

REQUEST FOR PROPOSAL FOR SELECTION OF AGENCY FOR MARKETING, ADVERTISING AND MEDIA PLANNING



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Sr. No.	Name of the work	Last Date of submission
1	Request for Proposal for selection of agency for the works of Marketing, Advertising and Media Planning	17/3/2026 upto 3:00 pm

**Gujarat Livelihood Promotion Company Ltd.,
(A Government of Gujarat Undertaking)**

3rd Floor, Block No. 18, UdyogBhavan, Gandhinagar, Gujarat - 382011.

Phone : +91 79 2324 8512 - 13 - 14, Fax: +91 79 2324 8515

website: glpc.co.in

In case of any query and clarification of this document, please contact @ amd-admin@glpc.co.in, gmmarketing@glpc.co.in

Section- I Notice Inviting Bids

Sr. No	Event	Key Date and Time
1	Issue of RFP Document	Request for Proposal For selection of agency Marketing, Advertising and Media Planning
2	Pre-Bid Meeting	9/3/2026 at 12:00 noon Venue: Committee Room, GLPC, Block No. 18, 3rd Floor, Udyog Bhavan, Sector 11, Gandhinagar – 382011
3	Last date for sending Pre Bid Queries	7/3/2026 upto 3:00 pm through email only amd-admin@glpc.co.in , gmmarketing@GLPC.co.in
4	Last Date for Online Submission of Technical and Financial Bid	17/3/2026 upto 3:00 pm
5	Opening of Technical Bid	To be intimated to the Qualified Bidders
6	Opening of Financial Bids	To be intimated to the Qualified Bidders
7	EMD	Rs. 7,50,000/- (seven lakh fifty thousand rupees) in form of Bank guarantee only in name of GLPC, Gandhinagar
8	Performance Security	5% of bid amount (To be submitted within a week/7working days from the date of final notification to empaneled agencies)

Note:

- Bidders are instructed to submit technical bid alongwith EMD on or before 17/3/2026 upto 3:00 Pm.

EMD shall be submitted in sealed cover with title of Tender document Request for Proposal for selection of agency for the works of Marketing, Advertising and Media Planning addressing to Managing Director, GLPC, Block No. 18, 3rd Floor, Udyog Bhavan, Sector 11, Gandhinagar – 382011

- Technical Bid shall be submitted in **on Gem portal only.**

1. Above mentioned dates may be changed for which bidders will get notification from gem.gov.in. In case any conditions/clause specified in RFP is contradicted by conditions/clause stipulated in GeM, then RFP shall override the clauses/conditions mentioned on GeM. For any clarification in detail, kindly follow the RFP.

General Terms and Conditions:-

- Bidders can download the tender document from the www.gem.gov.in website.
- Bidders have to follow the two bids System as requirement in tender.
- Bidders have to submit Price-bid in Electronic form only on Gem website till the Last Date& time for submission.
- Bidders who wish to participate in online tenders will have to procure/ should have legally valid Digital Certificate as per Information Technology Act-2000 using which they can sign their electronic bids. Bidders can procure the same from any of license certifying Authority of India or can contact Gem portal.
- Late submission of bids shall be disqualified directly.
- All bids should be digitally signed, for details regarding digital signature certificate related training involved the below mentioned address should be contacted:

GeM (Government E Marketplace)

E-mail: helpdesk-gem@gov.in

Website: <https://gem.gov.in/>

TollFree: 1800-419-3436, 1800-102-3436

Other Terms and Conditions are as per detailed tender documents.

- The information contained in this Request for Proposal (hereinafter referred to as "RFP") document is provided to the Bidder(s), by GLPC, on the terms and conditions set out in this RFP document and all other terms and conditions subject to which such information is provided.
- The purpose of this RFP document is to provide the Bidder(s) with information to assist the formulation of their Proposals. This RFP document does not purport to contain all the information each Bidder may require. This RFP document may not be appropriate for all persons, and it is not possible for the GLPC, its employees and/or advisors to consider the business/investment objectives, financial situation and particular needs of each Bidder who reads or uses this RFP document. Each Bidder should conduct its own investigations and analysis and should check the accuracy, reliability and completeness of the information in this RFP document and where necessary obtain independent advice from appropriate sources. Physical submission of technical bid shall not be considered.
- GLPC, their employees and advisors make no representation or warranty and shall incur no liability under any law, statute, rules or regulations as to the accuracy, reliability or completeness of the RFP document. GLPC may, in their absolute discretion, but without being under any obligation to do so, update, amend or supplement the information in this RFP document without any further notice.

Section II- Instructions to Bidders

1. Preparation of Bid

- 1.1 Before preparing the bid and submitting the same on the GeM portal, the bidder should read and examine all the eligibility criteria, the scope of work, instructions, checklist etc. contained in the RFP document. Failure to provide the required information or to comply with the instructions incorporated in this RFP may result in the rejection of bid(s) submitted by bidders.
- 1.2 The bids which are for only a portion of the components of the scope of work/service shall not be accepted (The bids should be for all the components of the scope of work/service).
- 1.3 Bid Currency – The price should be quoted in Indian rupees only.
- 1.4 The bid submitted by the bidder and documents related to the RFP shall be written in the English language. However, the language of any printed literature furnished by the bidder in connection with its tender may be written in any other language provided the same is accompanied by an English translation and, for purposes of interpretation of the tender, the English translation shall prevail.
- 1.5 Prices are to be quoted in the Financial Bid format on the GeM portal only. The financial bid submitted in any other format will be treated as non-responsive. Bidders are requested not to submit the hard copy of the Financial Bid. In case the hard copy of the financial bid is submitted the bid shall be straight away rejected. Also, uploading the financial offer in the technical part of the bid in GeM will also result in the rejection of the bid.
- 1.6 Agency to adhere to prescribed norms of Advertising Standards Council of India (ASCI)

2. EMD

The Bidder will have to submit in sealed cover, on or before the date & time of submission of the bids, at the office address given below along with the covering letter. Please affix the stamp/details of your company on the overleaf of the Demand Draft.

Address- Gujarat Livelihood Promotion Company Limited, 3rd floor, block number 18, Udyog Bhavan, Gandhinagar, Gujarat 382011

3. Bid Validity

Bids shall remain valid for a period of 180 days (one hundred eighty days) from the date of bid submission prescribed in the Tender document. In exceptional circumstances, the Purchasing Authority may solicit Bidder's consent to an extension of the period of validity. The request and the responses thereto shall be made in writing. The Bid security shall also be suitably extended. Bidding Expense

The bidder shall bear all costs and expenditures incurred and/or to be incurred by it in connection with its bid including preparation, mailing and submission of its bid and subsequent processing of the same. The Purchasing Authority will in no case be responsible or liable for any such cost, expenditure etc. regardless of the conduct or outcome of the bidding process.

4. Language of Bid

The Bid prepared by the Bidder, as well as all correspondence and documents relating to the Bid, exchanged by the Bidder and shall be in English. Supporting documents and printed literature furnished by the bidder may be in another language provided they are accompanied by an accurate translation of the relevant pages in English. For purposes of interpretation of the bid, the translation shall govern.

5. Bid Due Date

The bid must be uploaded by the bidder no later than the bid submission date specified in the RFP (*Section-I, Bid Schedule*). The Purchasing Authority may, at its discretion, extend the bid due date, in which case all rights and obligations of the Purchasing Authority and the bidders, previously subject to the bid due date, shall thereafter be subject to the new bid due date as extended.

6. Late Bid

No bidder will be allowed to upload or submit the bid after the bid due date and time.

7. Modification and Withdrawal of Bid

- 1.1 The Bidder may modify or withdraw its bid before the due date of bid submission.
- 1.2 No Bid may be modified after the deadline for submission of bids.
- 1.3 No Bid may be withdrawn during the Bid validity period. Withdrawal of a Bid during the bid validity period may result in the forfeiture of Bid security.

8. Earnest Money Deposit (EMD)

- 8.1 The Earnest Money Deposit (EMD) is payable by all Bidders, for an amount of Rs. 7,50,000/-as specified in the Bid Schedule (sl. no.8). It should be valid till 180 days from the last date of submission of the Bid.
- 8.2 The EMD of the unsuccessful bidder will be returned to them without interest after the resultant contract ends. The EMD of the successful bidder will be returned without any interest, after receipt of performance security as per the terms of the contract.
- 8.3 EMD of a bidder may be forfeited without prejudice to other rights of the purchaser, if the bidder withdraws or amends its bid or impairs or derogates from the bid in any respect within the period of validity of its tender or if it comes to notice that the information/documents furnished in its bid are incorrect, false, misleading, or forged. In reference to the aforesaid grounds, the successful bidder's EMD will also be forfeited.
- 8.4 Without prejudice to other rights of the purchaser, if it fails to furnish the required performance security within the specified period, the successful bidder's EMD will

also be forfeited.

9. Clarifications to Tender Document

A prospective bidder requiring any clarification regarding terms & conditions, technical specifications etc. given in the Tender Documents may submit a request in writing on or before Pre-Bid to Office of GLPC via email at amd-admin@glpc.co.in / gmmarketing@glpc.co.in However, Purchasing Authority reserves the right not to respond to any question or provide any clarification, in its sole discretion, and nothing in this Clause shall be taken or read as compelling or requiring the Purchasing Authority to respond to any question or to provide any clarification.

10. Pre-Bid Meeting

- 10.1 The Pre-Bid meeting shall be convened online at the designated date and time mentioned in the Bid Schedule. Only authorized representatives of the Agency shall be allowed to participate in the Pre-Bid meeting.
- 10.2 During the Pre-Bid meeting, the Bidders shall be free to seek clarifications and make suggestions for consideration to the Purchasing Authority. Purchasing Authority shall endeavor to provide clarifications and such further information as it may, at its sole discretion, consider appropriate to facilitate a fair, transparent, and competitive bidding process.
- 10.3 Any revision to the RFP that may become necessary as a result of the Pre-Bid Meeting, or the queries and suggestions received from the Bidders will be made by the Purchasing Authority exclusively through the issue of a Corrigendum. All such Corrigendum will be published on www.gem.gov.in.

11. Amendments to Tender Document

- 11.1 At any time prior to the deadline for submission of bids, the Purchasing Authority may, for any reason deemed fit by it, modify the RFP Document by issuing suitable amendment(s) to it.
- 11.2 Such an amendment will be notified on GeM portal and the same shall be binding to all prospective Bidders.
- 11.3 Any amendments/corrigendum /modification will be notified on the GeM portal only, and such modification will be binding to all prospective Bidders.
- 11.4 The Purchasing Authority shall not be responsible in any manner if prospective Bidders miss any notifications placed on GeM Portal.
- 11.5 To allow prospective bidders reasonable time to take the amendment into account in preparing their bids, Purchasing Authority, at its discretion, may extend the deadline for the submission of bids.

12. Evaluation of Bid

- 12.1 The Institutions will be selected by the L1 (Least Cost Selection LCS) method as set out in Chapter 6, Rule no. 193 of the General Financial Rules 2017, of the Department of Expenditure, Ministry of Finance.
- 12.2 Technical evaluation of the Bid will be done based on pre-qualification criteria, and the technical evaluation matrix mentioned in the RFP and GeM portal failing which the bid will not be considered for technical evaluation.
- 12.3 The financial bids of bidders whose technical bids are found technically responsive and comply with the RFP document will only be considered for financial evaluation.
- 12.4 If more than one bidder qualifies with the same quotes (lowest L1), then the decision will be taken by the Purchasing Authority, which will be final and binding to the bidders.

13. Notification of Award

GLPC will notify the successful bidder(s) in writing by issuing a Letter of Acceptance (LoA), that its bid has been accepted. The bidder shall acknowledge the award within 5 days of issue of the Letter of Acceptance (LoA).

14. Signing of the contract

- 14.1 The successful bidder must furnish the required Performance Security (PS) as applicable, before executing the contract/signing of the contract agreement positively within 21 days of acceptance award, failing which the EMD will be forfeited, the award will be cancelled, and the bidder may also be blacklisted for the duration finalized by the Purchasing Authority. In such a case, the L2 bidder will be allowed to work at the rate of the L1 bidder.
- 14.2 The contract agreement will be signed between the GLPC and the selected bidder. The stamp duty and registration charges, if any levied by the Central or State governments or any other statutory body, payable on the Agreement will be borne by the bidder.

