



**Request For Proposal (RFP)  
For  
Empanelment of Creative and Advertising  
Agencies**

অসম চৰকাৰ



सत्यमेव जयते

GOVERNMENT OF ASSAM

**By  
Swachh Bharat Mission (U), Assam**

**Office of the Mission Director,  
Swachh Bharat Mission (Urban), Assam  
Government of Assam  
2<sup>nd</sup> Floor, Directorate of Municipal Administration  
Dispur, Guwahati-6**

**No. SBM(U)205/2019/51**

**Dated 11/12/2019**

**REQUEST FOR PROPOSAL FOR RMPANELMENT OF CREATIVE AND  
ADVERTISING AGENCIES UNDER SWACHH BHARAT MISSION  
(URBAN), ASSAM**

Request for Proposals (RFP) are invited by the Mission Directorate of Swachh Bharat Mission (U), Assam from experienced and reputed Agencies, firms for empanelment of Creative & Advertising agencies.

Interested agencies, firms experienced in similar nature of works are invited to submit their RFP for **EMPANELMENT OF CREATIVE AND ADVERTISING AGENCIES UNDER SWACHH BHARAT MISSION (URBAN), ASSAM** online through the Assam Govt. e-procurement portal <http://assamtenders.gov.in>

Detailed Terms of Reference and other conditions may be seen and can only be downloaded from website <http://assamtenders.gov.in>. The RFP documents can be downloaded till **02/01/ 2020**.

Online submission of RFP will be up-to **02/01/ 2020** till **3:00 pm**.

Sd/-

Mission Director,  
Swachh Bharat Mission (Urban), Assam  
Dispur, Guwahati-781006.

**1. IMPORTANT INFORMATION:**

The schedule for the bidding process is highlighted below:

- 1. Name of work :** Empanelment of Creative & Advertising Agencies under Swachh Bharat Mission Assam.
- 2. Availability of detail terms and conditions :** To be downloaded from 18/12/2019 onwards to 02/01/2020 from Assam Govt. e-procurement portal <http://assamtenders.gov.in>.
- 3. Last date of receiving query :** To be received up to 02/01/2020 through e-mail [sbmurbanassam@gmail.com](mailto:sbmurbanassam@gmail.com)
- 4. Pre Bid meeting :** 21/12/2019 Time : 11:00 am.
- 5. Last date and time for receipt of RFP :** 02/01/2020 Time: 3-00 pm
- 6. Date and time of opening of RFP :** Date: 02/01/2020 . Time : 4:00 pm
- 7. Cost of RFP :** Rs.5000/-in the form of Demand Draft of scheduled bank in favour of Mission Director, Swachh Bharat Mission (U), Assam, payable at Guwahati.
- 8. Earnest money Deposit amount :** Earnest money Deposit amount: Rs. 2,00,000/- as EMD is to be submitted in the form of Demand draft of any Scheduled bank in favour of Mission Director, Swachh Bharat Mission (U), Assam, payable at Guwahati.
- 9. Place of opening :** Office of the Mission Director, Swachh Bharat Mission (U) Assam, Dispur, Guwahati-781006.
- 10. Officer inviting RFP :** Mission Director, Swachh Bharat Mission(U), Assam

**RFP Contents :**

**Section I : Instructions for the bidding agencies**

**Section II : Checklist for bidding agencies**

**Section III : Formats**

## **SECTION 1 : INSTRUCTIONS FOR THE BIDDING AGENCIES**

### **1.1 Introduction**

A) The concept of Swachh Bharat Mission was developed towards fulfilling the dream of Father of the Nation, Mahatma Gandhi for a Cleaner India. It was launched on 2nd October, 2014 with an aim to achieve a Clean and Open Defecation free India by 2nd October, 2019, I.e., on the 150<sup>th</sup> birth anniversary of the father of nation.

Along with other parts of the country, the Swachh Bharat Mission (Urban), Assam has carried out a number of activities to achieve the goal of the mission. These include:

- (i) construction of twin-pit sanitary toilets for individual households,
- (ii) construction of community & public toilets to restrict open defecation,
- (iii) management of the solid-waste generated by the urban local bodies,
- (iv) source segregation of household & commercial waste,
- (v) declaring respective ULBs as ODF, and last but not the least,
- (vi) creating awareness among the mass public through behaviour change communication.

So far, under the IEC & PA component of SBM(U), Assam, activities like: awareness camps/rallies, street plays, wall paintings, art competition among school children, putting up hoardings on the themes of SBM etc. are being carried out by the respective ULBs. Also, awareness towards the biggest cleanliness survey among the ULBs, 'the Swachh Survekshan, where cities are given ranking based on certain Swachhata parameters, has also been carried out. The Mission objectives are as follows :

- Elimination of open defecation
- Eradication of Manual Scavenging
- Modern and Scientific Municipal Solid Waste Management
- To effect behavioural change regarding healthy sanitation practices
- Generate awareness about sanitation and its linkage with public health
- Capacity Augmentation for ULB's.
- To create an enabling environment for private sector participation in Capex (Capital expenditure) and Opex (Operation and maintenance)

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**B) Objective :**

The Swachh Bharat Mission (U), Assam proposes to **Empanel 4 (Four) Agencies** for designing and production of the required creative and publicity material with the objective of taking forward the objective of Swachh Bharat Mission (Urban).

