

GOVERNMENT OF ASSAM  
DIRECTORATE OF INFORMATION & PUBLIC RELATIONS  
ASSAM, DISPUR, GUWAHATI-6

No. AE.58/2015/175

Dated Dispur, 7<sup>th</sup> November, 2015

**Notice**

Directorate of Information and Public Relations, Assam, Dispur, Guwahati-6 issues Request For Proposal (RFP) from the Media Buying Agencies who qualified in the EOI vide no. AE.58/2015/64 Dated 08-06-2015 for undertaking media campaign on theme " Vision Assam, Mission Assam' through various media platforms.

The RFP documents will be available at the Office of the Directorate of Information and Public Relations, Assam and also at the following website :- [www.assam.gov.in](http://www.assam.gov.in) .

The last date and time for receipt of the RFP is till 27<sup>th</sup> November, 2015 upto 2 p.m.\*



Director  
Information and Public Relations  
Assam, Dispur, Guwahati-6



**REQUEST FOR PROPOSAL (RFP) (Buying)**  
against EOI No:AE.58/2015/64 Dated 08-06-2015

**RFP NO :** AE.58/2015/175 Dated the 7<sup>th</sup> November, 2015

**RFP From:** Media Buying Agency for undertaking media campaign through various media platforms on the theme "Vision Assam, Mission Assam"

**ISSUED BY:** Directorate of Information & Public Relations, Assam, Dispur, Last Gate, Guwahati-6

**Issue Date :** 7<sup>th</sup> November, 2015

**Submission of last Date:** 27<sup>th</sup> November, 2015

**Contact Details:** Director of Information & Public Relations, Assam, Dispur, Last Gate, Guwahati-6

**Summary of Proposal:**

This Request for Proposal is issued by the Directorate of Information & Public Relations, Assam to obtain proposal from Media Buying Agency for undertaking media campaign through various media platforms on the theme "Vision Assam, Mission Assam" showcasing the achievement of the Government of Assam for building awareness amongst the people of Assam.



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**GOVERNMENT OF ASSAM**  
**Directorate of Information & Public Relations**  
**Assam, Dispur, Guwahati-6**

RFP No. AE.58/2015/175

Dated the 7<sup>th</sup> November, 2015

**LETTER OF INVITATION**

1. Office of the Directorate of Information & Public Relations Assam, Dispur, Guwahati-6 Requests For Proposals (RFP) from Media Buying Agencies for undertaking Media Campaigning through various media fields showcasing the achievement of the Government of Assam.
2. Media Buying Agencies who had qualified in the EOI called by the DIPR vide No. AE.58/2015/64 dated 08-06-2015 will be eligible to participate in this RFP.
3. More details on the services to be provided are under the Scope of Work in the RFP document.
4. The Authority shall select Media Buying Agency House as per procedures contained in the RFP.
5. The period of contract will be for 4 months (December, 2015 to March, 2016) and may be reduced or extended at the discretion of the Authority. The contract will be effective after signing of agreement with the Authority.

**SCHEDULE OF CALLING RFP**

Sl. No.	RFP Timelines	Last Date
1.	Date of issuing of RFP	07-11-2015
2.	Last date of receiving query	13-11-2015 upto 2 PM
3.	Pre-Proposal Meeting (if necessary)	13-11-2015 at 3.30 PM
4.	Last date of receiving proposal (Both Technical and Financial)	27-11-2015 at 2.00 PM
5.	Opening of Technical Proposal	27-11-2015 at 3.30 PM
6.	Place of opening of RFP	Department of Information & Public Relations Assam, Assam Secretariat, Conference Hall, 2 <sup>nd</sup> floor, CM Block, Dispur. Guwahati-6
7.	Evaluation Committee Meeting on technical proposal	27-11-2015 at 4.00 PM
8.	Opening of Financial proposal	01-12-2015
9.	Evaluation Committee Meeting for Financial proposal and final evaluation	03-12-2015

(\* the above dates are subject to change in case of unavoidable emergencies)



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**Earnest Money Deposit:** The Applicant shall have to furnish as part of its proposal Earnest Money Deposit of Rs. 50,00,000/- (Rupees fifty lakhs) only in the form of Demand Draft/Banker's Cheque issued by any Nationalized Bank in India in favour of Director of Information & Public Relations, Assam, Dispur, Last Gate, Guwahati-6 payable at Guwahati with validity for 180 days from the date of issue of RFP document.