Section III– Pre-qualification Criteria

Sr. No.	Eligibility Criteria	Attachments
I.	The bidder should be a Proprietary firm /Partnership firm /Private Limited/Limited Company/Corporate body legally constituted having experience registered under Companies Registration act 1956/2013 or LLP Act, 2008, and must have 10 years of existence in India in services of Marketing, Advertising and Media Planning as on bid submission date.	Valid copy of the Certificate of incorporation.
II.	The Bidder should have an annual average turnover from Marketing, Advertising and Media planning services of at least Rs. 3 Crore during each of any last three financial years (2022-23,2023-24,2024-25)	Audited and Certified Balance Sheet & Profit/Loss Account of any last 3 Financial Years out of 5 FY. CA certificate mentioning turnover of Marketing, Advertising and Media planning services.
III.	The Bidder should have successfully run a Marketing, Advertising and Media planning Firm/Agency/Company during the last 5 years as on date of submission of bids in which one project should be executed in any Govt./PSU/Large Enterprise. At least two similar work orders of Rs. 60 Lakhs for Marketing, Advertising and Media planning in the last 5 years. WO Amount less than Rs. 60 Lakh will not be considered.	Project completion Certificate/Work Project Completion Certificate/Order / Project Contract Document / Agreement / Satisfactory Completion Certificate by the client with details of project value and scope.
IV.	Bidder should have adequate Manpower for the works of Marketing, Advertising and Media planning Social Media Manager:1, Content Writer: 1, Translator: 1, Creative design/Graphic designer: 1, Public relation Manager:1, Overall Coordinator for Marketing & promotion: 1	Copy of CV of each Manpower's details with Education qualifications has to be submitted alongwith technical bid submission
V.	The Bidder should have permanent office setup in Gujarat . If the Bidder is not having any office in Gujarat, then the bidder should submit a letter of undertaking to open an office in Gujarat within 30 days from the date of issue of work order if he/she	The copy of Property tax bill/Electricity Bill/Telephone Bill/G.S.T.-C.S.T. Registration/Lease agreement should be submitted as proof Or Undertaking Letter

Sr. No.	Eligibility Criteria	Attachments
	is awarded the work. (Failure to open office within stipulated time shall lead to cancellation of empanelment)	
VI.	The Bidder should not be under a declaration of ineligibility for corrupt and fraudulent practices issued by Government of Gujarat or any of the PSU in the state of Gujarat. Certificate / affidavit mentioning that the Bidder is not currently blacklisted by Government of Gujarat or any of the PSU in the state of Gujarat is due to engagement in any corrupt & fraudulent practices.	Self-Declaration
VII.	Employee Strength: The bidder should have at least 15 no. of staff size in the company on its payroll continuously working for the past one year at different levels as on bid submission date.	PF and Professional Tax Challan of last one Year along with the affidavit (in prescribed format).
III.	No Consortium will be allowed.	Self-declaration
IX.	The bidder shall submit a power of attorney authorizing the Signatory of the bid to sign and execute the contract.	Power of Attorney as per the format given
X.	The bidder shall provide PAN, GST Number and GST Return Statement/ certificate.	A copy of PAN, GST, GST Return Statement/Certificate. The bidder shall also submit copy of the returns of GST/GST for last three years.
XI.	The bidder shall provide a valid EMD acceptable to GLPC. EMD deposit of Rs. 15,00,000/- (Fifteen Lakh rupees) has to be submitted along with bid document. (No Exemption to any Bidders,) Submission of EMD is Mandatory for further eligibility)	EMD in form of Bank Guarantee
XII.	History of Litigation	As per the format given

Section –IV: About Project

1.1 PROJECT BACKGROUND

Gujarat Livelihood Promotion Company (GLPC) is the executive arm of Mission Mangalam, the implementation agency for NRLM. GLPC works through strategic partnership between large industries and SakhiMandals / Self Help Groups / Producer Groups / Service Groups / Collectives of the poor, through decentralized Micro Enterprise Ventures. The promoting companies / entrepreneurs redesign the process where intensive tasks as job-works are undertaken by Self Help Groups in their respective homes or villages as self-employment activities. Main objectives of GLPC are

- Empowering the Poor by organizing them into SHGs/Federations/other Collectives.
- Empower the poor through ensuring access to Financial Services.
- Augmenting existing livelihoods and enhancing incomes
- Explore livelihood opportunities through newer ventures in rural service sector
- Developing Inclusive Value Chains
-

GLPC has been creating and promoting livelihood avenues for the rural population whilst boosting up their capacities in their livelihood areas. To achieve these objectives, GLPC has formed more than 2 lakh SHG and followed by upto 1 lakh cash credit to each of the SHGs through several banks to initiate any types of livelihood activities with the finance support to skill building to production to marketing its products.

The rural SHGs lack professional information about strand of the market and as producer and consumers they need access to market. GLPC is instrumental in guaranteeing to create ability to operate in local, national and export markets (regional and international). However, poor SHGs physical access to markets (distance between villages to urban markets) which increases cost of transaction and communication between producers and consumers. They are unaware of market related skills which are needed to survive in competitive markets. Furtherance to these SHGs are usually less informed about markets and its opportunities. In order to reach SHGs belong to in remote areas where digital and non-digital means of communication through radio, TV, Newspapers even the internet in order to increase their chances of identifying and undertaking profitable and sustainable livelihood.

To develop and promote products and services by SHGs , GLPC is supporting SHGs to enter into main stream market through below cited activities:

-
- Execution of Village Haat & Gram Haat Schemes
 - Support SHGs and artisans to participate at the local, National and International fairs
 - Execution of the MoUs in between marketing vertical
 - Implementation of Pilot projects

As part of its Endeavour, GLPC intends to appoint an agency for the works of Marketing, Advertising and Media planning of GLPC throughout the year.

1.2 PROJECT OBJECTIVES

The broad objectives of the same are:

- To promote GLPC as a Brand PAN India through implementation of various marketing channels and tools.
- Yearly Calendar for each Marketing activities with tentative budget and locations.
- Proposed list of yearly exhibitions/ events for participation by GLPC alongwith necessary details i.e. implementing agency, coordination with relevant agency, approximate cost for participation, stalls space, Theme pavilion setup space etc
- To strengthen the position of SHGs products through participation at various events/exhibition at various locations in Gujarat throughout the year.
- Position and Develop Brand GLPC through participation at various events/exhibition by setting up stalls within and outside Gujarat and provide maximum exposure to such events/exhibitions with a focus on right kind of messaging of empowerment and business development.
- To effectively disseminate information in the form of leaflet/brochure/promotional material of various schemes of GLPC to be design and developed to all locations throughout the year within and outside of Gujarat.
- GLPC, while working towards the challenging vision of empowerment of poor women, has to ensure realization of this vision through participatory means and by convergence of prevalent government developmental schemes. The mission of the company could be stated as:
“GLPC strive to serve the underprivileged women as well as members of vulnerable communities/groups in the state by organizing and capacitating their Groups and creating sustainable livelihoods.
- GLPC ensure convergence of prevalent development programmes and schemes as well as forge partnerships with other non-government organizations and corporate houses for inclusive growth and the empowerment of the members of the groups served.
- In order to provide quality member-services, GLPC strive to remain financially sound and secure. We will work towards establishing ourselves as a unique organization with deep abiding human values and maintaining the same.”
- Strengthening the position of the GLPC as one of the most important destination across the globe by increasing visibility and enhancing ‘top of the mind’ recall.

Section –V: Scope of Work

Overall Scope of Work:

A Media & Communications strategy is essential to regularly convey information about GLPC, its activities and other components to diverse stakeholders and create awareness, through direct and indirect engagement. In order to formulate a Media & Communications strategy and to implement a 360 degree Media Campaign activity, services of a creative agency are required, initially for a period of 2 years extendable for a maximum period of one more year at the discretion of GLPC. This will involve tasks as mentioned under, but will not be limited to these only.

- a. The selected agency will be responsible for the overall branding of GLPC across all mediums which can help GLPC in promoting activities/events/schemes/fairs etc.. Further, the selected agency may be required to re-design the overall logo of GLPC, associated schematics, design, standardize the colour scheme, etc.
- b. Information, Education and Communication (IEC): Conceptualize and develop Information, Education and Communication (IEC) materials for Events, Leaflets, Schematic promotion material in any other formats as per requirement.
- c. Conceptualize, design for the IEC print materials like brochures, booklets, primers, guidelines, folders, leaflets, posters, calendars, annual reports, railway reservation tickets, electricity and gas bills, postal stationeries etc.
- d. Conceptualize and design including writing of copy of the press advertisements, curtain raisers, briefs, Press Releases, Articles for magazines & newspapers, Newsletters, Reports, Testimonials, on various activities/events of GLPC.
- e. Conceptualize and design material for outdoor IEC activities like hoardings, bus/train panels, bus shelters, panels & posters in metro rail and metro stations, railway stations and airports, illuminated signage, wall paintings, display panels, other exhibition materials etc.
- f. Conceptualize and design GLPC materials for dissemination of information through social media and innovative mediums like web pages, internet, and mobile telephone and for interpersonal communication.
- g. Conceptualize, design non-traditional and attractive merchandise for different audiences as per requirement.
- h. Advise GLPC IEC/Marketing Cell on appropriate communication strategy including media options and formats for campaigns.
- i. The IEC materials for all the above formats are required to be made in Gujarati, Hindi, English and other regional languages as per requirement, if any.
- j. Conceptualize and conduct workshops, event coverage and launches

- i. Government Training/Workshops for issues related to specific regions
- ii. GLPC Thematic Workshops for all Ministries/Departments

Detailed Scope of Work

The detailed scope of work for shall include, but not be restricted to

1. Content Production and Management:

a) **Print:**

Print media, unlike web, radio or television mediums, is tangible and provides readers the opportunity to study/browse articles, look at images & view advertisements at their leisure. The medium is widely circulated amongst loyal patrons and provides long term durability and hence has a longer life span. This medium is also very useful to reach specific audience, geographically spread. To raise awareness about GLPC's achievement amongst diverse stakeholders, it is planned to publish advertisements in leading dailies (All India) in English, Hindi, Gujarati and various regional languages. The selected agency will be required to conceptualize and develop creative for print medium including but not limiting to the following:

- **Newspaper Ads:** Strip Ads (32.9cm widthx6cm height), Quarter Page Ads, Half Page Ads
- **Magazines Articles:** Distinguished personalities and experts from different domains such as media, politics, science & technology, Industry, SHGs, Livelihood, social welfare etc. may be invited to write articles regarding on-going discussions/activities on the portal, emerging theme and new activities that may be added etc. Personalities from various fields may be identified and summary of comments of 3-5 relevant discussion threads/contests of national importance or specific topics may be sent to domain experts along with invite letter from MD, GLPC. Alternatively, experts may suggest topics for writing, as they deem fit.
- **Magazine Advertorials:** Advertorials may be published in leading magazines for promoting GLPC. The List of Magazines under different genre which will be required to cover for articles and advertorials are in various prominent Magazines.

b) **Social Media:**

With the proliferation of social media, it has become imperative to keep pace with the different channels and forms of communication to ensure that the message is disseminated far and wide and reaches out to the intended audiences in all potential channels accessed by them. It is important to bring to light that the government is utilizing tools that constitute social media to connect with the citizens. The selected agency will be required to undertaken a comprehensive

social media campaign on social media including but not limiting to on Twitter, Facebook, YouTube, Instagram etc. The campaign may involve creation of creative, films, advertisements, web posts, blog bursting, etc. Indicative list of activities for Twitter and YouTube are listed as under for reference, however final list of activities shall be designed based on the requirement of GLPC on selected social media platforms.

- Develop a comprehensive content calendar aligned with campaign objectives, target audiences, and Livelihood topics (Financial access, Entrepreneurship, Capacity Building, Market place).
- Schedule diverse content formats: Include a mix of informative posts, engaging visuals (images, infographics, videos), inspirational stories, and interactive elements (polls, quizzes).
- Incorporate local context and cultural relevance: Use relevant hashtags, local languages (Gujarati, Hindi), and local holidays/events for wider reach and engagement.
- Consider platform-specific best practices: Tailor content formats and posting times to suit each platform (Facebook, WhatsApp, YouTube).
- Integrate with other campaign elements: Promote other campaign materials (print, audio-visual) and encourage cross-platform engagement.

Engaging Social Media Posts:

- Create visually appealing and informative posts that educate, motivate, and inspire behavior change.
- Use storytelling and case studies: Share real-life experiences of mothers, children, and community members to connect with audiences emotionally.
- Debunk myths and misinformation: Address common misconceptions related to Livelihood topics through clear and factual information.
- Use humor and local references: Engage audiences by incorporating humor relevant to local culture and context.
- Actively manage social media communities: Respond to comments and questions promptly and professionally.
- Foster community engagement: Encourage discussions, address concerns, and build a strong online presence.
- Moderate content: Ensure respectful and constructive conversations within the community guidelines.
- Partner with local influencers: Collaborate with community leaders, Influencers and trusted voices to amplify campaign messages and reach wider audiences.