**C) Duration of the Assignment :**

The Agencies would be empanelled for a period of 1 **(one) year or till the Mission period, which ever is earlier** with the provision that agency(ies) may be disqualified and removed from the panel in the event of non-performance, under-performance or any other reason which would be detrimental for the Mission. The assignment may be further extended depending upon satisfactory performance of Agency & requirement of SBM(U), Assam.

**D) Project Support :**

The State Mission Directorate of SBM(U), Assam will provide available necessary information, data, reports and other documents required for accomplishing the objective of the assignment. However, the professionals of the agency will have to visit field operations for additional information, photographs etc.

**E) Reporting :**

The State Mission Director or any other assigned official of SBM(U), Assam will be responsible for the review and monitoring of the progress of the assignment regularly

**F) Bidding system**

Interested Creative Agencies are invited to submit their proposals for the assignment, which must include the following, as detailed subsequently in this document :

- (i) Pre-qualification Bid
- (ii) Technical Proposal

It may be noted that (i) the cost of preparing the proposal are not reimbursable and (ii) the Swachh Bharat Mission (U), Assam is not bound to accept any of the proposals submitted.

## **1.2 Minimum Eligibility Criteria**

The agencies submitting the bids should fulfil, the below given **Minimum Eligibility Criteria** to qualify for making the technical presentation:-

- i) The bidding agency should be a registered company/Agency/Proprietorship Firm.
- ii) The bidding agency must be in possession of a valid GST no.
- iii) The bidding agency must have a valid PAN Number.
- iv) The bidding agency must have a local office in Guwahati, with adequate staff strength, including both a servicing and creative team, for undertaking the required work of the Swachh Bharat Mission (U), Assam.
- v) The bidding agency must have been in operation for a minimum of **3 years**, as on 1st April, 2019, in designing / production of creatives / commercials for various media including print, TV, radio, online, outdoor etc. as well as publicity material including brochures, maps, calendars etc.

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- vi) The bidding agency must have a cumulative turnover of **Rs. 8.00 crore** or above in last three financial years **2016-17, 2017-18 & 2018-19**.
- vii) In addition, the Agency should have handled at least one creative account in any field under the scope of work (Cl. 1.3), with value of over **Rs. 1.00 crore**, in any one of the last three years (i.e. during **2016-17, 2017-18 & 2018-19**).
- viii) The bidding agency should be able to provide a dedicated well qualified Servicing and Creative team, for undertaking the Creative work of the Swachh Bharat Mission (U). The Creative Agency team would work closely with the Swachh Bharat Mission (U), Assam. In the event of any change in any of the identified team members during the period of empanelment, the same is to be conveyed to Swachh Bharat Mission (U), Assam **in advance**, along with details of the new Team Member identified as a replacement and is to be approved by the Swachh Bharat Mission (U), Assam.
- ix) The Bidder should not be under a **Declaration of Ineligibility for corrupt or fraudulent practices** with any Government departments/ agencies/ ministries or PSU's and should not be blacklisted by any government departments/agency/ Ministries or PSUs.
- x) The bidding agency should agree to undertake the assignment in accordance with the Scope of Work.

### **1.3 Scope of Work**

**1.3.1.** The empanelled agencies should be able to provide required creative and publicity material of the highest quality for effective positioning of brand Swachh Bharat Mission (Urban), Assam through Innovative Campaign to publicise the programmes implemented by SBM(U), Assam.

**1.3.2. Designing and production of creatives for campaigns** to be undertaken in the print, radio, online, outdoor and other media **during the period of empanelment**, on themes / subjects to be decided in consultation with the Swachh Bharat Mission (U), Assam as indicated below :-

- (a) **Creatives for Print Campaigns**, on themes that would be identified by the Swachh Bharat Mission (U), Assam. Each print campaign on a specified theme would comprise multiple creative.

(The creatives would be adaptable for use in other media. The creatives would be produced either with fresh shoot, outright purchase of image or the stock of images with the Swachh Bharat Mission (U), Assam)

- (b) **Creatives for Digital Campaigns**, in different formats as per requirement and on themes that would be identified by the Swachh Bharat Mission (U), Assam. Each digital campaign on a specified theme would comprise multiple creative . These campaigns would be for promotion of cleanliness, source segregation of waste, Reduce, Reuse and Recycle of waste and other related themes.

The creatives would be adaptable for use in other social media. The creatives would be produced either with fresh shoot, outright purchase of image or the stock of images with the Swachh Bharat Mission (U), Assam.