**The Terms and Conditions for EMD :**

- I. An EMD of Rs.50,00,000/-(Rupees fifty lakhs)only in the form of DD drawn in favour of the Authority (mention name of Authority) and payable at Guwahati must be submitted along with the proposal.
- II. Proposals not accompanied by EMD shall be rejected as non-responsive.
- III. No interest shall be payable by the Employer for the sum deposit as earnest money deposit.
- IV. No Bank guarantee will be accepted in lieu of the earnest money deposit.
- V. The EMD of the unsuccessful applicants would be returned back within one month of signing of the contract.

**The EMD shall be forfeited to the Employer in the following events :**

- i. If proposal is withdrawn during the validity period or any extension agreed by the applicant thereof.
- ii. If the Applicant tries to influence the evaluation process.

Intending eligible applicants who had qualified in the EOI called by the DIPR vide no. AE.58/2015/64 dated 08-06-2015 may obtain RFP document from the Office of the Director of Information & Public Relations, Assam, Dispur, Last Gate, Guwahati-6 on payment of proposal fee Rs.1000/- (Rs. One Thousand) only, which is non refundable in the form of Demand Draft or Banker's Cheque in favour of Director of Information & Public Relations, Assam payable at Guwahati with minimum 90 days validity from the date of issue of RFP document. The document can also be downloaded from the Official Website of the Department [www.assam.gov.in](http://www.assam.gov.in). In case of a downloaded form, the applicant shall pay the proposal fee of Rs.1,000/- (Rs. One Thousand) only along with the RFP in the form of Demand Draft or Banker's Cheque drawn on any Nationalised Bank in India in favour of Director of Information & Public Relations, Assam, Dispur, Last Gate, Guwahati-6.

  
Director of Information & Public Relations  
Assam, Dispur, Guwahati-6



## 1. REQUEST FOR PROPOSAL TERMINOLOGY

Throughout this document, the following definitions apply:

1. "Applicant" means a party that submits, or intends to submit, a Proposal;
2. "Work Order" means the written order resulting from this RFP issued by the Authority ;
3. "The Authority" means the Director of Information and Public Relations;
4. "Must", or "mandatory" means a requirement that must be met in order for a Proposal to receive consideration;
5. "Proposal" means a proposal submitted in response to this RFP;
6. "RFP" means this Request for Proposal; and
7. "Should" or "desirable" means a requirement having a significant degree of importance to the objectives of RFP.

## 2. EXECUTIVE SUMMARY

### Back ground

The Information & Public Relations Department disseminates information about the policies, programmes, welfare schemes and achievements of the Government through print, electronic, social media using the latest communication and information technology tools. The IPRD through its Directorate uses Information, Education, Communication (IEC) technologies for dissemination of the above information through various Media outlets. It also uses electronic media and social media for promoting communication between the people and the government for creating awareness. However, it is seen that only a fraction of the Government policies, programmes and activities are reflected in the media, in a piecemeal manner although it is important for public to have such information.

Acknowledging the growing importance of awareness generation, the Directorate of Information & Public Relations (DIPR) through this RFP, intends to engage qualified professional Media Buying Agency for under taking a Multi-Media Campaign for Government of Assam in the year 2015-16 disseminating information in various forms through various media vehicles within the State.

The selected agency shall conceptualize the plan for dissemination through Print, Electronic Media, Outdoor and Social Media on behalf of the Assam government. The Agency/Production House must have to execute as per media plan approved for creating awareness about the achievements of the government and will provide services for a comprehensive media campaign which has to reach every strata of the society of the state, especially the rural areas.



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### 3. TERMS OF REFERENCE

#### SCOPE OF WORK

1. The Media Buying Agency shall be assigned the work of conceptualization and execution of Media buying work plan for dissemination of Govt. related information through Print, Electronic Media, Outdoor and Social Media on behalf of the Assam government
2. Hence a part of the job is to do Research and prepare a fruitful plan for dissemination of prepared informative forms like quickie, documentary hoarding etc as mentioned in the scope of work below which can be shared with the target audience.
3. The Media Buying Agency shall execute as per media buying plan approved by the Authority to reach the people across the state of Assam.
4. The media buying work shall include the followings:
  - a. Slots for audio-visuals (quickie, documentary, docu-feature for TV/Private Satellite Channels/Cable TV/ Cinema Halls/ Mobile Theatre etc.).
  - b. Audio Spot/ Air-time for Jingle for AIR/FM Channels
  - c. Space Booking for Outdoor Campaign (Hoardings, Kiosk, Bus Panel, Auto-rickshaw, Cab, Venue Branding)
  - d. Carrying & distribution of promotional materials like brochures, leaflets, folders, etc.