- Track key engagement metrics: Monitor reach, impressions, likes, shares, comments, and website clicks to assess campaign performance.
- Analyze audience demographics and interests: Gain insights into who is engaging with the content and tailor future strategies accordingly.
- Conduct periodic social media audits: Evaluate the effectiveness of content and identify areas for improvement.

1. **Twitter:** the existing GLPC Twitter account may be activated further by at least 1 tweet daily on important ongoing/upcoming activities on the platform. New tasks/contests/discussions/groups/rewards may be tweeted about on a daily basis.
2. **YouTube:** a GLPC channel on You Tube maybe created wherein all audio visual media, interviews, animated films etc. may be posted. Pre-roll ad (TrueView format ads- skippable as well as non-skippable) which is a promotional video message that plays before the content the user has selected may be created and posted on most watched or popular videos to increase branding and promotion.
3. **Instagram:** Agency has to revamp existing Instagram account of GLPC with proposed options through creative and engaging content creation and paid promotion i.e. Instameet etc.
4. **Facebook:** Agency has to revamp existing Facebook account of GLPC with proposed options through creative and engaging content creation and paid promotion.

Any other social media platforms shall be covered by agency as a part of scope of work.

c) **New Media**

- **Blogger Engineering:** The selected agency will be responsible for bringing influential and noted bloggers to write about the activities (existing and upcoming) and other issues of national importance on the GLPC portal, their associated blog websites, or any other prominent websites where they are actively blogging.
- **Internet Banner:** WebBanner ads are powerful tools for building brand recognition. The selected agency will be responsible for conceptualizing the entire creative for the required campaign, or as the case may be. The Ad could be in the form of a static image; animations, slideshows and streaming media may be added to make an eye catching advertisement for Web-page visitors. The banner may be displayed prominently on all Government websites and for certain time period on important and highest rated Indian websites such as Times of India, NDTV, Yahoo India, Facebook

etc.

- **Mobile Phone Apps and SMS:**

- ✓ Bulk SMS may be sent out regularly to inform people regarding existing and upcoming activities on the portal and important events. The selected agency will be responsible for identifying the event on which bulk SMS is required to be sent out. Further the agency will be responsible for creating content of SMS and coordinate for the successful dissemination of SMSs through NIC SMS Gateway.
- ✓ The selected agency will be responsible for creating GLPC jingle ringtones and phone/desktop/laptop screensavers for download from GLPC portal.
- ✓ The selected agency will be responsible for creating mobile ads which shall be posted on various important mobile applications as live banner ads. Further selected agency will be responsible for identification of such mobile applications for the posting of ads, supporting in buying space for such ads and also updating the ads from time to time

- **Internet Marketing:** The selected agency may be required to re-design the web-pages of the existing GLPC portal to better suit the requirements of users. Further, the agency will be required to write articles to be posted on the GLPC portal to increase its ranking on various search engines, including but not limiting to SEO and SEM. Further it is imperative to mention here that this will be an ongoing activity throughout the duration of the engagement and specific need based articles, contents to improve the ranking shall also be part of this scope of activity which helps driving traffic to GLPC web portal.

- **Event/Exhibition/Workshop/Campaigns:** Agency has to submit department relevant event/exhibition/workshop details of list for the calendar year in advance so that participation or planning for the event can be done effectively by GLPC. For each and every event/exhibition/workshop, agency shall coordinate with all possible authorities and department for smooth functioning and implementation of event. Event Calendar along with new concept list shall be submitted to GLPC within 30 days of releasing work-order to agency.

d) **Outdoor Media:**

The selected agency will be responsible for conceptualizing, creating and designing creative material for outdoor IEC activities like GLPC Posters, Hoardings, bus/train panels, bus shelters, illuminated LED screens/digital signage, wall paintings, display panels/boards, or any other materials which may be displayed at prominent places such as Airports, Metro Stations, Railway Stations, Bus stops, corporate office campuses and other public places. Further, the selected agency will be required to identify such prominent places for the outdoor media which may include but not limiting to the aforementioned places. The

selected agency will support in buying space and monitor the upkeep of outdoor media as per the approved media plan.

e) Merchandise:

The selected agency will be responsible for suggesting, designing creative for non-traditional and attractive merchandise tailored for different audiences, collaterals as rewards for contests etc. It is also crucial that the type and look of the collaterals especially the low cost items such as pens, mugs, notepad etc. be changed regularly to maintain interest and pride of ownership in such items. Further, the selected agency will be responsible for coordinating with the merchandise developer before and after the important events. It may be possible that merchandise will be developed without any event, in such case also, the selected agency will coordinate with the merchandise developer for the final output.

f) Translation and Localization:

- Translate all print materials into Gujarati and Hindi, considering regional dialects and cultural nuances.
- Work with professional translators who understand the target audiences.
- Conduct back-translation to ensure accuracy and clarity of translated messages.
- Adapt content to local contexts: Adjust information, examples, and case studies to resonate with local experiences and practices.

K) Content Development and Creative Strategy:

1.1. Message Development:

- Develop clear, concise, and culturally relevant messages addressing key behaviors and interventions for each target audience segment in Gujarat.
- Align with state SRLM priorities: Ensure messages align with GLPC priorities and existing Livelihood programs.
- Utilize local language and context: Develop messages in Gujarati and Hindi, considering regional dialects and cultural nuances.
- Incorporate positive framing and storytelling: Use persuasive language, positive role models, and relatable stories to resonate with audiences and encourage action.

1.2. Creative Strategy:

- Develop campaign concepts: Design creative concepts that are visually appealing, culturally appropriate, and effectively communicate the campaign messages to each target audience.
- Utilize local imagery and talent: Incorporate local artists, photographers, and actors to enhance authenticity and connection with audiences.
- Consider diverse media channels: Develop creative concepts suitable for various media channels used by target audiences (print, TV, radio, online, outdoor, mobile) while maintaining brand consistency.

- Explore innovative approaches: Consider using humor, animation, music, or interactive elements to engage audiences and make the campaign memorable.
- Ensure accessibility: Design materials that are accessible for people with disabilities, including visually impaired and hearing-impaired individuals.

1.3. Brand Identity Guide:

- a. Develop a comprehensive brand identity guide that defines the campaign's unique visual identity and messaging style.
- b. Include:
 - Logo design and usage guidelines.
 - Color palette and typography specifications.
 - Imagery guidelines (e.g., photo style, illustrations).
 - Messaging style guide (tone, voice, key terms).
 - Brand personality and values.

1.4. Content Development :

Print Materials Design Development:

a. Design:

a.1 Develop culturally relevant and visually appealing print materials tailored to specific target audiences in Gujarat, including but not limited to SHGs , it shall include schemes, assistance, events and other activities done by GLPC:

a.2 Ensure high-quality design: Use professional graphic designers to produce visually appealing materials.

a.3 Incorporate local imagery, language, and cultural references:

Consider local art styles, traditional clothing, and familiar settings to enhance engagement and cultural appropriateness.

b. Media partners: Collaborate with local newspapers and radio stations for print inserts and sponsored content distribution.

c. Infographics and Social Media Content:

Develop educational infographics that visually represent key campaign messages, statistics, and livelihood information. Use clear visuals, concise text, and culturally appropriate design elements.

- ✓ Create engaging social media content for platforms like Facebook, WhatsApp, and YouTube:
- ✓ **Images:** Eye-catching visuals promoting, and sharing success stories.
- ✓ **Short videos:** Clips from campaign films, testimonials, and animated explainers adapted for social media formats.
- ✓ **Text posts:** Informative and engaging messages using local language and relevant hashtags.
- ✓ **Consider local social media trends and preferences:** Adapt content formats and language to resonate with target audiences on different platforms.

Ensure brand consistency: The guide should be applied to all campaign materials and communication across different channels.

L)Media Planning and Buying:

a. Target Audience Media Consumption Analysis:

- Conduct in-depth analysis of media consumption patterns for each target audience segment across various channels in Gujarat, including:
 - Print: Newspapers, magazines, local publications (both urban and rural areas).
 - TV: Regional and national channels, Doordarshan, cable TV viewership patterns.
 - Radio: Local FM stations, All India Radio listenership, community radio initiatives.
 - Online: Social media platforms (Facebook, WhatsApp, YouTube), website/app usage, internet penetration levels.
 - Outdoor: Bus shelters, billboards, street signage, community notice boards.
 - Mobile: Mobile phone ownership, internet access, popular mobile apps.
 - Consider cultural preferences: Analyze preferred languages, local media personalities, and popular entertainment genres for each target audience.

b. Channel Selection and Justification:

- Prioritize channels that reach target audiences effectively and align with campaign budget constraints.
- Ground activities:
 - ✓ Print: Partner with local newspapers, magazines, and community publications for print advertisements, sponsored articles, and advertorials.
 - ✓ TV: Explore local cable TV channels, Doordarshan slots, and community-oriented programs for sponsored segments or public service announcements.
 - ✓ Radio: Partner with local FM stations for radio jingles, sponsored programs, and community outreach initiatives.
 - ✓ Outdoor: Utilize bus shelters, billboards, and street signage in strategic locations with high foot traffic.
 - ✓ Mobile: Develop a mobile strategy considering SMS campaigns, targeted social media advertising on popular platforms like Facebook and WhatsApp, and potentially exploring local mobile apps.

c. Justify each channel selection based on reach, engagement potential, cost-effectiveness, and alignment with target audience preferences and message fit.

d. Media Buying and Negotiation:

- Secure media placements based on negotiated rates, reach, and frequency requirements.
- Prioritize bulk discounts and long-term contracts for cost-effectiveness.

- Explore barter arrangements with media outlets for program sponsorships or in-kind advertising opportunities.
- Partner with local media agencies for expertise in navigating the Gujarat media landscape and securing favorable deals.

M) Cloud-Based State IEC Library

- ✓ Serve as a central repository for all IEC materials related to Livelihood activities, Farm and Non-Farm, Capacity Building, Events, Marketplace, Graam Haat, Microfinance in Gujarat.
- ✓ Facilitate easy access to evidence-based and culturally appropriate IEC materials for diverse stakeholders.
- ✓ Include best practices and success stories shared by different districts.
- ✓ Support capacity building of CLF leaders, and community workers through training materials and resources.
- ✓ Enable collaboration and knowledge sharing among various Livelihood stakeholders in the state.
- ✓ Key Features:
- ✓ Advanced search and filtering options by target audience, Livelihood topic, campaign, language, and district.
- ✓ Downloadable materials in various formats (e.g., brochures, posters, multimedia presentations, training modules).
- ✓ Ability for authorized users to upload and share new IEC materials, including district-specific best practices.
- ✓ Integration with existing Livelihood information systems and databases.

N) Overall Impact Assessment:

The selected agency will be responsible for conducting impact assessment from time to time to understand the response from citizens against various promotional activities. This may require primary research activities as well by physically conducting surveys of citizens. This activity will form the basis for revising the media plan if required. Further the selected agency shall take all the necessary actions emerging from the impact assessment exercise.

O) Intellectual Property Rights

GLPC shall remain the owner of all the content conceptualized, created, and implemented by the selected agency under this RFP. All intellectual property rights in the content whether intangible or intangible form shall belong to GLPC and the selected agency has no right to assign, licence, sell, or use any content conceptualized, created and implemented under this RFP and/or accompanying Master Service Agreement to any third party under any circumstances. **Ownership and confidentiality of Data:** All information, reports and plans, both print and electronic, as well as the project/event that may have been designed specifically for GLPC, in any format, will belong to GLPC and will be strictly confidential.