- (c) **Outdoor Campaigns** with eye-catching visuals for Awareness campaign.

- (d) **Radio Spots/ jingles of 30 seconds each** that would be decided by the Swachh Bharat Mission (U), Assam as per requirement. This would include concept creation, story writing, music, voice artist, recording, etc.

Besides English, radio spots may also be required in Assamese & Bangla.

- (e) **Production of Audio Visuals** on subjects / themes that would be identified by the Swachh Bharat Mission (U), Assam.

**1.3.3. Designing of publicity material and collaterals**, including brochures, calendar, etc. during the period of empanelment, on themes / subjects to be decided in consultation with the Swachh Bharat Mission (U), Assam. This would entail supervision of printing of the publicity material by printing agency(ies) identified by the Swachh Bharat Mission (U), Assam, to ensure quality of production.

- (a) **Designing of brochures** on identified themes/subjects, in English and Assamese, with a high quality, printable images in each brochure. This includes creation of content, copy writing, photograph procurement and getting the content approved from experts. The agency should supply the content of the text along with open files and vignettes.
- (b) Designing of **Promotional Wall & Desk Calendar** on identified theme each year. Designing of the Calendars would include provision of suitable images.
- (c) Designing of **Standees / Displays** with high quality images of varied themes, messages of SBM(U) for use at domestic and national exhibitions, workshops, conferences, seminars and other events.

**1.3.4. Any other creative work** as may be identified by the Swachh Bharat Mission (U), Assam from time to time.

**1.3.5. Other related and miscellaneous work including**

- (a) Adaptation & Replication of creatives produced for the print, television, outdoor, online, other media for use, as per the requirement of publications, outdoor sites, websites & portals, etc.
- (b) Translation of the print / outdoor / online creatives into English and Assamese languages as per requirement.
- (c) Translation of the radio spots into Assamese & Bangla with voice-overs in the respective languages.

**1.3.6. Important Information**

- (a) The full copyright of all creative and publicity material produced, would rest with Swachh Bharat Mission (U), Government of Assam for all time use. This would include full copyright of images used in the creative and publicity material, unless the same is right managed.
- (b) All creative and publicity material designed / produced will be of good quality,
- (c) The Agency will ensure submission of required creatives / publicity material and any other work undertaken within the time frame that would be conveyed by the Office of SBM(U) for each work assigned.
- (d) The Creative Agencies are required to provide professional, objective, and impartial service and at all times hold the Swachh Bharat Mission (U), Assam interests paramount, without any consideration for future work, and strictly avoid conflicts with other assignments or their own corporate interests.



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- (e) Conceptualization and designing of communication materials as per approved Action Plan under IEC & PA component of SBM(U), Assam.
- (f) Identify the different forms of tools to be used for promotion & publicity of various schemes implemented by SBM(U), Assam.
- (g) Awareness in Schools/Colleges/Universities under all ULBs
- (h) Develop Visual & Audio Promotional Ad (For TV advertisement, Cinema hall advertisement etc.) with specific focus on the key themes of SBM(U), Assam.
- (i) Design & Develop & display of content for outdoor publicity (Hoardings/Bill Boards/Acrylic Board/Vinyl Board etc, if required as per approved strategy.
- (j) Awareness through Street Plays, Puppetry Shows, Road Shows, Awareness meetings/ Events etc.
- (k) Documenting each activity and submitting the same in both Hard & Soft Copies
- (l) Documentation of good practices/ achievements of all SBM components in the form of booklet, to be submitted bi-monthly.

### 1.4 Pre Bid Meeting

**1.4.1** A pre-bid meeting will be held for the interested bidders in the Conference Hall, **Swachh Bharat Mission (U), Assam, Ganeshguri ,Guwahati at 1100 hrs. on 21<sup>st</sup> December, 2019** for clarifications required on any aspect pertaining to the RFP Document. Any change in the pre-bid meeting schedule will be notified on the Swachh Bharat Mission (U), Assam's website [www.sbmurbanassam.in](http://www.sbmurbanassam.in) and Assam Govt. e procurement portal <http://assamtenders.gov.in> The pre-bid queries could be sent to the Swachh Bharat Mission (U), Assam through e-mail only ([sbmurbanassam@gmail.com](mailto:sbmurbanassam@gmail.com)) prior to the meeting till **15.00 hrs. on 20/12/2019** as per the following format :-

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Sl. No.	RFP Clause No.	Page No.	Current requirement	Clarifications requested

The queries shall be sent to :-

The Mission Director, Swachh Bharat Mission (U), Assam at [sbmurbanassam@gmail.com](mailto:sbmurbanassam@gmail.com) .

**1.4.2** Based on discussions held during the pre-bid meeting, amendments / clarifications in the RFP Document will be uploaded (if required) on the Assam Govt. e-procurement portal <http://assamtenders.gov.in> .