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#### 4. Details of Media buying to be taken up:

- I. **Slot for Television (Doordarshan, Private Satellite Channels, Cable TV)**
  - a) 42 Quickies: (60 sec x 10 Nos), (30sec x16Nos), (20 sec x 16Nos)
  - b) 4 Docu-Feature (25 minutes)
  - c) 4 Documentary (25 minutes)
- II. **Audio-spot/ Air-time for AIR & FM Channel**
  - a. Jingles 90 types: (60 sec x 20 Nos), (45 sec x 20No), (30 sec x 25 No), (20 sec x 25 Nos)
- III. **Space/ locations for Hoarding**
  - a) 10ft x 5 ft – 1300 nos (30 types)
  - b) 10ft x20ft – 1300 Nos (30 types)
  - c) 40ft x20ft, front lit (65 Nos)
- IV. **Space/ locations for Kiosk : 3ft x 2ft – 3000 Nos (200 types of creatives)**
- V. **Brochure:** five numbers each in 5 languages  
Size = 19.5 cm X 26.2 cm  
Paper: Inside170 GSM Art Paper, Cover = 220 GSM Art Paper Laminated  
Binding: Middle Stitch  
Pages: 12  
Language: Ass, Eng, Bengali, Bodo, Hindi  
Qty: (30000 x 5 x 5)
- VI. **Leaflet:**  
Two numbers each in 5 languages  
Size: 11.5 inch (Height) x 8 inch (width)  
Paper: 100GSM , Art Paper  
Language: Ass, Eng, Bengali, Hindi, Bodo  
Quantity: (60,000 x 5 x 2)
- VII. **Folder:**  
**Type I-** five folders each in 5 languages  
Size: Legal  
Fold: 3 (Three)  
Colour: Multi-colour  
Paper: 170 GSM Art Paper with Gloss Lamination  
Language: Assamese, Eng, Bengali, Hindi, Bodo  
Quantity: (60,000 x 5 x5)  
**Type-II:** five folders each in 5 languages  
Size: A4  
Fold: 2 (two)  
Colour: Multi-colour  
Paper: 170 GSM Art Paper Laminated  
Language: Assamese, Eng, Bengali, Hindi, Bodo  
Quantity: (60,000 x 5 x 5)



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- VIII. Bus Branding –200 nos (for 50 types of creatives)
- IX. Auto-rickshaw/ Cab Panel branding – 500 nos (for 50 types of creatives)
- X. Venue Branding – 25 nos (for 25 types of creatives)
- XI. Promotional activities through Cinema Halls – 10 Nos
- XII. Promotional activities Mobile Theatre – 5 Nos

The selected organization will also need to plan and co-ordinate with CMO/IPRD/DIPR. The activities will be supervised and audited by CMO/IPRD/DIPR on a regular basis. The DIPR however reserves the right to increase or reduce the number of the above items in various categories.

### 6. RFP Timeline, Submission and Other Obligations

1. The schedule given below is as per the timeline currently envisaged by the Authority. However, the timeline may be subject to changes which shall be notified if any change occurs in the RFP.

Sl. No.	RFP Timelines	Last Date
1.	Date of issuing of RFP	07-11-2015
2.	Last date of receiving query	13-11-2015 upto 2 PM
3.	Pre-Proposal Meeting (if necessary)	13-11-2015 at 3.30 PM
4.	Last date of receiving proposal (Both Technical and Financial)	27-11-2015 at 2.00 PM
5.	Opening of Technical Proposal	27-11-2015 at 3.30 PM
6.	Place of opening of RFP	Department of Information & Public Relations Assam, Assam Secretariat Conference Hall, CM Block, Dispur. Guwahati-6
7.	Evaluation Committee Meeting on technical proposal	27-11-2015 at 4.00 PM
8.	Opening of Financial proposal	01-12-2015
9.	Evaluate Committee Meeting for Financial proposal and final evaluation	03-12-2015

(\* the above dates are subject to change in case of unavoidable emergencies)

2. The period of engagement of selected Media Buying Agency shall be from December 2015 to March 2016, extendable from time to time subject to Government approval. However, the service may be dispensed with at any time giving one month's notice period in the event of change or due to non-performance, under-performance or any other such reasons felt by the Authority which is made part of the RFP.
3. Interested Media Buying Agency are invited to submit their proposals for the assignment to the addressee as mentioned under Address for Communication & Proposal Submission given below.



