

# Request for Proposal

(RFP)

For

Appointment of Media, Public Relations & Design

Agency for Global Investor Summit - 2016 of

Government of Jharkhand (GoJ)

Directorate of Industries,  
Department of Industries, Mines & Geology  
Government of Jharkhand

(May 2016)

**NOTICE INVITING TENDER  
FOR**

Selection of Media, Public Relations & Design Agency for Global Investor Summit - 2016 of  
Government of Jharkhand

Department of Industries Mines & Geology, Government of Jharkhand invites Technical and Financial Proposals from Media, Public Relations & Design Agencies of national and international repute for supporting the Global Investor *Summit* - 2016 of the State of Jharkhand.

The document can be downloaded from the website <https://jharkhandindustry.gov.in>.

Response to this RFP shall be deemed to have been done after careful study and examination of this document with full understanding of its implications. This section provides general information about the Issuer, important dates and addresses and the overall eligibility criteria for the parties. The RFP/tender document cost of INR 5,000/- is to be submitted vide crossed demand draft on any Nationalized Bank/ Scheduled Bank in favour of the Director, Directorate of Industries, Department of Industries Mines & Geology, Government of Jharkhand.

Issuer

Director, Directorate of Industries (Single Window)  
Department of Industries, Mines & Geology  
Government of Jharkhand  
3rd Floor, Nepal House, Doranda  
Ranchi - 834001  
Jharkhand, India

## **Disclaimer**

The information contained in this Request for Proposal (hereinafter referred to as "RFP") document provided to the Bidders, by Department of Industries Mines & Geology, Government of Jharkhand hereinafter referred to as Department, or any of their employees or advisors, is provided to the Bidder(s) 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 in the formulation of 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 Department, their employees 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.

Department, 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.

Department may, in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information in this RFP document.

# 1. Fact Sheet

Sr. No.	Particulars	Details
1	RFP/ Tender Availability	13 <sup>th</sup> May 2016
2	Proposal Due Date	23 <sup>rd</sup> May 2016 (1500 hrs.)
3	Technical Proposal Opening	23 <sup>rd</sup> May 2016 (1530 hrs.)
4	Technical Presentation	24 <sup>th</sup> May 2016 (1600 hrs.)
5	Financial Bid Opening	To be notified
6	Letter of Award	To be intimated
7	Start Date	To be intimated to Selected Bidder
8	Cost of Tender (Demand Draft)	INR 5,000 (Rupees Five Thousand Only)
9	Earnest Money Deposit (EMD) in the form of Demand Draft	INR 3,00,000 (Rupees Three Lakhs Only)
10	Performance Bank Guarantee	10% of the Total Professional Fee
11	Website for Tender Documents	<a href="https://jharkhandindustry.gov.in">https://jharkhandindustry.gov.in</a>
12	Method of Selection	QCBS 75:25
13	Contact Details	<p>Mr K. Ravi Kumar            Director of Industries,            Directorate of Industries (Single Window)            E-mail id: jhr-doi@nic.in            Phone/Fax: +91-651-2491844            Mobile: +91-9431313503</p> <p>Dr. Madhaw Sharan Singh            Joint Director cum Joint Secretary            Department of Industries, Mines &amp; Geology            E-mail id: madhawssingh@gmail.com            Phone: +91-651-6553999            Mobile: +91-9431100009</p> <p>Govt. of Jharkhand, Nepal House, Doranda,            Ranchi - 834 002, Jharkhand, India.  <a href="http://www.jharkhandindustry.gov.in">www.jharkhandindustry.gov.in</a></p>

Note:

1. Department reserves the right to change any schedule of bidding process. Please visit Department website mentioned in document regularly for the same.
2. Proposals must be received not later than time, date and venue mentioned in the Fact Sheet. Proposals that are received after the deadline will not be considered in this procurement process.

## 2. Background Information

### **Selection of Media, Public Relation & Design Agency for Global Investor Summit – 2016 of Government of Jharkhand**

#### **1. Introduction**

The Department of Industries, Mines & Geology Jharkhand, is responsible for the development of industrial sector in the State. The administrative set up consists of a Directorate that is located at Ranchi and Industrial Area Development Authority for promoting the industrial areas in Jharkhand, viz. Adityapur Industrial Area Development Authority (AIADA), Bokaro Industrial Area Development Authority (BIADA), Ranchi Industrial Area Development Authority (RIADA) and Santhal Paragna Industrial Area Development Authority (SPIADA). These authorities are responsible for acquisition of land, development of infrastructure facilities like road, drainage, park, water supply, public utilities, etc. within their jurisdiction.

The main objective of the Department of Industries, Mines & Geology is to promote the industries including small, medium and large scale Industries in order to ensure inclusive socio-economic growth in the State. The other objectives include regulating growth of Industries in the state, generating employment and self-employment and contributing to the growth of GSDP of the state economy. The Department arranges basic infrastructure linkage to investors. Potential entrepreneurs are advised regarding availability of land, procedure for allotment of land, conversion of land use, incentives and concessions available to the industry, pollution control and other clearances required and facilities available from other Government Departments/ agencies. It is also the nodal Department of the State for implementation of Central Government policies relating to the manufacturing and commerce. To that end, it is responsible for provision of a policy framework, facilitation and advisory services for ease of starting businesses, co-ordination with other departments, facilitating the coordination amongst other departments, driving the industrial infrastructure development for provision of developed land for the industrial ventures and coordination among various related government Departments (i.e. Commercial Taxes, Labour, Town & Country Planning, Pollution Control Board etc.) for various clearances and enforcement of the regulatory requirements.

Keeping in view the various initiatives taken by the Department of Industries Mines & Geology recently for the development of industrial sector in the State, it has been decided to organize a Global Investor Summit (GIS) in November 2016 to promote investments in the state. Various other initiatives have also being undertaken and planned by the Department to support the development of the industrial sector.

#### **2. Objective**

Department of Industries Mines & Geology, Government of Jharkhand in its endeavor to promote industrial activity in the State and establish Jharkhand as one of the prime investment destinations, has concrete plans to create awareness among existing and

prospective entrepreneurs about the current incentives and facilities being offered by Government of Jharkhand for facilitating Investment. In this backdrop, the state has planned to participate in and organize events, conferences, seminars, road shows, business development meets, G2B meets etc.

The objective of this RFP is to call/ request for proposals to engage a reputed media and design agency for the scope of work mentioned in this RFP for selection of Media, PR & Design Agency for the Global Investor Summit – 2016 of Government of Jharkhand. The RFP document provides the Scope of Work, pre-qualification criteria, terms and conditions including evaluation criteria, EMD, application fee and suggested response formats.

## 3 Eligibility Criteria

### 3.1 Eligibility requirements for the Agency

The Bidder must possess the requisite experience, strength and capability in providing the services necessary to meet the requirements as described in the RFP/Tender documents. The Bidder must also possess the technical know-how and the financial wherewithal that would be required to successfully provide the Services for "Appointment of Media, Public Relations & Design Agency for Global Investor Summit – 2016 of Government of Jharkhand" and support Services sought by the Director, Directorate of Industries, Department of Industries, Mines & Geology, Government of Jharkhand, for the entire period of the Contract. The bids must be complete in all respect and should cover the entire scope of work as stipulated in the Tender document. The invitation to Proposal is open to all Bidders who qualify the eligibility criteria as given below:

Criteria	Requirements	Documentary Evidence
<b>Qualification Criteria</b>		
Legal Entity	The Bidder should be a single Business Entity. For the purpose of this Invitation for RFP document, a Business Entity shall mean a company registered in India under the Companies Act 1956, or a partnership firm registered under the Limited Liability Partnership Act of 2008, and operating for the last 10 years in Media/ PR/ Design Services as of March 31, 2015.	Certificates of Registration/ Incorporation.
Financial Capacity	The Bidder should have a minimum annual turnover of INR 25 crore from Indian operations in Media/ PR/ Design Services in each of the previous three financial years (FY 12-13, 13-14 and 14-15)	Certificate from statutory auditor /audited financial statements for the three previous financial years.
Turnover from services given to Government	The Bidder should have a minimum cumulative turnover of INR 2 Crore from Media, PR & Design work for Government/ Public Sector in India in each of the last 3 financial years ( FY 12-13, 13-14 and 14-15)	Certificate from statutory auditor.
Bidder Experience	The Bidder should have been in the business of providing media strategy/ brand promotion/ multimedia design services/ similar services to State/ Central Government/ PSUs/ trade bodies/ private organizations in India for at least 5 years or more, from the date	Proof of incorporation of the firm/ company (Articles of Association); attested by the authorized signatory. Proofs like work orders / vouchers that mentions

	of submission of the tender	the name of government body or private company to which the services are rendered.
Blacklisting	The Bidder should not have been blacklisted/ banned/ debarred/ under investigation by any State Government or Central Government entity/ PSU in the last 5 years	Self-certification. False certification and/ or nondisclosure will lead to forfeiture of the EMD and disqualification from the evaluation process and blacklisting by the State of Jharkhand.
Consortia/ Tie Ups/ JVs	Not Permitted (Same would lead to disqualification)	



# 4. Instruction to the Bidders

## 4.1 General Conditions of Contract

- a. All information supplied by Bidders may be treated as contractually binding on the Bidders, on successful award of the assignment by the Department on the basis of this RFP.
- b. No commitment of any kind, contractual or otherwise shall exist unless and until a formal written contract has been executed by or on behalf of the Department. Any notification of preferred Bidder status by the Department shall not give rise to any enforceable rights by the Bidder. The Department may cancel this public procurement at any time prior to a formal written contract being executed by or on behalf of the Department.
- c. This RFP supersedes and replaces any previous public documentation & communications, and Bidders should place no reliance on such communications.

