

SELECTION OF AN ADVERTISING AND MEDIA AGENCY FOR
PROMOTIONAL ACTIVITIES OF PILIKULA

REQUEST FOR PROPOSAL

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Request for Proposal



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REQUEST FOR PROPOSAL

SELECTION OF AN ADVERTISING AND MEDIA AGENCY FOR PROMOTIONAL ACTIVITIES OF PILIKULA

Introduction:

The Dr.ShivaramaKarantha Pilikula NisargaDhama Project(Pilikula) is located at the outskirts of Mangaluru at about 12kms from the heart of Mangaluru city. It is registered as a Society in 1997 to develop Pilikula as a unique destination focusing on conservation of the local flora & fauna, bio-diversity and cultural heritage of the Western Ghats and coastal Karnataka. Over the years a barren site covering an extent of 370 acres threatened by excessive quarrying and encroachment was slowly and painstakingly transformed from a degenerated wasteland to a valuable ecological resource.

The management of the projects vested in the Governing council and General Body. The District- in - charge Minister is the Ex-officio chairman of the general body which is concerned with policy matters of the society. The Governing Council is responsible for the administration of the project which is presided over by the Deputy Commissioner of the district. The day to day running of the society is managed by the Executive Director.

Apart from this Pilikula has adequate representation from all sectors. The ex-officio members of the Society include the elected people's representatives, the Mayor of the Mangaluru City Corporation and senior officers of all concerned Government, Department and NGO's, the heads of various institutions and corporate bodies, scholars and experts in various fields and well known personalities. This project is established and developed with grant from the Govt of Karnataka & Govt of India and donations from General Public, corporate sectors animal adoption scheme, licensing fee, entry ticket fees, etc.

SCOPE OF WORK

- i. Prepare a Comprehensive Plan for place making & Campaigns to promote Pilikula
- ii. Develop marketing strategy and provide the necessary content to promote the components of Pilikula through logo, tagline, key messages, catch phrases, colour schemes for various collaterals, brochures, visual images, symbols, press conferences, media events, theme campaigns etc.
- iii. Preparation of articles, advertorials, success stories etc. with appropriate content related to the components of Pilikula.
- iv. Preparing budgetary estimates covering the cost of all major head of works relating to media/public relation/ publicity and promotional activities to be carried out by the Agency.
- v. Suggest innovative ideas to promote the ComponentsofPilikula.
Plan, Design and run various campaigns.

MEDIA PLANNING

- i. Prepare comprehensive media plans clearly indicating a road map for promoting the components of the Pilikula on continuous basis during the Agreement Period and execute the same on approval from Pilikula
- ii. Selection and finalization of media vehicles for different markets and segments, based on research. It should be appropriate, cost –effective and cost saving.
- iii. Provide the list of target audience and determine the media vehicle/medium that will be most effective for promoting Pilikula through following channels:
 - a. Electronic: television, radio, internet, mobile phone communication.
 - b. Print: Newspapers (National as well as Regional), magazines, pamphlets, leaflets, brochures, press releases or any mass communication material etc.

- c. Outdoor: Hoardings, banners, posters, hand-outs, canopy activities at vantage points, bus/train panels, bus shelters, metro rail and metro stations, airports, illuminated signage, wall paintings, display panels etc.
- d. Entertainment: Cinema halls (Single Screens and Multiplexes).
- e. Digital Creative: SMS content for mobile marketing, info-graphics, e-Books, Mobile App, websites, portals etc.
- f. Other innovative modes of communication.
- iv. The Agencies should have capabilities of implementing the proposed plan through all the above media in coordination with Pilikula. Ability to take up any other related services will be preferred.
- v. Planning most appropriate schedules for release of campaigns in different markets.
- vi. Planning the effective use of web with innovative digital media vehicles.
- vii. Preparation of necessary content related to Pilikula which is required to be promoted through the identified media vehicle.

MARKETING AND ADVERTISEMENT SERVICES

- i. Study and assess all the components of the Pilikula
- ii. Assist Pilikula in preparation of the necessary content and advertising the same in coordination with the identified vendors through press, radio, billboards, internet; books & brochures, television, outdoor advertising space, social media, theme campaigns etc.
- iii. Assist Pilikula in preparation of publicity material.
- iv. Preparation of advertisements/promotional/publicity material including design in Kannada and English languages and translation of the same to other languages as required by Pilikula
- v. Prepare articles for advertorials in magazines & newspapers through print publications with assistance of Pilikula.
- vi. Preparation of electronic letters to promote components of the Pilikula

Deliverable: Media & Promotion Strategy

D. CREATIVES AND DESIGN SERVICES

- i. Design innovative publicity and promotional materials:
 - a. for both state and national markets such as invitation cards, guide, road maps, souvenirs, seminar kits, diaries, panels, display boards, signage's, tableau, mobile exhibition units, films, TV commercials, print advertisement, radio jingle etc.
 - b. for outdoor displays such as hoardings, kiosks, bus & bus stand panels, animation etc on themes/subjects to be decided in consultation with Pilikula
- ii. The print creative's would at times be required to be provided at a very short notice.
- iii. Preparation of presentations in power point/flash/mpeg/etc in all digital formats for the various road shows/government meetings, national events & meetings, backdrops, etc.
- iv. Undertake film shooting with ministry/bureaucracy/brand ambassadors/other dignitaries as suggested by Pilikula from time to time.
- v. Developing creative's for release of advertisements in print, electronic and outdoor media.

Deliverable: Design and Creative Services Report

E. PUBLIC RELATION ACTIVITIES

- i. Prepare an action plan for media round tables, media briefings, media field visits, one-on-one meetings, events, etc. with timeline that can be implementable.
- ii. Advise Pilikula on media and press conference coverage.

- iii. Prepare news articles, press release; write ups for various delegations, events, meetings, print and internet media etc as and when required by Pilikula. The article should be covered with the event photographs and contain required write up.
- iv. Liaison with reporters, photographers and critics to create a compelling media and promotion strategy for Pilikula.
- v. Organizing interviews with top newspapers/magazines/TV channels/radio channels etc.
- vi. Immediately counter any adverse publicity related to Pilikula in consultation with Pilikula
- vii. Facilitate with TV anchors, news and media for live coverage as and when required by Pilikula.
- viii. The Agency shall ensure proper press coverage in the local media and leading newspapers and electronic media. A list of press and other media with their profiles, where news has been actually published are to be compiled and sent to Pilikula after the completion of work.

Deliverable: Public Relation Activities Report

F. WEBSITE CONTENT MANAGEMENT & SOCIAL MEDIA

- i. Provide the content and strategy for media marketing of the Pilikula across social media such as facebook, twitter, youtube, linkedIn, instagram etc.
- ii. Assist Pilikula in preparation of content for mobile/internet apps by providing information about promotion of Pilikulka’s achievements.