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4. It may be noted that:
- Costs of preparing the proposal are not reimbursable, and
  - Authority is not bound to accept any of the proposals submitted.
5. By responding to this RFP, it is presumed that the Media Buying Agencies have fully understood and are in agreement with the requirements of the RFP.
6. Address for Communication & Proposal Submission:

**Office Address: Directorate of Information & Public Relations, Assam,  
Dispur, Last Gate, Guwahati-6**

**E-mail id: [janasanyogassam1@gmail.com](mailto:janasanyogassam1@gmail.com)**



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## 7. EVALUATION SYSTEM

A. The selection of the applicants for the services included in the RFP shall be based on **Quality and Cost Based Selection (QCBS)** method.

B. The process of evaluation will be done in three stages:

**Stage 1:** Evaluation of Technical Proposal and consideration of its quality.

**Stage 2:** Evaluation of financial proposal (cost offered for the services).

**Stage 3:** Combined evaluation of Technical Proposal and Financial Proposal.

C. The Technical and Financial Score shall have weightage in the ratio of 60:40.

D. **Technical Evaluation**

Sl. No.	Evaluation Benchmarks	Marks Allotted
1	<b>Detail Work plan and strategy</b> of execution across the state on the basis of prepared material as mentioned in the RFP on the theme 'Vision Assam, Mission Assam' for <b>Hoarding</b>	25
2	<b>Detail work plan and strategy for Audio-Visuals</b> on the basis of prepared material as mentioned in the RFP (Doordarshan, Satellite Channel and Cable TV)	20
3	Detail work plan and strategy for <b>Audio spot</b> on the basis of prepared material as mentioned in the RFP (AIR, AIR FM and Private FM Channel)	15
4	<b>Detail work plan and strategy</b> of execution across the state for <b>Kiosk, bus panel, Auto-Rickshaw panel, Venue Branding</b> on the basis of prepared material as mentioned in the RFP.	20
5	<b>Detail work plan and strategy</b> of awareness through <b>Cinema Hall</b> on the basis of prepared material as reflected in the RFP	10
6	<b>Detail work plan and strategy</b> of awareness through <b>Mobile Theatre</b> on the basis of prepared material as reflected in the RFP	10

**Note :**

(i) The detail work plan shall include:

- Manpower to be deployed for each of the product proposal and mandays
- Name, qualification and experience of such personnel to be deployed alongwith that CVs duly signed by the concerned personnel and countersigned by the applicant.

**E. Analysis of Technical Proposal**

1. In this part, the technical proposal will be analyzed and evaluated and the technical proposal marks (STm) shall be assigned to each proposal on the basis of above evaluation matrix.

2. The technical evaluation will have minimum qualifying score and only those Technical Proposals receiving marks greater than or equal to cut-off marks will be eligible for consideration in financial proposals. If required, the authority may seek specific clarifications from any or all applicants at this stage. The applicants will be informed the date of evaluation on which they must be prepared along with their original documents. The Authority shall determine the applicant that qualifies for the next phase after reviewing the clarifications provided by the applicant/applicants.

1. Technical Proposal score : The Technical proposal score St of the applicant shall be derived as under



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$S_t = (S_{tm}/S_H)$ , where

$S_t$  is the Technical Proposal Score .

$S_{tm}$  = Total Technical proposal marks of the proposal under consideration.

$S_H$  = Highest total technical proposal marks amongst all evaluated proposals.

2. The authority reserves the right to modify the evaluation process at any time during the proposal process, without assigning any reason, whatsoever and without any requirement of intimating the applicant of any charge. At any time during the process of evaluation, the authority may seek specific clarifications from any or all applicant.

## F. Evaluation of Financial Proposals

In this phase, the Financial Proposals of the applicant, who are technically qualified in phase I, shall be opened. Formula to determine the scores for the financial Proposals shall be as follows:

$$F_s = (F_L / F)$$

Where

$F_s$  is the Financial Score

$F_L$  is the price quoted in the lowest Financial Proposal

$F$  is the price quoted in the proposal of the applicant under consideration

\* Value of the financial proposal, in this phase, will be calculated in package system i.e. grand total cost of all items.

## G. Combined Evaluation of Technical & Financial Proposal

1. The Total score of the applicant will be determined as under

Total Score ( $T_s$ ) = 40% of financial score ( $F_s$ ) + 60% of technical score ( $S_t$ )

2. The Proposal of the applicant, who obtains the highest  $T_s$  value, will be rated as the best Proposal. In the event of a tie, the proposal with the highest technical scores ( $S_1$ ), will be rated as the best proposal. Beyond that, Authority will decide the matter in its full discretion.