## 4.2 Definitions

Unless the context otherwise requires, the following terms whenever used in this RFP and Contract have the following meanings:

- a. "Bidder" means firm/ company who submits proposal in response to this Request for Proposal document.
- b. "Agency" means the firm/ company, selected through competitive tendering in pursuance of this RFP, for providing the services under the Contract.
- c. "Contract" means the Contract entered into by the parties for providing Media, PR & Design Services along with the entire documentation specified in the RFP.
- d. "Personnel" means professional and support staff provided by the Agency to perform Services to execute an assignment and any part thereof.
- e. "Proposal" means proposal submitted by Bidders in response to the RFP issued by the Department of Industries Mines & Geology, Government of Jharkhand for selection of Design & Media, PR Agency
- f. "Services" means the work to be performed by the Agency pursuant to this RFP and to the Contract to be signed by the parties in pursuance of any specific assignment awarded by the Department of Industries Mines & Geology, Government of Jharkhand.
- g. Resources deployed by Agency may be allowed 20 (Twenty) leaves per year on pro-rata basis, however prior approval of the Department shall be required before availing the leave(s).

## 4.3 Compliant Tenders/ Completeness of Response

- a. Bidders are advised to study all instructions, forms, terms, requirements and other Bidders are advised to study all instructions, forms, requirements, appendices and other information in the RFP documents carefully. Submission of

- the bid/ Proposal shall be deemed to have been done after careful study and examination of the RFP document with full understanding of its implications.
- b. Failure to comply with the requirements of this paragraph may render the Proposal noncompliant and the Proposal may be rejected. Bidders must:
    - i. Comply with all requirements as set out within this RFP.
    - ii. Submit the forms as specified in this RFP and respond to each element in the order set out in this RFP.
    - iii. Include all supporting documentations specified in this RFP.
  - c. The Proposals must be complete in all respects, Indexed and Hard Bound. The page numbers must be clearly marked on each page and cross reference be indicated on the Index Page

#### **4.4 Key Requirements of the Bid**

##### **4.4.1 Rights to terminate the process**

- a. Department may terminate the RFP process at any time and without assigning any reason. Department make no commitments, express or implied, that this process will result in a business transaction with anyone.
- b. This RFP does not constitute an offer by Department. The Bidders' participation in this process may result Department selecting the Bidder to engage towards execution of the Contract.

##### **4.4.2 RFP Document Fees**

- a. RFP document can be downloaded from the website <https://jharkhandindustry.gov.in>. Online bid submission fee in form of bank demand draft of INR 5,000/- drawn in favor of Director, Directorate of Industries, Department of Industries, Mines & Geology, Government of Jharkhand payable at Ranchi from any nationalized bank/ scheduled bank.
- b. The demand draft of RFP document fees should be submitted along with Proposal. Proposals received without or with inadequate RFP Document fees shall be rejected.

##### **4.4.3 Earnest Money Deposit**

- a. Bidders shall submit, along with their Bids, EMD of INR 3,00,000/- (Rupees Three Lakhs Only), in the form of a Demand Draft issued in favour of Director, Directorate of Industries, Department of Industries, Mines & Geology, Government of Jharkhand payable at Ranchi, and should be valid for 180 Days from the due date of the RFP/Tender.
- b. EMD of all unsuccessful Bidders would be refunded by Department within 60 Days of the Bidder being notified as being unsuccessful. The EMD, for the amount mentioned above, of successful Bidder would be returned upon submission of Performance Bank Guarantee as per the format provided in Appendix IV.
- c. EMD amount is interest free and will be refundable to the unsuccessful Bidders without any accrued interest on it.
- d. The bid/ Proposal submitted without EMD, mentioned above, will be summarily rejected.

- e. The EMD may be forfeited:
  - i. If a Bidder withdraws its bid during the period of bid validity.
  - ii. In case of a successful Bidder, if the Bidder fails to sign the Contract in accordance with this RFP.

#### **4.4.4 Submission of Responses**

- a. Technical Cover (containing)
  - i. EMD, Power of Attorney and Bid Document Fees (in a separate sealed envelope)
  - ii. Cover letter and Eligibility Criteria mentioned in Section 3 (in a separate sealed envelope)
  - iii. Technical Proposal (in a separate sealed envelope)
- b. Financial Proposal (containing)
  - i. Cover Letter
  - ii. Financial Proposal

#### **4.4.5 Authentication of Bids**

The Proposal should be accompanied by a power-of-attorney in the name of the signatory of the Proposal as per Annexure mentioned in this RFP.

### **4.5 Preparation and Submission of Proposal**

#### **4.5.1 Proposal Preparation Costs**

The Bidder shall be responsible for all costs incurred in connection with participation in the RFP process, including, but not limited to, costs incurred in conduct of informative and other diligence activities, participation in meetings/ discussions/ presentations, preparation of Proposal, in providing any additional information required by Department to facilitate the evaluation process, and in negotiating a definitive Contract or all such activities related to the bid process. Department will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.

#### **4.5.2 Language**

The Proposal should be filled by the Bidders in English language only. If any supporting documents submitted are in any language other than English, translation of the same in English language is to be duly attested by the Bidders. For purposes of interpretation of the documents, the English translation shall govern.

#### **4.5.3 Late Bids**

- a. Original hard copy of Tender fees and EMD received after the due date and the specified time (including the extended period if any) for any reason whatsoever, shall not be entertained and shall be returned unopened.
- b. The bids submitted by telex/ telegram/ fax/ e-mail etc. shall not be considered. No correspondence will be entertained on this matter.

- c. Department shall not be responsible for any postal delay or non-receipt/ non-delivery of the documents. No further correspondence on the subject will be entertained.
- d. Department reserve the right to modify and amend any of the above-stipulated condition/ criterion depending upon project priorities vis-à-vis urgent commitments.

#### **4.6 Evaluation Process**

- a. Department will constitute a Proposal Evaluation Committee to evaluate the responses of the Bidders.
- b. The Proposal Evaluation Committee constituted by the Department shall evaluate the responses to the RFP and all supporting documents/ documentary evidence. Inability to submit requisite supporting documents/ documentary evidence, may lead to rejection.
- c. The decision of the Proposal Evaluation Committee in the evaluation of responses to the RFP shall be final. No correspondence will be entertained outside the process of evaluation with the Committee.
- d. The Proposal Evaluation Committee may ask for meetings with the Bidders to seek clarifications on their Proposals.
- e. The Proposal Evaluation Committee reserves the right to reject any or all Proposals on the basis of any deviations.
- f. Each of the responses shall be evaluated as per the criteria and requirements specified in this RFP under the 'Evaluation and Selection' section.

##### **4.6.1 Tender Opening**

The Proposals submitted up to date and time mentioned in this RFP document by Proposal evaluation committee authorized by Department, in the presence of such of those Bidders or their representatives who may be present at the time of opening. The representatives of the Bidders should be advised to carry the identity card or a letter of authority from the tendering firms to identify their bonafide for attending the opening of the Proposal.

##### **4.6.2 Tender Validity**

The offer submitted by the Bidders should be valid for minimum period of 180 days from the date of submission of Tender.

##### **4.6.3 Tender Evaluation**

Tender evaluation and Bidder Selection will be carried out as per the specifications mentioned in the Section on 'Evaluation and Selection'.

#### **4.7 Modification and withdrawal of Bids**

- a. The Bidder is allowed to modify or withdraw its submitted Proposal any time prior to the last date prescribed for receipt of bids, by giving a written notice to the Department.

- b. Subsequent to the last date for receipt of bids, no modification of bids shall be allowed.
- c. The Bidders cannot withdraw the Proposal in the interval between the last date for receipt of bids and the expiry of the Proposal validity period specified in the Proposal. Such withdrawal may result in the forfeiture of its EMD from the Bidder.

#### **4.8 Proposal Forms**

Wherever a specific form is prescribed in the Proposal document, the Bidder shall use the form to provide relevant information. If the form does not provide space for any required information, space at the end of the form or additional sheets shall be used to convey the required information. For all other cases, the Bidder shall design a form to hold the required information.

#### **4.9 Local Conditions**

- a. Each Bidder is expected to become fully acquainted with the local conditions and factors, which may affect the performance of the Contract and/ or the cost.
- b. The Bidder is expected to know all conditions and factors, which may have any effect on the execution of the Contract after issue of letter of Award as described in the bidding document. The Department shall not entertain any request for clarification from the Bidder regarding such local conditions.
- c. It is the Bidder's responsibility that such factors have been properly investigated and considered before submitting the Proposal. No claim, what-so-ever, including that for financial adjustment to the Contract awarded under the bidding document will be entertained by the Department. Neither any change in the time schedule of the Contract nor any financial adjustments arising there-of shall be permitted by the Department on account of failure of the Bidder to know the local laws/ conditions. The Bidder is expected to visit and examine and study the location of Govt. offices and its surroundings and obtain all information that may be necessary for preparing the Proposal at its own interest and cost.

#### **4.10 Contacting the Department of Industries Mines & Geology, Government of Jharkhand**

Any effort by a Bidder to influence the Proposal evaluation, Proposal comparison or Contract award decisions may result in the rejection of the Proposal.

Bidder shall not approach Department officers after office hours and/ or outside Department office premises, from the time of the Proposal opening till the time the Contract is awarded.

#### **4.11 Eligibility Criteria**

The Bidder shall meet the criteria for eligibility mentioned in the Tender document. The Bidder must have registration certificate, registration under Labour Laws Contract Act, valid sales tax registration certificate and valid service tax registration certificate, whichever is applicable, for this Tender. Any kind of consortium will not be permitted.