- The Agency shall be solely responsible for obtaining **all statutory permissions, licences, talent releases, music rights, stock footage permissions, or any other approvals** required for any creative or promotional content developed for GLPC.
- All creative content, including designs, videos, scripts, jingles, photos, animations, artwork, multimedia content, and any other output developed under this engagement, **shall become the exclusive intellectual property of GLPC.**
- The Agency shall hand over **all open files, raw footage, source files, master files, and working files (AI, PSD, CDR, INDD, MP4, WAV, project files, etc.) to GLPC** without any additional cost.
- The Agency warrants that all content created shall be original and **royalty-free and shall not infringe upon any third-party intellectual property rights.**
- The Agency shall obtain **legal releases** from all models, voiceover artists, actors, animators, photographers, and other talent involved in the creative work.
- The Agency shall not disclose GLPC content to any third party, nor use GLPC material for awards, promotions, showreels or commercial purposes without written approval.
- No GLPC information or media content shall be stored on unauthorised or foreign cloud servers. Data shall be stored only on **secure and India-based servers.**
- The Agency shall disclose any potential conflict of interest and shall not represent or promote any competing schemes, social-sector programmes, or livelihood brands that conflict with GLPC's objectives during the actual contract period, without written consent.
- All the content conceptualized, created and implemented by the selected agency whether intangible or intangible form shall bear relevant copyright notices in the name of GLPC.
- The selected agency shall take all such appropriate legal actions to safeguard violation of GLPC's intellectual property rights, if any.

i. Deliverables

Message Development and Creative Strategy:	
Deliverable	Indicative Quantity per year
Targeted Message briefs for each segment	25
Campaign Concepts	12
Logo and Tag Lines	10
Content Production and Management:	
Print Materials for Each target section	100
Infographics and social media content pieces for various platforms	1000
Media Planning and Buying:	
Media Plan Document	1
Media Contracts and Placements with different media platforms	1
IEC Cloud library	
State cloud-based IEC Library	1
Creative Newspaper Ads	
Newspaper Ad in Gujarati/Hindi/ English	5
Magazine Ad	10
Advertorial – 2 pages	5
Booklet (20 pages) – per page	50
Leaflet – front back	25
Calendar – per page	3
Brochure – per page	20
Compendium book per page	5
Premium Catalogue Per Page	5
Certificate with Names	10
Exhibition Panels	50
Logo Design	5
Invitation Card with Envelop Design	20
E Invitation	20
Other promotional Material	30
Photography & Videography	
Photography– per day	50
Premium Photography for product for Catalogue and other promotional material– per product	1000
Videography for function – per day	20
Creatives for New Media (Web Banner, Blogs etc.)	10
Hoarding	30
Poster	30
Bus Panel/Shelter/Train Panel	10

Digital Signage	10
Wall Painting	10
Write-up Speech for Minister/ SHGs, Press note in multiple languages / Other Write-ups	30
Translation within languages like Gujarati, Hindi, English - per word	30
Wall calendar printing Paper : 350gsm, Multicolour printing with special process, High End Quality Title - 1 Page, On Top Wiro Binding, Including delivery and dispatch at various locations and address across the Gujarat and outside of Gujarat	1000
Desk calendar printing Paper : 350 gsm, Multicolour printing with special process, High End Quality Printing : Title - 1 Page, Board Binding & proper support with TOP Wiro Binding, including delivery and dispatch at various locations and address across the Gujarat and outside of Gujarat	1000
Printing of booklet (Including Spiral) Paper - 130/ 170 gsm front back printing A4 size booklet - Pages may differed time to time (Price shall be quoted per page for printing)	50
Printing of compendium book /coffee table book (Paper - 300 gsm, High End Quality Lamination / Texture / Title page process to be made, Hard Binding) (Price shall be quoted per page for printing)	100
Hard Bound Diary - With special customised design on front and back -- inside 100 pages with ruled	500
Printing of visiting card (Paper - Minimum 300 gsm, front and Back)	1000
Roll Up Standee with flex printing and mounting size: 3 X 6	30
Brochure / Premium Book Gift Hampering Book (Paper - Minimum - 300 gsm , front and Back, With Special effects on Title pages)	20
Printing of Paper Bag (Paper - 250 GSM with Lamination. With Multicolour Printing Size: 18 x 13 x 4)	500
Leaflet Printing in four color	1000
Certificate Printing with thick Lamination	500
Frame for Certificate/other items	500
Notepad Printing (Paper title page - 130 GSM, inside Page 20 no's, with Centre pin binding / spiral)	1000
File Folder (Jute/Cloth)	500
File Folder Plastic (With Button)	500
Leather Laptop Bag	200
Steel Insulated Water Bottles	200
Jute Tote Bag with Logo branding on both sides	1000
Pen (Gel pen with Logo suggested by GLPC)	1000

Overall Impact Assessment	1
Cloud based State IEC Library	1

The agency shall submit a monthly report including details of their activity, analyses of various marketing outreach among other parameters.

No.	Deliverables	Frequency
1	Annual Rollout plan with month wise activities proposed. For all media and marketing tools mentioned in scope of work (To be submitted within 30 Days of selection)	Once in a year
2	Identification of 10 communication pillars in sync with GLPC strategies, various event campaigns, Brand building activities etc. (To be submitted within 30 Days of selection)	Once in a year
3	Mapping of target media and stakeholders and develop a local / national media list (To be submitted within 30 Days of selection)	Once in a year and to be updated frequently
4	Develop Media Information Kit and research-based inputs for sharing with media and GLPC (To be submitted within 30 Days of selection)	Once in a year and to be updated, as and when required
5	Press releases in Gujarati, Hindi, English and any other three regional languages (As per suggestion of GLPC) based on new initiatives and activities of GLPC, events, schemes etc	10 press releases in every month in local media and national media. At the time of special events the numbers to be increased.
6	Event based PR support: For pre-event promotion and post event coverage of event organized by the GLPC. in national media, Similar coverage of various events/SHG activities organized by GLPC and other events in which GLPC participates actively. Action plan to be submitted 15 days prior to the event	As per annual calendar of SHG activities and events
7	Organize pre & post event press conferences and media briefings at events/ SHG activities in big cities within/outside State as per requirement of GLPC (Expenses on Logistic arrangements to be borne by the GLPC) Action plan to be submitted 15 days prior to the event	Local press conferences as and when instructed by GLPC (to be organized within and outside Gujarat)

8	Conceive and Create one day (4 to 6 hours) media / Influencer / blogger / RJs/ writer's meet and media networking events in metro cities as per requirement of the GLPC (Expenses on Logistic arrangements to be borne by GLPC) Action plan and requirements to be submitted 30 days prior to the event	At least four such events in a year to be organized
9	PR support in Crisis and other emergent situations: countering situations and negative news, incidents with well thought out plan	As per requirement of situation
10	Schedule and organize journalists / blogger's / influencer's visits to various zones in Gujarat: Event/activities trips to various SHG activities and handle all necessary groundwork, research and follow up. (Expenses on Logistic arrangements to be borne by GLPC)	Minimum three in a quarter (ideally during or before a major event or SHG programme participation)
11	Regular reporting department	Monthly report and submission of next month plan * Quarterly in person meeting with senior officials
12	Coordination with other agencies of Department: Agency is required to work in close coordination with other agencies engaged by the GLPC. for promotional and marketing activities for seamless Promotion	Throughout the Contract period

Sr. No	Platform	Details
1	Facebook	<ul style="list-style-type: none"> · Uploading informative and promotional updates on daily basis in form of info graphics, images, gifs, text over videos, promos of events and programs etc. on various social media platforms creation of interactive content like surveys, quizzes, contest etc. in consultation with GLPC. · At least two updates per day (including Holidays) to be posted. · Publicize all cultural events on all the social media platforms · Create relevant tagging & linkages of content on all platforms. · Manage live events through Facebook live & Periscope on Twitter or any other Digital Media platform, as decided by the Authority from time to time

2	Twitter	<ul style="list-style-type: none"> Use a good industry standard monitoring tool for analysing comments / remarks about GLPC in various online media like e-newspapers, e-magazines, blogs, social media platforms at national level Agency shall continuously monitor each channel, and will respond to any questions, comments, and posts within a stipulate time frame. The Agency shall work in close consultation with Authority to respond to major queries regarding policies, grievances etc, in a timely manner Monthly Analytics such as: Effectiveness Analysis Report, Follower Growth, Reach, Demographics, Comments, "Likes", Shares, Retweets etc. Reporting- Summarizing various results and activities over each quarter
3	YouTube	
4	Instagram	The components of the report would include:
5	Linkedin any other new Social media platform	<ul style="list-style-type: none"> Social presence analysis including Social Traffic analysis, Fan / follower growth, Comparative FB/Twitter Engagement Analysis etc. Content Analysis to identify the most engaging type of post which led to success on brand page including page analysis Buzz Report, Share of voice, Source analysis, Trend analysis, Topic analysis, Sentiment & Perception analysis Providing regular feedback on best practices in marketing and promotion in countries across the world on social media as and when required by the GLPC.
<p>Note: Agency shall be working on above mentioned platform but not limited to these 5 only. Any other social media or digital marketing platforms may be included based on trend of social media.</p>		

Deliverable Timelines

The selected agency will be required to submit the comprehensive strategy for promotion of GLPC in 30 days from the effective date of the contract. This strategy document and other initiatives would be taken up for defining each assignment and the timelines will be agreed upon for each of such assignment. The selected agency will be required to extend all the support required to meet the intended objectives of the comprehensive strategy.

Staff To be Deputed for the Project:

Sr. No	Proposed Role
1.	Project Leader
2.	Campaign Planner
3.	Creative Expert
4.	Film Expert
5.	Media Expert
6.	Niche Branding Expert
7.	Digital Media Expert
8.	PR Expert

Staff to be Deputed for the Project at GLPC Office:

Designation	Minimum Experience	Minimum Qualification
Social Media Strategist	5 years	Bachelor's degree in Digital marketing or a related field with specific experience in Large accounts (i.e. Companies with diversify products manufacturing and selling) of Social Media and Digital Marketing
PR Manager/Marketing Co-ordinator	3 years	Bachelor's degree in English, journalism, mass media communication ,marketing, or a related field with specific experience as a PR Manager with Govt. sector
Graphic Designer	3 years	Graphic designing certificate course alongwith 3 years of experience shall be required
E Commerce & SEO expert	5 years	Master's degree in IT/Marketing/Computer Science Relevant experience of using E commerce platform, onboard products on E Commerce and digital platform matrix for maximum reach ✓Google Analytics Individual Qualification (GAIQ) ✓ CIW (Certified Internet Web Professional) E-Commerce Specialist Certification

NOTE: L1 agency shall depute staff at GLPC office across Gujarat (i.e. any district as per requirement of GLPC) as per instruction of GLPC within 40 days of issuance of work order failure to which may lead to disqualification.

Section – VI: EVALUATION OF BID

A Three stages procedure will be adopted in evaluating the bids.

1.3 An Eligibility/Pre-qualification evaluation

The eligibility evaluation will be carried out based on the criteria mentioned in the tender document. All those bidders who matches all the eligibility criteria will be called for the presentation Evaluation.

1.4 Technical Evaluation

The following criteria shall be used to evaluate the technical bids.

Sr. No.	Criteria	Marks	Documents required
1	<p>Annual Average turnover of bidder should have 3 Crore during any last three years from five Financial years ending 31st March 2025 from Marketing, Advertising and Media Planning services</p> <ul style="list-style-type: none"> ▪ Turnover => 3 Cr to 5 cr = 7 marks ▪ Turnover => 5 Cr to 7 Cr = 10 marks ▪ Turnover => 7 Cr and up = 15 marks 	15	Statutory auditor certificate and Audited Balance Sheet
2	<p>The Bidder should have 10 years' Experience in the works of Marketing, Advertising and Media Planning Agency.</p> <p>If 10 -12 years = 7 Marks If 12- 15 years = 10 Marks If 15 years and above => 15 Marks</p>	15	Copy of Work Order with completion certificate needs to be submitted
3	<p>At least two similar work orders of Rs. 60 Lakhs for Marketing, Advertising and Media planning in the last 5 years.</p> <ul style="list-style-type: none"> ● 2 Projects 60 lakh = 10 marks ● 3 project ≥ 60 lakh = 15 marks <p>“Project of similar nature” means only Marketing, Advertising and Media Planning”</p>	15	<p>Project completion Certificate/Work Project Completion Certificate/Order / Project Contract Document / Agreement / Satisfactory Completion Certificate by the client with details of project value and scope</p> <p>For validation of “Project of Similar Nature” the bidder should have to submit report/client certificate confirmation mentioning that the applicant is capable of handling such projects of Marketing/Advertising and Media Planning</p>

4	<p>The bidder should have exclusive rights/niche avenues for Marketing/Advertising space with Govt./PSU/Large Enterprises PAN India.</p> <ul style="list-style-type: none"> ▪ Exclusive rights for Marketing/Advertising space 	5	<p>Exclusive rights copy of agreement shall be submitted as a documentary proof</p> <p>Exclusive Marketing space for Public transport, Airports, Railway Stations, Bus etc. (Minimum duration of the rights shall be 12 months)</p>
5	<p>The Bidder should have worked with State SRLM or Self Help Group Federation or Rural Development project for women for Content creation, Marketing, Advertising and Media planning in last 2 years. Experience before 2 years may not be considered. Work order amount of Rs. 30 lakh shall be considered. Work order amount less than Rs. 30 lakh will not be considered.</p>	10	<p>Work order with State SRLM or SHG federation may be submitted with details of work done.</p>
6	<p>The Bidder should have worked PAN India for Marketing, Advertising & Media Planning.</p> <p>Working in minimum 3-5 states : 10 Marks</p> <p>Working in minimum 6-10 states : 20 Marks</p>	15	<p>Work order from different states Govt./U.T. shall be submitted</p>

7	<p>Bidder should have minimum 15 employees on payroll for last 1 year for marketing and advertising .</p> <p>15 Employees on Payroll includes Social Media Manager: 2, Content Writer: 2, Translator: 1, Creative design/Graphic designer: 2, Public relation Manager:1, Overall Coordinator for Marketing & promotion: 2 and others</p> <p>15 Employees as mentioned above on payroll: 10 Marks</p> <p>More than 15 Employees as mentioned above : 20 Marks</p>	20	PF Challan and CV shall be submitted with technical bid
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The bidder shall be required to get at least **70 marks out of 100** to qualify for the next stage i.e. opening of the financial bids.

1.5 Financial evaluation

The financial bids of all the bidder who get 70 marks in the technical evaluation stage will be opened. The Bidder with lowest qualifying financial bid (L1) will be awarded the work.

1.6 Final Evaluation

The bids will be evaluated on a **L1 (Least Cost Selection)** basis. The L1 is a system enumerated in clause Number 193 of General Financial Rules 2017, Ministry of Finance, Government of India. The proposals will be ranked according to their combined technical and financial scores using weights.

Work shall be awarded to L1 bidder. **Estimated Amount for this RFP is Rs. 2.5 Cr**

Negotiation: Tenderer may invite bidder for further negotiation

1.7 Financial Bid

<u>Sr. No.</u>	<u>Description of Item</u>	<u>Cost Per Unit (in INR)</u>	<u>Applicable taxes (in INR)</u>	<u>Sub-Total Cost (in INR)</u>
1.	<u>Detailed Promotion and Media Strategy including the comprehensive media planning</u>			
2.	<u>Creative design</u>	<u>Cost Per Unit (in INR)</u>	<u>Applicable taxes (in INR)</u>	<u>Sub-Total Cost (in INR)</u>

	Newspaper Ads			
	Newspaper Ad in Gujarati/Hindi/English			
	Magazine Ad			
	Advertorial – 2 pages			
	Booklet/ Brochure			
	Booklet (20 pages) – per page			
	Leaflet – front back			
	Calendar – per page			
	Brochure – per page			
	Compendium book per page			
	Premium Catalogue Per Page			
	Certificate with Names			
	Exhibition Panels			
	Logo Design			
	Invitation Card with Envelop Design			
	E Invitation			
	Other promotional Material			
<u>3</u>	Photography– per day			
<u>4</u>	Premium Photography for product for Catalogue and other promotional material– per product			
<u>5</u>	Videography for function – per day			
<u>6</u>	Social Media Management and Creative Designs and videos/reels for social media – Instagram, Facebook, Twitter, YouTube, LinkedIn (Per month cost) This includes salary of all 4 resource persons to be deputed at GLPC office, Influencers , Paid promotion as and when required etc.			
<u>7</u>	Creatives for New Media (Web Banner, Blogs etc.)			
<u>8</u>	Creatives for Outdoor Media (OOH)			
	Hoarding			
	Poster			
	Bus Panel			
	Bus Shelter			

	Metro Panel			
	Train Panel			
	Digital Signage			
	Wall Painting			
<u>9</u>	Write-up Speech for Minister/ SHGs, Press note in multiple languages / Other Writeups			
<u>10</u>	Translation within languages like Gujarati, Hindi, English – per word			
<u>11</u>	Wall calendar printing Paper : 350gsm, Multicolour printing with special process, High End Quality Title - 1 Page, On Top Wiro Binding, Including delivery and dispatch at various locations and address across the Gujarat and outside of Gujarat			
<u>12</u>	Desk calendar printing Paper : 350 gsm, Multicolour printing with special process, High End Quality Printing : Title - 1 Page, Board Binding & proper support with TOP Wiro Binding, including delivery and dispatch at various locations and address across the Gujarat and outside of Gujarat			
<u>13</u>	Printing of booklet (Including Spiral) Paper - 130/ 170 gsm front back printing A4 size booklet - Pages may differed time to time (Price shall be quoted per page for printing)			
<u>14</u>	Printing of compendium book /coffee table book (Paper - 300 gsm, High End Quality Lamination / Texture / Title page process to be made, Hard Binding) (Price shall be quoted per page for printing)			
<u>15</u>	Hard Bound Diary - With special customised design on front and back -- inside 100 pages with ruled			
<u>16</u>	Printing of visiting card (Paper - Minimum 300 gsm, front and Back)			
<u>17</u>	Printing of Leafelt (front and back side)			
<u>18</u>	Roll Up Standee with flex printing and mounting size: 3 X 6			

<u>19</u>	Brochure / Premium Book Gift Hampering Book (Paper - Minimum - 300 gsm , front and Back, With Special effects on Title pages)			
<u>20</u>	Printing of Paper Bag (Paper - 250 GSM with Lamination. With Multicolour Printing Size: 18 x 13 x 4)			
<u>21</u>	Certificate Printing with thick Lamination			
<u>22</u>	Frame for Certificate/other items			
<u>23</u>	Notepad Printing (Paper title page - 130 GSM, inside Page - 20 no's, with Centre pin binding / spiral)			
<u>24</u>	File Folder (Jute/Cloth)			
<u>25</u>	File Folder Plastic (With Button)			
<u>26</u>	Leather Laptop Bag			
<u>27</u>	Steel Insulated Water Bottles			
<u>28</u>	Jute Tote Bag with Logo branding on both sides			
<u>29</u>	Pen (Gel pen with Logo suggested by GLPC)			
<u>30</u>	Cloud based State IEC Library			
<u>31</u>	Overall Impact Assessment			
	TOTAL COST			

Note:

- All taxes/GST is included in the above rate as per Gem portal terms & condition.
- The grand total of above will be considered for final evaluation.
- The rate quoted by the bidder in the above-mentioned financial bid will be fixed for the entire contract period and cannot be altered in future.
- Unreasonable bids may lead to disqualification i.e. if agency will quote unreasonable/ below market price or quote any item as Zero (0) , in such case it may lead to disqualification.

Section – VII: General Terms and Conditions

- a) GLPC reserves the right to expand/enhance the scope of work based on the requirement and/or performance after the start of the project.
- b) Contract shall be of 1 year which may be extended further for another 1 year based on performance and/or requirement of the project with revised scope if

any

- c) **Amendment to RFP:** At any time prior to the last date for receipt of applications, GLPC may for any reason, whether at its own initiative or in response to a clarification requested by a prospective applicant, modify the RFP document by an amendment. In order to provide prospective applicants reasonable time in which to take the amendment into account in preparing their proposals, GLPC may at its discretion extend the last date for the receipt of proposals and/or make other changes in the requirements set out in the RFP. Any such amendment shall be posted on the Gem Portal website. in the form of Corrigendum.

1. Earnest Money Deposit (EMD)

- 1.1. The bidder will have to submit Earnest Money Deposit (E.M.D.) (Refundable) as per the details given in the Bid Schedule in a sealed cover at SHSRC with the heading "EMD for <RFP for the selection of agency for the works of Marketing , Advertising and media planning >.
- 1.2. EMD as mentioned above, shall be submitted in the form of an unconditional Bank Guarantee (which should be valid for 6 months from the last date of bid submission) of any Nationalized Bank including the public sector bank or Private Sector Banks or Commercial Banks or Co-Operative Banks and Rural Banks (operating in India having a branch at Ahmedabad/ Gandhinagar) as per the G.R. no. EMD/10/2015/508/DMO dated 27.04.2016 issued by Finance Department or further instruction issued by the Finance Department from time to time; in the name of "GLPC" payable at Gandhinagar (as per prescribed format given under Bid Forms) and must be submitted along with the covering letter.
- 1.3. Please affix the stamp of your company on the overleaf of the demand draft of the EMD.
Note: Failing to submit physical covers of EMD on or before the given time may lead to the rejection of the bid. In case of non-receipt of Bid processing fees & EMD as mentioned above, the bid will be rejected and treated as non-responsive.
- 1.4. EMD of all unsuccessful bidders would be refunded by Purchasing Authority within 45 Days from the date of selection of the successful bidder. The EMD submitted by the successful bidder would be returned upon submission of the Performance Bank Guarantee and signing of the contract.
- 1.5. The EMD may be forfeited at the discretion of the Purchasing Authority, on account of one or more of the following reasons:
 - a. If a Bidder withdraws its bid during the period of bid validity
 - b. Does not accept the amendments/corrections made in the RFP document.

- c. In case of a successful Bidder, if the Bidder fails:
 1. To sign the Contract within the time limit stipulated by the purchaser, or
 2. To furnish a performance bank guarantee as mentioned below, or
 3. If the bidder is found to be involved in fraudulent practices.

2. Performance Bank Guarantee

- 2.1. The successful bidder shall furnish Performance Guarantee in the form of a bank guarantee for the amount equal to 5% of the value of the Contract towards the performance of the contract obligation, valid for a period of Contract period + 3 months. In case of poor and unsatisfactory services, or pre-mature withdrawal of services by the agency, the Purchasing Authority shall invoke the Performance Bank Guarantee (PBG).
- 2.2. The Performance Bank Guarantee has to be submitted within 15 days from the acceptance of the award, from any Nationalized Bank including the public sector bank or Private Sector Banks or Commercial Banks or Co-Operative Banks and Rural Banks (operating in India having a branch at Ahmedabad / Gandhinagar) as per the G.R. no. EMD/10/2015/508/DMO dated 24.07.2016 issued by Finance Department or further instruction issued by Finance Department from time to time. (Please refer to the Annexure – for the draft of the Performance Bank Guarantee).
- 2.3. In case of non-submission of the performance bank guarantee within the prescribed period, the contract/work order will be cancelled with immediate effect.
- 2.4. The Performance Guarantee shall be discharged by the Purchasing Authority and returned to the Bidder within 30 days from the date of expiry of the Performance Bank Guarantee.

3. Bid Forms

- 3.1. Wherever a specific annexure is prescribed in the Bid document, the Bidder shall use the annexure to provide relevant information. If the annexure does not provide space for any required information, space at the end of the form or additional sheets shall be used to convey the said information. Failing to submit the information in the prescribed format, the bid is liable for rejection.
- 3.2. For all other cases, the Bidder shall design a form to hold the required information.
- 3.3. The Purchasing Authority shall not be bound by any printed conditions or provisions in the Bidder's Bid Forms.

4. Contract Obligation

If after the award of the contract the bidder does not sign the Agreement or fails to furnish the Performance Bank Guarantee & if the operation is not started within 30 calendar days after the issuance of the Contract/Work Order as mentioned in the bid, Purchasing Authority reserves the right to cancel or terminate the Contract/Work

Order, as the case may be and apply all remedies available under the terms and conditions of this contract.

5. Bid Price

- 5.1. The bidder should indicate the prices in the format/price schedule given on GeM portal only.
- 5.2. Price shall be inclusive of all freight, forwarding, transit insurance and installation charges. Prices shall be inclusive of Excise Duties. The prices shall strictly be submitted in the given format. Quoted prices shall be without CGST and SGST. The tax components as applicable shall be mentioned separately in the respective columns.

6. Contract Period

The contract duration of this project will initially be for 04 years i.e., 48 months, subject to satisfactory performance review on a semi-annual and annual basis. The project can be terminated before the end of the project duration, as per the termination clauses described in section VII, clause no. 21.

7. Extension of Contract

On completion of 04 years, the contract may be further extended for a period of 01 years at the same contract rate or prevailing market rate whichever is reasonable, based on the requirement, availability of resources/funds, and satisfactory performance of work done by the agency. Any extension shall not be the right of the agency.

8. Contacting Purchasing Authority

- 8.1. The bidder shall not approach the Purchasing Authority's officers after office hours and/ or outside Purchasing Authority office premises, from the time of the Bid opening till the time of award of the Contract.
- 8.2. Any effort by any bidder to influence Purchasing Authority's officers in the decisions on Bid evaluation, or contract award may result in the rejection of the Bidder's offer. If the Bidder wishes to bring additional information to the notice of the Purchasing Authority, it should do so in writing.

9. Rejection of Bids

The Purchasing Authority reserves the right to reject any Bid, annul the bidding process and reject all bids at any time prior to the award of the Contract, without incurring any liability, whatsoever to the affected Bidder(s) or any obligation to inform the affected Bidder(s) of the grounds for such decision.

10. Limitation of Vendor's Liability

The agency's cumulative liability for all its obligations under the contract shall not exceed the contract value and the agency shall not be liable for incidental, consequential, or indirect damages including loss of profit or savings.

11. Confidentiality

- 11.1. This document is meant for specific use by parties interested in participating in the current bidding process. This document is subject to Copyright Laws. The Purchasing Authority expects the Bidders or any person acting on behalf of the Bidders to strictly adhere to the instructions given in the document and maintain the confidentiality of information.
- 11.2. The Bidders shall be held responsible for any misuse of information contained in the document, and liable to relevant penal action, if such circumstances are brought to the notice of Purchasing Authority. By downloading/purchasing the document, the interested party is subject to confidentiality clauses.
- 11.3. Information relating to the examination, clarification, evaluation, and recommendation for the Bidders shall not be disclosed to any person who is not officially concerned with the process, or matters arising out of, or concerning the Selection Process.

12. Assignment and Sub-contracts

The selected institution may subcontract any project activity pertaining to the requirement of specific competency or skillset to deliver the expected scope of services including the resources appointed under the project. The hiring of part-time resources will be made available with due approvals of the purchasing authority. However, in such cases, the bidder's institution shall be solely responsible for the accountability and required compliance.

13. Service Terms

- 13.1. The entire scope of the work depends on the technical skill of the bidder to carry out the entire Project in adherence to the program design.
- 13.2. It is mandatory for Bidder to deploy adequate and qualified manpower to deliver the work as mentioned in the scope of work for the contract duration as per the RFP. The manpower appointed by the Agency will be employees of the Bidder. There shall be no employer-employee relationship between the Purchasing Authority and the personnel to be deployed by the agency/bidder in the contract.
- 13.3. The Bidder needs to manage & maintain records related to the services extended to the Government.
- 13.4. The Bidder is responsible for maintaining proper necessary documentation and must update it regularly.

14. Appointment

- 14.1. Replacement of agreed resources, which includes all resources mentioned, after signing of contract shall not be allowed except in case, the resource leaves the organization by submitting a resignation with the present employer.
- 14.2. In case of failure to meet the standards of the Purchasing Authority, (which includes efficiency, cooperation, discipline, and performance) the agency must replace the resource without any penalty for replacement/exit.
- 14.3. The replaced resource will be accepted by the Purchasing Authority only if the resource scores the same or more on the evaluation criterion mentioned in this RFP and is found suitable to the satisfaction of the Purchasing Authority.

15. . Payment terms & Procedure

- **Milestone based Payment Schedule**

Payments to the successful bidder will be disbursed after receiving invoice alongwith Post event report with all documentary proofs. Events' activities shall be signed or approved by concern authorized person from GLPC for the event.

- **Submission of Invoices**

The successful bidder is required to submit original invoices, accompanied by necessary supporting documents, as requested by the GLPC office for invoice processing.

- **Invoice Processing Timeline**

Invoices will be processed for payment release within 45 days following thorough verification of the invoice and supporting documents by the GLPC office.

- **Currency and Tax Deductions**

All payments will be made in Indian Rupees, with applicable deductions for TDS, income tax, and any other relevant taxes during the payment process.

- **Advance Payment Policy:**

No advance payments will be made to the selected agency. The agency must deploy the specified manpower as outlined in this document at the event location, quoting an annual rate inclusive of all taxes. Payments will be made based on the agreed-upon rates.

- **Language of Invoices**

Invoices should be raised in the English language only.

16. Penalty Terms

In case of delay in completion of a milestone, penalty of an amount equal to 0.1% of the payment value of that milestone per week are to be levied and adjusted against the professional fee agreed against each milestone. However, in case of delay due to reasons beyond the control of the Consultant, a suitable extension of time shall be granted.

- The successful bidder shall not refuse to accept GLPC work order under any pretext. The work order can be collected from GLPC office or if convenient to the bidder, it can be mailed to them. For three recurrences of default in the discharge of service obligation, GLPC would be free to forfeit the defaulting bidder's security deposit, revocation of bank guarantees and/or termination of the contract for default.
- If at any time during performance of the work order, the bidders encounter condition impeding timely performance of the ordered service, the bidder shall promptly notify GLPC in writing of the fact of the delay, its likely duration, and its cause (s).

- Non-Deployment of the resources at the GLPC office or event location is strictly non negotiable for this contract , such incident may lead to termination of contract.
- In case of unsatisfactory services in any manner, notice will be issued for improvement in the service by the GLPC giving one week's time. GLPC may act including termination with notice if the work will not be improved in next event. Any appeal in this case shall lie with the MD-GLPC, whose decision shall be final and binding.
- In case there is a serious security breach or number of instances crosses more than 3 in a quarter, GLPC reserves the right to cancel the contract and impose hefty penalty on the successful bidder.
- In the event successful bidder fails in delivery of satisfactory work at the event and GLPC manages for such services or part thereof, recovery of additional financial liability will be affected as risk and cost from the successful bidder.
- The Bank Guarantee may be invoked for unsatisfactory service provided to the GLPC after allowing reasonable chance to set right the service deficiencies to the full satisfaction of the GLPC. The Security Deposit can be forfeited / invoked to set off claim of the GLPC for penalty.
- In the event of equipment / system failure, the successful bidder will be required to make alternate arrangements and ensure that the services run uninterruptedly and smoothly. During the period of failure, the successful bidder shall make suitable arrangements as agreed with the GLPC. The extra cost of work, services, facilities etc., required to be provided by the Employer or third parties.
- GLPC will evaluate and compare only the bids determined to be substantially responsive in accordance with relevant clause.
- GLPC's evaluation of a bid will take into account, in addition to the bid prices indicated in the Schedule of Prices, the following costs and factors that will be added to each Bidder's bid price in the evaluation using pricing information available to the GLPC, in the manner and to the extent of the requirement of the GLPC.
- If the price stated is not realistic the bid is liable to be rejected.
- Compliance within the time schedule called for in the Appendix to Price Proposal within and evidenced as needed in a milestone schedule provided in the bid;
- The functional guarantees of the facilities offered against the specified performance criteria of the plant and equipment; and
- GLPC reserves the right to accept or reject any variation or deviation and other factors, which are in excess of the requirements of the bidding documents or otherwise result in the accrual of unsolicited benefits to the GLPC, may not be taken into account in bid evaluation.
- If the bid of the successful bidder is substantially below the GLPC's estimate for the contract, GLPC may require the bidder to produce detailed price analysis to demonstrate the internal consistency of those prices.

17. Taxes and Duties

Bidder is liable to bear and pay for all taxes and duties pertaining to the contract, as per the Government of India.

18. Conflict of Interest

Conflict of Interest for Purchasing Authority or its personnel and Bidders is considered to be a situation in which a party has interests that could improperly influence the performance of its duties or responsibilities, contractual obligations, or compliance with applicable laws and regulations.

- i. The situations in which Bidders participating in a procurement process or their representatives may be considered to be in Conflict of Interest include, but are not limited to the following – If they or their personnel or representatives or agents have any relationship or financial or business transactions or interests with any official of the Purchasing Authority that are directly or indirectly involved in or related to the procurement process or execution of contract;
- ii. If they receive or have received any direct or indirect subsidy from any other Bidder;
- iii. If they have the same legal representative for purposes of the bid;
- iv. If they have a relationship with each other, directly or through common third parties that puts them in a position to have access to information about or influence on the bid of another;
- v. If they participate in more than one bid in the same bidding process;
- vi. If they have controlling partners in common;
- vii. If a Bidder or any of its affiliates participated as a consultant in the preparation of the design or technical specifications of the subject matter of procurement of the bidding process or were involved in such preparation in any way.

19. Indemnity Clause

The bidder/agency shall, at all times, indemnify and keep indemnified the GLPC, Gujarat free of cost, against all claims which may arise in respect of goods & services to be provided by the bidder/agency under this tender. Bidder will assume all risk and liability to itself, its agents or employees, for any injury to persons or property resulting in any manner from the conduct of its own operations, and the operation of its agents or employees under this contract, for any loss, cost, damage, or expense resulting at any time from any and all causes due to any act or acts, negligence, or by the failure to exercise proper precautions, of or by itself or its own agents or its own employees, pursuant to this tender document.

20. Contract Termination Clauses

Under this Contract, the Purchasing Authority may, by written notice terminate the Selected Agency in the following ways:

- 20.1. Termination by Default for failing to perform obligations under the Contract of if the quality is not up to the specification or in the event of non-adherence to the

time schedule.

20.2. Termination for Convenience in whole or in part thereof, at any time.

20.3. Termination for Insolvency if the consulting firm/company/institution becomes bankrupt or otherwise, insolvent.

In all the above three cases termination shall be executed with mutual consent giving a 90 days written notice. Upon termination of the contract, payment shall be made to the consulting firm/company for:

20.3.1. Services satisfactorily performed and reimbursable expenditures before the effective termination date.

20.3.2. Any expenditure actually and reasonably incurred prior to the effective date of termination.

20.3.3. No consequential damages shall be payable to the consulting firm/company/institution if such termination occurs.

21. Code of Integrity

21.1. The Bidders and their respective officers, employees, agents, and advisers shall observe the highest standard of ethics during the bidding Process. Notwithstanding anything to the contrary contained herein, the competent authority under Purchasing Authority may reject any bid without being liable in any manner whatsoever to the bidder/agency if it determines that the bidder/agency has, directly or indirectly or through an agent, engaged in corrupt practice, fraudulent practice, coercive practice, undesirable practice, or restrictive practice in the bidding Process.

21.2. Any effort by a bidder or bidder's agent/institution or representative howsoever described to influence the Purchasing Authority in any way concerning scrutiny/consideration evaluation/comparison of the bid or decision concerning the award of contract shall entail rejection of the bid.

21.3. Without prejudice to the rights of the Purchasing Authority here in above, if any bidder/agency is found by the Purchasing Authority to have directly or indirectly or through an agent, engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice during the bidding process, such bidder/agency shall be blacklisted from any tender issued by the Purchasing Authority for the period decided by the competent authority from the date such bidder/agency is found to have directly or indirectly or through an agent, engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice, as the case may be.

21.4. For the purposes of this Clause, the following terms shall have the meaning hereinafter respectively assigned to them

- 21.4.1. "Corrupt practice" means (i) the offering, giving, receiving, or soliciting, directly or indirectly, of anything of value to influence the actions of any person connected with the bidding Process (for the avoidance of doubt, offering of employment to, or employing, or engaging in any manner whatsoever, directly or indirectly, any official of the Purchasing Authority who is or has been associated in any manner, directly or indirectly, with the bidding process.
- 21.4.2. "Fraudulent practice" means a misrepresentation or omission of facts or suppression of facts or disclosure of incomplete facts, in order to influence the bidding Process.
- 21.4.3. "Coercive practice" means impairing or harming or threatening to impair or harm, directly or indirectly, any person or property to influence any person's participation or action in the bidding Process.
- 21.4.4. "Undesirable practice" means (i) establishing contact with any person connected with or employed or engaged by the GLPC, Gujarat with the objective of canvassing, lobbying or in any manner influencing or attempting to influence the bidding Process; or (ii) having a Conflict of Interest
- 21.4.5. "Restrictive practice" means forming a cartel or arriving at any understanding or arrangement among Bidders with the objective of restricting or manipulating a full and fair competition in the bidding Process.

22. Debarment from Bidding

If the Purchasing Authority finds that a Bidder has breached the code of integrity prescribed in Clause 22 above, the Bidder shall be debarred from participating in any Tender process of Gujarat State Govt. for a period of 3 (three) years.

23. Force Majeure

Force Majeure shall mean any event or circumstances or combination of events or circumstances that materially and adversely affects, prevents or delays any Party in performance of its obligation in accordance with the terms of the Agreement, but only if and to the extent that such events and circumstances are not within the affected party's reasonable control, directly or indirectly, and effects of which could have prevented through Good Industry Practice or, through reasonable skill and care, including through the expenditure of reasonable sums of money. Any events or circumstances meeting the description of the Force Majeure which have some effect upon the performance of any contractor shall constitute Force Majeure with respect to the Bidder. The Parties shall ensure compliance of the terms of the Agreement unless affected by the Force Majeure Events. The Bidder shall not be liable for forfeiture of its implementation / Performance guarantee, levy of Penalties, or termination for

default if and to the extent that its delay in performance or other failure to perform its obligations under the Agreement is the result of Force Majeure.

ii. Force Majeure Events

The Force Majeure circumstances and events shall include the following events to the extent that such events or their consequences (it being understood that if a causing event is within the reasonable control of the affected party, the direct consequences shall also be deemed to be within such party's reasonable control) satisfy the definition as stated above.

Without limitation to the generality of the foregoing, Force Majeure Event shall include following events and circumstances and their effects to the extent that they, or their effects, satisfy the above requirements:

iii. Natural events (“Natural Events”) to the extent they satisfy the foregoing requirements including:

- a) Any material effect on the natural elements, including lightning, fire, earthquake, cyclone, flood, storm, tornado, or typhoon;
- b) Explosion or chemical contamination (other than resulting from an act of war);
- c) Epidemic such as plague;
- d) Any event or circumstance of a nature analogous to any of the foregoing.

Other Events (“Political Events”) to the extent that they satisfy the foregoing requirements including: Political Events which occur inside or Outside the State of Gujarat or involve directly the State Government and the Central Government (“Direct Political Event”), including:

- Act of war (whether declared or undeclared), invasion, armed conflict or act of foreign enemy, blockade, embargo, revolution, riot, insurrection, civil commotion, act of terrorism or sabotage;
- Strikes, work to rules, go-slows which are either widespread, nation-wide, or state-wide and are of political nature;
- Any event or circumstance of a nature analogous to any of the foregoing.

iv. Force Majeure Exclusions

Force Majeure shall not include the following event(s) and/or circumstances, except to the extent that they are consequences of an event of Force Majeure:

- a. Unavailability, late delivery
- b. Delay in the performance of any contractor, sub-contractors or their agents;

v. Procedure For Calling Force Majeure

The Affected Party shall notify to the other Party in writing of the occurrence of the Force Majeure as soon as reasonably practicable, and in any event within 7 (seven) days after the

Affected Party came to know or ought reasonably to have known, of its occurrence and that the Force Majeure would be likely to have a material impact on the performance of its obligations under the Agreement.

24. Resolution of Disputes

- 24.1.If any dispute arises between the Parties hereto during the subsistence or thereafter, in connection with the validity, interpretation, implementation or alleged material breach of any provision of the Agreement or regarding a question, including the questions as to whether the termination of the Contract Agreement by one Party hereto has been legitimate, both Parties hereto shall endeavor to settle such dispute amicably.
- 24.2.The attempt to bring about an amicable settlement is considered to have failed as soon as one of the Parties hereto, after reasonable attempts [which attempt shall continue for not less than 30 (thirty) days], give 15 days' notice thereof to the other Party in writing.
- 24.3.In the case of such failure the dispute shall be referred to a sole arbitrator or in case of disagreement as to the appointment of the sole arbitrator to three arbitrators, two of whom will be appointed by each Party and the third appointed by the two arbitrators.
- 24.4.The place of the arbitration shall be Gandhinagar, Gujarat.
- 24.5.The Arbitration proceeding shall be governed by the Arbitration and Conciliation Act of 1996 as amended.
- 24.6.The proceedings of arbitration shall be in English language.
- 24.7.The arbitrator's award shall be substantiated in writing. The arbitration tribunal shall also decide on the costs of the arbitration procedure. The Parties hereto shall submit to the arbitrator's award and the award shall be enforceable in any competent court of law.

Annexures

Annexure-1 Cover Letter of Bid

(On Bidder's letter head)

(Date and Reference)

To,
Managing Director,
GLPC, Gandhinagar

Sub: Selection of agency to provide services of Marketing, Advertising and Media planning

Dear Sir/Madam,

1. With reference to your RFP Document dated....., I/We have examined all relevant documents and understood their contents, hereby submit our Bid for selection of Agency to provide services for Livelihood Campaign & Branding Activities in the state of Gujarat for GLPC. The proposal is unconditional and unqualified.
2. I/We acknowledge that the Purchasing Authority will be relying on the information provided in the Bid and the documents accompanying the Bid for the selection of the Bidder, and we certify that all information provided in the Bid and in the Appendices is true and correct, nothing has been omitted which renders such information misleading; and all documents accompanying such Bid are true copies of their respective originals.
3. This statement is made for the express purpose of appointment as the Agency for the aforesaid Project.
4. I/We shall make available to the Purchasing Authority any additional information it may deem necessary or require for supplementing or authenticating the Bid.
5. I/We acknowledge the right of the Purchasing Authority to reject our application without assigning any reason or otherwise and hereby waive our right to challenge the same on any account whatsoever.
6. I/We certify that in the last three years, we or any of our Associates have neither failed to perform on any contract, as evidenced by the imposition of a penalty by an arbitral or judicial authority or a judicial pronouncement or arbitration award against the Bidder.
7. I/We declare that:
 - (a) I/We have examined and have no reservations to the RFP Documents, including any Addendum issued by the Purchasing Authority;
 - (b) I/We do not have any conflict of interest.
 - (c) I/We have not directly or indirectly or through an agent engaged or indulged in any Corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice, as defined in the RFP document, in respect of any tender or request for proposal issued by or any agreement entered into with the Purchasing Authority or any other public sector enterprise or any government, Central or State; and I/We hereby certify that we have taken steps to ensure that in

conformity with the provisions of the RFP, no person acting for us or on our behalf will engage in any Corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice.

8. I/We understand that you may cancel the selection process at any time and that you are neither bound to accept any Bid that you may receive nor to select the Agency, without incurring any liability to the Bidders.
9. I/We declare that we are not a member or associate or entity of any other Bidder applying for selection as the Agency.
10. I/We certify that in regard to matters other than security and integrity of the country, we or any of our Associates have not been convicted by a Court of Law or indicted or adverse orders passed by a regulatory authority which would cast a doubt on our ability to undertake the Project or which relates to a grave offence that outrages the moral sense of the community.
11. I/We further certify that in regard to matters relating to security and integrity of the country, we have not been charge-sheeted by any agency of the Government or convicted by a Court of Law for any offence committed by us or by any of our Associates.
12. I/We hereby irrevocably waive any right or remedy which we may have at any stage at law or howsoever otherwise arising to challenge or question any decision taken by the Purchasing Authority [and/ or the Government of India] in connection with the selection of Agency or in connection with the selection process itself in respect of the above-mentioned Project.
13. I/We agree and understand that the proposal is subject to the provisions of the RFP document. In no case, shall I/we have any claim or right of whatsoever nature if the Project is not awarded to me/us or our proposal is not opened or rejected.
14. I/We agree to keep this offer valid for 180 (one eighty days) days from the Bid due-date specified in the RFP.
15. A Power of Attorney in favor of the authorized signatory to sign and submit this Bid and documents is attached herewith.
16. In the event of my/our firm being selected as the Agency, I/we agree and undertake to provide the services in accordance with the provisions of the RFP.
17. I/We have studied the RFP and all other documents carefully. We understand that except to the extent as expressly set forth in the Agreement, we shall have no claim, right or title arising out of any documents or information provided to us by the Purchasing Authority or in respect of any matter arising out of or concerning or relating to the selection process including the award of the project.
18. The Technical Bid read with the Financial Bid shall constitute the e-Bid which shall be binding on us.
19. I/We agree and undertake to abide by all the terms and conditions of the RFP Document.

yours faithfully,

(Signature, name, and designation of the authorized signatory)

(Name and seal of the Bidder)

Annexure-2 Particulars of Bidder

A - Bidder's Organization

1. Provide here a brief description of the background and organization of your company, and in case of a joint venture of each member for this assignment.
2. Include an organizational chart, a list of the Board of Directors, and beneficial ownership.

B. Bidder's Experience

List of previous similar assignments successfully running/completed in the last five years.

Note: Details to be provided for the Bidder/Lead Member /each member of the consortium (in case of consortium)

C. Details of Organization

Name of Organization	
Type Legal Entity	
Year of Incorporation/registration	
Name of the Authority/Jurisdiction under which the Legal entity is incorporated or registered	
Registration Number	
Registered Address	
Correspondence Address & Head Office	

Annexure-3 Power of Attorney

Know all men by these present, We, (name of Firm and address of the registered office) do hereby constitute, nominate, appoint and authorize Mr./Ms.....

son/daughter/wife and presently residing at, who is presently employed with/ retained by us and holding the position of..... as our true and lawful attorney

(here in after referred to as the“Authorized Representative”)to do in our name and on our behalf, all such acts, deeds and things as are necessary or required in connection with or incidental to submission of our Bid for and selection as the Request for Proposal (RFP) for ‘Selection of Agency to provide services for Livelihood Campaign, marketing & Branding Activities in the state of Gujarat including but not limited to signing and submission of all applications, proposals and other documents and writings, participating in pre-bid and other conferences and providing information/ responses to the Purchasing Authority, representing us in all matters before the Purchasing and Payment Authority, signing and execution of all contracts and undertakings consequent to acceptance of our proposal and generally dealing with the Purchasing and Payment Authority in all matters in connection with or relating to or arising out of our Bid for the said Project and/or Gujarat on award thereof to us till the entering into of the Agreement with the Purchasing and Payment Authority.

AND, we do hereby agree to ratify and confirm all acts, deeds and things lawfully done or caused to be done by our said Authorized Representative pursuant to and in exercise of the powers conferred by this Power of Attorney and that all acts, deeds and things done by our said Authorized Representative in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us.

IN WITNESS WHERE OF WE, THE ABOVE NAMED PRINCIPAL HAVE EXECUTED THIS POWER OF ATTORNEY ON THIS..... DAY OF ___20**

Witnesses:

1

For

(Signature, name, designation and address)

Notarized

Accepted

.....

Note:

- The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executant(s) and when it is so required, the same should be under common seal affixed in accordance with the required procedure.
- Also, wherever required, the Bidder should submit for verification the extract of the charter documents and documents such as a resolution/ power of attorney in favor of the person executing this Power of Attorney for the delegation of power here under on behalf of the Bidder.
- Power of Attorney should be executed on a non-judicial stamp paper of appropriate value as relevant to the place of execution (if required under applicable laws).
- For a Power of Attorney executed and issued overseas, the document will also have to be legalized by the Indian Embassy and notarized in the jurisdiction where the Power of Attorney is being issued.

Annexure-4: Format for Bid Security (Bank Guarantee)

B.G. No.

Dated:

In consideration of you, the SHSRC/DoHFW, Government of Gujarat having its office at

... (hereinafter referred to as the "Purchasing Authority", which expression shall unless it be repugnant to the subject or context thereof include its, successors and assigns) having agreed to receive the Bid of _____ and having its registered office at

(hereinafter referred to as the "Bidder" which expression shall unless it be repugnant to the subject or context thereof include its/their executors administrators, successors and assigns), for the 'Selection of Agency to provide services for Livelihood Campaign, Marketing & Branding Activities in the state of Gujarat pursuant to the RFP Document dated, we having our registered office at

..... and one of its branches at

(hereinafter referred to as the "Bank"), at the request of the Bidder, do hereby in terms of Section VII, Clause 1.2 of the RFP, irrevocably, unconditionally and without reservation guarantee the due and faithful fulfilment and compliance of the terms and conditions of the Bidding Documents (including the RFP) by the said Bidder and unconditionally and irrevocably undertake to pay forthwith to the Purchasing Authority an amount of _____ as bid security (hereinafter referred to as the "Bid Security") as our primary obligation

without any demur, reservation, recourse, contest or protest and without reference to the Bidder if the Bidder shall fail to fulfil or comply with all or any of the terms and conditions contained in the said Bidding Documents.

Any such written demand made by the Purchasing Authority stating that the Bidder is in default of the due and faithful fulfilment and compliance with the terms and conditions contained in the Bidding Documents shall be final, conclusive and binding on the Bank.

We, the Bank, do hereby unconditionally undertake to pay the amounts due and payable under this Guarantee without any demur, reservation, recourse, contest or protest and without any reference to the Bidder or any other person and irrespective of whether the claim of the Purchasing Authority is disputed by the Bidder or not merely on the first demand from the Purchasing Authority stating that the amount claimed is due to the Purchasing Authority by reason of failure of the Bidder to fulfill and comply with the terms and conditions contained in the Bidding Documents including failure of the said Bidder to keep its Bid open during the Bid validity period as set forth in the said Bidding Documents for any reason whatsoever. Any such demand made on the Bank shall be conclusive as

regards amount due and payable by the Bank under this Guarantee. However, our liability under this Guarantee shall be restricted to an amount not exceeding__.

This Guarantee shall be irrevocable and remain in full force for a period of 180 (one hundred and eighty) days from the Bid due-date exclusive of a claim period of 30 (thirty) days or for such extended period as may be mutually agreed between the Purchasing Authority and the Bidder, and agreed to by the Bank, and shall continue to be enforceable till all amounts under this Guarantee have been paid.

We, the Bank, further agree that the Purchasing Authority shall be the sole judge to decide as to whether the Bidder is in default of due and faithful fulfilment and compliance with the terms and conditions contained in the Bidding Documents including, inter-alia, the failure of the Bidder to keep its Bid open during the Bid validity period set forth in the said Bidding Documents, and the decision of the Purchasing Authority that the Bidder is in default as aforesaid shall be final and binding on us, notwithstanding any differences between the Purchasing Authority and the Bidder or any dispute pending before any court, tribunal, arbitrator or any other authority.

The Guarantee shall not be affected by any change in the constitution or winding up of the Bidder or the Bank or any absorption, merger or amalgamation of the Bidder or the Bank with any other person.

