- e) EMD of an applicants 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.

- f) Cost of RFP of Rs. 5,000/- (Rupees Ten thousand only) in the form of demand draft in favor of "Executive Engineer, RWSS Division, Bhubaneswar", payable at Bhubaneswar.

3.3 Structure and Submission of Proposal

- a) The proposals are required to be submitted in two parts (Technical & Financial) separately in sealed envelopes as explained below.
- b) **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 **4.4.1**.
- (ii) Technical Details: This will contain the documents as mentioned in technical proposal described below;
- c) **Envelope 2:** To be marked as "**Financial Proposal**"
- (i) The applicant shall quote price in the format enclosed as **Annexure I**. The price as quoted shall be for the entire range of activities as defined under **Section 6** of the RFP.
- (ii) RWS&S shall not pay or bear any cost separately other than the price quoted in the financial proposal.
- d) The two envelopes containing both technical and the financial proposal shall be put in a bigger envelope, which shall be sealed and superscripted with "RFP Reference No.EIC/RWSS/42/2018-19 for "RFP for Selection of Agency for Media Communication, Social Media Management and IEC Activities under BASUDHA and SOSO in Odisha" due for opening on 24/01/2019.

The offer shall contain no interlineations or overwriting except as necessary to correct errors, in which cases the person or persons signing the tender must initial such correction. In case of discrepancy in the quoted prices, the price written in words will be taken as valid.

3.4 Content of Technical Proposal (Envelop 1)

a) Technical Proposal (Envelop 1)

It shall be submitted along with a forwarding letter ("**Annexure 2**") 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) Postal Savings, Pass Book/ NSC/ Post Office Time Deposit Account/ Kissan Vikash Patra/ Deposit Receipt in Nationalized/ Scheduled Bank duly pledged in favor of "Engineer-in-Chief, RWSS Odisha, Bhubaneswar" towards **E.M.D.**
- (iii) Confirmation regarding furnishing **Performance Security** in case of award of contract.
- (iv) Original RFP document duly stamped and signed in each page along with the Forwarding Letter confirming the performing the assignment as per "**Annexure 2**".
- (v) Particulars of the applicant as per "**Annexure 3**"
- (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 EPF, ESI and Service Tax with the appropriate authority.
- (xi) A declaration from the applicant in the format given in the "**Annexure 4**" 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 1**".

3.5 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.

3.6 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.

3.7 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.

EVALUATION OF PROPOSAL

4.1 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 VI 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.

4.2 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.

4.3 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.

4.4 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:

4.4.1 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	<p>Bidder should be</p> <ul style="list-style-type: none"> ▪ 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 ▪ Registered with the Service Tax Authorities ▪ Should have been operating for the last three years 	<p>Copy of Certificate of Incorporation</p> <p>Copy of Registration Certificates</p>
2	Turnover	Bidder should have had an average turnover of at least INR 2 Crores from the last 3 financial years (FY 2015-16, 2016-17, 2017-18)	Audited financial statements for the last three financial years and Certificate from the Statutory Auditor
3	Experience of handling campaigns for at least 5 distinct clients	In the last three years, the bidder should have experience in organizing Marketing, Advertisement & promotion and Event Management or IEC services of State or central Govt. departments/ PSUs either directly or through any development partners & at least 1 of them should have the value of minimum Rs. 25 lakhs or above.	Copies of Work Order or Agreements
4	Blacklisting	The Bidder firm should not been black-listed by any competent authority of a government department, government undertakings, local bodies, authorities	Self-certificate letter undertaking to this effect on company's letter head signed by authorized Signatory.
7	Social Media Experience	The agency must have expertise of running social media campaigns on Twitter, Facebook, and YouTube etc.	Work Orders to be attached