#### **4.12 Tentative Schedule of Events**

Tentative schedule of events regarding this tender shall be as per the dates and time given in the Section-1: Fact Sheet.

#### **4.13 Opening of Proposal**

First, The Technical cover will be opened. The Financial Proposal may be opened in presence of technically short-listed Bidders. The Evaluation Committee or its authorized representative will open the tenders. Sequence of opening is as follows:

- a. Technical Cover
- b. Financial Cover

#### **4.14 Deciding Award of Contract**

- a. The Department reserves the right to ask for a technical elaboration/clarification in the form of a technical presentation from the Bidder on the already submitted Technical Proposal at any point of time before opening the Financial Proposal. The Bidder shall furnish the required information to Department and its appointed representative on the date asked for, at no cost to the Department. The Department may at its discretion, visit the office of the Bidder any-time before the signing of Agreement.
- b. Department shall inform those Bidders whose Proposals did not meet the eligibility criteria or were considered non-responsive, informing that their Financial Proposals will be not opened after completing the selection process. Department shall simultaneously notify those Bidders who qualify for the Evaluation process as described in this Tender Document, informing the date and time set for opening of Financial Proposals. The notification may be sent by mail.
- c. The Bidder's name, the Proposal Price, the total amount of each Proposal and other such details as the Tendering Authority may consider appropriate, will be announced and recorded by the Department at the opening of bid.
- d. After acceptance of LoA Performance Security shall be deposited as specified in this document for signing an Agreement with Department.
- e. Special Condition for Awarding the Agreement:
  - i. Department will sign the Agreement with Successful Bidder for a period as mentioned in 'Duration of Contract' in the document.
  - ii. Department may extend the Agreement for a time period beyond what has been specified in 'Duration of Contract' in the document.
  - iii. Department will also have the right to provide extension/ increase in the scope of work as per the mutually agreed terms and conditions between both the parties.
  - iv. Department will have the right to ask for additional Team members beyond what has been specified in this RFP.

#### **4.15 Confidentiality**

- a. As used herein, the term "Confidential Information" means any information, including information created by or for the other party, whether written or oral,

which relates to internal controls, computer or data processing programs, algorithms, electronic data processing applications, routines, subroutines, techniques or systems, or information concerning the business or financial affairs and methods of operation or proposed methods of operation, accounts, transactions, proposed transactions or security procedures of either party or any of its affiliates, or any client of either party, except such information which is in the public domain at the time of its disclosure or thereafter enters the public domain other than as a result of a breach of duty on the part of the party receiving such information. It is the express intent of the parties that all the business process and methods used by the Bidder in rendering the Services hereunder are the Confidential Information of the Bidder.

- b. The Bidder shall keep confidential, any information related to this RFP/tender, with the same degree of care as it would treat its own confidential information. The Bidders shall note that the confidential information will be used only for the purposes of this RFP/tender and shall not be disclosed to any third party for any reason what-so-ever.
- c. At all-time of the performance of the Services, the Bidder shall abide by all applicable security rules, policies, standards, guidelines and procedures. The Bidder should note that before any of its employees or assignees is given access to the Confidential Information, each such employee and assignees shall agree to be bound by the terms no less onerous than those contained under this RFP/tender and such rules, policies, standards, guidelines and procedures by its employees or agents.
- d. The Bidder should not disclose to any other party and keep confidential the terms and conditions of this Contract agreement, any amendment hereof, and any Attachment or Annexure hereof.
- e. The obligations of confidentiality under this section shall survive rejection of the Contract.

#### **4.16 Publicity**

Any publicity by the Bidder containing the name of Department should be done only with the explicit written permission from Department.

#### **4.17 Execution of the Agreement**

After acknowledgement of the LoA by the selected Bidder, a performance guarantee of 10% of Total Professional Fee has to deposited in the form of FDR/TDR/DD/BG of any nationalized/ scheduled bank in the name of The Director, Directorate of Industries, Department of Industries, Mines & Geology, Government of Jharkhand, the performance guarantee shall be valid for period of 2 months beyond the duration of Contract as specified in the RFP document. The Agency shall sign the Agreement with in Twenty one days from the issue of LoA.

Agreement is mutually extendable post the completion of the initial term.

##### **4.17.1 Performance Guarantee**

The successful Agency/ Company/ firm shall furnish the Performance Guarantee as stipulated in the section 'Contract Performance Guarantee' in this document.

#### **4.18 Duration of Contract**

The Contract shall initially be valid for a period of one year beginning from the signing of the Agreement/ Contract. The Agency and the Department may mutually extend the Agreement for subsequent period depending on the requirements of the Department and on the terms mutually agreed by both the parties.

#### **4.19 Terms and Conditions: Applicable Post Award of Contract**

##### **4.19.1 Termination Clause**

- a. Department may, without prejudice to any other remedy for breach of contract, by a written notice of default of at least 60 days sent to the selected Bidder, terminate the Contract in whole or in part (provided a cure period of not less than 90 days is given to the selected Bidder to rectify the breach):
  - i. If the selected Bidder fails to deliver any or all quantities of the Service within the time period specified in the Contract, or any extension thereof granted by Department; or
  - ii. If the selected Bidder fails to perform any other obligation under the Contract within the specified period of delivery of service or any extension granted thereof; or
  - iii. If the selected Bidder, in the judgment of the Department, is found to be engaged in corrupt, fraudulent, collusive, or coercive practices in competing for or in executing the Contract.
  - iv. If the selected Bidder commits breach of any condition of the Contract
  - v. If Department terminates the Contract in whole or in part, amount of Performance Guarantee shall be forfeited.

##### **4.19.1.1 Termination for Default**

- a. Department may, without prejudice to any other remedy for breach of contract, by a written notice of default of at least 60 days sent to the selected Bidder, terminate the Contract in whole or in part (provided a cure period of not less than 90 days is given to the selected Bidder to rectify the breach):
- b. If the selected Bidder fails to deliver any or all quantities of the Service within the time period specified in the Contract, or any extension thereof granted by Department; or
- c. If the selected Bidder fails to perform any other obligation under the Contract within the specified period of delivery of Service or any extension granted thereof; or
- d. If the selected Bidder, in the judgment of the Department, is found to be engaged in corrupt, fraudulent, collusive, or coercive practices in competing for or in executing the Contract.
- e. If the selected Bidder commits breach of any condition of the Contract
- f. If Department terminates the Contract in whole or in part, amount of Performance Guarantee shall be forfeited.



#### **4.19.1.2 Termination for Insolvency**

Department may at any time terminate the Contract by giving a written notice of at least 60 days to the selected Bidder, if the selected Bidder becomes bankrupt or otherwise insolvent. In such event, termination will be without compensation to the selected Bidder, provided that such termination will not prejudice or affect any right of action or remedy that has accrued or will accrue thereafter to Department.

#### **4.19.1.3 Termination for Convenience**

- a. Department, by a written notice of at least 60 days sent to the selected Bidder, may terminate the Contract, in whole or in part, at any time for its convenience. The Notice of termination shall specify that termination is for Department's convenience, the extent to which performance of the selected Bidder under the Contract is terminated, and the date upon which such termination becomes effective.
- b. In such case, Department will pay for all the pending invoices as well as the work done till that date by the Consultant.
- c. Depending on merits of the case the selected Bidder may be appropriately compensated on mutually agreed terms for the loss incurred by the Contract if any due to such termination.
- d. Limitation of Liability- In no event shall either party be liable for consequential, incidental, indirect, or punitive loss, damage or expenses (including lost profits). The selected Bidder shall not be liable to the other hereunder or in relation hereto (whether in contract, tort, strict liability or otherwise) for more than the value of the fees to be paid (including any amounts invoiced but not yet paid) under this Agreement.

#### **4.19.1.4 Termination by Department**

- a. The Department may, by not less than 60 days" written notice of termination to the Technical Bidder, such notice to be given after the occurrence of any of the events, terminate this Agreement if:
  - i. The selected Bidder fails to remedy any breach hereof or any failure in the performance of its obligations hereunder, as specified in a notice of suspension, within thirty (30) days of receipt of such notice of suspension or within such further period as the Department may have subsequently granted in writing;
  - ii. The selected Bidder becomes insolvent or bankrupt or enters into any agreement with its creditors for relief of debt or take advantage of any law for the benefit of debtors or goes into liquidation or receivership whether compulsory or voluntary;
  - iii. The selected Bidder fails to comply with any final decision reached as a result of the Dispute Resolution mechanism/proceedings.
  - iv. The selected Bidder submits to the Department a statement which has a material effect on the rights, obligations or interests of the Department and which the selected Bidder knows to be false;

- b. Any document, information, data or statement submitted by the in its Proposals, based on which the selected Bidder was considered eligible or successful, is found to be false, incorrect or misleading; or As the result of Force Majeure, the selected Bidder is unable to perform a material portion of the Services for a period of not less than sixty (60) days
- c. If the Department would like to terminate the Contract for reasons not attributable to the selected Bidder's performance, they will need to clear all invoices for the Services up to the date of their notice along with 1 month fee pro-rata fee out of the total fee.
- d. If the Department would like to terminate the Contract for reasons attributable related to the selected Bidder's performance, the government will give a rectification notice for 3 months to the Agency in writing with specific observations and instructions.

