



REQUEST FOR PROPOSAL (RFP, Creatives)
against EOI No:AE.58/2015/46 Dated 06-06-2015

RFP NO : AE.58/2015/174 Dated the 7th November, 2015

RFP on: Production of Creative, Design and Printing for mass awareness 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 : 7th November, 2015

Submission last Date: 27th 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 Creative Agencies/ Production Houses for production of advertisements/creatives for Multi-Media Campaigning through various media platforms on the theme "Vision Assam, Mission Assam" showcasing the achievements of the Government of Assam for building awareness amongst the people of Assam.



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B. P. (11/11)

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

RFP No.AE.58/2015/174

Dated Dispur the 7th November, 2015**LETTER OF INVITATION**

1. Office of the Directorate of Information & Public Relations Assam, Dispur, Guwahati-6 Requests For Proposals (RFP) from Creative Agencies/ Houses for production of advertisements/creatives for Media Campaigning through various media field showcasing the achievement of the Government of Assam
2. Media Creative Agencies/ Houses who had qualified in the EOI called by the DIPR vide No. AE.58/2015/46 dated 06-06-2015 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 Creative Agency/Production 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	Date
1.	Date of issuing of RFP	07-11-2015
2.	Last date and time of receiving query	13-11-2015 up to 2.00 PM
3.	Date and time of Pre-Proposal Meeting (if necessary)	13-11-2015 at 3.00 PM
4.	Last date and time of receiving proposal (Both Technical and Financial)	27-11-2015 up to 2.00 PM
5.	Date and time of opening of Technical Proposal	27-11-2015 at 3.00 PM
6.	Place of opening of RFP	Department of Information & Public Relations Assam, Assam Secretariat Conference Hall, 2 nd floor, CM Block, Dispur, Guwahati-6
7.	Evaluation Committee Meeting on technical proposal	27-11-2015 at 4.00 PM
8.	Financial proposal opening	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)



B. P. 1415


Earnest Money Deposit: The Applicant shall have to furnish as part of its proposal Earnest Money Deposit of Rs. 10,00,000/- (Rupees ten lakhs) only as follows:

- I. An EMD of Rs.10,00,000/-(Rupees ten 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 Authority 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 Authority 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.58/2015/46 dated 06-06-2015 may obtain RFP document from the Office of the Director of Information & Public Relations, Assam, Dispur, Last Gate, Guwahati-6 on payment of Rs.1000/- (Rs. One Thousand) only as proposal fee (Cost of RFP documents) 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. 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 information above through various Media outlets. It also uses electronic media for awareness generation and social media for promoting communication between the people and the government. 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 Creative Agency/ Production House for developing a Multi-Media Campaign for Government of Assam in the year 2015-16 through various media vehicles within the State.

The selected agency/house shall conceptualize and develop print and audio-visual creative for Print, Electronic Media, Outdoor and Social Media on behalf of the Assam government in Assamese, Bengali, English, Bodo, Hindi and other major languages of Assam. 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 Creative Agency/Production House shall be assigned work to conceptualize and develop Print, Electronic Media, and Outdoor & Online Media creatives.
2. Hence a part of the job is to do Research and Development of building varied content which can be shared with the target audience in various walks of society.
3. The Creative Agency/Production House shall be required to design and produce creative in Assamese, Bengali, English, Bodo, Hindi and other major languages of Assam.
4. Conceptualization designing and production of/ execution of quality creative audio visuals and print which shall include the followings:
 - a. Videos for TV/News Channels/Cable/ Cinema Halls
 - b. Audio Spots/ Jingles for Radio Channels
 - c. Documentary/docu-features
 - d. Print Campaigns for newspapers, magazines, etc
 - e. Outdoor Campaigns
 - f. Innovative events/ promotional activities for social impact/ awareness.
 - g. Online content/ creative management & execution of social media/website activities
 - h. Promotional materials like brochures, leaflets, pamphlets, etc.
 - i. Brand Ambassador for campaign
 - j. Branding of Van/ Auto/ Bus/ Venue etc
 - k. SMS Messages + Auto Phone in



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4. Details of production work to be taken up:

- I. **Creative and designing for News Paper Advertisement (Display advertisement)**
 Full Page (32cm X 50 cm) -30 Nos
 Half Page (32cm X 25 cm)—100 Nos
 Quarter Page (16cm X 25 cm)-100 Nos
- II. **Production of creative for Television**
 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)
- III. **Production of creative Radio**
 a. Jingles 90 Nos: (60 sec x 20 Nos), (45 sec x 20No), (30 sec x 25 No), (20 sec x 25 Nos)
- IV. **Hoarding**
 a) 10 ft x 5 ft (30 Nos)
 b) (20ft x 10ft) (30 Nos)
 c) (40ft x 20ft) front lit (10 Nos)
- V. **Kiosk 3ft x 2ft (200 Nos)**
- VI. **Brochure: five numbers each in 5 languages (creative, designing and printing)**
 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: Assamese, Eng, bengali, bodo, hindi
 Qty: (30000 x 5 x 5)
- VII. **Leaflet: (creative, designing and printing)**
 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)
- VIII. **Folder: (creative, designing and printing)**
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)