3. The Authority will award the contract to the successful applicant whose proposal has been determined to be substantially responsive and has been determined as the best proposal; provide further that applicant is determined to be qualified to perform the contract satisfactorily. The Authority shall however not bind itself to accept the best proposal or any proposal and reserves the right to accept any proposal, wholly or in part

## 8. PROPOSAL FEE, EARNEST MONEY DEPOSIT AND PERFORMANCE GUARANTEE

1. Proposal not accompanied by Proposal Fee (Demand Draft in case of downloaded from website or Govt. receipt if collected from DIPR office) and Earnest Money Deposit shall be rejected as non-responsive.

2. The Earnest Money shall be mandatory for all applicants.

Earnest Money Deposit shall be forfeited if:

a) The proposal is withdrawn before finalisation of evaluation with validity period.

b) The applicant tries to influence the evaluation process in any manner.

c) No interest shall be payable by the Authority for the sum deposited as Earnest Money Deposit.



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### 3. Performance Guarantee

The selected Media Buying Agency shall be required to furnish a Performance Bank Guarantee of 5% of contract value in the form of an unconditional and irrevocable bank guarantee from a Nationalized bank in India in favour of Director of Information & Public Relations, Assam, Dispur, Last Gate, Guwahati-6 which shall be retained till the end of the contract.

The Performance Guarantee must be submitted after award of contract but before signing of contract. The successful applicant's Performance Guarantee would be returned only after successful completion of tasks assigned to the Media Buying Agency within the time frame and after adjusting/recovering any dues recoverable/payable from/by the Agency on any account under the contract.

#### Forfeiture of Performance Guarantee

The Performance Guarantee shall be forfeited to the Authority if:

- a. The proposal is withdrawn during the validity period or any extension agreed by the Media Agency thereof.
- b. The proposal is varied or modified in a manner not acceptable to the Authority after award of contract during the validity period or any extension thereof.

#### Amendment to proposal document:

At any time prior to the deadline for submission of the Proposal, the Authority may, for any reason, whether at its own initiative or in response to clarifications requested by an applicant, modify the Proposal document by the issuance of Addendum/ Amendment/ Corrigendum and posting it on the official website.

In order to afford the Applicants a reasonable time for taking an amendment into account, or for any other reason, the Office may, in its sole discretion, extend the last date of submission.

### 9. GENERAL CONDITIONS

1. The Media Buying Agency should have ability to take up huge campaign in all over Assam in both rural and urban areas within a fixed time frame.
2. Amendment to RFP document:  
At any time prior to the deadline for submission of the Proposal, the Authority may, for any reason, whether at its own initiative or in response to clarifications requested by an applicant, modify the RFP document by the issuance of Addendum/Amendment/Corrigendum and posting it on the official website.

In order to afford the Applicants a reasonable time for taking an amendment into account, or for any other reason, the Office may, in its sole discretion, extend the last date of submission.



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### 3. Submission of proposals

- i. The Proposals should be submitted duly sealed and addressed to the Authority and deposited in tender box or sent by courier/speed/registered post on or before 1400 hrs. of due date.
- ii. Any Proposal received after the due date for submission of Proposals shall be rejected.
- iii. The original proposal, both technical and financial proposals shall contain no interlineations or overwriting, except as necessary to correct errors made by the Applicants themselves. The person who signed the proposal must initial such correction. Submission letters for both Technical and Financial proposals should respectively be in the format of TECH-1 and FIN-1.
- iv. An authorized representative of the Applicants shall initial all pages of the original Technical and Financial proposals along with official seal. The authorization shall be in the form of a written power of attorney accompanying the proposal or on any other form demonstrating that the representative has been duly authorized to sign. The signed Technical and Financial proposals shall be marked 'ORIGINAL'.
- v. The original and all copies of the technical proposal including EMD, proposal fee of RFP Documents (Demand Draft in case downloaded from website)/ receipt of DIPR, non-refundable court fee stamps of Rs. 8.25, documents as per technical evaluations criteria at clause '7. D' shall be placed in a sealed envelope clearly marked 'TECHNICAL PROPOSAL'. Similarly, the original Financial proposal in prescribed formats shall be placed in a sealed envelope clearly marked 'FINANCIAL PROPOSAL' followed by the name of the Assignment/ Job. The envelopes containing the Technical proposals, Financial proposals and EMD shall be placed into an outer envelope and sealed. All envelopes (two inner and one outer) must bear the full address of the creative agency/ production house at the left hand bottom corner of the envelope. The envelop shall bear the submission address, reference number be clearly marked 'DO NOT OPEN BEFORE 27-11-2015'.
- vi. The employer shall not be responsible for misplacement, losing or premature opening if the outer envelope is not sealed and/ or marked as stipulated. This circumstances may be case for proposal rejection. If the Financial proposal is not submitted in a separate sealed envelope duly marked as indicated above, this will constitute grounds for declaring the proposal non-responsive.
- vii. The proposals must be sent to the address/ addresses indicated in the Data sheet and received by the Employer later than the time and the date indicated in the Data sheet, or any extension to this date in accordance with sub-para.2 above. Any proposal received by the Employer after the deadline for submission shall be returned unopened.
- viii. The Proposal with conditions other than those specified in the RFP document is liable to be summarily rejected. No modification by the applicant in any of the conditions will be permitted after the proposal is opened.
- ix. The Authority shall open proposals in the presence of applicants or their authorized representative who wish to be present at the time of opening of proposals on due date.