Deliverables: Website Content Management & Social Media Report

G. Appointment of Vendors

The Selected Agency shall perform/serve as mentioned in BOQ rates

H. Deliverables, Timeframe and Payment Milestones

i. Terms of payment of Service Fee to the Agency

The time frame for submission of deliverables and the payment of Service Fee on the respective milestone deliverables to the Agency by Pilikula is as set out in the table below:

Sl.No	Deliverables	Time Frame	Payment Milestone By Pilkula	Payment (% of Total Service Fee)
1	Mobilization advance		On execution of this Agreement and submission of Bank Guarantee for an amount equal to 10% of the Total Service Fee	10%
1st Quarter				
2	Media & Promotion Strategy	Within 7 days of start of quarter	On approval of Media & Promotion Strategy by Pilikula	15%
3	Design & Creative Services Report	Within 7 days of start of quarter	On approval of Design and Creative Services Report by Pilikula	

4	Public Relation Activities Report	Within 7 days of start of quarter	On approval of Public Relation Activities Report by Pilikula	
5	Website Content Management & Social Media Report	Within 7 days of end of each quarter	On approval of the Website Content Management & Social Media Report by Pilikula	
2nd Quarter				
6	Media & Promotion Strategy	Within 7 days of start of quarter	On approval of Media & Promotion Strategy by Pilikula	15%
7	Design & Creative Services Report	Within 7 days of start of quarter	On approval of Design and Creative Services Report by Pilikula	
8	Public Relation Activities Report	Within 7 days of start of quarter	On approval of Public Relation Activities Report by Pilikula	
9	Website Content Management & Social Media Report	Within 7 days of start of quarter	On approval of the Website Content Management & Social Media Report by Pilikula	
3rd Quarter				
10	Media & Promotion Strategy	Within 7 days of start of quarter	On approval of Media & Promotion Strategy by Pilikula	15%
11	Design & Creative Services Report	Within 7 days of start of quarter	On approval of Design and Creative Services Report by Pilikula	
12	Public Relation Activities Report	Within 7 days of start of quarter	On approval of Public Relation Activities Report by Pilikula	
13	Website Content Management & Social Media Report	Within 7 days of start of quarter	On approval of the Website Content Management & Social Media Report by Pilikula	
4th Quarter				
17	Media & Promotion	Within 7 days of	On approval of	15%

	Strategy	start of quarter	Media & Promotion Strategy by Pilikula	
14	Design & Creative Services Report	Within 7 days of start of quarter	On approval of Design and Creative Services Report by Pilikula	
16	Public Relation Activities Report	Within 7 days of start of quarter	On approval of Public Relation Activities Report by Pilikula	
17	Website Content Management & Social Media Report	Within 7 days of start of quarter	On approval of the Website Content Management & Social Media Report by Pilikula	
5th Quarter				
18	Media & Promotion Strategy	Within 7 days of start of quarter	On approval of Media & Promotion Strategy by Pilikula	15%
19	Design & Creative Services Report	Within 7 days of start of quarter	On approval of Design and Creative Services Report by Pilikula	
20	Public Relation Activities Report	Within 7 days of start of quarter	On approval of Public Relation Activities Report by Pilikula	
21	Website Content Management & Social Media Report	Within 7 days of start of quarter	On approval of the Website Content Management & Social Media Report by Pilikula	
6th Quarter				
22	Media & Promotion Strategy	Within 7 days of start of quarter	On approval of Media & Promotion Strategy by Pilikula	15%
23	Design & Creative Services Report	Within 7 days of start of quarter	On approval of Design and Creative Services Report by Pilikula	
24	Public Relation Activities Report	Within 7 days of start of quarter	On approval of Public Relation Activities Report by Pilikula	
25	Website Content	Within 7 days of	On approval of the	

	Management & Social Media Report	start of quarter	Website Content Management & Social Media Report by Pilikula	
	Total			100%

Note:

1. The Agency should ensure the implementation of the above mentioned services and take necessary steps to complete the work in all respects and meet the requirements of Pilikula from time to time.
2. The Agency shall be paid the respective percentage payment of Service Fee only upon provision of the respective services and submission of respective deliverables per quarter.
3. In case the selected Agency does not provide any of the above services or does not meet any of the above mentioned milestone deliverables per quarter, Pilikula shall not be liable to make any payment to the selected Agency and shall have the right to deduct the respective percentage payments towards the particular milestone deliverables.

ii. Terms of payment of Advertisement charges

- a. The payment towards provision of advertisement services by the selected vendors shall be made to the Agency on actuals by Pilikula
- b. Pilikula shall within a period of 60 (sixty) days from the date of receipt of the respective bill/invoice pay all costs to the Agency incurred by the vendors towards advertisement subject to submission of proper bills/invoices accompanied by supporting documents as required by Pilikula for making the said payments.

iii. Terms of Payment for Creative and Design Services charges

- a. The payment towards provision of Creative and Design services by the selected vendors shall be made to the Agency on actuals by Pilikula.
- b. Pilikula shall within a period of 60 (sixty) days from the date of receipt of the respective bill/invoice pay all costs to the Agency incurred by the selected vendors towards Creative and Design services subject to submission of proper bills/invoices accompanied by supporting documents as required by Pilikula for making the said payments.

iv. Terms of Payment for Social Media Services charges

- a. The payment towards provision of Social Media services by the selected vendors shall be made to the Agency on actuals by Pilikula
- b. Pilikula shall within a period of 60 (sixty) days from the date of receipt of the respective bill/invoice pay all costs to the Agency incurred by the selected vendors towards Social Media services subject to submission of proper bills/invoices accompanied by supporting documents as required by Pilikula for making the said payments.

1.1.4 The statements and explanations contained in this RFP are intended to provide a proper understanding to the Bidders about the subject matter of this RFP and should not be construed or interpreted as limiting in any way or manner the scope of services and obligations of the Agency set forth in the Service Agreements or Pilikul’s rights to amend, alter, change, supplement or clarify the scope of work, the Right to be awarded pursuant to this RFP or the terms thereof or herein contained. Consequently, any omissions, conflicts or contradictions in the Bidding Documents including this RFP are to be noted, interpreted and applied appropriately to give effect to this intent, and no claims on that account shall be entertained by Pilikula.

1.1.5 Pilikula shall receive Proposals pursuant to this RFP in accordance with the terms set forth in this RFP, the draft Service Agreement and any addenda issued subsequent to this RFP (collectively the "**Bidding Documents**"), as modified, altered, amended and clarified from time to time by Pilikula, and all Proposals shall be prepared and submitted in accordance with such terms.

1.2 Brief Description of Selection Process

Pilikula has adopted a single stage selection process (referred to as the "**Selection Process**") for identifying a suitable Agency. Pilikula invites eligible Bidders to submit their Proposals electronically through unified e-procurement website of Karnataka (the "**E-Procurement Website**") in accordance with the terms of this RFP document.

A one-time registration in the E-Procurement Website is a pre-requisite for submission of Proposals. If an interested Bidder is not already registered, it shall procure a digital signature certificate and get registered in E-Procurement Website by paying an amount of Rs.550/- (Rupees Five Hundred and Fifty Only) through e-payment options made available in the E-Procurement Website. Pilikula will not be held responsible for technical glitches in the desktop and internet connectivity services used by Bidders or in case of failure on part of the Bidder to furnish Earnest Money Deposit through E-Procurement Website, any documents as required to be submitted or for rejection of Bids by E-Procurement Website for whatsoever reasons. No correspondence shall be entertained by pilikula in this regard.

1.2.1 During this Bid Stage, Bidders are invited to carry out, at their cost, such studies as may be required for submitting their respective Proposals for award of the Right.

1.2.2 The Selection Process shall be governed by, and construed in accordance with, the laws of India and the Courts at Mangaluru shall have exclusive jurisdiction over all disputes arising under, pursuant to and/ or in connection with the Selection Process.

1.3 SCHEDULE OF SELECTION PROCESS

Pilikula shall endeavor to adhere to the following schedule

Last date for receiving queries	
Pre-Proposal Conference date, time and venue	15 th day of Publication
Pilikula response to queries	
Date, Place and time of opening of Technical Proposal	As per e-procurement document Notification
Date, Place and time of opening of Financial Proposals	As per e-procurement document Notification
Validity of Proposals	180 days from the Bid Due Date
Letter of Award (LoA)	Within 30 days from the date of declaration of the Selected Bidder
Signing of Service Agreement	Within 15 days from the date of acknowledgment of LoA by the Selected Bidder
Earnest Money Deposit	Rs 1.25 lakhs (Rupees One LakhTwenty Five Thousands Only)

SECTION 2: INSTRUCTIONS TO BIDDERS

2.1 Eligible Bidders

2.1.1 In order to participate in the Selection Process, the Bidder should be a single business entity (the “**Single Business Entity**”). The term Bidder used herein would apply to a Single Business Entity. A Single Business Entity shall mean a company incorporated under Companies Act, 1956/2013 or a sole proprietorship firm registered under the Proprietorship Act, 1908 or a partnership firm registered under the Indian Partnership Act, 1932 or a Limited Liability Partnership Firm registered under Limited Liability Partnership Act, 2008.