Rajul

Type-II: five folders each in 5 languages

Size: A4

Fold: 2 (two)

Colour: Multi-colour

Paper: 170 GSM Art Paper Laminated

Language: Ass, Eng, Beng, Hindi, Bodo

Quantity: (60,000 x 5 x 5)

- IX. Street Play (10 Nos of concept/ script to be prepared) plus execution
- X. Innovative events/ Seminar (54 nos, concept with execution)
- XI. Information through Mobile
- XII. Online/ Social Media
 - content management per month (including creatives)
 - posts/ tweet boosting/promoting rate
- XIII. Bus Branding (50 nos of creative to be prepared and designed)
- XIV. Auto-rickshaw/ Cab Panel (50 nos of creative to be prepared and designed)
- XV. Venue Branding (25 nos of creative to be prepared and designed)

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.

5. Time Line:

The expected time line for completion of each different categories of production work along with the deliverables at each stage should be clearly laid down in the proposal. The Authority will provide the sectors to be covered in pleased manner by the successful applicant.



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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	Date
1.	Date of issuing of RFP	07-11-2015
2.	Last date and time of receiving query	13-11-2015 up to 2.00 PM
3.	Date and time of Pre-Proposal Meeting (if necessary)	13-11-2015 at 3.00 PM
4.	Last date and time of receiving proposal (Both Technical and Financial)	27-11-2015 up to 2.00 PM
5.	Date and time of opening of Technical Proposal	27-11-2015 at 3.00 PM
6.	Place of opening of RFP	Department of Information & Public Relations Assam, Assam Secretariat, Conference Hall, 2 nd floor, CM Block, Dispur. Guwahati-6
7.	Evaluation Committee Meeting on technical proposal	27-11-2015 at 4.00 PM
8.	Financial proposal opening	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 Creative Agency/Production House shall be from December 2015 to March 2016, extendable from time to time subject to Government approval. However, the service of the Creative Agency/Production House 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 Creative Agencies/Production Houses are invited to submit their proposals for the assignment to the addressee as mentioned under Address for Communication & Proposal Submission given below.
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 Creative Agencies/Production Houses have fully understood and are in agreement with the requirements of the RFP.

Address for Communication & Proposal Submission:

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

E-mail id: janasanyogassam1@gmail.com



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6. EVALUATION SYSTEM

A. The selection of the applicant 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 Benchmark	Marks Allotted
1	One jingle/ audio spot sample for any department based on the theme of RFP 'Vision Assam, Mission Assam'	10
2	10 Sample tagline for different departments based on the RFP theme, 'Vision Assam, Mission Assam'	10
3	Outline of sample script for each type of production, i.e. TV quickies, docu-features, hoardings, kiosk, brochures, leaflet/ folders/ street play/ events/ bus, auto, cab venue branding based on the RFP theme, 'Vision Assam, Mission Assam'	25
4	Sample newspaper creative for 2 departments based on the RFP theme, 'Vision Assam, Mission Assam'	10
5	Outline of Social media/ online/ mobile plan	15
6	Detail work plan to be executed for the theme 'Vision Assam, Mission Assam'	30

Note :

- (i) The detail work plan shall include:
 - a. Manpower to be deployed for each of the product proposal and mandays
 - b. Name, qualification and experience of such personnel to be deployed alongwith that CVs duly signed by the concerned personnel and countersigned by the applicant.
- (ii) The social media/ Online/ Mobile plan should address the following:
 - a. Please provide two to three top-level campaign concepts for Company/ product/ Service ABC that allow us to see your concept development and creative thinking abilities. (2)
 - b. What are your in-house web design/ build capabilities? (1)
 - c. Please provide a sample of a measurement document or final report (specific should be removed) (2)
 - d. Provide case studies from at least two social media marketing campaigns. (2)
 - e. Please detail your creative process as it relates to social media campaigns (2)
 - f. What is your process of validating social media campaign concept? (2)
 - g. How do you incorporate existing applications, websites, micro-sites and newsletter programmes into your overall social media campaign? (1)
 - h. What platforms and softwares do you use and recommend for social media marketing management? (1)
 - i. What methodology do you use for measuring the success of your social media programme for clients? Can you give us an example? (1)
 - j. State about a social media campaign you were responsible for that did not achieve objectives. Why? (1)



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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 applicants that qualify 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

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

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 Proposal

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

$$\text{Total Score (Ts)} = 40\% \text{ of financial score (Fs)} + 60\% \text{ of technical score (St)}$$

2. The Proposal of the applicant, who obtains the highest Ts 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



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7. 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) 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 within 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

3. Performance Guarantee

The selected Creative Agency/Production House shall be required to furnish a Performance Bank Guarantee of 5% of contract value only 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 Creative Agency/Production House within the time frame and after adjusting/recovering any dues recoverable/payable from/by the Creative Agency/Production House 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.