### 10. AWARD OF CONTRACT

The Authority shall issue Letter of Intent to the applicant whose offer has been found technically and financially responsive as the best proposal in the para '7.G'. The applicant shall within 10 days of issue of Letter of Intent, give his acceptance along with Performance Guarantee.



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## 11. SIGNING OF AGREEMENT

Signing of Agreement shall constitute award of hiring contract on the successful applicant. Upon the successful applicant furnishing the Performance Guarantee, the Authority shall release its Earnest Money Deposit.

## 12. ANNULMENT OF AWARD

Failure of the successful applicant to comply with the requirement under Scope of Work constitute sufficient ground for the annulment of the award and forfeiture of the Performance Guarantee in which event the Authority may make the award to any other applicants at the discretion of the Authority or call for new proposals.

## 13. PERIOD OF VALIDITY OF PROPOSALS

The proposal shall remain valid for 4 months from the award of contract. However, the validity of proposal is subject to timelines of the Project that may alter the contract period. The selected applicant will be called for a discussion about changes to be made if any. An applicant accepting the request of the Authority for an extension to the period of proposal validity will not be permitted to modify his proposal.

## 14. APPLICATION

Submission of proposal against this offer shall bind the applicant for the acceptance of all the conditions specified herein unless otherwise agreed by the Authority.

## 15. FORCE MAJEURE

If any time, during the continuance of this contract, the performance in whole or in part by either party of any obligation under this contract is prevented or delayed by reason of any war, or hostility, acts of the public enemy, civil commotion, sabotage, fires, floods, explosions, epidemics, quarantine restrictions, strikes, lockouts or act of God (hereinafter referred to as events), provided notice of happenings of any such eventuality is given by either party to the other within 21 days from the date of occurrence thereof, neither party shall by reason of such event be entitled to terminate this contract nor shall either party have any claim for damages against the other in respect of such on performance or delay in performance under the contract and the performance shall be resumed as soon as practicable after such an event may come to an end or cease to exist, and the decision of the Authority as to whether the supplies have been so resumed or not shall be final and conclusive, provided further that if the performance in whole or part of any obligation under this contract is prevented or delayed by reason of any such event for a period exceeding 30 days either party may, at his option, terminate the contract.

## 16. ARBITRATION

In the event of any question, dispute or difference arising under the agreement or in connection there with (except as to matter the decision to which is specifically provided under this agreement), the same shall be referred to sole arbitration of the Commissioner & Secretary



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to the Govt. of Assam, Information & Public Relations, Assam.

The arbitrator may from time to time with the consent of both the parties enlarge the time frame for making and publishing the award. Subject to aforesaid Arbitration and Conciliation Act, 1996 and the rules made there under, any modification thereof for the time being in force shall be deemed to apply to the arbitration proceeding under this clause. The venue of the arbitration proceeding shall be the Authority office.

#### 17. PAYMENT TO SELECTED MEDIA BUYING AGENCY

1. The selected Media Buying Agency should submit bill for payment against 'Details of Media buying work RFP and agreement thereof. The payment shall be made on completion of each creative upon satisfaction of the Authority and after receiving of fund from the government under head of account and ceiling.
2. Tax, VAT, Duties, etc., as applicable, shall be deducted at source.

#### 18. PENALTY CLAUSE

1. Any delay from the time schedule stipulated by the Authority at the time of signing of contract agreement for the items of work listed under 'Scope of Work' or in any other part of the RFP would invite a penalty on the amount due to the Media Buying Agency as per penalty clause stipulated in the contract agreement. Repeated undue delays may attract cancellation of the Contract and blacklisting of the selected Media Buying Agency by the Authority.