## 1.5 Guidelines for Preparation of Proposals

1.5.1 Agencies are required to submit their bids in 2 sealed packets as per the details given below:-

- (a) First envelope :- Pre-qualification bid (envelope should be super scribed as '**Prequalification bid for Empanelment of Creative Agencies**')
- (b) Second envelope:- Technical bid (This envelope should be super scribed as '**Technical bid for Empanelment of Creative Agencies**')

The two sealed envelopes as mentioned above should be kept in a bigger envelope to be super scribed as **Pre-qualification and Technical Bid for Empanelment of Creative Agencies** with due date of submission. The Bottom Left corner of the outer cover should carry the full name, address, telephone nos., e-mail ID etc. of the agency submitting the Proposal.

The outer sealed envelope containing the sealed Pre-Qualification, Technical and Financial bids should be addressed to :

**The Mission Director,  
Swachh Bharat Mission (U), Assam,  
Dispur; Guwahati - 781006**

1.5.2 **Pre Qualification Bid** would contain documents related to Minimum Eligibility Criteria of the agency bidding. The bidder must submit following valid documents :-

- i. A letter of Pre-Qualification Bid: The covering letter should be submitted on letter head signed by authorized signatory as per *format at Annexure 1*.
- ii. A clear photocopy of the Company Registration (In case of change in name, the copy of the relevant document must be submitted).
- iii. A clear photocopy of GST Certificate
- iv. A clear photocopy of PAN Number
- v. Complete address and other contact details of the Registered Office of the Agency as well as address and contact details of the office of the Agency located in Guwahati .
- vi. Copies of the **3 work orders / contracts** issued by different clients during the period April, 2016 to March, 2019 may be enclosed. Of these work orders / contracts, **at least one** should have a value of over Rs. 0.50 crore. In case of non-disclosure agreement of the agency with the clients, a CA certificate to this effect must be submitted confirming that the bidding agency is working in the field of creative development.

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- vii. A certificate from **Chartered Accountant only** should be submitted certifying that the creative and advertising agency has cumulative turnover equivalent to Rs. 8.0 crore or above in the financial years 2016-17, 2017-18 & 2018-19. Chartered Accountant should also certify that the creative and advertising agency has handled at least one similar nature of work with value of over Rs. 1 crore, in any one of the three years i.e. 2016-17, 2017-18, 2018-19. CA certificate to be submitted as per format at **Annexure 2**.  
(Bidder should submit a clear CA certificate to confirm the above mentioned requirements and should **not** submit copies of balance sheets, statements or other documents.)
- viii. The Creative Agency should be able to provide a qualified Servicing and Creative team, for undertaking the Creative work of the objective of the Swachh Bharat Mission, which would work closely with the Swachh Bharat Mission (U), Assam.  
A Confirmation letter from the Creative Agency for being able to provide the qualified team should be enclosed with the Pre-Qualification Bid. Confirmation letter may be submitted on the company letter head, duly signed by the authorised representative of the bidding agency as per format given in **Annexure 3**.
- ix. The Creative Agency must have a local office in Guwahati, with adequate staff strength, including both a servicing and creative team, for implementing the contract of the Swachh Bharat Mission (U), Assam. A declaration by the authorised representative of the bidding agency, including names and details of team members stationed in the office located in Guwahati, on the letter head of the agency, to be submitted as per format given in **Annexure 3**.
- x. An undertaking to be submitted on the letter head of the Agency and signed by the authorised representative of the agency that the Agency will undertake the assignment, in accordance with the Scope of Work detailed in the RFP document and at the cost submitted by the agency in its financial proposal (the cost is not to be mentioned in the undertaking), **as per format given in Annexure 3**.

## 1.6. Technical Bid

**1.6.1** The Technical packets of only pre-qualified agencies would be opened for technical assessment. The agencies selected for technical assessment would be called for presentations to be made by them in respect of the details submitted by them as enumerated in clause no. 1.6.2 below. Technical assessment would be undertaken by the technical evaluation committee.

**1.6.2** The Technical Proposal shall contain the following documents

- (a) **Covering letter of Technical bid** on the agency letter head signed by authorized signatory (as per the format at **Annexure TB**)
- (b) A **Brief on the Profile and Track Record** of the Agency- This may include strength and credentials of the agency, network details , number of employees, details of the specialist partners/affiliates/associates, in-house facilities etc.
- (c) A **brief on large Domestic and International brands** handled by the agency with focus on integration and delivery of above and below the line activities.
- (d) **Details of award winning domestic and international campaigns** handled by the agency if any.
- (e) Details of **other related Campaigns/ Brands** handled, if any.
- (f) **Details of Team Members** identified to work with the Swachh Bharat Mission (U), Assam.
- (g) **Sample creative material**, as detailed below,
  - (i) A set of **four print creatives** to promote the ‘habit of generating less waste’.