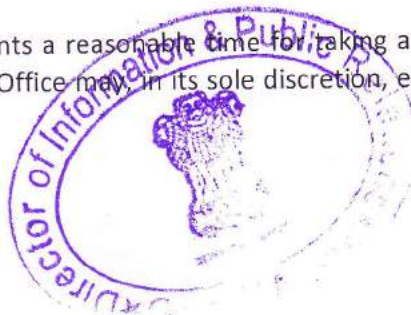
8. GENERAL CONDITIONS

1. The Creative Agency/Production House should have ability to write script in English, Assamese, Hindi, Bodo & Bengali based on the concept provided from DIPR within shortest possible time.

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, Receipt and Opening 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 '6. 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 Authority 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 Authority 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 Authority 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.

9. PROPOSAL OPENING

The Authority shall open the 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.



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10. EVALUATION

As explained in EVALUATION SYSTEM

11. AWARD OF CONTRACT

The Authority shall issue Letter of Intent to the applicant whose offer has been found technically and financially responsive and evaluated as the best proposal in terms of para '6.G'. The applicant shall within 10 days of issue of Letter of Intent, give his Letter of Acceptance along with Performance Guarantee.

12. 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.

13. ANNULMENT OF AWARD

Failure of the successful applicant to comply with the requirement under Scope of Work constitutes 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 applicant at the discretion of the Authority or call for new proposals.

14. PERIOD OF VALIDITY OF PROPOSALS

The proposals 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.

15. 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.

16. 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



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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.

17. 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 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 Department office.

18. PAYMENT TO SELECTED CREATIVE AGENCY/PRODUCTION HOUSE

1. The selected Creative Agency/Production House should submit bill for payment for the production of creative as detailed in the RFP and contract agreement thereof. The payment shall be made on completion of each creative as per timeline upon satisfaction of the Authority and after receiving of fund from the government under head of account and ceiling.
2. The agencies will not be paid for translation of material into English, Bengali, Assamese or any other languages.
3. Tax, VAT, Duties, etc., as applicable, shall be deducted at source.

19. 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 from the amount due to the Creative Agency/Production House for that production as per penalty clause stipulated in the contract agreement. Repeated undue delays may attract cancellation of the Contract and blacklisting of the selected Creative Agency/Production House by the Authority.

20. TERMINATION OF ENGAGEMENT/CONTRACT

Authority may terminate the Contract of the Creative Agency/Production House in case of occurrence of any of the events specified below:

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



21. 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.

R. Gupta

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



21. FORMATS FOR COMMERCIAL PROPOSAL

A. Creative and designing for News Paper Advertisement (Display advertisement)

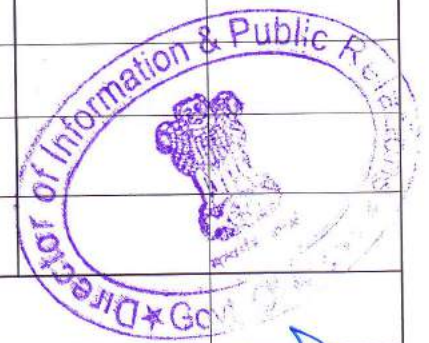
Sl No	Item	Total No. of Products	Unit Cost	Tax per unit	Total Cost (including tax)
1	Full Page (32 cm x 50 cm)	30			
2	Half Page (32 cm x 25 cm)	100			
3	Quarter Page (16 cm x 25 cm)	100			
Sub Total Cost					

B. Creative and production for Television (pre-production, production and post production)

Sl. No.	Item	Duration	Total no. of Products	Unit Cost	Tax per unit	Total Cost (including tax)
1.	Documentary	25 mins	4			
2.	Quickie	60 sec	10			
		30 sec	16			
		20 sec	16			
3	Docu Feature	25 mins	4			
Sub Total Cost						

C. Creative and production for Radio(pre-production, production and post production)

Sl. No.	Item	Duration	Total no. of Products	Unit Cost	Tax per unit	Total Cost (including tax)
1.	Jingle	60 sec	20			
		45 sec	20			
		30 sec	25			
		20 sec	25			
Sub Total Cost						