Note:

1. No Consortium or Joint Venture is allowed to participate in the Selection Process
2. If the Bidder is:
 - i. A company should furnish copy of the certificate of incorporation and memorandum of association as a proof of identity.
 - ii. A sole proprietorship firm and a Limited Liability Partnership firm should furnish copy of the registration certificate, Sales/VAT registration/Service tax or IT returns for the last three financial years preceding the Proposal Due Date as a proof of identity.
 - iii. A registered partnership firm should furnish a copy of the IT returns for the last three financial years preceding the Proposal Due Date, copy of registered certificate under the registrar of firms and copy of partnership deed executed between the partners as proof of identity.

2.1.2 A Bidder is required to fulfill the criteria specified below. Any Bidder who does not meet the criteria set out below shall be disqualified.

- a) **Should have an office Preferably at Mangaluru (At least after awarding tender) . In case Bidder has no office in Mangaluru, it should undertake to establish a fully functional office with the required personnel/manpower within 30 (thirty) days of issue of Letter of Award.**
- b) Should demonstrate having experience undertaking promotional activities covering designing/production of creative, commercials for various media including print/TV, radio, online, outdoor etc and digital media (social media, internet marketing, blogs etc) in at least 3 (three) different assignments wherein the value of each such assignment is atleast Rs.1,00,00,000/- (Rupees OneCrores Only) in the last 5 (five) Financial Years preceding the Proposal Due Date (i.e. 2012-13, 2013-14, 2014-15 and 2015-16, 2016-17).

Note:

1. Experience of parent/subsidiary/associate Company (ies) of the Bidder would not be considered for evaluation.
2. The Bidder is required to submit the following:
 - a. Details of the assignment in the format prescribed at Appendix- III
 - b. Copy of the completion/satisfactory certificate from the client and copy of the work order/executed agreement for undertaking the above assignment as a proof of evidence.
 - c. Copy of the Certificate from the Independent Auditor/ Statutory Auditor in the format prescribed at Appendix –III A certifying the details of the assignment.
 - c) The Bidder should have an Average Annual Turnover of **Rs. 2,00,00,000/- (Rupees 2 Crores only)** for the last three completed financial years (i.e. 2013-14, 2014-15 and 2015-16) (the “**Financial Capacity**”).

Note:

Financial Capacity of parent/subsidiary/associate company(ies) of the Bidder would not be considered for evaluation.

The Bidder is required to submit the following:

Details of the Financial Capacity of the Bidder in the format prescribed at Appendix IV.

Copy of the audited Annual Reports for the 3 (three) Financial years preceding the Proposal Due Date (i.e 2013-14, 2014-15 and 2015-16).

Copy of Certificate from the Independent Auditor/ Statutory Auditor in the format prescribed at Appendix –IV A certifying the Financial Capacity of the Bidder.

- d) The Bidder should make available the following Key Personnel and must fulfill the criteria specified below:

Key	Educational Qualification	Length of	Experience	Responsibility
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Personnel		Experience		
PR Expert	Should be a Graduate with specialization in Marketing or Graduate in Mass Communications/ Journalism/ PR & Advertising or equivalent	5 years	Experience in PR related activities	Responsible for co-coordinating and supervising the Public Relation activities with the between the team of the Agency and Pilikula
Creative Expert	Should be a Graduate in Digital Arts & Designs / Fine Arts/ or equivalent	5 years	Experience in Creative designing	Designing various Creatives for various media such as Print, Radio, TV, Internet etc.
Social Media Expert	Should have a Bachelor's degree in marketing/ advertising/ communications or Business Management or equivalent	3 years	Experience in marketing, advertising, media and promotional activities	Media Planning and scheduling. Identifying best deals for DIPR. Defining and executing social media strategies. Managing online communications on behalf of Pilikula using Facebook, Twitter, Youtube and other such suitable social media. Provide relevant content daily while monitoring relevant updates.
IT expert	Should be a B.E/B Tech/MCA/Graduate in Computer Science and applications or equivalent	3 years	Experience in managing web analytic tools and applications, software and application developments including mobile apps	Designing various Mobile Apps, Website Design and Management. Analyzing and publishing online data and making recommendation using the web analytics tools and applications, developing and executing the best

				practice analytics strategy and implementing new functionality as required delivering analytics support.
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Note:

1. A copy of the CV for all the above mentioned Key Personnel is required to be submitted in the format provided at Appendix- VI.
2. It may be noted that Proposals without necessary supporting documents could be treated as non-responsive.
3. If any Bidder/Key Personnel makes a false averment regarding his qualification, experience or other particulars, or his commitment regarding availability for providing the Services is not fulfilled at any stage after signing of the Service Agreement, the Bidder and the Key Personnel shall be liable to be debarred for any future assignments of GoK for a period of 5 (five) years. The award of this Service to the Bidder may also be liable to cancellation in such an event.
4. The proposed Key Personnel should have the requisite managerial/support staff (“**Support Personnel**”) to ensure timely completion of the Services within the specified time schedule.
5. The CVs of the Key Personnel proposed for the assignment should be supported with relevant qualification and experience certificates.

2.1.3 Any Agency which has been barred by the Central Government/Government of Karnataka or any entity controlled by them, from participating in any project/provision of service and the bar subsists as on the Proposal Due Date, shall not be eligible to submit a Proposal.

2.1.4 A Bidder should, in the last 3 (three) years, have neither failed to perform on any contract, as evidenced by imposition of a penalty by an arbitral or judicial authority or a judicial pronouncement or arbitration award against the Bidder, nor been expelled from any project/provision of service or contract nor have had any contract terminated for breach by such Bidder.

2.1.5 The Bidder should submit a Power of Attorney as per the format enclosed as Appendix V, authorizing the signatory of the proposal to commit the Bidder. The Proposals must be properly signed by the authorized representative (the “**Authorized Representative**”) as detailed below:

- (a) In case the sole proprietor himself is signing the Proposals, the Power of Attorney is not required to be submitted. However, if the Proposals are signed by any other person other than the sole proprietor or a duly authorized person, the Power of Attorney is required to be submitted in the format at Appendix- V;
- (b) by a partner or a duly authorized person holding the Power of Attorney, in case of a limited liability partnership or a partnership firm; or
- (c) by a duly authorized person holding the Power of Attorney, in case of a Company.

2.2 Number of Proposals

Each Bidder shall submit only one (1) Proposal, in response to this RFP. Any Bidder who submits or participates in more than one Proposal shall be disqualified.

2.3 Proposal Preparation Cost

The Bidder shall be responsible for all costs associated with the preparation of its Proposal and its participation in the Selection Process. Pilikula will not be responsible or in any way liable for such costs, regardless of the conduct or outcome of the Selection Process.

2.4 Right to Accept any Proposal and to Reject any or all Proposals

- 2.4.1 Pilikula reserves the right to accept or reject any Proposal and to annul the Selection Process and reject all Proposals at any time, without any liability or any obligation for such acceptance, rejection or annulment, without assigning any reasons thereof.
- 2.4.2 Pilikula reserves the right to verify all statements, information and documents submitted by the Bidder in response to the RFP. Failure of Pilikula to undertake such verification shall not relieve the Bidder of its obligations or liabilities hereunder nor will it affect any rights of Pilikula there under.

2.5 Conflict of Interest

- 2.5.1 A Bidder shall not have a conflict of interest that may affect the Selection Process or the Services (the “**Conflict of Interest**”). Any Bidder found to have a Conflict of Interest shall be disqualified. In the event of disqualification, Pilikula shall forfeit and appropriate the EMD as mutually agreed genuine pre-estimated compensation and damages payable to Pilikula for, inter alia, the time, cost and effort of Pilikula including consideration of such Bidder’s Proposal, without prejudice to any other right or remedy that may be available to Pilikula hereunder or otherwise.
- 2.5.2 Without limiting the generality of the above, a Bidder shall be deemed to have a Conflict of Interest affecting the Selection Process, if:
- a) a constituent of such Bidder is also a constituent of another Bidder; or
 - b) such Bidder has the same legal representative for purposes of this Proposal as any other Bidder; or
 - c) such Bidder has a relationship with another Bidder, directly or through common third parties, that puts them in a position to have access to each other’s’ information about, or to influence the Proposal of either or each of the other Bidder.