#### **4.19.1.5 Termination by the selected Bidder**

- a. The selected Bidder may, by not less than 60 days written notice to the Department, such notice to be given after the occurrence of any of the events, terminate this Agreement if:
  - i. Department is in material breach of its obligations pursuant to this Agreement and has not remedied the same within forty-five (45) days (or such longer period as the Technical Consultant may have subsequently agreed in writing) following the receipt by the Department of the selected Bidder's notice specifying such breach
  - ii. If there are more than 2 unpaid invoices and Department fails to remedy the same within 45 days of the submission of the last unpaid invoice
  - iii. As the result of Force Majeure, the selected Bidder is unable to perform a material portion of the Services for a period of not less than sixty (60) days; or
  - iv. The Department fails to comply with any final decision reached as a result of the Dispute Resolution mechanism/proceedings.
  - v. Upon termination of this Agreement all pending payments due till the date of the termination of the Contract will be made by Department to the selected Bidder within 30 days of the Contract termination

#### **4.19.1.6 Consequences of Termination**

- a. In the event of termination of the Contract due to any cause whatsoever, [whether consequent to the stipulated term of the Contract or otherwise], Department shall be entitled to impose any such obligations and conditions and issue any clarifications as may be necessary to ensure an efficient transition and effective business continuity of the Service(s) which the Vendor shall be obliged to comply with and take all available steps to minimize loss resulting from that termination/ breach, and further allow the next successor Vendor to take over the obligations of the erstwhile Vendor in relation to the execution/ continued execution of the scope of the Contract.
- b. Nothing herein shall restrict the right of Department to invoke the Department Guarantee and other guarantees, securities furnished, enforce the Deed of

Indemnity and pursue such other rights and/ or remedies that may be available Department under law or otherwise.

- c. The termination hereof shall not affect any accrued right or liability of either Party nor affect the operation of the provisions of the Contract that are expressly or by implication intended to come into or continue in force on or after such termination.

#### **4.19.2 Liquidated Damages**

- a. Notwithstanding Department's right to cancel the order, Liquidated Damages (LD) for late delivery at 1% (One percent) of the undelivered portion of order value per week will be charged for every week's delay in the specified delivery schedule subject to a maximum of 10% of the value of the contract. No Damage will be charged in case of force measure beyond control of the Bidder.
- b. Please note that the above LD for delay in delivery and delay in commissioning are independent of each other and shall be levied as the case may be.
- c. Department reserve its right to recover these amounts by any mode such as adjusting from any payments to be made by Department to the Bidder. Liquidated damages will be calculated on per week basis.
- d. The cumulative and aggregate limit of LD for delay in delivery and LD for delay in commissioning would be limited to maximum of 10% of the total Professional Fee. The aggregate liability of the Agency shall in no event exceed the total value of the fee received under this Contract.

#### **4.19.3 Dispute Resolution Mechanism**

- The Department and the supplier shall make every effort to resolve amicably by direct negotiations, any disagreement or dispute, arising between them under supply order.
- If after 30 days from the commencement of such direct negotiations, the dispute is not resolved it shall be referred to Principal Secretary, Department of Industries, Mines and Geology, Government of Jharkhand shall be final and binding upon both parties.
- Pending the submission of and/or decision on a dispute, difference or claim or until the matter is decided by Principal Secretary, Department of Industries, Mines and Geology, Government of Jharkhand, the supplier shall continue to perform all its obligations under this agreement without prejudice of final adjustment in accordance with such award.
- The Department may terminate this contract, by giving a written notice of termination of minimum 30 days, to the supplier, if the supplier fails to comply with any decision delivered by Principal Secretary, Department of Industries, Mines and Geology, Government of Jharkhand.

#### **4.19.4 Notices**

Notice or other communications given or required to be given under the Contract shall be in writing and shall be e-mailed followed by hand-delivery with acknowledgement thereof, or transmitted by pre-paid registered post or courier. Any notice or other communication shall

be deemed to have been validly given on date of delivery if hand delivered & if sent by registered post than on expiry of seven days from the date of posting.

#### **4.19.5 Force Majeure**

Force Majeure is herein defined as any cause, which is beyond the control of the selected Bidder or Department as the case may be which they could not foresee or with a reasonable amount of diligence could not have foreseen and which substantially affect the performance of the Contract, such as:

- a. Natural phenomenon, including but not limited to floods, droughts, earthquakes and epidemics.
- b. Acts of any government, including but not limited to war, declared or undeclared priorities, quarantines and embargos.
- c. Terrorist attack, public unrest in work area provided either party shall within 10 days from occurrence of such a cause, notifies the other in writing of such causes. The Bidder or Department shall not be liable for delay in performing his/ her obligations resulting from any force majeure cause as referred to and/ or defined above. Any delay beyond 30 days shall lead to termination of Contract by parties and all obligations expressed quantitatively shall be calculated as on date of termination. Notwithstanding this, provisions relating to indemnity, confidentiality survive termination of the Contract.

Force Majeure shall not include any events caused due to acts/ omissions of such Party or result from a breach/ contravention of any of the terms of the Contract, Proposal and/ or the Tender. It shall also not include any default on the part of a party due to its negligence or failure to implement the stipulated/ proposed precautions, as were required to be taken under the Contract. The failure or occurrence of a delay in performance of any of the obligations of either party shall constitute a Force Majeure event only where such failure or delay could not have reasonably been foreseen, or where despite the presence of adequate and stipulated safeguards the failure to perform obligations has occurred. In such an event, the affected party shall inform the other party in writing within five days of the occurrence of such event. The Department will make the payments due for Services rendered till the occurrence of Force Majeure. However, any failure or lapse on the part of the Selected Bidder in performing any obligation as is necessary and proper, to negate the damage due to projected force majeure events or to mitigate the damage that may be caused due to the above mentioned events or the failure to provide adequate disaster management/ recovery or any failure in setting up a contingency mechanism would not constitute force majeure, as set out above.

In case of a Force Majeure, all Parties will endeavour to agree on an alternate mode of performance in order to ensure the continuity of Service and implementation of the obligations of a party under the Contract and to minimize any adverse consequences of Force Majeure.

#### **4.19.6 Failure to agree with Terms and Conditions of the RFP**

Failure of the successful Bidder to agree with the Terms & Conditions of the RFP shall constitute sufficient grounds for the annulment of the award, in which event Department may award the contract to the next best value Bidder or call for new Proposals from the interested Bidders or invoke the PBG of the most responsive Bidder.

#### **4.20 Onsite Deployment**

Of the total proposed team, 2 members should be stationed in Ranchi for the period mentioned as per the requirements of the RFP for coordination internally within the organisation and also with respective departments within Government of Jharkhand. The proposed team has to follow the working hours, working days and Holidays of Jharkhand State Government. The team is required to work in close coordination with Industries, Mines & Geology Department, other departments & organizations of Government of Jharkhand, Knowledge Partner, Event Partner and any other organizations relevant to the Agency with respect to the Global Investor Summit – 2016.

#### **4.21 Contract Performance Guarantee**

- a. Within 21 days after the receipt of notification of award of the Contract from the Department, the successful Bidder shall furnish Contract Performance Guarantee to the Department, Ranchi, which shall be equal to 10% of Total Professional Fee and shall be in the form of a Bank Guarantee Bond from any Nationalized Bank/ Scheduled bank in the Performa given here-in-after in this document valid for period of 2 months beyond the duration of Contract as specified in the document.
- b. The proceeds of the performance guarantees shall be payable to the Purchaser as compensation for any loss/ penalties resulting from the Suppliers failure to complete its obligations under the Contract.
- c. The performance guarantee will be discharged by the purchaser and returned to the Supplier within 60 days following the date of completion of the Suppliers performance obligations, including any warranty obligations under the Contract.

#### **4.22 Statutory Requirements**

During the tenure of this Contract, nothing shall be done by the Selected Bidder in contravention of any law, act and/ or rules/ regulations, there-under or any amendment thereof governing inter-alia customs, stowaways, foreign exchange etc. and shall keep Department indemnified in this regard.

#### **4.23 Contract administration**

- a. Either party may appoint any individual/ organization as its authorized representative through a written notice to the other party. Each Representative shall have the authority to:
  - i. Exercise all of the powers and functions of his/ her Party under this Contract, other than the power to amend this Contract and ensure proper administration and performance of the terms hereof; and

- ii. Bind his or her Party in relation to any matter arising out of or in connection with this Contract.
- iii. The Selected Bidder shall be bound by all undertakings and representations made by the authorized representative of the Selected Bidder and any covenants stipulated hereunder, with respect to this Contract, for and on their behalf.
- iv. For the purpose of execution or performance of the obligations under this Contract, the Department representative would act as an interface with the nominated representative of the Selected Bidder. The Selected Bidder shall comply with any instructions that are given by the Department representative during the course of this Contract in relation to the performance of its obligations under the terms of this Contract and the Tender.
- v. A committee comprising of representatives from the Department and the Selected Bidder shall meet on a quarterly basis to discuss any issues/ bottlenecks being encountered. The Selected Bidder shall draw the minutes of these meetings and circulate to the Department.

#### **4.24 Right of Monitoring, Inspection and Periodic Audit**

The Department reserves the right to inspect and monitor/ assess the progress/ performance at any time during the course of the Contract, after providing due notice to the Selected Bidder. The Department may demand, and upon such demand being made, the selected Bidder shall provide with any document, data, material or any other information required to assess the progress of the project. The Department shall also have the right to conduct, either itself or through any another agency as it may deem fit, an audit to monitor the performance by the Selected Bidder of its obligations/ functions in accordance with the standards committed to or required by the Department and the Selected Bidder undertakes to cooperate with and provide to the Department/ any other Consultant/ Agency appointed by the Department, all documents and other details as may be required by them for this purpose. Any deviations or contravention identified as a result of such audit/ assessment would need to be rectified by the Selected Bidder failing which the Department may, without prejudice to any other rights that it may have, issue a notice of default.

#### **4.25 Department's Obligations**

The Department representative shall interface with the Selected Bidder, to provide the required information, clarifications, and to resolve any issues as may arise during the execution of the Contract.

Department shall ensure that timely approval is provided to the selected Bidder, where deemed necessary, which should include diagram/ plans and all specifications related to Services required to be provided as part of the Scope of Work.

Department shall provide functional office space to the Project Team in its premises equipped with Internet and Printer etc. facilities.

#### **4.26 Information Security**

The Selected Bidder shall not carry and/ or transmit any material, information, layouts, diagrams, storage media or any other goods/ material in physical or electronic form, which are proprietary to or owned by the Department, out of premises, without prior written permission from the Department.

The Selected Bidder shall, upon termination of this agreement for any reason, or upon demand by Department, whichever is earliest, return any and all information provided to the Selected Bidder by Department, including any copies or reproductions, both hard copy and electronic.

#### **4.27 Indemnity**

The Selected Bidder shall execute and furnish to the Department, a Deed of Indemnity in favour of the Department of Industries Mines & Geology, Government of Jharkhand, in a form and manner acceptable to the Department, indemnifying Department from and against any costs, loss, damages, expense, claims including those from third parties or liabilities of any kind how-so-ever suffered including patent, copyright, trademark and trade secret, arising or incurred inter-alia during and after the Contract period out of:

- a. Negligence or wrongful act or omission by the Selected Bidder or it's team or any Agency/ Third Party in connection with or incidental to this Contract; or
- b. Any breach of any of the terms the Selected Bidder's Proposal as agreed, the Tender and this Contract by the Selected Bidder, its Team or any Agency/ Third Party.
- c. The indemnity shall be to the extent of Total Professional Fee in favour of the Department.

#### **4.28 Prices**

Prices quoted must be firm and shall not be subject to any upward revision on any account what-so-ever throughout the period of the engagement. Department however reserve the right to review and negotiate the charges payable.

#### **4.29 Special Conditions of Contract**

Amendments of, and Supplements to, Clauses in the General Conditions of Contract.

#### **4.30 Payment Schedule**

The payment as specified in financial format Annexure -3 as submitted by Selected Agency shall be made as per the payment schedule detailed below:

<b>S. No.</b>	<b>Milestone</b>	<b>Timeline</b>	<b>Payment</b>
1	Signing of the Contract	X Date	10% of Total Professional Fee
2	Development and Successful Operation of the Website	X + 30 Days	10% of Total Professional Fee
3	Finalisation of Logo, Event Name, Mascot and Event Icon	X + 35 Days	10% of Total Professional Fee

4	Development of Media and PR Strategy	X + 45 Days	10% of Total Professional Fee
5	Creation & Submission of Promotional Videos	As on Date	10% of Total Professional Fee
6	Creation & Submission of other Promotional Material	As on Date	10% of Total Professional Fee
7	First Event Campaigning, Electronic & Print Media Advertisement	As on Date	15% of Total Professional Fee
8	Upon the Successful completion of the Event (Global Investor Summit 2016)	As on Date	10% of Total Professional Fee
9	Conclusion of the Contract Period (post completion of Scope of Work)	One year from the signing of the contract	15% of Total Professional Fee

#### **4.31 Continuance of the Contract:**

Notwithstanding the fact that settlement of dispute(s) (if any) may be pending, the parties hereto shall continue to be governed by and perform the work in accordance with the provisions under the Scope of Work to ensure continuity of operations.

#### **4.32 Conflict of interest**

The Bidder shall disclose to Department in writing, all actual and potential conflicts of interest that exist, arise or may arise (either for the Vendor the Bidders team) in the course of performing the Service(s) as soon as practical after it becomes aware of that conflict.

#### **4.33 Severance**

In the event any provision of the Contract is held to be invalid or unenforceable under the applicable law, the remaining provisions of this Contract shall remain in full force and effect.

#### **4.34 Governing Language**

The Agreement shall be written in English language. Subject to below Clause, such language versions of the Agreement shall govern its interpretation. All correspondence and other documents pertaining to the Contract that are exchanged by parties shall be written in English language only.

#### **4.35 "No Claim" Certificate**

The Selected Bidder shall not be entitled to make any claim, whatsoever against Department, under or by virtue of or arising out of, the Contract, nor shall Department entertain or consider any such claim, if made by the Selected Bidder after it has signed a



“No claim” certificate in favour of Department in such form as shall be required by it after the work is finally accepted.

#### **4.36 Publicity**

The Selected Bidder shall not make or permit to be made a public announcement or media release about any aspect of this Contract unless the Department first gives its written consent to the selected Bidder.

#### **4.37 General**

##### **4.37.1 Relationship between the Parties**

Nothing in the Contract constitutes any fiduciary relationship between the Department and Selected Bidder/ Bidder’s Team or any relationship of employer employee, principal and agent, or partnership, between the Department and Selected Bidder.

No Party has any authority to bind the other Party in any manner whatsoever except as agreed under the terms of the Contract.

Department will not be under any obligation to the Implementation Agency’s Team except as agreed under the terms of the Contract.

##### **4.37.2 No Assignment**

The Selected Bidder shall not transfer any interest, right, benefit or obligation under the Contract without the prior written consent of Department.

##### **4.37.3 Survival**

The provisions of the clauses of the Contract in relation to documents, data, processes, property, Intellectual Property Rights, indemnity, publicity and confidentiality and ownership survive the expiry or termination of this Contract and in relation to confidentiality, the obligations continue to apply unless Department notifies the Selected Bidder of its release from those obligations.

##### **4.37.4 Entire Contract**

The terms and conditions laid down in the Tender and all annexure thereto as also the Proposal and any attachments/ annexes thereto shall be read in consonance with and form an integral part of the Contract. The Contract supersedes any prior contract, understanding or representation of the Parties on the subject matter.

##### **4.37.5 Governing Law**

This Contract shall be governed in accordance with the laws of India.

##### **4.37.6 Jurisdiction of Courts**

The High Court of India at Ranchi, Jharkhand has exclusive jurisdiction to determine any proceeding in relation to the Contract.

#### **4.37.7 Compliance with Laws**

The Selected Bidder shall comply with the laws in force in India in the course of performing the Contract.

#### **4.37.8 Notices**

A "notice" means:

- i. A Notice; or
- ii. A consent, approval or other communication required to be in writing under the Contract.

All notices, requests or consent provided for or permitted to be given under this Contract shall be in writing and shall be deemed effectively given when personally delivered or mailed by prepaid certified/ registered mail, return receipt requested, addressed as follows and shall be deemed received two days after mailing or on the date of delivery if personally delivered:

To

Director, Directorate of Industries,  
Department of Industries, Mines & Geology,  
Government of Jharkhand  
3rd Floor, Nepal House, Doranda  
Ranchi - 834001  
Jharkhand, India

E-mail id: [jhr-doi@nic.in](mailto:jhr-doi@nic.in)  
Phone: +91-651- 2491844  
Fax: +91-651-2491884

[www.jharkhandindustry.gov.in](http://www.jharkhandindustry.gov.in)

Any Party may change the address to which notices are to be directed, by giving a notice to the other party in the manner specified above. A notice served on a Representative is taken to be notice to that Representative's Party.

#### **4.37.9 Waiver**

Any waiver of any provision of this Contract is ineffective unless it is in writing and signed by the Party waiving its rights.

A waiver by either Party in respect of a breach of a provision of this Contract by the other Party is not a waiver in respect of any other breach of that or any other provision.

The failure of either Party to enforce at any time any of the provisions of this Contract shall not be interpreted as a waiver of such provision.

#### **4.37.10 Modification**

Any modification of the Contract shall be in writing and signed by an authorized representative of each Party.

#### **4.37.11 Taxes**

The Bidder shall pay service and other applicable taxes, if any, imposed on the Services under this Contract.

#### **4.37.12 Application**

These General Conditions shall apply to the extent that provisions in other parts of the Contract do not supersede them.

#### **4.38 Fraud and Corrupt Practices**

##### **4.38.1 Fraud and Corrupt Practices**

- a. 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, the Department 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. In such an event, the Department shall, without prejudice to its any other rights or remedies, forfeit and appropriate the Bid Security or Performance Security, as the case maybe, as mutually agreed genuine pre-estimated compensation and damages payable to the Authority for, inter alia, time, cost and effort of the Authority, in regard to the RFP, including consideration and evaluation of such Bidder s Proposal.
- b. Without prejudice to the rights of the Department under Clause above and the rights and remedies which the Department may have under the LoA or the Agreement, if an Bidder or Systems Implementation Agency, as the case may be, is found by the 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 Selection Process, or after the issue of the LoA or the execution of the Agreement, such Bidder shall not be eligible to participate in any tender or RFP issued by the Department during a period of <period, suggested 2 (two) > years from the date such Bidder, as the case may be, is found by the Department to have directly 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.