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- (ii) A set of **four digital creatives** to promote “Swachh Bharat Mission objective of cleanliness by an emotional advertisement to the public”
- (iii) **Design for a brochure** of 12 pages on the theme ‘Swachh Assam’.
- (iv) An **Audio-Visual (AV)** on the theme ‘Segregation of Waste at source and use of less Plastic’.

### 1.6.3. Assessment of Technical Bids

The technical bids would be evaluated by a technical assessment committee on the following criteria

Sl. no.	Component	Max. Marks	
1.	Brief on the Profile and Track Record of the Agency indicating strength and credentials of the agency, network details, number of employees, details of the specialist partners/ affiliates/ associates, in-house facilities etc.	15	
2.	Cumulative turnover for last three financial years (during 2016-17, 2017-18 & 2018-19) i) Rs. 8.00 Cr. to Rs. 10.00 Cr : 8 marks ii) More than Rs. 10.00 Cr. to 20 Cr : 10 marks iii) More than Rs. 20.00 Cr. : 20 marks	20	
3.	Execution of Similar works in last three financial years (during 2016-17, 2017-18 & 2018-19) i) With single work of value equal or more than Rs. 1.50 Crore : 15 marks ii) Two works value of more than Rs. 1.00 Cr. and less than Rs. 1.5 Cr. : 10 marks iii) Three works value of more than Rs. 0.50 Cr. and less or equal to Rs. 1.0 Cr. : 8 marks	15	
4.	Case Studies of large brands handled (Domestic Brands + National Brands : 4 + 4 marks )	8	
5.	<b>PRESENTATION</b>	Award winning campaigns executed if any (3 marks for each)	6
6.		SBM related campaigns/ brands handled if any (3 marks for each)	6
7.		Four Print creatives to promote the “habit of generating less waste”.	6
8.		Four Digital Creatives to promote “Swachh Bharat Mission objective of cleanliness by an emotional advertisement to the public”	6
9.		Recorded 1 radio spot of 30 sec. to promote not to use plastic	6
10.		Design a cover page for a Brochure on the theme “Swachh Assam”.	6
11.		Audio Visual on “Segregation of Waste at source” .	6
<b>Total maximum marks</b>		<b>100</b>	

## 1.7 Submission of Proposals

1.7.1 The Bidder must complete and sign the Undertaking at **ANNEXURE - I of Section - III**

1.7.2 Bid document fee amounting to Rs. 5000/-in the form of Demand Draft of scheduled bank in favour of Mission Director, Swachh Bharat Mission(U), Assam, payable at Guwahati is to be submitted along with Technical Bid.

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- 1.7.3 Earnest money amounting to Rs. 2,00,000/- in the form of Demand Draft of scheduled bank with a validity of project duration period in favour of Mission Director, Swachh Bharat Mission(U), Assam, payable at Guwahati is to be submitted along with the Technical Bid.
- 1.7.4 Only one original form of proposal signed by the authorised signatory is required by the Authority. No typed or pencil signatures will be accepted.
- 1.7.5 The proposal submitted must be without any overwriting, corrections, double typing, etc.
- 1.7.6. The Bidder will upload their proposals in two parts. The first part will contain documents relating to **Pre-Qualification** and second part related to **Technical Bid**.
- 1.7.7 The Technical Bid (spiral bound) shall also be submitted in sealed envelop to the office of the Mission Director, Swachh Bharat Mission (U), Assam duly signed on each pages by authorised signatory.
- 1.7.8 The Bidder shall upload the following documents containing the Pre-Qualification Criteria and Technical Proposal in <https://assamtenders.gov.in> w.e.f. **18/12/2019 to 02/01/2020 (3:00 PM)**.
- 1.7.9 No Proposal will be accepted after the deadline for submission and in the event of any proposal being received after the closing time for submission of proposals, the same shall be returned un-opened.

## 1.8 Opening of Proposals and Empanelment Process

**1.8.1.** Bids received will be opened online **at 1600 hrs. on 02/01/ 2020.**

**1.8.2.** The Pre-Qualification Bid will, in the first instance, be examined in the Mission Directorate to ascertain fulfilment of eligibility criteria and submission of required documents. Agencies that fulfil the eligibility criteria and have submitted all required documents in their prequalification bid will be invited to make presentations on their Technical Proposal at a date/time to be specified and conveyed by the Swachh Bharat Mission (U), Assam. **The presentation would be made by the team members identified to work with the Swachh Bharat Mission (U), Assam.**

**1.8.3.** The Technical Proposals will be evaluated by a Committee as enumerated in clause 1.6.3. of this document.

**1.8.4.** Agencies scoring more than 70 marks out of 100 marks in Technical Evaluation shall be qualified for empanelment. Top 4 (Four) scored Agencies shall be empanelled.