2.6 Clarifications

- 2.6.1 Bidders requiring any clarification on the RFP may notify Pilikula in writing or by fax and e-mail to the address and by the last date provided in Clause 1.3. The envelopes/ communication must clearly bear the following identification/ title:

Queries/Request for Additional Information: RFP for “Selection of an Advertising and Media Agency for Promotional Activities for Pilikula”.

- 2.6.2 The responses will be uploaded in the E-Procurement Website by Pilikula without identifying the source of the enquiry by the date mentioned in Clause 1.3. However, Pilikula 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 Pilikula to respond to any question or to provide any clarification.
- 2.6.3 All clarifications and interpretations issued by Pilikula shall be deemed to be part of the Bidding Documents. Verbal clarifications and information given by Pilikula or its employees or representatives shall not in any way or manner be binding on Pilikula.

2.7 Amendments to RFP

- 2.7.1 At any time prior to the Proposal Due Date, as indicated in Clause 1.3, Pilikula may, for any reason, whether at its own initiative or in response to clarifications requested by a Bidder, amend the RFP by the issuance of Addenda in the E-Procurement Website. Any Addenda issued would be published in the E-Procurement Website and the same shall be binding on the Bidders.
- 2.7.2 In order to afford Bidders reasonable time to take the Addendum into account, or for any other reason, Pilikula may, at its discretion, extend the Proposal Due Date.

A. PREPARATION AND SUBMISSION OF PROPOSAL

2.8 Language and Currency

2.8.1 The Proposal and all related correspondence and documents shall be written in English language. Supporting documents and printed literature furnished by the Bidder with the Proposal may be in any other language provided that they are accompanied by an appropriate translation in English language. Supporting materials that are not translated into English may not be considered. For the purpose of interpretation and evaluation of the Proposal, the English language translation shall prevail.

2.9 Validity of Proposal

2.9.1 The Proposal shall be valid for a period not less than 180 (One hundred and Eighty) days from the Proposal Due Date ("**Proposal Validity Period**"), in the format set out in Appendix 1. Pilikula reserves the right to reject any Proposal that does not meet this requirement.

2.9.2 Prior to expiry of the Proposal Validity Period, Pilikula may request the Bidders to extend the period of validity for a specified additional period.

2.9.3 The Selected Bidder shall, where required, extend the validity of the Proposal till the date of execution of the Service Agreement.

2.10 Earnest Money Deposit

2.10.1 The Bidder shall furnish an Earnest Money Deposit of Rs.1.25 lakhs (Rupees One Lakh Twenty Five Thousands Only) (the "**Earnest Money Deposit**" or "**EMD**") through any one of the following e-payment options only.

Online Payments:

1. Credit Card
2. Direct Debit
3. Internet Banking

Offline Payments:

4. Remittance at the Bank Counter using challan (VijayaBank)Only
5. NEFT/RTGS

The EMD amount shall remain valid for a period of 180 (Hundred and Eighty) days from the Proposal Due Date, or beyond any period of extension subsequently as determined by Pilikula from time to time. The Proposal shall be summarily rejected if it is not accompanied by the EMD. For further details regarding e-payment, please refer to E-Procurement Website.

2.10.2 The EMD shall be returned to the unsuccessful Bidders within a period of 12 (twelve) weeks from the date of selection of the Selected Bidder. The EMD submitted by the Selected Bidder shall be released upon furnishing of the Performance Security in the form and manner as stipulated in the Agreement.

2.10.3 The EMD shall be forfeited, if the Bidder:

- i. withdraws its Proposal during the interval between the Proposal Due Date and expiration of the Proposal Validity Period;
- ii. furnishes any information or document which is misleading or untrue in any material respect;
- iii. engages in a corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice as specified in Clause 3.9 of this RFP; and
- iv. If the Selected Bidder fails to provide the Performance Security and execute the Service Agreement with Pilikula within the stipulated time or any extension thereof provided by Pilikula.

2.11 Bidder's Responsibility

- 2.11.1 It shall be deemed that prior to the submission of Proposal, the Bidder has:
- a) Made a complete and careful examination of terms & conditions/requirements, and other information set forth in this RFP document;
 - b) Received all such relevant information as it has requested from Pilikula; and
 - c) made a complete and careful examination of the various aspects of the Assignment.

2.11.2 Pilikula shall not be liable for any mistake or error or neglect by the Bidder in respect of the above.

2.12 Pre-Proposal Conference

2.12.1 Pilikula may hold Pre-Proposal Conference as set out in Clause 1.3. A maximum of three representatives of each Bidder shall be allowed to participate on production of authority letter from the Bidder. Attendance of the Bidders at the Pre-Proposal Conference is not mandatory.

2.12.2 All correspondence/enquiries should be submitted to the following in writing by fax/ registered post / courier to the address mention in Clause 1.3 above.

2.12.3 The responses to queries raised by the Bidders during the Pre-Proposal Conference will be uploaded on the E-Procurement Website without identifying the sources. Pilikula may, in its sole discretion or based on inputs provided by Bidders that it considers acceptable, amend the RFP. However, subsequent to the conference, Pilikula may not respond to queries from any Bidder who has not attended the Pre-Proposal Conference.

2.13 Format and Signing of Proposal

2.13.1 Bidders would provide all the information as per this RFP in electronic mode in the specified format. Pilikula would evaluate only those Proposals that are received in the required format and complete in all respects. Incomplete and/or conditional Proposals shall be liable to rejection.

2.13.2 All the documents of the Proposal under this RFP shall be typed or written in indelible ink and signed by the authorized signatory of the Bidder who shall also initial each page. All the alterations, omissions, additions or any other amendments made to the Proposal shall be initialled by the person(s) signing the Proposal. The person signing the Proposal shall initial all the alterations, omissions, additions, or any other amendments made to the Proposal. The Proposals must be properly signed by the Authorized Signatory as detailed below:

- (a) by a duly authorized person holding the Power of Attorney, in case of a Company; or
- (b) by the proprietor or a duly authorized person holding the Power of Attorney, in case of a sole proprietary firm.

2.14 Submission of Proposals

2.14.1 Bidder shall upload each of the following documents in the correct slots as provided in the E-Procurement Website using digital signature, on or before the Proposal Due Date. The documents accompanying the Proposal(s) submission shall include:

“Technical Proposal”, consisting of the following:

- a. Scanned copy of the Letter of Proposal in the prescribed format at **Appendix - I**;
- b. Scanned copy of the Details of Bidder in the prescribed format at **Appendix – II**;
- c. Scanned copy of the experience claimed by the Bidder in the prescribed format at **Appendix – III**, along with supporting documents and a Certificate from Independent/Statutory Auditor in the prescribed format at **Appendix III A**.
- d. Scanned copy of the Average Annual Turnover (the “**Financial Capacity**”) of the Bidder in the prescribed format at **Appendix – IV**, along with Certificate from Independent /Statutory Auditor in the prescribed format at **Appendix – IVA**

- e. Scanned copy of the Power of Attorney for signing of Proposal in the prescribed format at **Appendix V**
- f. Scanned copy of the Curriculum Vitae of the Key Personnel's in the format at **Appendix VI**;
- g. Scanned copy of the draft Service Agreement with each page initialled by the person signing the Proposal in pursuance of the Power of Attorney referred to in sub-clause (b) hereinabove.
- h. In case of a company, scanned copy of the Certificate of Incorporation, Copy of Memorandum and Articles of Association of the Bidder.
- i. In case of a sole proprietorship firm or a Limited Liability Partnership firm, it should furnish scanned copy of the registration certificate, Sales/VAT/Service tax or IT returns for the last three financial years preceding the Proposal Due Date as a proof of identity.
- j. **Scanned copy of Title deed/ Rent Agreement along with Telephone Bills/ Electricity Bills as proof for office in Mangaluru. In case the Bidder has no office in Mangaluru, it should give an undertaking to establish a fully functional office with the required personnel/manpower within 30 (thirty) days of issue of Letter of Award and**
- k. Scanned copy of the Bidder's duly audited annual reports for the preceding 3 (three) Financial Years.
- l. In case of a registered partnership firm, it should furnish scanned copies of IT returns for the last three financial years preceding the Proposal Due Date, copy of the registration certificate under the Registrar of Firms and a copy of the Partnership Deed executed between the partners as proof of identity.