- c. For the purposes of this Section, the following terms shall have the meaning hereinafter respectively assigned to them:
- i. "corrupt practice" means (i) the offering, giving, receiving, or soliciting, directly or indirectly, of anything of value to influence the action of any person connected with the Selection Process (for avoidance of doubt, offering of employment to or employing or engaging in any manner whatsoever, directly or indirectly, any official of the Department who is or has been associated in any manner, directly or indirectly with the Selection Process or the LoA or has dealt with matters concerning the Agreement or arising there from, before or after the execution thereof, at any time prior to the expiry of one year from the date such official resigns or retires from or otherwise ceases to be in the service of the Department, shall be deemed to constitute influencing the actions of a person connected with the Selection Process); or (ii) save as provided herein, engaging in any manner whatsoever, whether during the Selection Process or after the issue of the LoA or after the execution of the Agreement, as the case may be, any person in respect of any matter relating to the Project or the LoA or the Agreement, who at any time has been or is a legal, financial or technical consultant/ adviser of the Department in relation to any matter concerning the Project;
  - ii. "Fraudulent practice" means a misrepresentation or omission of facts or disclosure of incomplete facts, in order to influence the Selection Process;
  - iii. "Coercive practice" means impairing or harming or threatening to impair or harm, directly or indirectly, any persons or property to influence any person's participation or action in the Selection Process;
  - iv. "undesirable practice" means (i) establishing contact with any person connected with or employed or engaged by Department with the objective of canvassing, lobbying or in any manner influencing or attempting to influence the Selection Process; or(ii) having a Conflict of Interest; and
  - v. "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 Selection Process.

## 5. Scope of Work

The Scope of Work for the proposed engagement will primarily consist of managing the Media, Public Relations (PR) & Design activities for the entire span of the event (which would include, pre and post Global Investor Summit 2016 (GIS 2016\*), GIS 2016 which is tentatively planned in November 2016, Domestic and International Roadshows\* (approximately two international and three domestic), it is proposed to have a dedicated Media, PR and Design Agency who will manage the Media, PR and Design activities including the development, operation, maintenance and hosting of the website for the event as highlighted in the scope of work below:

*\*Note: The schedule for holding the GIS is tentative and may change depending on the requirements of the department. The roadshows could be held anytime during the course of the assignment.*

### **Media & PR**

#### **Developing Media Strategy & Management**

- Conceptualize and develop media and promotional strategy and suggest tools to execute the same
- Develop a communications plan that conceptualizes and develops positive storyboards on the State and showcase them nationally & internationally
- Plan & strategize media campaigns across electronic, print, outdoor, radio and digital and social media
- Manage media planning and buying in coordination with competent government agencies to ensure high visibility in print, outdoor, electronic and digital media
- Manage PR & media activities around domestic and international road shows
- Maximize publicity for the State in regional, national and international media
- Establish a 24X7 press office, 30 days before the event in Ranchi
- Support the Department in the finalization of the Brand Ambassador for the program
- Development of Campaigning Plan for the event with the Brand Ambassador

#### **Executing Media Strategy & Management**

Provide a 360 degree brand solution for the GIS 2016 campaign, including, but not limited to:

- Step wise detailed monthly plan for the GIS 2016
- The entire budgeting for the plan
- The media spread for the plan (variable media mix and media vehicle option)
- The frequency of releases in variable media vehicles depending upon the stage of GIS 2016 campaign
- Execution of the finalized media plan (plan to be finalized in consultation with the client and the Knowledge Partner to the Department)
- Release advertisements on electronic, print, radio/ Out of Home (OOH) media and digital media platforms
- Development, operation, hosting and updating of Website and Android and iOS apps for the GIS Event, the Website and apps have to be operational both Pre & Post the event. The Agency would be responsible for the end-to-end operation of the website and apps during the Contract term of the Agency and the content for the website

and apps would be complemented by the Knowledge Partner and the logistics would be complemented by the National Partner

- Ensure adequate Media Coverage of the State and the Event in the regional, national and international media

### **Public Relation Activities for Image Building of State**

- Develop a communication plan that conceptualizes and develops positive storyboards on the State and showcases them at the appropriate platforms to national and international audiences
- Organizing the pre and post publicity for various state events/ roadshows
- Organizing interviews for chief minister/ senior government officials with leading business publications and News channels in consultation with the Knowledge Partner
- Managing media relations and networks and improving their interaction with the state
- Highlight any key news on investment intents, announcements and approvals in the State, both in national and international media.
- Coordinating features and advertorials in leading national and business publications
- Release advertisements in regional and national newspapers
- Organize press conferences, preparation of press releases, press reports, press kit and co-ordination with print and electronic media
- Disseminate and release news articles and columns on behalf of the government through national media in coordination with Knowledge Partner
- Facilitate national media partnerships/ alliances and manage crisis situations around the event
- Distribute promotional material on the GIS 2016 website as well as through other channels both nationally and internationally
- Draft/ edit/ proof read speeches for key government officials in close coordination with government PR department in coordination with the Knowledge Partner
- Communicate with the target audience and stakeholders on behalf of the government, on a continuous basis.

### **Measurement of Effectiveness of Communications Exercise**

- In order to measure the level of effectiveness achieved in this exercise, initial benchmark audit and periodic measurement of the fulfilment of the objectives/ outcome would be carried out by submission of a monthly report with the tasks and deliverables submitted during the month (including copy of articles, ads, documents, frequency, outreach, share of voice in media)
- The Agency is required to keep all documents in terms of media buying and releases handy for spot checks and audit purposes.

### **Development of Strategy for Crisis Communication**

- In the event of unforeseen occurrences, which may have potential of creating negative perception about the State, the Agency will have to take proactive steps to help the State Government representatives communicate effectively using various media vehicles and channels as deemed fit.

### **Development of Promotional Material**

- Design & development of promotional Videos

- Two 20-30 second videos for promotion of GIS, 2016 and the state/ roadshows
- One 8-10 minute detailed video in English & Hindi
- Eight sector specific videos of length 60 to 120 Seconds in English & Hindi
- Design & development of TV advertisements
- Design & development of newspaper advertisements
- Design & development of sector specific brochures
- Design and development of visual material for social media
- Design & development of standees
- Designing for delegate kit and pen drives for the event
- Development of sector specific brochures
- Background designing for stages

#### **Other**

- Shall perform any other work related to the assignment as required and as identified during the course of assignment
- At the end of the programme Media, PR & Design Agency to submit a consolidated report with details of all the activities done during the entire course of programme
- At the end of every month Media, PR & Design Agency to submit a "Monthly Report" with details of all the activities done during the entire course of programme

#### **Design**

- The firm shall be responsible for conceptualization, design and development of creative knowledge products on the events and selected programs/ initiatives relevant to the state. Such knowledge products will include brand elements, visual imagery in accordance with the envisioned brand image, content such as sector and region brochures, event brochure and state/ event website, Mobile apps etc. as per requirement and satisfaction of the Department
- Prepare press releases, news articles, messages, write – ups, articles, features in Hindi/ English and for publication in print media and telecast/ broadcast media in TV, radio and internet in consultation with the Department/ GoJ, or as and when instructed by Department/ GOJ to do so. However, for these above tasks only, it should also be noted that the mentioned norms are indicative and can be relaxed/ changed subject to mutual agreement between the parties depending upon the circumstances
- These products will also be customized for distribution during designated media functions.
- Development and Designing of the Logos for the State and the Event
- Conceptualization, design and development of pages on social networking sites such as Twitter, Facebook, LinkedIn, YouTube etc. The firm shall undertake research and develop content and relevant knowledge products in this regard.

The Scope of Work does not involve the printing of any material. The Agency would be required to co-ordinate with the printer designated/approved by the Department for the

production of the promotional and other material as covered under the Contract. All the costs related with printing would be borne by the Department.



## 6. Team Composition

The team for the engagement should comprise of both on-site and offsite team members. The on-site team should consist of two team members who should be stationed full time at the Department of Industries Mines & Geology, Government of Jharkhand office in Ranchi, Jharkhand. The on-site team should be supported by the other team members for the timely completion of the activities and deliverables finalised in consultation with the Department of Industries Mines & Geology.

Following should be the composition of the core team:

S. No.	Position	Number	Onsite Commitment	Experience
1	Project Manager	1	1 Month	<ul style="list-style-type: none"> <li>• Post Graduate in Mass Communication/ Mass Media/ Media/ Advertising/ Branding/ Public Relations/ Journalism/ Design/ Animation/ Graphics with at least 12 year experience</li> <li>• Experience in developing and executing media strategy, brand promotion, branding &amp; marketing of event and organizing public relation activities, conceptualization, design and development of creative knowledge products</li> <li>• Experience in leading teams for Media, PR &amp; Design projects</li> </ul>
2	Team Leader	1	1 Month	<ul style="list-style-type: none"> <li>• Post Graduate in Mass Communication/ Mass Media/ Media/ Advertising/ Branding/ Public Relations/ Journalism/ Design/ Animation/ Graphics with at least 10 year experience</li> <li>• Experience in developing and executing media strategy, brand promotion, branding &amp; marketing of event and organizing public relation activities, conceptualization, design and development of creative knowledge products</li> <li>• Experience in leading teams for Media, PR &amp; Design</li> </ul>

				projects
3	Media Expert	1	Full Time	<ul style="list-style-type: none"> <li>• Post Graduate in Mass Communication/ Mass Media/ Media/ Advertising/ Branding/ Public Relations/ Journalism with at least 5 year experience</li> <li>• Experience in developing and executing Media Strategy, Brand Promotion, Branding &amp; Marketing of event and organizing Public Relation Activities</li> </ul>
4	Design Expert	1	Full Time	<ul style="list-style-type: none"> <li>• Graduate / Post Graduate in Design/ Animation/ Graphics with at least 3 year experience</li> <li>• Experience in conceptualization, design and development of creative knowledge products.</li> <li>• Experience in development of Social Media content</li> </ul>

The Agency shall place the project team at Department of Industries Mines & Geology as per requirement of Department and tasks before hands. The onsite team should be available at Ranchi, Jharkhand for the duration as mentioned above and the same has to be deployed within 15 days of the signing of the Contract.