4.4.2 Evaluation Criteria

Sl.	Criteria	Marks	Evaluation Basis												
1	Experience in last three years in Organizing Marketing, Advertisement, promotion and Event Management services of State or National stature for Govt. departments either directly or through any development partners or in Non- Govt. Sectors.	30	For State or central Govt. departments/ PSUs either directly or through any development partners (Fee of Rs. 25 Lakh or more) 1 Project: 10 marks. 2 Projects: 15 marks 3 Projects or above: 20 marks For private Sector (Fee 25 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/agencies in Odisha												
3	Approach & Methodology and Work Plan: The bidders who qualify in the minimum conditions of eligibility as specified in the clause 4.4.1 shall also be called for a presentation on their approach/methodology and work plan as mentioned in their bid.	40	<table border="1"> <tr> <td>1) Proposed brand vision and digital marketing strategy:</td> <td>15 marks</td> </tr> <tr> <td>2) Content Development Strategy:</td> <td>5 marks</td> </tr> <tr> <td>3) Inputs on the Scope of Work:</td> <td>5 marks</td> </tr> <tr> <td>4) Innovative ideas and suggestions:</td> <td>5 marks</td> </tr> <tr> <td>5) Sample Creatives as prepared for past campaign undertaken by the bidder for traditional, new and digital medium including infographics and content writing</td> <td>5 marks</td> </tr> <tr> <td>6)A Social Media Plan for PR&DW Dept.</td> <td>5 marks</td> </tr> </table>	1) Proposed brand vision and digital marketing strategy:	15 marks	2) Content Development Strategy:	5 marks	3) Inputs on the Scope of Work:	5 marks	4) Innovative ideas and suggestions:	5 marks	5) Sample Creatives as prepared for past campaign undertaken by the bidder for traditional, new and digital medium including infographics and content writing	5 marks	6)A Social Media Plan for PR&DW Dept.	5 marks
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3) Inputs on the Scope of Work:	5 marks														
4) Innovative ideas and suggestions:	5 marks														
5) Sample Creatives as prepared for past campaign undertaken by the bidder for traditional, new and digital medium including infographics and content writing	5 marks														
6)A Social Media Plan for PR&DW Dept.	5 marks														
4.	Average annual turnover of the Firm in financial year 2015 – 16, 2016-17 and 2017 – 18	10	<table border="1"> <tr> <td>>Rs.2 crores, ≤ Rs.3.5 crores</td> <td>5 marks</td> </tr> <tr> <td>Rs.3.5 crores ≤ Rs. 5 crores</td> <td>7.5 marks</td> </tr> <tr> <td>>Rs.5 crores</td> <td>10 marks</td> </tr> </table>	>Rs.2 crores, ≤ Rs.3.5 crores	5 marks	Rs.3.5 crores ≤ Rs. 5 crores	7.5 marks	>Rs.5 crores	10 marks						
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Rs.3.5 crores ≤ Rs. 5 crores	7.5 marks														
>Rs.5 crores	10 marks														
5.	Proposed Resources for deployment	10	<table border="1"> <tr> <td>Project Manager</td> <td>5 marks</td> </tr> <tr> <td>Content Developer</td> <td>2.5 marks</td> </tr> <tr> <td>Designer</td> <td>2.5 marks</td> </tr> </table>	Project Manager	5 marks	Content Developer	2.5 marks	Designer	2.5 marks						
Project Manager	5 marks														
Content Developer	2.5 marks														
Designer	2.5 marks														

			Marking shall be relative (for comparing resources of different bidders) basis the qualifications and experience of the proposed resources
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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.

5.1 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. RWS&S 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.

5.2 Commercial Bid Evaluation & Evaluation Method

- a) The combined bids will be evaluated in accordance with the Combined Quality cum Cost Based System (CQCCBS). In case of CQCCBS, 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”.

TERMS AND CONDITIONS

5.1 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.

5.2 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.

5.3 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 Nationalised 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 5**" 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.

5.4 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.

5.5 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.

5.6 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.

5.7 Payment

Monthly Service Charges/Fees:

- (i) 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 RWS&S, Odisha by 1st week of next month.
- (ii) On receipt of the statement of claim, concerned section/cell under RWS&S, Odisha shall study the correctness and completeness of the claim and supporting documents. All adjustments on the ground of penalty or short performance shall be calculated and recorded properly. The concerned section/cell shall complete the verification in 7 working days and issue a deficiency note, if any to the service provider. On receipt of the same, the service provider shall revert rectifying the deficiencies and submit the final claim to RWS&S, Odisha.
- (iii) Within 15 days of submission of final claim with required supporting documents and duly scrutinized by the concerned Section/ Cell, RWS&S will release the payment.

5.8 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 RWS&S for the duration of the Agreement against the stated scope of work. PR&DW Department and RWS&S shall regularly review the performance of the services being provided by the selected bidder and the effectiveness of services rendered.

RWS&S 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 RWS&S shall be binding in this regard. If during execution of the assigned work, following problems are found, then a penalty of 1% of the project value per week (subject to maximum of 10%) may be imposed by PR&DW Department.

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 Panchayati Raj, and Drinking water Department
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 PR&DW Dept. may rescind the agreement and shall be free to get it done from other Agencies. PR&DW Dept may debar/blacklist the defaulting agency from applying in the future.

5.9 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 Client 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.

5.10 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. Bhubaneswar.

5.11 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.

Terms of Reference

6.1 Overall Scope of Work

A Media & Communications strategy is essential to regularly convey information about the interventions under BASUDHA and SOSO to diverse stakeholders and create awareness, through direct and indirect engagement. In order to formulate a Media & Communications strategy and to implement a 360 degree Media Campaign activity, services of an agency is required, initially for a period of one year. This will involve tasks as mentioned under, but will not be limited to these only.

The assignment shall be accomplished in two folds:

1. Provide complete event management services for IEC activities of the BASUDHA and SOSO scheme in the State of Odisha.
2. Preparation of Marketing & Promotion Strategy for BASUDHA and SOSO through Social Media

6.2 Detailed Scope of Work

The scope of work of the assignment is as below:

6.2.1 Advertising & Promotion

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

6.2.2 Social Media Campaign

- Creation & Maintenance of Social Media Platforms for PR&DW Department: 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.
- 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 (of the PR&DW Department) on websites and social media platforms.
- Engage with users: Regularly organize online surveys, quizzes, contests on all platforms in consultation with the PR&DW Department.

- **Publicity:** Publicize all events as suggested by the PR&DW Department, 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 PR&DW Dept.
- **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 PR&DW Department must be replied to within 24 hours and all queries which require a consultation with the PR&DW Department 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.
- Above is to be done without any infringement of Intellectual Property Rights (IPR).

6.2.3 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.

6.2.4 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.

6.2.5 Branding on buses

Minimum of 100 Nos. of Buses (to be branded preferably using vinyl stickers/ Paper Stickers) on major routes connecting Districts Headquarters to Bhubaneswar and Cuttack. The quantity may be increased or decreased as per the requirement.

The Agency shall create design and install as per bus panel display area. The cost quoted by the Agency shall include the cost of printing and installing of stickers on buses and display rentals for a period at least 6 months.

6.2.6 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.

6.2.7 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.

6.2.8 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.

6.2.9 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
- IVRS (Interactive Voice Response System)
- Caller-tune

6.2.10 Celebrity Endorsement

The agency shall charge on actual as per the charges and cost of the celebrity.

6.2.11 Community Media

The agency has to organize folk shows (Pala, Daskathia, etc.), street play, magic shows and other such traditional/ innovative media for promotion of the scheme.

6.2.12 Event Management of State Level Functions

The agency has to organize different events like Stage Management, Media Management, exhibits, etc. for the State level functions for launching of the scheme or any other activities as per requirement of the PR&DW Dept., Odisha

6.3 Payment Schedule

The payment shall be released by RWSS to the Agency in the following manner:

Sl.	Event / Deliverable	Payment
1	Issue of LOI, execution of agreement and issue of work order	10%
2	Payment within 15 days after receipt of activity based part bill along with relevant documentation.	

FORMS & FORMATS

ANNEXURE-1

FORMAT FOR FINANCIAL PROPOSAL

Dated:

To,

**The Engineer-In-Chief, RWS&S
Jal 'O' Parimal Bhawan,
Unit-5, Bhubaneswar - 751001
Office Phone: (0674) 2395734**

Sub: RFP for Selection of Agency for Social Media Management and IEC Activities under
BASUDHA and SOSO in Odisha

(a) We, the undersigned, offer to provide above service in accordance with your RFP. Our
Financial proposal for project is given as below;