#### 19. TERMINATION OF ENGAGEMENT/CONTRACT

Authority may terminate the Contract of the Media Buying Agency in case of occurrence of any of the events specified below:

1. If the Media Buying Agency becomes insolvent or goes into compulsory liquidation.
2. If the Media Buying Agency, in the judgment of Authority, has engaged in corrupt or fraudulent practices in competing for or in executing this Contract.
3. If the Media Buying Agency submits a false statement which has a material effect on the rights, obligations or interests.
4. If the Media Buying Agency places itself in position of conflict of interest or fails to disclose promptly any conflict of interest.

#### 20. SPECIAL CONDITIONS OF CONTRACT

1. In case the date fixed for opening of proposals is subsequently declared as holiday by the Government of India, the revised schedule will be notified. However, in absence of such notification, the proposals will be opened on next working day with the time and venue remaining unaltered.
2. Authority reserves the right to disqualify such applicants who have a record of not meeting contractual obligations against earlier contract entered into with I & PR Department or any other Government Department.





3. Authority reserves the right to blacklist an applicant for a suitable period in case he fails to honour his proposal without sufficient ground.
4. The engagement and payment of wages to the personnel is the sole responsibility of the applicant and any breach of such laws or regulations shall be deemed to be breach of this contract.
5. Authority reserves right to counter offer price against price quoted by the applicant as per the benchmarked price.
6. The Authority reserves the right to place an order for full or part quantities to any of the selected Media Buying Agency (if selected more than one) under any item of work under the 'Scope of Work', subject to limitations as provided in CVC guidelines.



Director of Information & Public  
Relations Assam, Dispur,

Guwahati-6



**21. FORMAT FOR COMMERCIAL PROPOSAL**  
**A. Media Buying for Television (for 4 months)**

Sl no.	Item	Duration	Total no	Monthly telecast nos	Channel	Time Slots	Unit Cost	Tax per unit	Total Cost for all channels (including tax)	Remarks
1.	Docu mentary	25 mins	4	1x8	Private Satellite channels (8 channels)	8 am to 10 am 11 am to 7 pm 7 pm to 10 pm				1 (one) documentary will be telecast per month per channel (each for one time only)
				2x10	Cable TV (10 nos)	Do				
				2x1	Doordarshan	Do				
				3x2x30x8	Private Satellite channels (8 channels)	Do				
2.	Quickie	60 sec	10	3x2x30x10	Cable TV (10 nos)	Do				three ads will run twice daily per month per channel Rate to be quoted per telecast
				3x2x30	Doordarshan	Do				
				4x2x30x8	Private Satellite channels (8 channels)	Do				
				4x2x30x10	Cable TV (10 nos)	Do				
2.	Quickie	30	16	4x2x30	Doordarshan	Do				four ads will run twice daily per month per channel Rate to be quoted per telecast
				4x2x30x8	Private Satellite channels (8 channels)	Do				
				4x2x30x10	Cable TV (10 nos)	Do				
				4x2x30	Doordarshan	Do				
2.	Quickie	20	16	4x2x30x8	Private Satellite channels (8 channels)	Do				four ads will run twice daily per month per channel Rate to be quoted per telecast
				4x2x30x10	Cable TV (10 nos)	Do				
				4x2x30	Doordarshan	Do				
				4x2x30	Doordarshan	Do				



*Bafu*

3	Docu Feature	25 mins	4	2x8	Private Satellite channels (8 channels)	Do	1 (one) docu feature will be telecast per month per channel (each for one time only)
				2x10	Cable TV (10 nos)	Do	
				2	Doordarshan	Do	
<b>Sub Total Cost</b>							

**B. Media Buying for Radio (AIR/FM) (for 4 months)**

Sl no.	Item	Duration	Total no	Monthly broadcast nos	Channel	Unit Cost	Tax per unit	Total Cost for all channels (including tax)	Remarks	
1.	Jingle	60 sec	20	4x2x30x3	Private FM (3Nos)				4 ads per month. Each ad will run twice daily in Private F M & once in AIR	
				4x1x30x2	AIR & AIR FM ( 2 Nos)					
				4x2x30x3	Private FM (3Nos)					
		45 ec	20	4x1x30x2	AIR & AIR FM ( 2 Nos)					4 ads per month. Each ad will run twice daily in Private F M & once in AIR
				5x2x30x3	Private FM (3Nos)					
				5x1x30x3	AIR & AIR FM ( 2 Nos)					
30sec	25	20 sec	25	5x2x30x3	Private FM (3Nos)				5 ads per month. Each ad will run twice daily in Private F M & once in AIR	
				5x1x30x3	AIR & AIR FM ( 2 Nos)					
				5x2x30x3	Private FM (3Nos)					
<b>Sub Total Cost</b>										