If at any point in time, the Department feels that a resource is not up to the mark, a replacement will be demanded in written, and will need to be obliged within 2 weeks. The Agency is not expected to change the team from what is proposed as a part of the response to this RFP. However if a resource needs to be changed due to unforeseen circumstances, the Agency need to give it in written to the Client and only upon agreement, the replacement may be carried out.

Media, PR & Design Agency is responsible to ensure 6 months deployment for each resource at the Department of Industries Mines & Geology (Single Window), Ranchi, Jharkhand as per the provisions of this RFP. The Agency shall submit proofs such as travel tickets for the same.

Note: No Contractual or Third Party Resources will be provided. All Resources will have to be on Company Rolls as on the date of the submission. Failure to do so will lead to rejection and blacklisting.

# 7. Evaluation & Selection

## 7.1 Technical Evaluation

Initial Bid scrutiny will be held and incomplete details as given below will be treated as non-responsive. If Proposals;

- i. Are not submitted in as specified in the RFP document
- ii. Received without the Letter of Authorization (Power of Attorney)
- iii. Are found with suppression of details
- iv. With incomplete information, subjective, conditional offers and partial offers submitted
- v. Submitted without the documents requested in the checklist
- vi. Have non-compliance of any of the clauses stipulated in the RFP
- vii. Have a lesser validity period

All responsive Bids will be considered for further processing as below.

Proposal Evaluation Committee will prepare a list of responsive Bidders, who comply with all the Terms and Conditions of the Tender. All eligible bids will be considered for further evaluation by the Committee according to the Evaluation process define in this RFP document. The decision of the Committee will be final in this regard.

- a. Evaluation committee will examine the bids to determine whether they are complete, whether any computational errors have been made, and whether the bids are generally in order.
- b. The Department may conduct clarification meetings with each or any Bidder to discuss any matters, technical or otherwise.
- c. Further the scope of evaluation committee also covers taking any decision with regard to the Tender document, execution/ implementation of the project including management period.
- d. Proposal shall be opened in the presence of Bidders representatives who intend to attend at their cost. The Bidders' representatives who are present shall sign a register giving evidence of their attendance.
- e. Proposal document shall be evaluated as per the following steps.
  - i. Preliminary examination of pre-qualification/ eligibility criteria documents: The prequalification document will be examined to determine whether the Bidder meets the eligibility criteria, whether the Proposal is complete in all respects, whether the documents have been properly signed and whether the bids are generally in order. Any bids found to be non-responsive for any reason or not meeting the minimum levels of the performance or eligibility criteria specified in various sections of this RFP document will be rejected and will not be considered further.
  - ii. Evaluation of document: A detailed evaluation of the bids shall be carried out in order to determine whether the Bidders are competent enough and whether the technical aspects are substantially responsive to the

requirements set forth in the RFP document. Bids received would be assigned scores based on the parameters defined in the table below. All supporting document submitted in support of Eligibility and Technical Evaluation matrix should comply the following:

- Supporting document is to be submitted in Technical Cover.
- Supporting document should clearly indicate value of the completed/ on-going project and scope of work/ services should be clearly highlighted.
- In case of Bidder is having Non-Disclosure Agreement (NDA) with their client, no such experience will be counted (if agreement copy not submitted).
- Bidders failing to comply any of the above then the Bid will be summarily rejected.

<b>S. No.</b>	<b>Technical Proposal Evaluation Parameters</b>	<b>Max Score</b>	<b>Supporting Documents</b>
<b>A</b>	<b>Turnover of the Firm</b>	<b>10</b>	
A-1	Average annual turnover from media strategy/ PR/ brand promotion/ multimedia design services/ professional creative/ visual imagery services (last three financial years)  <25 Crore: 0 Marks 25 to 50 Crore: 5 Marks Above 50 Crores: 10 Marks	10	
<b>B</b>	<b>Similar Previous Experience</b>	<b>50</b>	
B-1	The Bidder should have executed mandates for providing media strategy/ PR/ brand promotion/ multimedia design services to the private organizations and trade bodies in India within the last five years from the last date of submission of the tender.  The eligible assignments should be for a value of INR 50 Lacs and more.  Each eligible assignment: 4 marks Maximum of 20 marks	20	Letter of award/ certificate from the client showing the time period and contract value
B-2	The Bidder should have prior experience of working with Central government or State governments for providing its services like media strategy/ PR/ brand promotion/ multimedia design services/ developing professional creative/ visual imagery for "Global Investor Events".	10	Letter of award/ certificate from the client showing the time period and contract value

	The eligible assignments should be for a value of INR 50 Lacs and more.  Each eligible assignments: 5 Marks Maximum of 10 Marks		
B-3	The Bidder should have prior experience of working with Foreign government or foreign organizations for providing its services like media strategy/ PR/ brand promotion/ multimedia design services/ developing professional creative/ visual imagery for the Events/ Campaigns of these foreign government or foreign organizations".  The eligible assignments should be for a value of INR 20 Lacs and more.  Each eligible assignments: 5 Marks Maximum of 20 Marks	20	
<b>C</b>	<b>Technical Presentation</b>	<b>40</b>	
C-1	Roadmap and strategy for media & PR strategy development, management & execution	10	
C-2	Roadmap and strategy for design elements critical for the project	10	
C-3	Approach for planning & execution	10	
C-4	<ul style="list-style-type: none"> <li>• Identification of key priority/ focus areas for strategy</li> <li>• Campaign ideas and planning</li> <li>• Sample creative work</li> </ul>	10	
	<b>Total</b>	<b>100</b>	

## 7.2 Financial Evaluation

The Bidder shall be selected on the basis of Quality cum Cost Based System (QCBS), whereby Technical Proposal will be allotted weightage of 75% and Financial Proposal will be allotted weightage of 25%. The Proposal with the lowest bid shall be given a financial score of 100 and the other proposals shall be given financial scores that are inversely proportionate to lowest Financial Proposal as stated below. The total score, both technical and financial, shall be obtained by weighing the quality and cost score and adding them up.

Financial Proposals of only those Applicants who scores at least 60% marks in Technical Proposal evaluation shall be opened and evaluated as per financial evaluation criteria.

The Financial Proposals shall be given scores as follows:

$S_f = 100 \times F_m / \text{Financial Proposal of Applicant under consideration}$

1. Fm: Lowest Financial Proposal
2. Sf: Financial Score

For selection of Agency, final ranking will be determined based on the combined total score for each Bidder separately. This will be done by applying a weight of 0.75 (or 75 %) and 0.25 (or 25%) respectively to the technical and financial scores of each qualifying Proposal. The Total Score of Technical Proposal and Financial Proposal shall be computed as follows:

Total Score = (Te X 0.75) + (Sf X 0.25) Te: Technical score.

### **7.3 Selection**

The Bidder scoring the highest Total Score shall be declared as the "Selected Agency".

# 8 Annexures

## 8.1 Annexure I: Proposal Covering Letter

Date: .....

To,  
Director, Directorate of Industries,  
Department of Industries, Mines & Geology,  
Government of Jharkhand  
3rd Floor, Nepal House, Doranda  
Ranchi – 834001  
Jharkhand, India

Dear Sir,

We ..... (Name of the Bidder) hereby submit our Proposal in response to notice inviting tender date ..... and tender document no. .... and confirm that :

1. All information provided in this Proposal and in the attachments is true and correct to the best of our knowledge and belief.
2. We shall make available any additional information if required to verify the correctness of the above statement.
3. Certified that the period of validity of bids is 180 days from the last date of submission of Proposal, and
4. We are quoting for all the services mentioned in the Scope of Work of the RFP.
5. We the Bidders are not under a Declaration of Ineligibility for corrupt or fraudulent practices or blacklisted by any of the Government agencies.
6. Department of Industries Mines & Geology, Government of Jharkhand, Ranchi may contact the following person for further information regarding this tender:
  - a. Name and full address of office, Contact No., Email ID, Company Name
7. We are submitting our Eligibility criteria, Proposal bid documents and technical bid documents along with original DD of both EMD and Tender Document Fee.

Yours sincerely,  
Signature  
Full name of signatory  
Designation  
Name of the Bidder (firm etc.)

## 8.2 Annexure II: FORMAT FOR POWER OF ATTORNEY

(To be provided in original as part of Technical Proposal (Envelope – 2) on stamp paper of value required under law duly signed by 'Bidder' for the tender)

Dated: \_\_\_\_\_

### **POWER OF ATTORNEY To Whomsoever It May Concern**

Know all men by these presents, we \_\_\_\_\_ (name and registered office address of the Bidder) do hereby constitute, appoint and authorize Mr. \_\_\_\_\_ (Name of the Person(s)), domiciled at \_\_\_\_\_ (Address), acting as \_\_\_\_\_ (Designation and the name of the firm), as Authorized Signatory and whose signature is attested below, as our attorney, to do in our name and on our behalf, all such acts, deeds and things necessary in connection with or incidental to our Proposal for award of Agreement "Appointment of Media, Public Relations (PR), Design Agency for Global Investor Summit – 2016 of Government of Jharkhand" involving the deliverables as per agreement with Department of Industries Mines & Geology, vide Request of Proposal (Tender Document) Document dated \_\_\_\_\_, issued by Director, Directorate of Industries, Department of Industries, Mines & Geology, Government of Jharkhand, including signing and submission of all documents and providing information and responses to clarifications/ enquiries etc. as may be required by Department of Industries, Government of Jharkhand, Ranchi or any governmental authority, representing us in all matters before Department of Industries Mines & Geology, Government of Jharkhand, Ranchi, and generally dealing with Department of Industries Mines & Geology in all matters in connection with our Proposal for the said Project. We hereby agree to ratify all acts, deeds and things lawfully done by our said attorney pursuant to this Power of Attorney and that all acts, deeds and things done by our aforesaid attorney shall and shall always be deemed to have been done by us.