“Financial Proposal

Scanned copy of the Financial Proposal in the prescribed format at **Appendix – VII** on the letter head of the Bidder and signed by the authorized signatory.

- 2.14.2 The Financial Proposal should specify the total amount per annum exclusive of Service Tax required by the Agency for undertaking the Services. The Financial Proposal clearly indicating the total Service Fee per annum in both figures and words, and signed by the Agency's Authorized Representative. In the event of any difference between figures and words, the lower of the two shall prevail. The Service shall be awarded to the Agency seeking the lowest Service Fee.
- 2.14.3 Bidders may note that Pilikula will not entertain any deviations to the RFP at the time of submission of the Proposal or thereafter. The Proposal to be submitted by the Bidders should have to be unconditional and unqualified and the Bidders would be deemed to have accepted the terms and conditions of the RFP with all its contents including the Draft Service Agreement. Any conditional Proposal shall be regarded as non-responsive and would be liable for rejection.
- 2.14.4 Pilikula reserves the right to seek original documents for verification of any of the documents or any other additional documents upon opening of the Bidding Documents.

2.15 Proposal Due Date

- 2.15.1 Proposals should be submitted in electronic mode in the E-Procurement Website before 1700 Hrs (IST) on the Proposal Due Dates as indicated in Clause 1.3, in the manner and form as detailed in this RFP. Proposals submitted by either facsimile transmission or telex or e-mail will not be accepted.
- 2.15.2 Pilikula, at its sole discretion, may extend the Proposal Due Date by issuing an Addendum in accordance with Clause 2.7.2.

2.16 Late Proposals

E-Procurement Website locks acceptance of Proposals on expiry of Proposal Due Date and as such no Proposals can be submitted thereafter.

2.17 Modifications/ Substitution/ Withdrawal of Proposals

- 2.17.1 Bidder may modify or withdrawn the Proposals electronically on E-Procurement Website before the Proposal Due Date.
- 2.17.2 Withdrawal of a Proposal during the interval between the Proposal Due Date and expiration of the Proposal Validity Period would result in forfeiture of the EMD in accordance with Clause 2.10.3 of this RFP.

2.18 Confidentiality

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 is not a retained professional advisor advising Pilikula in relation to, or matters arising out of, or concerning the Selection Process. Pilikula will treat all information, submitted as part of the Proposal, in confidence and will require all those who have access to such material to treat the same in confidence. Pilikula may not divulge any such information unless it is directed to do so by any statutory entity that has the power under law to require its disclosure or is to enforce or assert any right or privilege of the statutory entity and/ or Pilikula.

2.19 Clarifications

To assist in the process of evaluation of Proposals, Pilikula may, at its sole discretion, ask any Bidder for clarification on its Proposal or substantiation of any of the submissions made by the Bidder. The request for such clarification or substantiation and the response shall be in writing or by facsimile. No material change in the substance of the Proposal would be permitted by way of such clarification / substantiation. The responses will be uploaded in E-Procurement Website without identifying the source of queries.

3. SECTION 3: EVALUATION OF PROPOSALS

3.1 Opening and Evaluation of Proposal

- 3.1.1 Pilikula shall open the Proposals on the date specified in Clause 1.3, in the presence of the Bidders who choose to attend.
- 3.1.2 Pilikula will examine and evaluate the Proposals in accordance with the provisions set out in this Section 3.
- 3.1.3 To facilitate evaluation of Proposals, Pilikula may, at its sole discretion, seek clarifications in writing from any Bidder regarding its Proposal.
- 3.1.4 Any information contained in the Proposal shall not in any way be construed as binding on Pilikula, its agents, successors or assigns, but shall be binding against the Bidder if the Services are subsequently awarded to it under the Selection Process on the basis of such information.

3.2 Tests of Responsiveness

- 3.2.1 Prior to evaluation of Proposals, Pilikula will determine whether each Proposal is responsive to the requirements of the RFP. A Proposal shall be considered responsive only if:
- i. it is received by the Proposal Due Date including any extension thereof pursuant to clause 2.15.2;
 - ii. is received through E-Procurement Website as stipulated in Clause 2.14;
 - iii. it is accompanied with the EMD amount as set out in Clause 2.10;
 - iv. it contains the information and documents as requested in the RFP;
 - v. it provides the information in reasonable detail. (“**Reasonable Detail**” means that, but for minor deviations, the information can be reviewed and evaluated by Pilikula without communication with the Bidder). Pilikula reserves the right to determine whether the information has been provided in reasonable detail;
 - vi. it does not contain any condition or qualification; and

- vii. it is not non-responsive in terms hereof.
- 3.2.2 Pilikula reserves the right to reject any Proposal which is non-responsive and no request for alteration, modification, substitution or withdrawal shall be entertained by Pilikula in respect of such Proposal.
- 3.2.3 Bids of a single business entity which are found to be non-responsive shall be rejected.

3.3 Evaluation of Experience of the Bidder

- 3.3.1 All Bidders whose Proposals are found to be responsive as per Clause 3.2.1 and have fulfilled the qualification criteria specified in Clause 2.1 shall be ranked on the basis of the marks obtained in accordance with the parameters set out in the following table:

Sl.No	Parameter	Evaluation Criteria	Maximum Marks
1	Experience of undertaking promotional activities as specified in Clause 2.1.2 (b) and the value of each such assignment is at least Rs.1 Crore	<input type="checkbox"/> Less than 3 (three) assignments = 0 marks <input type="checkbox"/> At least 3 (three) assignments =20 marks. <input type="checkbox"/> More than 3 (three) assignment = 5 marks for each assignment subject to the maximum of 10 marks	20 marks
2	Average Annual Turnover of Rs. 2 Crores for the last three completed financial years (i.e 2013-14, 2014-15, 2015-16)	<input type="checkbox"/> Less than 2 Crores = 0 marks <input type="checkbox"/> At least 2 Crores =10 marks. <input type="checkbox"/> More than 2 Crores = 5 marks for each additional 2 crores subject to the maximum of 10 marks	05 marks
3	Awards and citation received for media, branding and promotional activities and organizing events for Central/State government departments/agencies and public sector undertakings	<input type="checkbox"/> At least 1 national/state level award = 5 marks or citation = 5 marks <input type="checkbox"/> Every additional national/state level award = 2.5 marks for each assignment subject to the maximum of 5 m	05 marks
4	Key Personnel		10 marks
a	PR Expert	<input type="checkbox"/> Graduate with specialization in Marketing or Graduate in Mass Communications/ Journalism/ PR & Advertising or equivalent = 2 marks <input type="checkbox"/> Atleast one assignment of PR related activities = 4 marks <input type="checkbox"/> More than one assignment of PR related activities = 2 marks for each additional assignment subject to the maximum of 4 marks	10 marks
b	Creative Expert	<input type="checkbox"/> Graduate in Digital Arts & Designs / Fine Arts/ or equivalent = 2marks <input type="checkbox"/> Atleast one assignment of creative designing = 4 marks <input type="checkbox"/> More than one assignment of creative designing = 2 marks for each additional assignment subject to the maximum of 4 marks	10marks
c	Social Media Expert	<input type="checkbox"/> Should have a Bachelor's degree in marketing/advertising/communications or Business Management or equivalent = 1 marks	5marks