In order to give full effect to this Guarantee, the Purchasing Authority shall be entitled to treat the Bank as the principal debtor. The Purchasing Authority shall have the fullest liberty without affecting in any way the liability of the Bank under this Guarantee from time to time to vary any of the terms and conditions contained in the said Bidding Documents or to extend time for submission of the Bids or the Bid validity period or the period for conveying acceptance of Letter of Award by the Bidder or the period for fulfillment and compliance with all or any of the terms and conditions contained in the said Bidding Documents by the said Bidder and from time to time any of the powers exercisable by it against the said Bidder and either to enforce or forbear from enforcing any of the terms and conditions contained in the said Bidding Documents or the securities available to the Purchasing Authority, and the Bank shall not be released from its liability under these presents by any exercise by the Purchasing Authority of the liberty with reference to them matters aforesaid or by reason of time being given to the said Bidder or any other forbearance, act or omission on the part of the Purchasing Authority or any indulgence by the Purchasing Authority to the said Bidder or by any change in the constitution of the Purchasing Authority or its absorption, merger or amalgamation with any other person or any other matter or thing whatsoever which under the law relating to sureties would but for this provision have the effect of releasing the Bank from its such liability.

Any notice by way of request, demand or otherwise shall be sufficiently given or made if addressed to the Bank and sent by courier or by registered mail to the Bank at the address set forth herein.

We undertake to make the payment on receipt of your notice of claim on us addressed to
.....name of Bank along with branch address] and delivered at our above branch which shall be deemed to have been duly authorized to receive the said notice of claim.

It shall not be necessary for the Purchasing Authority to proceed against the said Bidder before proceeding against the Bank and the guarantee herein contained shall be enforceable against the Bank, notwithstanding any other security which the Purchasing Authority may have obtained from the said Bidder or any other person and which shall, at the time when proceedings are taken against the Bank hereunder, be outstanding or unrealized.

We, the Bank, further undertake not to revoke this Guarantee during its currency except with the previous express consent of the Purchasing Authority in writing.

The Bank declares that it has power to issue this Guarantee and discharge the obligations contemplated herein, and the undersigned is duly authorized and has full power to execute this Guarantee for and on behalf of the Bank.

Signed and Delivered by Bank

By the hand of Mr..... its and authorized official.

(Signature of the Authorized Signatory)

(Official Seal)

Annexure-5: Draft Performance Security

Date:__

To,
Managing Director,
GLPC, Gandhinagar

Dear

We understand that the "Selected Bidder" has entered into a Service Agreement dated (the "Agreement"), with the Purchasing Authority, whereby the Selected Bidder has undertaken to provide the services, subject to and in accordance with provisions of the Agreement.

The Agreement requires the Selected Bidder to furnish a Performance Security to the Purchasing Authority in a sum of Rs.....(rupeesLakh) (the "Guarantee Amount") as security for due and faithful performance of its obligations, under and in accordance with the Agreement, during the Term as per the provisions of the Agreement.

We, through our Branch at (the "Bank") have agreed to furnish this Bank Guarantee by way of Performance Security

NOW, THEREFORE, the Bank hereby, unconditionally, and irrevocably, guarantees and affirms as follows: The Bank hereby unconditionally and irrevocably guarantees the due and faithful performance of the Selected Bidder's obligations during the Term, under and in accordance with the Agreement, and agrees and undertakes to pay to the Purchasing Authority, on its mere first written demand, and without any demur, reservation, recourse, contest or protest, and without any reference to the Selected Bidder, such sum or sums to an aggregate sum of the Guarantee Amount as the Purchasing Authority shall claim, without the Purchasing Authority being required to prove or to show grounds or reasons for its demand and/or for the sum specified therein.

A letter from the Purchasing Authority, under the hand of an Officer duly authorized by the Purchasing Authority, that the Selected Bidder has committed faithful performance of all or any of its obligations under and in accordance with the Agreement shall be conclusive, final and binding on the Bank. The Bank further agrees that the Purchasing Authority shall be the sole judge as to whether the Selected Bidder is in default in due and faithful performance of its obligations during the Term under the Agreement and its decision that the Selected Bidder is in default shall be final, and binding on the Bank, notwithstanding any differences between the Purchasing Authority and the Selected Bidder, or any dispute between them pending before any court, tribunal, arbitrators or any other authority or body, or by the discharge of the Selected Bidder for any reason whatsoever.

In order to give effect to this Guarantee, the Purchasing Authority shall be entitled to act as if the Bank were the principal debtor and any change in the constitution of the Selected Bidder and/or the Bank, whether by their absorption with any other body or corporation or otherwise, shall not in any way or manner affect the liability or obligation of the Bank under this Guarantee.

It shall not be necessary, and the Bank hereby waives any necessity, for the Purchasing Authority to proceed against the Selected Bidder before presenting to the Bank its demand under this Guarantee.

The Purchasing Authority shall have the liberty, without affecting in any manner the liability of the Bank under this Guarantee, to vary at any time, the terms and conditions of the Agreement or to extend the time or period for the compliance with, fulfilment and/or performance of all or any of the obligations of the Selected Bidder contained in the Agreement or to postpone for any time, and from time to time, any of the rights and powers exercisable by the Purchasing Authority against the Selected Bidder, and either to enforce or forbear from enforcing any of the terms and conditions contained in the Agreement and/or the securities available to the Purchasing Authority, and the Bank shall not be released from its liability and obligation under these presents by any exercise by the Purchasing Authority of the liberty with reference to the matters aforesaid or by reason of time being given to the Selected Bidder or any other forbearance, indulgence, act or omission on the part of the Purchasing Authority or of any other matter or thing what so ever which under any law relating to sureties, and guarantors would but for this provision have the effect of releasing the Bank from its liability and obligation under this Guarantee and the Bank hereby waives all of its rights under any such law.

This Guarantee is in addition to and not in substitution of any other guarantee or security now or which may hereafter be held by the Purchasing Authority in respect of or relating to the Agreement or for the fulfilment, compliance and/or performance of all or any of the obligations of the Selected Bidder under the Agreement.

Notwithstanding anything contained hereinbefore, the liability of the Bank under this Guarantee is restricted to the Guarantee Amount and this Guarantee will remain in force for the period specified in paragraph 8 below and unless a demand or claim in writing is made by the Purchasing Authority on the Bank under this Guarantee, not later than 6 (six) months from the date of expiry of this Guarantee, all rights of the Purchasing Authority under this Guarantee shall be forfeited and the Bank shall be relieved from its liabilities hereunder

The Performance Security shall cease to be in force and effect till the subsistence of the Agreement and provided the Selected Bidder is not in breach of this Agreement. On successful completion of Agreement Period and Gujarat on request made by the Selected Bidder for release of the Performance Security along with the particulars required hereunder, duly certified by a statutory auditor of the Selected Bidder, the Purchasing Authority shall release the Performance Security forthwith.

The Bank undertakes not to revoke this Guarantee during its currency, except with the previous express consent of the Purchasing Authority in writing, and declares that it has the power to issue this Guarantee and the undersigned has full powers to do so on behalf of the

**Annexure-6: Details on Similar Projects of Bidder
(Refer Section VI, Technical Evaluation Matrix)**

Name of Assignment	
Name of Client	
Location of the assignment	
Brief description of the assignment including: - Scope of work - Project deliverables	
Estimated capital cost/ total cost of the project handled as TA etc. (INR)	
Professional fee received (INR)	
Duration of assignment (Start date- End date)	
Number of staff employed	

Notes:

The Bidder should provide details of only those assignments that have been undertaken by it under its own name.

In addition to details of eligible assignments, a certificate from statutory auditors stating the revenue received from each eligible assignment must be attached along with this form for each assignment.

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

Certificate from the Statutory

This is to certify that the professional fee of INR (amount in words) mentioned above for assignment (name of assignment) is correct as per the accounts of the Bidder.

Sub: Selection of Agency for the works of Marketing, Advertising and Media Planning

(Signature, name and designation of the authorized signatory)

Date:

Name and seal of the audit firm:

Annexure 7: Format for CV of resources

1. Proposed Position		
2. Full Name of the resource proposed		
3. Date of Birth		
4. Nationality		
5. Education	Qualification	
	University/Institution	
	Year of award	
6. Certifications, if available	Certification	
	Awarded by	
	Year of award	
7. Total number of years of Work Experience		
8. Countries of Work Experience		
9. Employment record	Employer	
	Position held	
	From Year – To Year	
	(Add more tables, if necessary)	
10. Total Number of projects / programs handled that best illustrate the capability to handle assigned tasks as per the scope of the RFP		
Project Experience	Name of the project	
	Brief description of the project	
	Client/Project awarding agency	
	Duration and years of project	
	Location of project(country/state/Location)	
	Role performed by the resource	
	Description of activities carried by the resource	
	(Add more tables, if necessary)	

Certification:

I, the undersigned, certify that to the best of my knowledge and belief that, This CV correctly describes my qualifications and my experience.

I understand that any willful misstatement described herein may lead to my disqualification or dismissal, if engaged.

I certify that I have been informed by the firm that it is including my CV in the Bid for the “selection of agency to provide services for Livelihood Campaign, Marketing & Branding Activities in the state of Gujarat.”. I confirm that I will be available to carry out the assignment for which my CV has been submitted in accordance with the consulting arrangements and schedule set out in the Bid.

[Signature of staff member]

Full name

Date:

Annexure 8: Annual Turnover of the Bidder

S. No.	Financial Year	Annual Turnover from Indian Operations (INR)
1.		
2.		

Note:

- Bidders must have positive net worth in the two years preceding Bid due date to be eligible.
- Certificate from statutory auditor or chartered accountant (whichever applicable) should state the yearly revenue from Indian operations as well as the net worth of the organization.

Annexure 9: Declaration by the Bidder

1. I, the undersigned, do hereby certify that all the statements made in our bid are true and correct.
2. The undersigned hereby certifies that M/s _____ have not abandoned any work for the Government of Gujarat or any other State Government during last five years prior to the date of this Bid.
3. The undersigned also hereby certifies that M/s _____ have not been debarred/blacklisted by Government of Gujarat, or any other State Government or Government of India for any work.
4. The undersigned further certifies that
 - a) Our M/s _____ has not been punished for any offence and
 - b) The M/s _____ have/has neither been convicted in any offence nor any criminal case(s) is/are pending before any Competent Court.
 - c)

The undersigned hereby authorize(s) and request(s) any bank, person, firm, Competent Authority or corporation to furnish pertinent information deemed necessary and requested by Mission Director, NHM, GUJARAT, to verify this statement or regarding my(our) competence and general reputation.

The undersigned understands and agrees that further qualifying information may be requested and agrees to furnish any such information at the request of the GLPC, Gandhinagar.

(Signature of the Authorized Signatory)

(Name and Designation of Authorized

Annexure-10 Financial

Bid Format

**i. Form 1: Cover Letter
(On Bidder Letter Head)**

Date & reference

**To,
Managing Director,
GLPC, Gandhinagar**

Sub: Selection of Agency to provide services for Livelihood Campaign, advertising & Branding Activities in the state of Gujarat.

Dear Sir

I/We, (Bidder's name) herewith enclose the Financial Bid for the selection of my/our firm as Agency to provide services for Livelihood Campaign, advertising & Branding Activities in the state of Gujarat.

I/We agree that this offer shall remain valid for a period of 180 (One Eighty Days) days from the Bid due- date or such further period as may be mutually agreed upon.

Yours faithfully,

(Signature, name, and designation of the authorized signatory)

Form-2: Financial Bid

Description	Amount in Rs.
Support on the services defined under the scope of this RFP to provide services for Livelihood Campaign, marketing & Branding Activities in the state of Gujarat.	
Total Fee (in INR) excluding GST	XXX
Total Fee in words excluding GST	

Note:

1. Price quoted above shall be evaluated for the purpose of a financial score.
2. Exchange rate should be taken as Rs.75 per US\$ for conversion to, or whichever is applied.
3. GST, as applicable, shall be paid by the Purchasing/Payment Authority.
4. Bidder shall quote annual fees for the services considering all resources as mentioned in the terms & conditions of this RFP.
5. The quoted prices shall be exclusive of all taxes and duties for the Scope of Work and Terms of Reference in this RFP and include all expenses for personnel services, travel, field visits, cost of collecting required data, etc. and all the necessary services, materials, stationery, logistics, laptops for resources, typing, printing, photocopying etc. required to deliver the required services as per the scope.

(Signature of Authorized Signatory with seal)

Name and Designation of Authorized Signatory)

HISTORY OF LITIGATION

Application should provide information on any history of litigation or arbitration resulting from contract in last five year or currently under execution.

Year	Award for/ origination/bid der	Name of Client	Litigation & Dispute Matter	Disputed Amount in Rs.

If the information to be furnished in this schedule will not be given and come to the subsequently will result in disqualification of the bidder.