For -----

(Signature)  
(Name, Title and Address)

Accept  
(Attested signature of Mr. \_\_\_\_\_)  
(Name, Title and Address of the Attorney)

Notes:

- To be executed by the Bidder
- 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 executants(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 executants(s) should submit for verification the extract of the charter documents and documents such as a board resolution / power of attorney in favour of the Person executing this Power of Attorney for the delegation of power hereunder on behalf of the executants(s).

### 8.3 Annexure III: Financial Proposal Format

To be returned in original along with the Proposals (Envelope C)

Tender Document No.

To

Director, Directorate of Industries,  
Department of Industries, Mines & Geology,  
Government of Jharkhand  
3rd Floor, Nepal House, Doranda  
Ranchi - 834001  
Jharkhand, India

Subject: Appointment of Media, Public Relations (PR), Design Agency for Global Investor Summit – 2016 of Government of Jharkhand

Sir,

We, the undersigned, offer to provide the services of Media, Public Relations (PR), Design Agency to Department of Industries Mines & Geology, Govt. of Jharkhand for Global Investor Summit – 2016 of Government of Jharkhand in accordance with your Request for Proposal dated [Insert Date] and our Technical Proposal. Our Financial Proposal is as below:

Professional Fee:

	Total Professional Fee (INR)
In Figures	
In Words	

Notes

- a. The above fee includes all travel, lodging and other out of pocket expenses; no additional out of pocket expenses would be paid during the engagement
- b. The above excludes any applicable taxes

Our Financial Proposal shall be binding upon us subject to the modifications resulting from contract negotiations, up to expiration of the validity period of the Proposal.

We solemnly affirm that we will strictly adhere to the laws against fraud, corruption and unethical practices, including but not limited to "Prevention of Corruption Act, 1988", during the bidding process and execution of the Contract, in case we are awarded the work. We understand you are not bound to accept any Proposal you receive.

We remain,

Yours sincerely,  
Authorized Signature {In full and initials}:  
Name and Title of Signatory:

#### 8.4 Annexure IV: Draft Performance Guarantee

(To be issued by a Bank)

This Deed of Guarantee executed at \_\_\_\_\_ by \_\_\_\_\_ (Name of the Bank) having its Head/ Registered office at \_\_\_\_\_ (hereinafter referred to as "the Guarantor") which expression shall unless it be repugnant to the subject or context thereof include its heirs, executors, administrators, successors and assigns;

In favour of Director, Directorate of Industries, Department of Industries, Mines & Geology, Government of Jharkhand, having its office at Government of Jharkhand, 3rd Floor, Nepal House, Doranda, Ranchi – 834001, Jharkhand, India (hereinafter called "Director, Directorate of Industries, Department of Industries, Mines & Geology, Government of Jharkhand" which expression shall unless it be repugnant to the subject or context thereof include its heirs, executors, administrators, successors and assigns);

Whereas M/s \_\_\_\_\_ a company/ firm formed under \_\_\_\_\_ (specify the applicable law) and having its registered office at \_\_\_\_\_ has been, consequent to conduct and completion of a competitive bidding process in accordance with the letter of requirements document No. \_\_\_\_\_ dated \_\_/\_\_/2016 issued by Director, Directorate of Industries, Department of Industries, Mines & Geology, Government of Jharkhand, and selected M/s \_\_\_\_\_ (hereinafter referred to as the Bidder) for the Agreement by Director, Directorate of Industries, Department of Industries, Mines & Geology, Government of Jharkhand as more specifically defined in the aforementioned Document including statement of work and the Agreement executed between the Director, Directorate of Industries, Department of Industries, Mines & Geology, Government of Jharkhand, and Bidder. The Agreement requires the Bidder to furnish an unconditional and irrevocable Bank Guarantee for an amount of Rs. \_\_\_\_\_ /- (Rupees \_\_\_\_\_ only) by way of security for guaranteeing the due and faithful compliance of its obligations under the Agreement.

Whereas, the Bidder approached the Guarantor and the Guarantor has agreed to provide a Guarantee being these presents:

Now this Deed witnessed that in consideration of the premises, we, \_\_\_\_\_ Bank hereby guarantee as follows:

1. The Bidder shall implement the Project, in accordance with the terms and subject to the conditions of the Agreement, and fulfil its obligations there under
2. We, the Guarantor, shall, without demur, pay to Director, Directorate of Industries, Department of Industries, Mines & Geology, Government of Jharkhand an amount not exceeding INR \_\_\_\_\_ (Rupees \_\_\_\_\_ only) within 7 (seven) days of receipt of a written demand therefore from Director, Directorate of Industries, Department of Industries, Mines & Geology, Government of Jharkhand, stating that the Bidder has failed to fulfil its obligations as stated in Clause 1 above.

3. The above payment shall be made by us without any reference to the Bidder or any other person and irrespective of whether the claim of the Director, Directorate of Industries, Department of Industries, Mines & Geology, Government of Jharkhand is disputed by the Bidder or not.

4. The Guarantee shall come into effect from \_\_\_\_\_ (Start Date) and shall continue to be in full force and effect till the earlier of its expiry at 1700 hours Indian Standard Time on \_\_\_\_\_ (Expiry Date) (both dates inclusive) or till the receipt of a claim, from the Department of Industries Mines & Geology, Government of Jharkhand under this Guarantee, which is one month after the expiry of performance guarantee, whichever is earlier. Any demand received by the Guarantor from Director, Directorate of Industries, Department of Industries, Mines & Geology, Government of Jharkhand prior to the Expiry Date shall survive the expiry of this Guarantee till such time that all the moneys payable under this Guarantee by the Guarantor to Director, Directorate of Industries, Department of Industries, Mines & Geology, Government of Jharkhand.

5. In order to give effect to this Guarantee, Director, Directorate of Industries, Department of Industries, Mines & Geology, Government of Jharkhand shall be entitled to treat the Guarantor as the principal debtor and the obligations of the Guarantor shall not be affected by any variations in the terms and conditions of the Agreement or other documents by Director, Directorate of Industries, Department of Industries, Mines & Geology, Government of Jharkhand or by the extension of time of performance granted to the Bidder or any postponement for any time of the power exercisable by Director, Directorate of Industries, Department of Industries, Mines & Geology, Government of Jharkhand against the Bidder or forebear or enforce any of the terms and conditions of the Agreement and we shall not be relieved from our obligations under this Guarantee on account of any such variation, extension, forbearance or omission on the part of Director, Directorate of Industries, Department of Industries, Mines & Geology, Government of Jharkhand or any indulgence by Director, Directorate of Industries, Department of Industries, Mines & Geology, Government of Jharkhand to the Bidder to give such matter or thing whatsoever which under the law relating to sureties would but for this provision have effect of so relieving us.

6. This Guarantee shall be irrevocable and shall remain in full force and effect until all our obligations under this guarantee are duly discharged.

7. The Guarantor has power to issue this guarantee and the undersigned is duly authorized to execute this Guarantee pursuant to the power granted under \_\_\_\_\_.

In witness, whereof the Guarantor has set its hands hereunto on the day, month and year first here-in above written.

Signed and Delivered by \_\_\_\_\_ Bank by the hand of Shri \_\_\_\_\_ its \_\_\_\_\_ and authorized office.

Authorized Signatory \_\_\_\_\_ Bank

**8.5 Annexure V: Format for Professional Experience Citations**

<b>Assignment Name</b>		<b>Country</b>
Project Location within the Country		Professional Staff provided by your Firm/ Company
Name of Client		No. of Staff
		No. of Person Months
Start Date	Completion Date	Approx. Value of Services
Name of Associated Firms (s)if any		No. of Professional Staff Months provided by Associated Firms(s)
Name of Senior Staff(Project Director/ Coordinator, Team Leader)involved and functions Performed		
Detailed Narrative Description of Project		
Detailed Description of Actual Services Provided by your Firm		

### 8.6 Annexure VI: Format for Curriculum Vitae (CV) of Key Staff

Photo	1. Name:			
	2. Position:			
	3. Date of Birth:			
	4. Education:			
5. Employment Record	From	To	Company	Position Held
6. Brief Profile				
7. Countries of Work Experience				
8. Languages				
9. Representative Projects				
<p>Nature of Work:</p> <p>Year:</p> <p>Location:</p> <p>Company:</p> <p>Position Held:</p> <p>Main Features:</p> <p>Activities Performed:</p>				
<p>Nature of Work:</p> <p>Year:</p> <p>Location:</p> <p>Company:</p> <p>Position Held:</p> <p>Main Features:</p> <p>Activities Performed:</p>				
Signature:			Name:	

**8.7 Annexure VII: Format for Composition of Team and Tasks of Team Members**

<b>Sr. No.</b>	<b>Name</b>	<b>Qualification &amp; Experience Required (in Years)</b>	<b>Proposed Position</b>	<b>Task Assigned</b>
			<b>Project Manager</b>	
			<b>Team Leader</b>	
			<b>Media &amp; PR Expert</b>	
			<b>Design Expert</b>	



## **8.8 Annexure VIII: Technical Proposal Submission Form**

TP-1 Technical Proposal Submission Form/ Declaration

TP-2 Agency's Organization and Confirmation to Eligibility Criteria

TP-3 Agency's Experience for Technical Evaluation

TP-4 Conceptual Clarity and Understanding of the Assignment

TP-5 Approach, Methodology and Work Plan for Performing the Assignment (10 Pages limit)

TP-6 Team Composition

TP-7 Curriculum Vitae (CV) for Key Staff