		<input type="checkbox"/> Atleast one assignment of marketing/ advertising & media related activities = 2 marks <input type="checkbox"/> More than one assignment of marketing/advertising & media related activities = 1 mark for each additional assignment subject to the maximum of 2 marks	
d	IT expert	<input type="checkbox"/> B.E/B Tech/MCA/Graduate in Computer Science and applications or equivalent = 1 mark <input type="checkbox"/> Experience of developing atleast one website/mobile application = 2 marks <input type="checkbox"/> More than one assignment of developing website/mobile application = 1 mark for each additional assignment subject to the maximum of 2 marks	5marks
5	Presentation to Technical Committee	Presentation to cover the following: <ul style="list-style-type: none"> • Experience of the Agency • Proposed Methodology for executing the assignment and • Manpower deployment 	30marks
Total			100marks

3.4 Qualified Bidders

3.4.1 The Proposals of the Bidders:

- i. which are found to be in conformance with the criteria specified at Clause 2.1;
 - ii. which has been awarded at least minimum cut off marks provided for each of the parameters set out in the table above; and
 - iii. which has been awarded a total of atleast 70 marks out of 100.
- shall be considered as qualified bidders (“**Qualified Bidders**”) and qualified for opening of the Financial Proposal.

3.4.2 The total marks awarded to the Qualified Bidder as per Clause 3.3 and Clause 3.4 of the RFP shall be the Technical Score (ST) of the Bidder.

3.4.3 The Financial Proposals of only the Qualified Bidders shall be considered for further evaluation

3.5 Evaluation of Financial Proposals

3.5.1 The Financial Proposals of only the Qualified Bidders shall be opened in the presence of the Bidder’s representatives who choose to attend on the date and time intimated to the Qualified Bidders in the presence of the Bidder’s representatives who choose to attend. The name of the Bidder, the Technical scores, and the proposed financial offer shall be read aloud and recorded.

3.5.2 The financial evaluation will be carried out as per this Clause 3.5. Each Financial Proposal will be assigned a financial score (SF).

3.5.3 For financial evaluation, the total Service Fee exclusive of Service Tax per annum indicated in the Financial Proposal will be considered.

3.5.4 Pilikula will determine whether the Financial Proposals are complete, unqualified and unconditional. The cost indicated in the Financial Proposal shall be deemed as final and reflecting the total cost of

services. Omissions, if any, in costing any services shall not entitle the selected Agency to be compensated and the liability to fulfil its obligations as per the scope of services mentioned in Clause 1.1.3 of this RFP is within the total quoted Service Fee shall be that of the Agency. The lowest Financial Proposal (FM) will be given a financial score of 100 points. The financial scores of other proposals will be computed as follows:

$$SF = 100 \times FM/F$$

(F = amount of Financial Proposal)

3.6 Combined and final evaluation

3.6.1 Proposals will finally be ranked according to their combined technical (ST) and financial (SF) scores as follows:

$$S = ST \times TW + SF \times FW$$

Where S is the combined score, and TW = 0.7 and FW = 0.3 and are the weights assigned to the Technical Score and the Financial Score respectively.

3.7 Selection of Bidder

3.7.1 The Bidders shall be ranked in descending order and the Bidder scoring the highest combined score shall be ranked first. The Bidder scoring the highest combined score shall be declared as Selected Bidder.

3.7.2 In the event that the first ranked Bidder withdraws its Proposal or is not selected for any reason in the first instance, Pilikula may invite the second ranked Bidder for negotiations.

3.7.3 In the event that two or more Bidders obtain the same combined score, (the "**Tie Bidders**"), the Bidder quoting the lowest Service Fee shall be the Selected Bidder.

3.8 Letter of Award (LOA) and Execution of Service Agreement

3.8.1 After selection, a Letter of Award (the "**LOA**") shall be issued, in duplicate, by Pilikula to the Selected Bidder and the Selected Bidder shall, within 7 (seven) days of the receipt of the LOA, sign and return the duplicate copy of the LOA in acknowledgement thereof. In the event the duplicate copy of the LOA duly signed by the Selected Bidder is not received by the stipulated date, DIPR may, unless it consents to extension of time for submission thereof, appropriate the EMD of such Bidder on account of failure of the Selected Bidder to acknowledge the LOA, and the next eligible Bidder may be considered.

3.8.2 After acknowledgement of the LOA as aforesaid by the Selected Bidder, it shall execute the Service Agreement within the period of 15 (fifteen) days from the date of acknowledgment of LOA by the Selected Bidder. The Selected Bidder shall not be entitled to seek any deviation in the Service Agreement.

3.9 Performance Security

3.9.1 The Selected Bidder shall, on or before the execution of Service Agreement furnish a performance security for an amount equal to 5% (five percent) of the Service Fee quoted by the Selected Agency to Pilikula (the "**Performance Security**") by way of an irrevocable Bank Guarantee issued by a Nationalized Bank or a Scheduled Bank in India in favor of "Executive Director, SKPND, payable at Mangaluru.

3.9.2 Failure of the Selected Agency to furnish the Performance Security as provided in Clause 3.9.1 or enter into Service Agreement with Pilikula as provided in Clause 3.8.2 would constitute sufficient grounds for the annulment of LoA. In such event, Pilikula reserves the right to

a. forfeit the Earnest Money Deposit amount of the Selected Agency, and

b. either invite the Agency with the next best offer for negotiations, or

- c. take any such measure as may be deemed fit in the sole discretion of Pilikula, including annulment of the Selection Process.

3.10 Contacts during Proposal Evaluation

Proposals shall be deemed to be under consideration immediately after they are opened and until such time Pilikula makes official intimation of award/ rejection to the Bidders. While the Proposals are under consideration, Bidders and/ or their representatives or other interested parties shall not make attempts to establish unsolicited and unauthorized contact by any means with Pilikula and/ or their employees/ representatives on matters related to the Proposals under consideration after opening of the Proposals and prior to notification of the Award. If any attempt by the Bidder causing extraneous pressure on Pilikula shall be sufficient reason to disqualify the Bidder.

3.11 Fraud and Corrupt Practices

The Bidders and their respective officers, employees, agents and advisers shall observe the highest standard of ethics during the Selection Process. Notwithstanding anything to the contrary contained in this RFP, Pilikula shall reject a Proposal without being liable in any manner whatsoever to the Bidder, if it determines that the Bidder has, directly or indirectly or through an agent, engaged in corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice (collectively the “**Prohibited Practices**”) in the Selection Process. Pilikula may also, in its sole discretion, debar the Bidder (including its Associates) in participating in any of the bidding/ tender processes in the state for any time period determined by it.

4. SECTION 4: FORMATS FOR SUBMISSION OF PROPOSAL

Appendix – I – Letter of Proposal

(On the letterhead of the Bidder)

Dated:

Executive Director
ShivaramaKarantha Pilikula Nisargadhama,
Mudushedde, Mangaluru.

Dear Sir,

Sub: Proposal for “Selection of an Advertising and Media Agency for Promotional Activities of Pilikula”

- 1 With reference to your RFP document dated *****, I/We, having examined the Bidding Documents and understood their contents, hereby submit my/our Proposal for the aforesaid Service. The Proposal is unconditional and unqualified.
- 2 All information provided in the Proposal and in the Appendices is true and correct.
- 3 I/We shall make available to Pilikula any additional information it may find necessary or require to supplement or authenticate the Bid.