**1.8.5.** From the time the Technical Proposals are opened to the time the contract is awarded, if any Agency wishes to contact the Swachh Bharat Mission (U), Assam on any matter related to its proposal, it should do so only in writing. Any effort by the Agency to influence the Mission Directorate in the proposal evaluation or contract award decisions may result in rejection of the proposal of the Agency.

## **1.9. Assigning of Creative Work**

**1.9.1** For the creative work required to be undertaken during the period of empanelment, the Swachh Bharat Mission (U), Assam will issue limited tenders inviting technical and financial proposals from the empanelled creative agencies, detailing the scope of work, evaluation parameters for assigning the work and other terms and conditions applicable.

**1.9.2.** The Terms and Conditions and other clauses specified in this RFP Document would be applicable to the empanelled agencies at the time of participating in the tender process for designing / production jobs, **in addition to** other clauses and terms and conditions that would be specified in each tender document issued to the empanelled agencies.

**1.9.3.** For every job awarded to agency(ies) through the tender process, the successful agency (ies) will be required to submit a Performance Guarantee (PG in the form of Account Payee Demand Draft or a Bank Guarantee from a Commercial Bank in an acceptable form or in the form of a Fixed Deposit Receipt pledged to Swachh Bharat Mission (U), Government of Assam, the amount of which will be specified in each tender document.

**1.9.4.** Penalty clauses will be applicable in the case of under performance, delay in submission of required creative work, etc., details of which will be incorporated in the tender documents issued.

**1.9.5.** Performance of the empanelled agencies will be reviewed periodically and those agency (ies) whose performance is not up to the mark or those agency (ies), who are not regular in participation in the tender processes, i.e. who do not participate in three consecutive bids of the Mission Directorate, are liable to be removed from the list of empanelled Creative Agencies.

## **1.10 Terms of Payment for Work Assigned to the Empanelled Creative Agencies**

**1.10.1** Advance payment will not be considered and payment shall be released only after completion of the required work, as detailed in each tender document issued.

**1.10.2.** Payment will be made by electronic transfer of funds to the bank account of the concerned Agency in Indian Rupees. The Agency will submit pre-receipted invoices in triplicate, complete in all respects, on completion of the work assigned, for necessary settlement. The invoices should be submitted along with complete details of the work undertaken, supporting documents and bills as well as copies of the creative and publicity material designed / produced, for which the bills are submitted.

**1.10.3.** For facilitating Electronic Transfer of funds, the selected agency will be required to indicate the name of the Bank & Branch, account no. (i.e. bank name, IFSC Code and Bank A/c No.) and also forward a cheque leaf duly cancelled, to verify the details furnished. These details should also be furnished on the body of every bill submitted for payment.

## **1.11. Other Important Information**

**1.11.1.** The Empanelment is valid for a period of **one year or till the end of Mission period which ever is earlier.** However, the Swachh Bharat Mission (U), Assam, reserves its right to annul the empanelment and call for a fresh empanelment **OR** extend the period of empanelment at any time without assigning any reason.

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**1.11.2.** The ownership of all publicity material produced / designed through the Agency will at all time rest with Swachh Bharat Mission (U), Government of Assam and the agency / copy writer / photographer / producer, etc. will have no proprietary or other rights in respect of the same. This would include full copyright for all time use of the images / photographs / radio jingles used in the creatives and publicity material (unless bound by copyright rules).

**1.11.3.** The Creative Agency will provide the creatives and publicity & promotional material in standard international formats as would be required and conveyed by the Swachh Bharat Mission (U), Assam, Govt. of India.

**1.11.4.** The Creative Agency will be responsible for copy right issues concerning usage of images, footage, text material, etc. obtained through various sources. The Swachh Bharat Mission (U), Assam will not be a party to any disputes arising out of copyright violation by the agency.

**1.11.5.** The Creative Agency will be responsible for obtaining any permissions that may be required for undertaking work as detailed in this RFP Document. The Swachh Bharat Mission (U), Assam will assist the Agency in this regard, wherever possible.

**1.11.6.** The Creative Agency will at no time resort to plagiarism. The Swachh Bharat Mission (U), Assam, will not be a party to any dispute arising on account of plagiarism resorted to by the agency.

**1.11.7.** Period of validity of the Tender is 90 days from the closing date of the proposals. If need be, necessary extension would be considered by the Swachh Bharat Mission (U), Assam.

**1.11.8.** The Swachh Bharat Mission (U), Assam is however not bound to accept any tender or to assign any reason for non-acceptance. The Swachh Bharat Mission (U), Assam reserves its right to accept the tender either in full or in part. Conditional, erroneous and incomplete Bids will be rejected outright.

**1.11.9.** The Swachh Bharat Mission (U), Assam reserves its right to summarily reject offer received from any agency on national security considerations, without any intimation to the bidder.

**1.11.10.** The Swachh Bharat Mission (U), Assam reserves the right to place an order for the full or part quantities under any items of work under scope of work.