Sl.	Particulars	Unit of Measures.	Unit Price Rs. (in Fig & Words)	Total Amount (in Rs.)
		A	b	a x b
Advertising & Promotion				
1.	Preparing of Communication, branding, Promotion, Advertising strategy, Designing and implementation plan	Lumpsum		
2.	Social Media Campaign (Facebook, Twitter, Youtube) Advertisement and Promotion (Managing Page, app development, content, Creative & promotion etc).	Lumpsum (for One Year) (At least 3 months aggressive promotion and rest 9 months page management)		
3	Exhibits & Outdoor Media Printing & Installation (Outer Concourse Branding)			
a.	Production of Promotional Merchandise			
	T-shirts - Small/Medium/Large Approx.500 nos. for evaluation purpose	500	Per Unit cost	
	Caps – 4 colors Approx.500 nos. for evaluation purpose	500	Per Unit cost	
	Flags – 1'x2' Approx. 500 nos. for evaluation purpose	500	Per Unit cost	
	Multicolour leaflets/Flyers ¼ demi size (22cm x 28cm) 130 gsm art			

Sl.	Particulars	Unit of Measures.	Unit Price Rs. (in Fig & Words)	Total Amount (in Rs.)
		A	b	a x b
	paper Approx. 1,00,000 pc for evaluation purpose	1,00,000	Per Unit cost	
	Multicolour Posters demi size (44cm x 56cm) 130 gsm art paper Approx. 10,000 pc for evaluation purpose	10,000	Per Unit cost	
	Multicolour Folders- 1 fold 220 gsm art paper Open size (22cm x 28cm) Close Size(14cm x 22cm) Approx. 5,000 pc for evaluation purpose	5,000	Per Unit cost	
	2 fold 220 gsm art paper Open size (44cm x 22cm) Close Size(14.5cm x 28cm) Approx. 5,000 pc for evaluation purpose	5,000	Per Unit cost	
b.	Stickers			
	Paper Stickers	2ft x 1.5ft (Inside bus) Approx.5,000 pc for evaluation purpose	5000	Per pc.
		22cm x 14cm To be fixed in the doors of houses Approx. 10,000 pc for evaluation purpose	10,000	Per pc.
		14cm x 7cm To be fixed in SHG registers Approx. 20,000 pc for evaluation purpose	20,000	Per pc.
	Vinyl Stickers 3ft x 1.5ft (Size may vary as per requirement)	Approx. 45,000 sq ft. for evaluation purpose	45,000 sq.ft	Per sq.ft
	Sun Board vinyl pasted exhibits 3ft x 2ft	Approx.30,000 sq. ft for evaluation purpose	30,000	Per sq. ft

Sl.	Particulars	Unit of Measures.	Unit Price Rs. (in Fig & Words)	Total Amount (in Rs.)
		A	b	a x b
	(Size may vary as per requirement)			
	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. 10,000 sq.ft for evaluation purpose	10,000	Per sq ft.
4	Road Shows			
	Vehicle Hiring & Branding	1	Per Vehicle	
	Vehicle Movement (Caravan) (100 Kms / day shall be taken into evaluation)	100	Per km.	
	Folk Troupe/Street Theatres	1	Per Troups / Theatres per Day	
	Vehicle for transportation other than Caravan (100 Kms / day shall be taken into evaluation)	100	Per km.	
	Audio Visual set with Power back-up	1	Per set	
5	Branding of Buses – (10,000 Sq. ft. shall be taken into evaluation) Approx.100 Nos.(Approx. 100 sq. ft per Bus) of Buses (to be branded preferably using vinyl stickers) on major routes connecting Districts Headquarters to Bhubaneswar and Cuttack. The quantity may be increased or decreased as per the requirement. The Agency shall create design and install as per bus panel display area. The cost quoted by the Agency shall include the cost of printing and installing of stickers on buses and display rentals for a period of 6 months	10,000	Per sq ft.	
6	Photography & Videography: The agency shall make corporate films to display in the caravan and in all displays. It	1 No. of Still Camera Per day	Per day	