- 4 I/We acknowledge the right of Pilikula to reject our Proposal without assigning any reason or otherwise and hereby waive my/our right to challenge the same on any account whatsoever.
- 5 I/We understand that you may cancel the Selection Process at any time and that you are neither bound to accept any Proposal that you may receive nor to invite the Bidders to bid for the Services, without incurring any liability to the Bidders, in accordance with Clause 2.4 of the RFP document.
- 6 I/We hereby irrevocably waive any right which we may have at any stage at law or howsoever otherwise arising to challenge or question any decision taken by Pilikula in connection with the selection of the Bidder, or in connection with the Selection Process itself, in respect of the above mentioned activities and the terms and implementation thereof.
- 7 In the event of my/ our being declared as the Selected Bidder, I/We agree to enter into a Service Agreement in accordance with the draft that has been provided to me/us prior to the Bid Due Date. We agree not to seek any changes in the aforesaid draft and agree to abide by the same.
- 8 I/We offer a EMD of Rs.1.25 (Rupees One Crore twenty five Lakhs only) to Pilikula in accordance with the RFP Document.
- 9 I/We agree and understand that the Proposal is subject to the provisions of the Bidding Documents. In no case, I/We shall have any claim or right of whatsoever nature if the activities/ Right is not awarded to me/us or our Proposal is not opened.
- 10 I/We agree to keep this offer valid for 180 (One Hundred and Eighty) days from the Proposal Due Date specified in the RFP.
- 11 I/We agree and undertake that the authorised signatory in Appendix- II shall represent the company in all matters pertaining to the Selection Process. No third person, consultant, agency shall represent the company in all matters pertaining to the Selection Process.
- 12 I/We agree and undertake to abide by all the terms and conditions of the Bidding Document.
- 13 **[I/We do not have an office in Mangaluru. However, in case we are selected for providing the Services, we agree to establish a fully functional office with the required personnel/manpower within 30 days of issue of Letter of Award.]**

1 Retain

In witness thereof, I/we submit this Proposal under and in accordance with the terms of the RFP document.

Yours faithfully

Date:

Place

(Signature of the Authorised signatory)
(Name and designation of the Authorised signatory)
Name and seal of Bidder

Appendix – II- Details of Bidder

(On the letterhead of the Bidder)

1. (a) Name:

(b) Place of incorporation:

(c) Address of the corporate headquarters and its branch office(s), if any, in India:

(d) Date of incorporation and/ or commencement of business:

2. Brief description of the Company including details of its main lines of business and proposed role and responsibilities for providing the Service

3. Details of the Authorized Signatory of the Bidder:

(a) Name:

(b) Designation:

(c) Company:

(d) Address:

(e) Telephone Number:

(f) E-Mail Address:

(g) Fax Number:

Note:

The Bidder must submit the following document to establish the legal status along with this Form:

- a. In case of a company, scanned copy of the Certificate of Incorporation, Copy of Memorandum and Articles of Association of the Bidder.
- b. In case of a sole proprietorship firm or a Limited Liability Partnership firm or partnership firm, it should furnish scanned copy of either the registration certificate, Sales/VAT/Service tax or IT returns for the last three financial years preceding the Proposal Due Date as a proof of identity.
- c. In case of a registered partnership firm, it should furnish scanned copies of IT returns for the last three financial years preceding the Proposal Due Date, copy of the registration certificate under the Registrar of Firms and a copy of the Partnership Deed executed between the partners as proof of identity.
- d. Scanned copy of Title deed/ Rent Agreement along with Telephone Bills/ Electricity Bills as proof for office in Mangaluru. In case the Bidder has no office in Mangaluru, it should give an undertaking to establish a fully functional office with the required personnel/manpower within 30 (thirty) days of issue of Letter of Award and
- e. Scanned copy of the Bidder's duly audited annual reports for the preceding 3 (three) Financial Years.

Appendix – III – Experience of the Bidder

(On the letterhead of the Bidder)

(Refer Clause 2.1.2 (b) of the RFP)

Name of the Assignment	
Name of the Client	
Address of the Client and contact details	
Value of the Assignment (in Rs.)	
Amount of Professional Fee received for the Assignment (in Rs)	
Details of promotional activities undertaken in the Assignment	
Date of commencement of Service	
Date of completion of Service	

Appendix – IIIA – Format for Certificate from Independent/Statutory Auditor of the Bidder

(On the Letterhead of Independent/Statutory Auditor)

Date:

TO WHOMSOEVER IT MAY CONCERN

We have verified the relevant statutory and other records of M/s _____ [Name of the Bidder], and certify the following activities have been undertaken by _____ [Name of the Bidder]. The details of the client, tenure of the assignment, value of the assignment and professional fee received with respect to each assignment are specified in the table below:

Sl.No	Name of Assignment	Name of Client	Client Address	Tenure of Contract/Services (with commencement and completion dates)	Value of the Assignment (in Rs.)	Professional Fee Received (in Rs.)
1						
2						
3						
4						
5						
6						

This certificate is being issued to be produced before Pilikula, for the “**Selection of an Advertising and Media Agency for Promotional Activities**”

Signature and Seal of the Statutory Auditor
clearly indicating his/her membership number

Appendix – IV – Format for Financial Capacity of the Bidder

(On the letterhead of the Bidder)

(Refer to Clauses 2.1.2 (c) of the RFP)

Bidder Type	Turnover (in Rs)			
	2017-16	2016-15	2015-14	Average
Company				
Sole Proprietorship Firm				
Limited Liability Partnership Firm				
Partnership Firm				

Instructions:

1. A Bidder of the respective legal status should fill in details in the respective row.
2. The Bidder should provide details of its own Financial Capacity.
3. Along with the above format and information, the Bidders for demonstrating the Financial Capacity should furnish the following:

Copies of the balance sheets, financial statements and Annual Reports for 3 (three) years preceding the Proposal Due Date. The financial statements shall:

- (a) reflect the financial situation of the Bidder;
 - (b) be audited by a statutory auditor;
 - (c) be complete, including all notes to the financial statements; and
 - (d) correspond to accounting periods already completed and audited (no statements for partial periods shall be requested or accepted).
4. The Bidder shall also provide the name and address of the Bankers to the Bidder.
 5. The Bidder shall provide an Independent/ Statutory Auditor's certificate in the format at Appendix IVA specifying the Annual Turnover of the Bidder.

Appendix – IVA – Format for Certificate from Statutory Auditor of the Bidder

(On the Letterhead of the Independent Auditor / Statutory Auditor)

Date:

We have verified the relevant statutory and other records of M/s _____ [*Name of the Bidder*], and certify that the Turnover of _____ [*Name of the Bidder*] is as follows

Year 1 (2012-2013)=Rs _____ Crores (Rupees _____ Crores)

Year 2 (2013-2014)=Rs _____ Crores (Rupees _____ Crores)

Year 2 (2014-2015)=Rs _____ Crores (Rupees _____ Crores)

This certificate is being issued to be produced before Pilikula, for the “**Selection of an Advertising and Media Agency for Promotional Activities of Pilikula.**”

Signature and Seal and registration number of
Independent / Statutory Auditor

Appendix –V- Format for Power of Attorney for Signing of Proposal

(On Stamp paper of relevant value)

Know all men by these presents, We, _____ (name of the firm and address of the registered office) do hereby irrevocably constitute, nominate, appoint and authorise Mr. / Ms (Name), son/daughter/wife of _____ and presently residing at _____, who is [presently employed with us and holding the position of _____], as our true and lawful attorney (hereinafter referred to as the “Attorney”) 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 Proposal for the “**Selection of an Advertising and Media Agency for Promotional Activities for Pilikula**”, including but not limited to signing and submission of all applications, proposals, bids and other documents and writings, participate in Bidders' and other conferences and providing information / responses to Pilikula, representing us in all matters before Pilikula, signing and execution of all contracts including the Service Agreement and undertakings consequent to acceptance of our Proposal, and generally dealing Pilikula in all matters in connection with or relating to or arising out of our Proposal and/or upon award thereof to us and/or till the entering into of the Service Agreement with Pilikula.

AND we hereby agree to ratify and confirm and do hereby ratify and confirm all acts, deeds and things lawfully done or caused to be done by our said Attorney 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 Attorney in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us.
 IN WITNESS WHEREOF WE, _____, THE ABOVE NAMED PRINCIPAL HAVE EXECUTED THIS POWER OF ATTORNEY ON THIS _____ DAY OF _____, 20**.