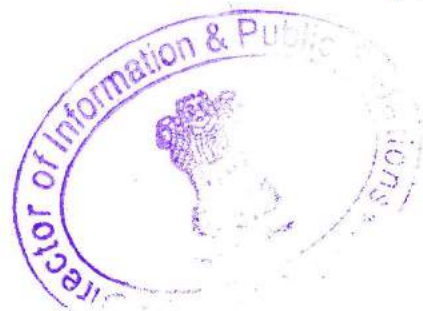
B. S. P. 115

D. Creative and designing of Hoarding

Sl. No.	Size	Total no. of Products	Unit Cost	Tax per unit	Total Cost (including tax)
1	10ft x 5ft	30			
2.	20 ft x 10ft	30			
3	40ft x20ft	10			
Sub Total Cost					

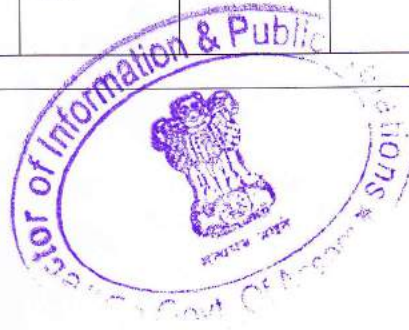
E. Creative and designing of Kiosk

Sl. No.	Size *	Total no. of Products	Unit Cost	Tax per unit	Total Cost (including tax)
1.	3ft x 2ft	200			



F. Creative, Designing and Printing

Sl No	Item	Specification	Total No.	Unit Cost	Tax per unit	Total Cost (including tax)
	Brochure	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, Hindi, Bodo Numbers: 5 each language Qty: (30000 each)	Creative, translation &Designing: 5 Nos			
			Printing :25 Nos			
	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)	Creative, translation &Designing: 2 Nos			
			Printing :10 Nos			
	Folder:	Type I- five folders each 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 each)	Creative, translation &Designing: 5 Nos			
			Printing :25 Nos			
		Type-II: five folders each language Size: A4 Fold: 2 (two) Colour: Multi-colour Paper: 170 GSM Art Paper Laminated Language: Ass, Eng, Beng, Hindi, Bodo Quantity: (60,000 each)	Creative, translation &Designing: 5 Nos			
			Printing :25 Nos			
Sub Total Cost						



G. Script of Street Play

Sl.No.	Particulars	Play Duration	Nos	Unit Cost	Tax per unit	Total Cost(including taxes)
1	Concept, Writing of Scripts for street play plus execution	20 Mins	10 scripts			
Sub Total Cost						

H. Online Media (Creative, Production and Designing)

Sl.No.	Particulars	Format	Rate per month	Tax per unit	Total Cost for 6 months (including tax)
1	Online/ Social Media	Content Management plus creative			
		Posts/ Tweets boosting and promoting			
		Website / Mobile Advt.			
Sub Total Cost					



Signature

I. Creative and designing for Bus Branding

Sl.No.	Particulars	No of Creative	Unit Cost	Tax per unit	Total Cost (including tax)
1	Bus Branding- Creatives & Designing Size: 4ft x 3ft	50			

J. Creative and designing for Auto-rickshaw Branding

Sl.No.	Particulars	No of Creative	Unit Cost	Tax per unit	Total Cost (including tax)
1	Auto-rickshaw / Cab Branding- Creatives & designing Size: 2.6ft x 1.6ft	50			

K. Creative and designing for Venue Branding

Sl.No.	Particulars	No of Creative	Unit Cost	Tax per unit	Total Cost (including tax)
1	Venue Branding- Creatives & designing 200sqft (approx)	25			

L. Events & Seminars

Sl.No.	Particulars	No of events/ seminars	Unit Cost	Tax per unit	Total Cost (including tax)
1	Concept & Execution for innovative events & seminars	54			



Rajul

M. Promotion through mobile phones

Sl.No.	Particulars	Unit Cost	Tax per unit	Total Cost for 6 months (including tax)
1	Bulk SMS including content & dissemination			
2	Auto Phone in			
Sub Total Cost				

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

Signature

Name

Date

Organization's Seal

Rajiv



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 Authority 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 Creative Agency/Production House----- 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: _____



Handwritten signature in blue ink, appearing to read 'Rajiv'.

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

No. AE.58/2015/174

Dated Dispur, 7th November, 2015

Notice

Directorate of Information and Public Relations, Assam, Dispur, Guahati-6 issues Request For Proposal (RFP) from the Creatives Agencies/Production Houses who qualified in the EOI vide No. AE. 58/2015/46 Dated 06-06-2015 for an awareness building campaign ' 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.

The last date and time for receipt of the RFP is till 27th November, 2015 upto 2 p.m.



Director

Information and Public Relations
Assam, Dispur, Guwahati-6