Sl.	Particulars	Unit of Measures.	Unit Price Rs. (in Fig & Words)	Total Amount (in Rs.)
		A	b	a x b
	may produce success stories, case studies, documentary videos on the scheme and the campaign.	1 No of Video Camera Per day	Per day	
7	Hoardings 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 existing departmental (Govt.) hoardings, hiring charges will not be entertained. Note : Per month rental shall be extra as applicable (rate chart of hoardings for separate cities to be annexed with mention of size)	Approx. 20,000 sq.ft shall be taken into account for evaluation	per sq ft.	
8	Outdoor Banners and Frame: 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')	Approx. 1,00,000 sq.ft shall be taken into evaluation.	Per sq ft.	
9	Mobile/cell phone Based Promotional Advertisement The agency may require to facilitate promotion of the message related to Scheme through mobile/cell phone platform in the form of following formats. <ul style="list-style-type: none"> • Bulk messages • IVRS (Interactive Voice Response System) • Caller-tune 		Rates of specified services of all providers in Odisha (BSNL, Airtel, Reliance, Idea, Vodafone, Reliance JIO etc.) to be annexed in a separate sheet.	Not to be quoted
10	Celebrity Endorsement: Endorsement charge of celebrity shall be as per actual.			Not to be quoted

Sl.	Particulars	Unit of Measures.	Unit Price Rs. (in Fig & Words)	Total Amount (in Rs.)
		A	b	a x b
11	Community Media The agency has to organize folk shows (pala, daskathia etc.), street plays, magic shows and other such traditional/ innovative media for promotion of the scheme.	1	Per folk show (pala, daskathia etc.)	
		1	Per street play	
		1	Per magic shows	
12	Event Management of State Level Functions The agency has to organize different events like Stage Management, Media Management, exhibits, etc. for the State level functions for launching of the scheme or any other activities as per requirement of the PR&DW Dept., Odisha			Not to be quoted
TOTAL AMOUNT:				

- (b) 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, i.e.....(date).
- (c) We undertake 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 to force in India namely Prevention of Corruption Act 1988. We understand that you are not bound to accept any proposal you receive.

Yours sincerely,
Authorized Signature:
(Name, Designation and Address)

COVERING LETTER (TECHNICAL PROPOSAL)

**Letter of Proposal
(On Applicant s Letter Head)**

Dated:

To,

The EIC, RWS&S

Jal 'O' Parimal Bhawan,

Unit-5, Bhubaneswar - 751001

Sub: RFP for Selection of Agency for Social Media Management and IEC Activities under
BASUDHA and SOSO in Odisha

Dear Sir,

- a) With reference to your RFP document No._____dated ____, I/we, having examined the Bidding Documents and understood their contents, hereby submit my/our Proposal for the aforesaid Project. The Proposal is unconditional and unqualified.
- b) All information provided in the Proposal and in the Annexure to that is true and correct.
- c) This statement is made for the express purpose of qualifying as an Applicant for undertaking the Project.
- d) I/ We shall make available to the Authority/Department any additional information it may find necessary or require to supplement or authenticate the proposal.
- e) I/ We acknowledge the right of Authority/Department to reject our Proposal without assigning any reason or otherwise and hereby waive our right to challenge the same on any account whatsoever.
- f) We certify that in the last three years, we have neither failed to perform on any contract, as evidenced by imposition of a penalty or a judicial pronouncement or arbitration award, nor been expelled from any project or contract nor have had any contract terminated for breach on our part.
- g) I/ We declare that:

- (a) I/ We have examined and have no reservations to the RFP Documents, including any Addendum issued by the Authority.
- (b) I/ We hereby certify that we have taken steps to ensure that, no person acting for us or on our behalf has engaged or will engage in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice.
- h) I/ We declare that we are not a Member of a/ any other firm submitting a Proposal for the Project.
- i) I/ We certify that in regard to matters other than security and integrity of the country, we have not been convicted by a Court of Law or indicted or adverse orders passed by a regulatory authority which could cast a doubt on our ability to undertake the Project or which relates to a grave offence that outrages the moral sense of the community.
- j) I/ We further certify that in regard to matters relating to security and integrity of the country, we have not been charge-sheeted by any agency of the Government or convicted by a Court of Law for any offence committed by us or by any of our Associates.
- k) We further certify that no investigation by a regulatory authority is pending either against us or against our Associates or against our CEO or any of our Directors/ Managers/ employees.
- l) In the event of my/ our being declared as the successful, I/We agree to enter into an Agreement in accordance with the draft that has been provided to in the RFP document. We agree not to seek any changes in the aforesaid draft and agree to abide by the same.
- m) The Fee has been quoted by me/us after taking into consideration all the terms and conditions stated in the RFP.
- n) I/We undertake to provide Performance Security of Rs..... in case the contract being awarded to us.
- o) The Proposal Cost of Rs. XXXX.00 (including VAT) in the form of a Demand Draft (DD no. ----- dated ----- drawn on -----, ----- Branch) is attached.
- p) The EMD of Rs XX,00,000/- by way of Postal Savings, Pass Book/ NSC/ Post Office Time Deposit Account/ Kissan Vikash Patra/ Deposit Receipt in Nationalized/ Scheduled Bank duly pledged in favor of "Engineer-in-Chief, RWSS Odisha, Bhubaneswar is attached.

- q) I/We agree and understand that the Proposal is subject to the provisions of the RFP Documents. In no case, I/We shall have any claim or right of whatsoever nature if the Project is not awarded to me/us or our Proposal is not opened.
- r) I/We agree to keep this offer valid for 180 (one hundred and eighty) days from the Proposal Due Date specified in the RFP.
- s) I/We agree and undertake to abide by all the terms and conditions of the RFP document. In witness thereof, I/we submit this Proposal under and in accordance with the terms of the RFP document.

Yours faithfully,

Date: (Signature of the Authorized signatory)

Place: (Name and designation of the of the Authorized signatory)

Name and seal of Bidder

ANNEXURE- 3

PARTICULARS OF THE APPLICANT

1. NAME OF THE FIRM:

2. REGISTERED OFFICE:

4. DATE OF INCORPORATION:

5. CONSTITUTION OF THE FIRM:

6. Names of Govt. Dept. / Public Sector undertaking /International clients to whom the bidder has provided similar services, if any:

7. MAIN BUSINESS ACTIVITIES:

8. DETAILS OF MAIN BRANCHES:

9. Annual turnover of the Firm (in INR) from Similar Assignments in India during last three Financial Years. (Please attach copy of the Audited Financial Statements)

2015-2016:

2016-2017:

2017-2018:

10. DETAILS OF CONTACT PERSONS

NAME:

DESIGNATION:

CONTACT TEL. NO:

MOBILE NO:

FAX NO:

EMAIL ID:

POSTAL ADDRESS:

(Signature of Authorized signatory)

ANNEXURE-4

DECLARATION BY BIDDER

I / We agree that we shall keep our price valid for a period of one year from the date of approval. I / We will abide by all the terms & conditions set forth in the tender documents No. /

I / We do hereby declare I / We have not been de- recognized / black listed by any State Govt. / Union Territory / Govt. of India / Govt. Organisation / Govt. Health Institutions.

Signature of the Applicant:

Date

Name & Address of the Firm:

Affidavit before Executive Magistrate / Notary Public in Rs.50.00 stamp paper.

PROFORMA FOR BANK GUARANTEE

To,
**The EIC, RWS&S,
Jal 'O' Pariamal Bhawan,
Unit-5, Bhubaneswar - 751001
Office Phone: (0674) 2395734**

WHEREAS.....(Name and address of the Service Provider)
(Hereinafter called " Agency" has undertaken, in pursuance of contract No..... dated
..... (Herein after "the contract") **for Social Media Management and IEC
Activities under BASUDHA and SOSO in Odisha**

AND WHEREAS it has been stipulated by you in the said contract that the Agency shall
furnish you with a bank guarantee by a scheduled commercial bank recognized by you for
the sum specified therein as security for compliance with its obligations in accordance with
the contract;

AND WHEREAS we have agreed to give such a bank guarantee on behalf of the Agency;

NOW THEREFORE we hereby affirm that we are guarantors and responsible to you, on behalf
of the Agency, up to a total of..... (Amount of the guarantee in
words and figures), and we undertake to pay you, upon your first written demand declaring
the Agency to be in default under the contract and without cavil or argument, any sum or
sums within the limits of (amount of guarantee) as aforesaid, without your needing to prove
or to show grounds or reasons for your demand or 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
contract to be performed there under or of any of the contract 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.

This guarantee shall be valid up to 24 (fifteen) months from the date of signing of contract
i.e. up to..... (Indicate date)

.....

(Signature with date of the authorized officer of the Bank)

.....

Name and designation of the officer

.....

Seal, name & address of the Bank and address of the Branch