For _____
 (Signature)
 (Name, Title and Address)

Witnesses:

- 1
- 2

Accepted [Notarised]
 (Signature)
 (Name, Title and Address of the Attorney)

Notes:

- 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 favour of the person executing this Power of Attorney for the delegation of power hereunder on behalf of the Bidder.*

Appendix – VI – Curriculum Vitae of Key Personnel
(Refer to Clauses 2.1.2 (d) of the RFP)

1	Proposed Position	
2	Name of Personnel	
3	Date of Birth	
4	Nationality	
5	Educational Qualifications	
6	Employment Record: (Starting with present position, list in reverse order every employment held.)	
7	List of assignments on which the Personnel has worked (details of the name of assignment and Description of responsibilities)	

	(The assignments submitted by the Key Personnel should specify the experience details as mentioned in clause 2.1.2(d) of the RFP Document)	
8	Details of the current assignment and the time duration for which services are required for the current assignment.	

Certification:

1. I am willing to work on the Consultancy and I will be available for entire duration of the Consultancy as required.
2. I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications and my experience.

Date: _____

Place:

Place: _____ (Signature and name of the Key Personnel)
(Signature and name of the authorised signatory of the Applicant)

Notes:

1. Use separate form for each Key Personnel
2. Each page of the CV shall be signed in ink by both the Personnel concerned and by the Authorised Representative of the Applicant firm along with the seal of the firm. Photocopies will not be considered for evaluation.

VII- Format for Financial Proposal
(On the Letter head of the Bidder)

Date:

To,
Executive Director
SKPND,
Vamanjoor,
Mangaluru.
Dear Sir,

Sub: Proposal for “Selection of an Advertising and Media Agency for Promotional Activities of Pilikula”

Bill of Quantities (BOQ)

Sr	Item and Location / Collateral	Unit	Quantity	Rate in	Amount in
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				Rs	Rs
A	Branding and Creative (Artworks only; Including Printing and Execution)				
1	Master Advertising Creative& Out of Home				
a	Photography & Image Bank Creation for the Project (At least 10 professionally shot images commissioned specifically for the project and in-sync with approved creative route & purchase of at least 15 high quality stock images from reputed international agencies for use on the project and related collateral that form a part of the scope)	Nos			
b	Hoarding & Gantry Advertisement / Brand Campaign (10 nos. Master Creatives and 5 nos. Adaptations)	Nos			
c	Kiosk Adaptations	Nos			
2	Print				
A	All Ads including but not limited to Magazines, Newspapers, Journals, Newsletters, souvenirs, etc.				
a	Creative				
i.	Full page – Master Creatives	No			
ii.	Qtr. Page (Adaptation of Master Creatives)	No			
iii.	Half Page (Adaptations of Master Creatives)	No			
iv.	Less than Qtr. Page (Adaptations of Master Creatives)	No			
b	Non – Creative ads				
	Less than Qtr. Page	No			
	Qtr. Page	No			
	Half page	No			
	Full page	No			
B	Premium Master Brochures Pages 12 1 for National & 1 for International	No			
C	Flyer Adaptation of Master Brochure Pages 6/8	Nos			

	For Visits, Seminars, Conferences, etc. 3 Nos. for National & 2 Nos. for International				
D	Leaflet Adaptation of Master Brochure; pages 4	Nos			
E	Folders	Nos			
F	Greeting cards	Nos			
G	Calenders	Nos			
H	Diaries	Nos			
3	Merchandise Suggestions (could be many different items) and colour / branding / messaging for the same	Nos			
4	Standee Adaptation of Master Creatives (see A 1 a & 2 A a I above)	Nos			
5	Banner Adaptation	Nos			
6	Event Backdrops (One Master Grid and 5 adaptations)	Nos			
7	Poster adaptations	Nos			
8	Display boards / Signages / Panels	Nos			
9	Press Kit	Nos			
10	Corporate Stationery System / Standard Grids	Nos			
11	External Communication – Master Template / Publication Grid with “Tone of Voice” guidance / reference copy for one adaptation	Nos			
12	Ambient Visual / Branded Feature / Architectural Adaptation	Nos			
13	Digital				
a	Digital Banner Adaptation based on Print Campaign Master Creatives	Nos			
b	Digital ads – Adaptations based on Print Campaign Master Creatives	Nos			
c	Website Listing ads	Nos			
d	Cinema ads – Adaptations based on Print Campaign Master Creatives (Static / Slides)	Nos			
14	Website - Copy Writing, visual & interactive design (UI-UX), three half-	Nos			

	yearly updates incl. complete programming, testing, etc. of the updates				
15	Mobile App (IOS & android) - Copy adaptation, visual & interactive design (UI-UX), three half-yearly updates incl. complete programming, testing, etc. of the updates	Nos			
16	Electronic Display ads Adaptations based on Print Campaign Master Creatives (Static / Slides)	Nos			
17	Airport				
17a	Fixed Visual Adaptations / Scaled down versions of Hoarding/ Gantry creatives	Nos			
17b	Moving (Scroll) / “Trivision” Adaptation	Nos			
17c	Promotional Film (Master approx. 5-7min.)	Nos			
18	Jingles	Nos			
19	Caller Tunes	Nos			
20	Ring Tones	Nos			
21	Radio ads (approx. 30 secs.)	Nos			
22	TVC of about 30 to 45 seconds derived from footage in 17 c	Nos			
23	3D Walk through / AR including Professional Quality, High Definition Video Output, Voiceover, CAD Modeling and Animation of approx. 5 min. runtime; This may form an input for 17c and 19 above.	Nos			
24	Flash & MPEG presentation	Nos	1each		
		Subtotal A=			
B	Branding strategy				
B	Branding & Communication strategy finalization of a branding strategy for Pilikula. The different components of the branding Strategy may include all / as required components as mentioned in creative and branding	LS	5% of subtotal A		
		Subtotal B=			
	Total Amount= (A+B)				

1. We are pleased to quote our Retaining Fee of Rs. _____ (Rupees _____ Only) (The “Service Fee”) for the above mentioned Assignment. The Service Fee is exclusive of applicable Service Tax.

2. I/ We confirm and agree that we have reviewed all the terms and conditions of the Request for Proposal including the Draft Service Agreement and conform that we would abide by all the terms and conditions. We hereby declare that there shall be no deviations from the stated terms in the RFP.

3. I/ we agree that my/our Financial Proposal shall remain valid for a period of 360 (Three hundred and Sixty) days from the Proposal Due Date prescribed for submission of Proposal.

4. I / we confirm that our Financial Proposal is unconditional and that we accept all terms and conditions specified in the RFP.

5. I / we agree to be bound by this offer if we are the Selected Agency for the said Assignment.

6. We further certify that we shall follow the Scope of Services, without any deviations, enumerated in this RFP, if the Assignment is awarded to us.

7. We agree to bound by the BOQ mentioned in the above format.

Sincerely,

Name of the Bidder

.....

Signature of the Authorised Person

.....

Name of the Authorized Person

Note:

i. The Bidder while quoting the total Service Fee should take into consideration the following expenses:

a. Cost and all expenses that would be incurred for provision of all the Services enumerated in Clause 1.1.3 of the RFP Document.

b. Cost of communication and travel, boarding, lodging and out-of-pocket expenses within Karnataka and

c. Internet usage, sending mails, phone calls, follow ups, visit to various tour agents or any other such Person in the performance of the Services.

ii. The total Service Fee per annum should be exclusive of applicable service tax.

iii. The Service Fee is exclusive of cost incurred by the selected vendor towards advertisement, creative & design services and social media services. Such cost incurred by the selected vendor shall be paid by Pilikula to the Agency on actuals as per the prevailing rates notified by Government of Karnataka/Ministry of Information & Broadcasting, Directorate of Advertising and Visual Publicity from time to time