*Basir*

C. Hoarding(for 4 months)

Sl. No.	Particulars	Size	Total no.	Unit Cost	Tax per Unit	Total Cost (including tax)	Remarks
1.	Hoarding(with steel frame or iron structure) with rental, printing and taxes	(10ft x 5ft)	1300				
		(20ft x 10ft)	1300				
		(40ft x20ft) front-lit	65				
Sub Total Cost							

D. Media Buying of Kiosk (for 4 months)

Sl. No.	Particulars	Size	Total no.	Unit Cost	Tax per Unit	Total Cost (including tax)	Remarks
1.	Printing & Installation including permission	(3ft x2ft)	3000				
Sub Total Cost							



*Signature*  
29/11/15

E. Carrying & Distribution of Brochure, Leaflets and Folder

Sl No	Item	Specification	No. of Copies	Approx weight in kg	Rate per Kg	Tax per Unit	Total Cost (including tax)	Remarks
1	Brochure	Size = 19.5 cm X 26.2 cm Paper : Inside 170 GSM Art Paper, Cover = 220 GSM Art Paper Laminated Binding : Middle Stitch Pages : 12 Language: Ass, Eng, Bengali, Hindi, Bodo Numbers: 5 each language Qty: (30000 each x 5 x 5)	75000					
2	Leaflet	Two numbers each language = 10 numbers Size: 11.5 inch (Height) x 8 inch (width) Paper: 100GSM Art Paper Language: Ass, Eng, Bengali, Hindi, Bodo Quantity : (60,000 each x 10)	600000					



*B. B. B. B.*

3	<b>Folder:</b> <b>Type I- five folders each</b> languages Size: Legal Fold: 3 (Three) Colour: Multi-colour Paper: 170 GSM Art Paper with Gloss Lamination Language: Ass, Eng, Beng, Hindi, Bodo Quantity: (60,000 x 5 x 5 each)	1500000		
	<b>Type II- five folders each</b> languages Size: A4 Fold: 2 (Two) Colour: Multi-colour Paper: 170 GSM Art Paper with Gloss Lamination Language: Ass, Eng, Beng, Hindi, Bodo Quantity: (60,000 x 5 x 5 each)	1500000		
<b>Sub Total Cost</b>				



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F. Media Buying for Bus Panel (for 4 months)

Sl.No.	Particulars	Size	Quantity	Unit Cost	Tax per Unit	Total Cost (including tax)	Remarks
1	Bus Panel (in package system Vinyl Printing, ASTC permission, Rental (Including Taxes)	4ft x 3ft	200				

G. Media Buying for Auto-rickshaw & Cab Branding and Venue Branding (for 4 months)

Sl.No.	Particulars	Size	Quantity	Unit Cost	Tax per Unit	Total Cost (including tax)	Remarks
1	Auto-rickshaw Printing, Rental & Installation	2.6ft x 1.6 ft= 4.6 ft	500				
2	Cab Panel Printing, Rental & Installation	As per specification	50				
3	Venue Branding Printing & Fabrication	As per specification	25				
Sub Total Cost							

*Handwritten signature*



H. CINEMA HALL

Sl.No.	Particulars	Duration Per unit	No of Theatre	Rate for 5 Month per theatre	Tax per Unit	Total Cost (including tax)	Remark
1	Advertisement in Cinema Hall (Package system)	60 sec	5				Ads will run daily on per show basis

I. Mobile Theatre

Sl.No.	Particulars	Duration Per unit	No of Hall	Rate for 5 Month per Hall	Tax per Unit	Total Cost (including tax)	Remarks
1	Advertisement in Mobile Theatre. (Package system)	60 sec	10				Ads will run daily on per show basis

Grand Total= Cost of (A+B+C+D+E+F+G+H+I)

Signature

Name

Date

Organization's Seal



*(Handwritten signature)*



APPENDIX I

**UNDERTAKING**

1. I/We undertake that I/We have carefully studied all the terms and conditions and understood the parameters of the proposed work of the Department and shall abide by them.
2. I/We further undertake that the information given in the RFP are true and correct in all respect and I/We hold the responsibility for the same.
3. I/We confirm that our Agency/Organization is not blacklisted in any manner whatsoever by Central Government or any regulator/statutory body under Government of India.
4. It is hereby confirmed that Mr./Ms.----- is/are entitled to act on behalf of our Media Buying Agency ----- and empowered to sign this document as well as such other documents, which may be required in this connection.
5. It is also under taken that we have in-house capability to take-up the assignment.

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

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

Place: \_\_\_\_\_

Seal: \_\_\_\_\_



*B. P. M. / 15*