**1.11.11.** Agencies submitting proposals will not be permitted to alter or modify their bids after expiry of the deadline for receipt of bids.

**1.11.12.** The Swachh Bharat Mission (U), Assam reserves its right not to accept bids from agencies resorting to unethical practices or on whom investigation/enquiry proceedings has been initiated by Government Investigating Agencies / Vigilance Cell.

## **1.12. Termination**

**1.12.1** Swachh Bharat Mission (U), Assam will have the right to terminate the Contract of any empanelled agency(ies) or may initiate penal proceedings as per law of India, in case of the occurrence of any of the events specified below:

- (i) If the Agency becomes insolvent or goes into compulsory liquidation.
- (ii) If the Agency, in the judgment of Swachh Bharat Mission (U), Assam, has engaged in corrupt or fraudulent practices in competing for or in executing the Contract.

## Swachh Bharat Mission (U), Assam

- (iii) If the Agency submits to Swachh Bharat Mission (U), Assam a false statement which has a material effect on the rights, obligations or interests of Swachh Bharat Mission (U), Assam.
- (iv) If the Agency places itself in position of conflict of interest or fails to disclose promptly any conflict of interest to Swachh Bharat Mission (U), Assam.
- (v) If the Agency fails to provide the quality services as envisaged under the Contract. Reasons for the same would be recorded in writing.

**1.12.2** In such an occurrence Swachh Bharat Mission (U), Assam shall give a written advance notice before initiating action.

### **1.13. Force Majeure**

**1.13.1** Neither party will be liable in respect of failure to fulfil its obligations, if the said failure is entirely due to Acts of God, Governmental restrictions or instructions, natural calamities or catastrophe, epidemics or disturbances in the country. Force Majeure shall not include (i) any event which is caused by the negligence or intentional action of a Party or by or of such Party's agents or employees, nor (ii) any event which a diligent Party could reasonably have been expected both to take into account at the time of being assigned the work, and avoid or overcome with utmost persistent effort in the carrying out of its obligations hereunder. Force Majeure shall not include insufficiency of funds or manpower or inability to make any payment required for execution of services under this Contract.

**1.13.3** A Party affected by an event of Force Majeure shall immediately notify the other Party of such event, providing sufficient and satisfactory evidence of the nature and cause of such event, and shall similarly give written notice of the restoration of normal conditions as soon as possible.

**1.14. Arbitration:** Venue of arbitration will be Guwahati and will be governed by provisions of the Indian Arbitration & Reconciliation Act.

### **1.15. Jurisdiction:**

The contract shall be governed by laws of India and Assam and all Government rules on purchase matter issued from time to time and in force for the time being are applicable to this contract tender.



**SECTION II****PRE-QUALIFICATION BID (to determine Minimum Eligibility) :-**

**To be kept in the First envelope super scribed as Pre-Qualification Bid for Empanelment of Creative Agencies.**

<b>Requirements</b>	<b>RFP clause</b>	<b>Remarks</b>
Letter of Pre-Qualification Bid submission on letter head signed by authorized signatory	1.5.2 (i)	As per format at Annexure 1
Company Registration Certificate	1.5.2 (ii)	
GST Certificate	1.5.2 (iii)	
Photocopy of PAN no.	1.5.2 (iv)	
Address and contact details of Registered Office and Office in Guwahati	1.5.2 (v)	
Copies of 3 work orders / contracts issued by different clients during the period April, 2014 to March, 2017. One work Order / Contract of value of over Rs. 0.50 crore. (In case of non-disclosure agreement, CA certificate to this effect may be submitted	1.5.2 (vi)	
Annual Average turnover of Rs. 8.00 Crore in last three FY 2016-17, 2017-18 & 2018-19.	1.5.2(vii)	CA Certificate as per format at Annexure 2
Undertaking	1.5.2 (viii), (ix), (x) & (xi)	As per format at Annexure 3
<b>TECHNICAL BID</b>		
<b>(To be kept in the Second envelope super scribed as <u>Technical Bid for Empanelment of Creative and Advertising Agencies</u>)</b>		

**CHECKLIST FOR BID PREPARATION**

## Swachh Bharat Mission (U), Assam

Letter of Technical Bid submission on letter head signed by authorized signatory	1.6.2 (a)	As per format at Annexure TB
A brief on Profile and Track Record	1.6.2 (b)	
Brief on large Domestic and International Brands handled	1.6.2 (c)	
Details of award winning domestic and international campaigns handled, if any	1.6.2 (d)	
Details of SBM or similar related Campaigns/Brands handled	1.6.2 (e)	
Details of Team Members identified to work with Swachh Bharat Mission (U), Assam	1.6.2 (f)	
A set of four print creatives	1.6.2 (g) (i)	
A set of four digital creatives	1.6.2 (g) (ii)	
Design for Brochure	1.6.2 (g) (iii)	
Concept & Script for radio spot of 60 sec.	1.6.2 (g) (iv)	
Audio Visual (AV)	1.6.2 (g) (v)	
The two envelopes i.e. first envelope containing documents pertaining to prequalification bid and Second envelope containing technical bid should be sealed in should be kept in a bigger envelope to be Super-scribed as ' <b>Pre-qualification, and Technical Bid for Empanelment of Creative Agencies</b> '.		

**Please note that**

- **The hard copy of bid should be spiral bound.**
- **The index of the bid should clearly reflect the list of documents requested in the pre-qualification bid and technical bid.**
- **All pages in the bid should be numbered and indexing should reflect relevant page numbers where the requested documents are placed.**

Swachh Bharat Mission (U), Assam

**SECTION III**

Letter of Pre-Qualification Bid Submission

**Format for Annexure 1**

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To be provided on 'Company letter head'

The Mission Director,  
Swachh Bharat Mission (U), Assam  
Dispur; Guwahati.

**Subject :- Letter of Pre-Qualification Bid Submission.**

Sir,

This has reference to RFP no. .... dated .....  
for Empanelment of Creative Agencies.

In this context, please find enclosed documents as desired for pre-qualification bid in respect of RFP submitted above.

I/We as the authorized representative(s) of the agency hereby declare that all the information and statements made in this pre-qualification bid are true and accept that any misinterpretation contained in it may lead to our disqualification. We agree to abide by all the terms and conditions of the RFP document.

We understand that the Ministry of Tourism is not bound to accept any Proposal received by it.

Thanking you,

Name of the Bidder : .....

Authorised Signatory : .....

Name:

Seal:

Date:

Place:

To be provided by the Chartered Accountant on his letter head

This is to certify that .....(name and address of the bidding agency) is a registered company and has a cumulative turnover equivalent to Rs. 8.00 Crore or above in the three financial years i.e. 2016-17, 2017-18 and 2018-19 as per the break-up given below:-

Financial year	Total Turnover in INR
2016-17	
2017-18	
2018-19	
<b>Cumulative Total</b>	

It is further to certify that M/s.....(name and address of the bidding agency) has handled one creative account of M/s .....(name of the company whose account has been handled) with value of Rs. 1.00 crore during the financial year 2016-17, 2017-18 and 2018-19. In addition the agency has handled the creative accounts for the following companies which is more than Rs. 1.00 crore, during the financial years 2016-17, 2017-18 and 2018-19

- (i) M/s .....
- (ii) M/s .....
- (iii) M/s .....
- (iv) M/s .....

To be signed and certified by Chartered Accountant

To be provided on 'Company letter head'

The Mission Director,  
Swachh Bharat Mission (U), Assam  
Dispur; Guwahati.

Subject :- Undertaking in respect of **Pre-Qualification Bid**

Sir,

This has reference to the RFP no. .... dated ..... for Empanelment of Creative Agencies.

In this context, I / We as an authorized representative(s) of company, certify the following:-

- (a) That we shall provide a **qualified Servicing and Creative team**, for undertaking the Creative work and campaigns of the SBM, which would work closely with the Swachh Bharat Mission (U), Assam. In the event of any change in any of the identified team members during the contract period, the same will be conveyed to the Swachh Bharat Mission (U), Assam in advance, along with details of the new Team Member identified as a replacement.
- (b) That we have **an office in Guwahati** and details of the Team Members stationed in the Guwahati office in are given below: (To be listed)
- (c) That we are not declared **ineligible for corrupt or fraudulent practices** with any Government departments/ agencies/ ministries or PSU's and are not blacklisted on the date of submission of this bid.
- (d) That we will **undertake the assignment**, in accordance with the Scope of Work detailed in the RFP document and at the cost fixed by the Swachh Bharat Mission (U)Assam.

Name of the Bidder: .....

Authorised Signatory:.....

Name:

Seal:

Date:

Place:

To be provided on 'Company letter head'

The Mission Director,  
Swachh Bharat Mission (U), Assam  
Dispur; Guwahati.

Subject :- Letter of Technical Bid Submission.

Sir,

This has reference to the Ministry of Tourism's RFP no. .... dated ..... For  
Empanelment of Creative Agencies.

In this context, please find enclosed out technical bid in respect of RFP submitted above.

I/We as the authorized representative(s) of the agency hereby declare that all the information and statements made in this Technical bid are true and accept that any misinterpretation contained in it may lead to our disqualification. We undertake, if our Proposal is accepted, to initiate the Implementation services immediately in consultation with the Swachh Bharat Mission (U) Office, Assam and as per the provisions stipulated in the RFP document. We agree to abide by all the terms and conditions of the RFP document.

We understand that the Swachh Bharat Mission (U), Assam is not bound to accept any Proposal received by it.

Thanking you,

Name of the Bidder: .....

Authorised Signatory:.....

Name:

Seal:

Date:

Place: