

कार्यालय, नगर पालिक निगम, रायगढ़ (छत्तीसगढ़)

क्र. 1492/लो.क.वि./न.पा.नि./2020

रायगढ़ दिनांक 18/11/2020

REQUEST FOR PROPOSAL FOR EMPANELMENT OF CREATIVE AND ADVERTISING AGENCIES UNDER SWACHH BHARAT MISSION (URBAN), Raigarh. IIND-Call

Request for Proposals (RFP) are invited by Raigarh Municipal Corporation, Raigarh, CG from Experienced and reputed Agencies, firms for empanelment of Creative & Advertising Agencies.

Interested Agencies, firms experienced in similar nature of works are invited to submit their RFP for Empanelment of Creative and Advertising Agencies under Swachh Bharat Mission (Urban), CG offline through the www.nagarnigamraigarh.com

Detailed Terms of Reference and other conditions may be seen and can only be downloaded from website www.nagarnigamraigarh.com The RFP Documents can be downloaded till 05/12/2020

Offline submission of RFP will be up to 05/12/2020 till 04:00 pm

कार्यपालन अभियंता
नगर पालिक निगम,
रायगढ़ (छ.ग.)

2nd Call

Request For Proposal (RFP)
For
Empanelment of Creative and Advertising
Agencies



By
‘Raigarh Municipal Corporation’
Raigarh, Chhattisgarh

Municipal Corporation Building,
Inside Townhall, Near Hospital
New Road, Raigarh
Chhattisgarh

Swachh Bharat Mission (U), Raigarh

**REQUEST FOR PROPOSAL FOR EMPANELMENT OF CREATIVE AND
ADVERTISING AGENCIES UNDER SWACHH BHARAT MISSION
(URBAN), Raigarh**

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offline submission of RFP will be up-to 05/12/ 2020 till 04:30 pm.

**Executive Engineer
Raigarh Municipal Corporation
Raigarh , Chhattisgarh (496001)**

1. IMPORTANT INFORMATION:

The schedule for the bidding process is highlighted below:

- 1. Name of work : Empanelment of Creative & Advertising Agencies under Swachh Bharat Mission.**

Availability of detail terms and conditions : To be downloaded from 18/11/2020 onwards to 05/12/2020 from www.nagarnigamraigarh.com

- 2. Last date of receiving query : To be received up to 01/12/2020 through e-mail nraigarh@ymail.com**
- 3. Pre Bid meeting : 01/12/2020 Time : 12:00 pm.**
- 4. Last date and time for Downloading RFP : 05/12/2020**
- 5. Offline submission of documents through speed post- 05/12/2020 04.30pm**
- 6. Date and time of opening of RFP : Date: 07/12/2020 . Time : 11:00 am**
- 7. Cost of RFP : Rs. 1000/-in the form of DD "Commissioner Nagar Nigam Raigarh"**
- 8. Earnest money Deposit amount : Earnest money Deposit amount: Rs. 10,000/- as EMD is to be submitted in the form of Demand draft of any Scheduled bank in favour of 'Commissioner Nagar Nigam raigarh'**
- 9. Place of opening : Raigarh Municipal Corporation Building.**

RFP Contents :

Section I : Instructions for the bidding agencies

Section II : Checklist for bidding agencies

Section III : Formats

Glossary & Definitions

RMC: Raigarh
Municipal
Corporation

SBM: Swacch
Bharat Mission

CG: Chhattisgarh

Swachh Bharat Mission (U), Chhattisgarh
SECTION 1 : INSTRUCTIONS FOR THE BIDDING AGENCIES

1.1 Introduction

A) The concept of Swachh Bharat Mission was developed towards fulfilling the dream of Father of the Nation, Mahatma Gandhi for a Cleaner India. It was launched on 2nd October, 2014 with an aim to

achieve a Clean and Open Defecation free India by 2nd October, 2019, I.e., on the 150th birth anniversary of the father of nation.

Along with other parts of the country, the Swachh Bharat Mission (Urban), Chhattisgarh has carried out a number of activities to achieve the goal of the mission. These include:

- (i) construction of twin-pit sanitary toilets for individual households,
- (ii) construction of community & public toilets to restrict open defecation,
- (iii) management of the solid-waste generated by the urban local bodies,
- (iv) source segregation of household & commercial waste,
- (v) declaring respective ULBs as ODF, and last but not the least,
- (vi) creating awareness among the mass public through behaviour change communication.

So far, under the IEC & PA component of SBM(U), activities like: awareness camps/rallies, street plays, wall paintings, art competition among school children, putting up hoardings on the themes of SBM etc. are being carried out by the respective ULBs. Also, awareness towards the biggest cleanliness survey among the ULBs, 'the Swachh Survekshan, where cities are given ranking based on certain Swachhata parameters, has also been carried out. The Mission objectives are as follows :

Elimination of open defecation

Eradication of Manual

Scavenging

Modern and Scientific Municipal Solid Waste Management

To effect behavioural change regarding healthy sanitation practices Generate awareness about sanitation and its linkage with public health Capacity Augmentation for ULB's.

To create an enabling environment for private sector participation in Capex (Capital expenditure) and Opex (Operation and maintenance)

B) Objective :

The Swachh Bharat Mission (U), Chhattisgarh proposes to Empanel 4 (Four) Agencies for designing and production of the required creative and publicity material with the objective of taking forward the objective of Swachh Bharat Mission (Urban).

C) Duration of the Assignment :

The Agencies would be empanelled for a period of __ year or till the Mission period, which ever is earlier with the provision that agency(ies) may be disqualified and removed from the panel in the event of non-performance, under-performance or any other reason which would be detrimental for the Mission. The assignment may be further extended depending upon satisfactory performance of Agency & requirement of SBM(U), Chhattisgarh.

D) Project Support :

RMC will provide available necessary information, data, reports and other documents required for accomplishing the objective of the assignment. However, the professionals of the agency will have to visit field operations for additional information, photographs etc.

E) Reporting :

ANY of assigned official of RMC, Raigarh will be responsible for the review and monitoring of the progress of the assignment regularly

F) Bidding system

Interested Creative Agencies are invited to submit their proposals for the assignment, which must include the following, as detailed subsequently in this document :

- (i) Pre-qualification Bid
- (ii) Technical Proposal

It may be noted that (i) the cost of preparing the proposal are not reimbursable and (ii) RMC, Raigarh is not bound to accept any of the proposals submitted.

1.2 Minimum Eligibility Criteria

The agencies submitting the bids should fulfil, the below given Minimum Eligibility Criteria to qualify for making the technical presentation:-

- i) The bidding agency should be a registered company/Agency/Proprietorship Firm (JV Allowed).
- ii) The bidding agency must be in possession of a valid GST no.
- iii) The bidding agency must have a valid PAN Number.
- iv) The bidding agency must have a local office in Chhattisgarh, with adequate staff strength, including both a servicing and creative team, for undertaking the required work of the RMC.
- v) The bidding agency must have been in operation for a minimum of 1 years, in designing / production of creatives / commercials for various media including print, TV, radio, online, outdoor etc. as well as publicity material including brochures, maps, calendars etc.

Swachh Bharat Mission (U), Chhattisgarh

- vi) The bidding agency should be able to provide a dedicated well qualified Servicing and Creative team, for undertaking the Creative work of the Swachh Bharat Mission (U). The Creative Agency team would work closely with the Swachh Bharat Mission (U), Chhattisgarh. In the event of any change in any of the identified team members during the period of empanelment, the same is to be conveyed to RMC in advance, along with details of the new Team Member identified as a replacement and is to be approved by RMC.**
- vii) The Bidder should not be under a Declaration of Ineligibility for corrupt or fraudulent practices with any Government departments/ agencies/ ministries or PSU's and should not be blacklisted by any government departments/agency/ Ministries or PSUs.**
- x) The bidding agency should agree to undertake the assignment in accordance with the Scope of Work.**

1.3 Scope of Work

1.3.1. The empanelled agencies should be able to provide required creative and publicity material of the highest quality for effective positioning of brand Swachh Bharat Mission (Urban), RMC through Innovative Campaign to publicise the programmes implemented by SBM(U), Chhattisgarh.

1.3.2. Designing and production of creatives for campaigns to be undertaken in the print, radio, online, outdoor and other media during the period of empanelment, on themes / subjects to be decided in consultation with RMC as indicated below :-

- (a) Creatives for Print Campaigns, on themes that would be identified by the Swachh Bharat Mission (U), RMC. Each print campaign on a specified theme would comprise multiple creative.**
- (b) Creatives for Digital Campaigns, in different formats as per requirement and on themes that would be identified by RMC. Each digital campaign on a specified theme would comprise multiple creative . These campaigns would be for promotion of cleanliness, source segregation of waste, Reduce, Reuse and Recycle of waste and other related themes.
The creatives would be adaptable for use in other social media. The creatives would be produced either with fresh shoot, outright purchase of image or the stock of images with the Swachh Bharat Mission (U), Chhattisgarh.**
- (c) Outdoor Campaigns with eye-catching visuals for Awareness campaign.**
- (d) Time to time Bulk SMS, Voice Call and Whatsapp Messages to public**

- (e) **Production of Audio Visuals on subjects / themes that would be identified by the RMC.**

1.3.3. Designing of publicity material and collaterals, including brochures, calendar, etc. during the period of empanelment, on themes / subjects to be decided in consultation with RMC, Chhattisgarh. This would entail supervision of printing of the publicity material by printing agency(ies) identified by RMC, to ensure quality of production.

- (a) **Designing of brochures on identified themes/subjects, in English, Hindi and Chhattisgarhi, with a high quality, printable images in each brochure. This includes creation of content, copy writing, photograph procurement and getting the content approved from experts. The agency should supply the content of the text along with open files and vignettes.**
- (b) **Designing of Standees / Displays with high quality images of varied themes, messages of SBM(U) for use at domestic and national exhibitions, workshops, conferences, seminars and other events.**

1.3.4. Any other creative work as may be identified by RMC from time to time.

1.3.5. Other related and activity work including

- (a) **Adaptation & Replication of creatives produced for the print, Offline, outdoor, online, other media for use, as per the requirement of publications, outdoor sites, websites & portals, etc.**
- (b) **Translation of the print / outdoor / online creatives into English and Chhattisgarhi**
- (c) **Translation of the radio spots into Chhattisgarhi with voice-overs in the respective languages.**
- (d) **Supply of Men Power for time to time activity of IEC (i.e Nukkad Natak etc)**
- (e) **Organizing various awareness activities & competition in school, college and housing societies.**

1.3.6. Important Information

- (a) **The full copyright of all creative and publicity material produced, would rest with Swachh Bharat Mission (U), Government of Chhattisgarh for all time use. This would include full copyright of images used in the creative and publicity material, unless the same is right managed.**
- (b) **All creative and publicity material designed / produced will be of good quality,**
- (c) **The Agency will ensure submission of required creatives / publicity material and any other work undertaken within the time frame that would be conveyed by the Office of SBM(U) for each work assigned.**
- (d) **The Creative Agencies are required to provide professional, objective, and impartial service and at all times hold RMC'S interests paramount, without any consideration for future work, and strictly avoid conflicts with other assignments or their own corporate interests.**

- (e) Conceptualization and designing of communication materials as per approved Action Plan under IEC & PA component of SBM(U), Chhattisgarh.
- (f) Identify the different forms of tools to be used for promotion & publicity of various schemes implemented by SBM(U), Chhattisgarh.
- (g) Awareness in Schools/Colleges/Universities under all ULBs
- (h) Develop Visual & Audio Promotional Ad (For TV advertisement, Cinema hall advertisement etc.) with specific focus on the key themes of SBM(U), Chhattisgarh.
- (i) Design & Develop & display of content for outdoor publicity (Hoardings/Bill Boards/Acrylic Board/MURAL Painting etc, if required as per approved strategy.
- (j) Awareness through Street Plays, Puppetry Shows, Road Shows, Awareness meetings/ Events etc.
- (k) Documenting each activity and submitting the same in both Hard & Soft Copies
- (l) Documentation of good practices/ achievements of all SBM components in the form of booklet, to be submitted bi-monthly.

1.4 Pre Bid Meeting

1.4.1 A pre-bid meeting will be held for the interested bidders in the Conference Hall, RMC building, Raigarh, Chhattisgarh, at 'TIME' hrs. on DDst Month, 2020 for clarifications required on any aspect pertaining to the RFP Document. Any change in the pre-bid meeting schedule will be notified on the RMC's website '[EMAIL](#)'. The pre-bid queries could be sent to the RMC through e-mail only ([EMAIL](#)) prior to the meeting till 15.00 hrs. on DD/MM/YYYY.

The queries shall be sent to :-

RMC'S EMAIL : '[EMAIL](#)'

1.5 Guidelines for Preparation of Proposals

1.5.1 Agencies are required to submit their bids in 2 sealed packets as per the details given below:-

- (a) First envelope :- Pre-qualification bid (envelope should be super scribed as 'Prequalification bid for Empanelment of Creative Agencies')**
- (b) Second envelope:- Technical bid (This envelope should be super scribed as 'Technical bid for Empanelment of Creative Agencies')**

The two sealed envelopes as mentioned above should be kept in a bigger envelope to be super scribed as Pre-qualification and Technical Bid for Empanelment of Creative Agencies with due date of submission. The Bottom Left corner of the outer cover should carry the full name, address, telephone nos., e-mail ID etc. of the agency submitting the Proposal.

The outer sealed envelope containing the sealed Pre-Qualification, Technical and Financial bids should be addressed to :

**Commissioner,
Raigarh Municipal Corporation
Raigarh , Chhattisgarh (496001)**

1.5.2 Pre Qualification Bid would contain documents related to Minimum Eligibility Criteria of the agency bidding. The bidder must submit following valid documents :-

- A letter of Pre-Qualification Bid: The covering letter should be submitted on letter head signed by authorized signatory as per format at Annexure 1.**
- A clear photocopy of the Company Registration (In case of change in name, the copy of the relevant document must be submitted).**
- A clear photocopy of GST Certificate**
- A clear photocopy of PAN Number**
- Complete address and other contact details of the Registered Office of the Agency as well as address and contact details of the office of the Agency**

- **The Creative Agency should be able to provide a qualified Servicing and Creative team, for undertaking the Creative work of the objective of the Swachh Bharat Mission, which would work closely with RMC.**
- **A Confirmation letter from the Creative Agency for being able to provide the qualified team(If Needed) should be enclosed with the Pre-Qualification Bid. Confirmation letter may be submitted on the company letter head, duly signed by the authorised representative of the bidding agency as per format given in Annexure 3.**
- **The Creative Agency must have a local office in Raipur, with adequate staff strength, including both a servicing and creative team, for implementing the contract of RMC. A declaration by the authorised representative of the bidding agency, including names and details of team members stationed in the office located in Raipur, on the letter head of the agency, to be submitted as per format given in Annexure 3.**
- **An undertaking to be submitted on the letter head of the Agency and signed by the authorised representative of the agency that the Agency will undertake the assignment, in accordance with the Scope of Work detailed in the RFP document and at the cost submitted by the agency in its financial proposal (the cost is not to be mentioned in the undertaking), as per format given in Annexure 3.**

1.6. Technical Bid

1.6.1 The Technical packets of only pre-qualified agencies would be opened for technical assessment. The agencies selected for technical assessment would be called for presentations to be made by them in respect of the details submitted by them as enumerated in clause no. 1.6.2 below. Technical assessment would be undertaken by the technical evaluation committee.

1.6.2 The Technical Proposal shall contain the following documents

- (a) Covering letter of Technical bid on the agency letter head signed by authorized signatory (as per the format at Annexure TB)**
- (b) A Brief on the Profile and Track Record of the Agency- This may include strength and credentials of the agency, network details , number of employees, details of the specialist partners/affiliates/associates, in-house facilities etc.**

1.6.3. Assessment of Technical & Financial Bids

The technical bids would be evaluated by a technical assessment committee on the following criteria

Sl. no.	Component	Max. Marks
1.	Brief on the Profile and Track Record of the Agency indicating strength and credentials of the agency, network details, number of employees, details of the partners/ affiliates/ associates, in-house facilities etc.	10
2.	Presentation based on this RFP (Online/offline as per situation)	10
Total maximum marks		20

1.7 Submission of Proposals

- 1.7.1 The Bidder must complete and sign the Undertaking at ANNEXURE □ I of Section - III
- 1.7.2 Bid document fee amounting to Rs. 1000/-in the form of Demand Draft of scheduled bank in favour of commissioner nagar nigam, Raigarh, Chhattisgarh, payable to be submitted along with Technical Bid.

- 1.7.3 Earnest money amounting to Rs. 10,000/- in the form of Demand Draft of scheduled bank with a validity of project duration period in favour of “ commissioner nagar nigam raigarh.
- 1.7.4 Only one original form of proposal signed by the authorised signatory is required by the Authority. No typed or pencil signatures will be accepted.
- 1.7.5 The proposal submitted must be without any overwriting, corrections, double typing, etc.
- 1.7.6. The Bidder will upload their proposals in two parts. The first part will contain documents relating to Pre-Qualification and second part related to Technical Bid.
- 1.7.7 The Technical Bid (spiral bound) shall also be submitted in sealed envelop to the office of the Commissioner,RMC, Raigarh or sent by Post.
- 1.7.8 No Proposal will be accepted after the deadline for submission and in the event of any proposal being received after the closing time for submission of proposals, the same shall be returned un-opened.

1.8 Opening of Proposals and Empanelment Process

1.8.1. Bids received will be opened offline at 11.00 hrs. on 18/11/ 2020.

1.8.2. The Pre-Qualification Bid will, in the first instance, be examined in the RMC to ascertain fulfilment of eligibility criteria and submission of required documents. Agencies that fulfil the eligibility criteria and have submitted all required documents in their prequalification bid will be invited to make presentations on their Technical Proposal at a date/time to be specified and conveyed by the RMC. The presentation would be made by the team members identified to work with the RMC.

1.8.3. The Technical Proposals will be evaluated by a Committee as enumerated in clause 1.6.3. of this document.

1.8.4. Agencies scoring more than 15 marks out of 20 marks in Technical Evaluation shall be qualified for empanelment. Top 4 (Four) scored Agencies shall be empanelled.

1.8.5. From the time the Technical Proposals are opened to the time the contract is awarded, if any Agency wishes to contact the RMC on any matter related to its proposal, it should do so only in writing.

1.9. Assigning of Creative Work

1.9.1 For the creative work required to be undertaken during the period of empanelment, the RMC will issue limited tenders inviting technical and financial proposals from the empanelled creative agencies, detailing the scope of work, evaluation parameters for assigning the work and other terms and conditions applicable.

1.9.2. The Terms and Conditions and other clauses specified in this RFP Document would be applicable to the empanelled agencies at the time of participating in the tender process for designing / production jobs, in addition to other clauses and terms and conditions that would be specified in each tender document issued to the empanelled agencies.

1.10 Terms of Payment for Work Assigned to the Empanelled Creative Agencies

1.10.1 __ % Advance payment will be considered and rest payment shall be released only after completion of the required work, as detailed in each tender document issued.

1.10.2. Payment will be made by 'Cheque/DD/ONLINE' of funds to the bank account of the concerned Agency in Indian Rupees. The Agency will submit pre-receipted invoices in triplicate, complete in all respects, on completion of the work assigned, for necessary settlement. The invoices should be submitted along with complete details of the work undertaken, supporting documents and bills as well as copies of the creative and publicity material designed / produced, for which the bills are submitted.

1.10.3. For facilitating payments, the selected agency will be required to indicate the name of the Bank & Branch, account no. (i.e. bank name, IFSC Code and Bank A/c No.) and also forward a cheque leaf duly cancelled, to verify the details furnished. These details should also be furnished on the body of every bill submitted for payment.

1.11. Other Important Information

1.11.1. The Empanelment is valid for a period of 12 months. However, the RMC, extend its right to further the empanelment..

1.11.2. The ownership of all publicity material produced / designed through the Agency will at all time rest with RMC, Government of Chhattisgarh and the agency / copy writer / photographer / producer, etc. will have no proprietary or other rights in respect of the same. This would include full copyright for all time use of the images / photographs / radio jingles used in the creatives and publicity material (unless bound by copyright rules).

1.11.3. The Creative Agency will provide the creatives and publicity & promotional material in standard international formats as would be required and conveyed by the RMC, Chhattisgarh, Govt. of India.

1.11.4. The Creative Agency will be responsible for copy right issues concerning usage of images, footage, text material, etc. obtained through various sources. RMC will not be a party to any disputes arising out of copyright violation by the agency.

1.11.5. The Creative Agency will be responsible for obtaining any permissions that may be required for undertaking work as detailed in this RFP Document. RMC will assist the Agency in this regard, wherever possible.

1.11.6. The Creative Agency will at no time resort to plagiarism. RMC, will not be a party to any dispute arising on account of plagiarism resorted to by the agency.

1.11.7. Period of validity of the Tender is 120 days from the closing date of the proposals. If need be, necessary extension would be considered by the RMC.

1.11.8. RMC is however not bound to accept any tender or to assign any reason for non-acceptance.

1.11.9. The Swachh Bharat Mission (U), Chhattisgarh reserves its right not to accept bids from agencies resorting to unethical practices or on whom investigation/enquiry proceedings has been initiated by Government Investigating Agencies / Vigilance Cell.

- (iii) **If the Agency submits to RMC a false statement which has a material effect on the rights, obligations or interests of RMC.**
- (iv) **If the Agency places itself in position of conflict of interest or fails to disclose promptly any conflict of interest to RMC.**
- (v) **If the Agency fails to provide the quality services as envisaged under the Contract. Reasons for the same would be recorded in writing.**

1.12. Arbitration: Venue of arbitration will be Raigarh/Raipur.

1.13. Jurisdiction:

The contract shall be governed by laws of India and Chhattisgarh and all Government rules on purchase matter issued from time to time and in force for the time being are applicable to this contract tender.

SECTION II

PRE-QUALIFICATION BID (to determine Minimum Eligibility) :-

To be kept in the First envelope super scribed as Pre-Qualification Bid for Empanelment of Creative Agencies.

Requirements	RFP clause	Remarks
Letter of Pre-Qualification Bid submission on letter head signed by authorized signatory	1.5	As per format at Annexure 1
Company Registration Certificate	1.5	
GST Certificate	1.5	
Photocopy of PAN no.	1.5	
Address and contact details of Registered Office and Office in Raipur	1.5	

TECHNICAL BID

(To be kept in the Second envelope super scribed as Technical Bid for Empanelment of Creative and Advertising Agencies)

CHECKLIST FOR BID PREPARATION

Letter of Technical Bid submission on letter head signed by authorized signatory	1.6	As per format at Annexure TB
A brief on Profile and Track Record	1.6	
	1.6	
Details of Team Members identified to work with Swachh Bharat	1.6	
Audio Visual (AV)		

The two envelopes i.e. first envelope containing documents pertaining to prequalification bid and Second envelope containing technical bid should be sealed in should be kept in a bigger envelope to be Super-scribed as ‘Pre-qualification, and Technical Bid for Empanelment of Creative Agencies’.

Please note that

The hard copy of bid should be submitted by only post/physical submission.

The index of the bid should clearly reflect the list of documents requested in the pre-qualification bid and technical bid.

All pages in the bid should be numbered and indexing should reflect relevant page numbers where the requested documents are placed.

SECTION III

Letter of Pre-Qualification Bid Submission

Format for Annexure 1

**The Commisioner,
Raigarh Municipal Corporation,
Raigarh, Chhattisgarh**

Subject :- Letter of Pre-Qualification Bid Submission.

Sir,

**This has reference to RFP no. dated
for Empanelment of Creative Agencies.**

In this context, please find enclosed documents as desired for pre-qualification bid in respect of RFP submitted above.

I/We as the authorized representative(s) of the agency hereby declare that all the information and statements made in this pre-qualification bid are true and accept that any misinterpretation contained in it may lead to our disqualification. We agree to abide by all the terms and conditions of the RFP document.

We understand that the Ministry of Tourism is not bound to accept any Proposal received by it.

Thanking you,

Name of the Bidder :

Authorised Signatory :

Name:

Seal:

Date:

Place:

To be provided on 'Company letter head'(In a 10 Rs or above stamp paper)

The Commissioner,
Raigarh Municipal Corporation,
Raigarh, Chhattisgarh

Subject :- Undertaking in respect of Pre-Qualification Bid

Sir,

This has reference to the RFP no. dated for Empanelment of Creative Agencies.

In this context, I / We as an authorized representative(s) of company, certify the following:-

- (a) That we shall provide a qualified Servicing and Creative team, for undertaking the Creative work and campaigns of the SBM, which would work closely with RMC. In the event of any change in any of the identified team members during the contract period, the same will be conveyed to the Swachh Bharat Mission (U), Chhattisgarh in advance, along with details of the new Team Member identified as a replacement.
- (b) That we have an office in Raipur and details of the Team Members stationed in the raipur office in are given below: (To be listed)
- (c) That we are not declared ineligible for corrupt or fraudulent practices with any Government departments/ agencies/ ministries or PSU's and are not blacklisted on the date of submission of this bid.
- (d) That we will undertake the assignment, in accordance with the Scope of Work detailed in the RFP document and at the cost fixed by the RMC.

Name of the Bidder:

Authorised Signatory:.....

Name:

Seal:

Date:

Place:

(To be provided on a company letter head)

The Commisioner,
Raigarh Municipal Corporation,
Raigarh, Chhattisgarh

Subject :- Letter of Technical Bid Submission.

Sir,

This has reference to the Ministry of Tourism's RFP no. dated For
Empanelment of Creative Agencies.

In this context, please find enclosed out technical bid in respect of RFP submitted above.

I/We as the authorized representative(s) of the agency hereby declare that all the information and statements made in this Technical bid are true and accept that any misinterpretation contained in it may lead to our disqualification. We undertake, if our Proposal is accepted, to initiate the Implementation services immediately in consultation with the Swachh Bharat Mission (U) Office, Chhattisgarh and as per the provisions stipulated in the RFP document. We agree to abide by all the terms and conditions of the RFP document.

We understand that RMC is not bound to accept any Proposal received by it.

Thanking you,

Name of the Bidder:

Authorised Signatory:.....

Name:

Seal:

Date:

Place:

To be provided on 'Company letter head'

The Commissioner,
Raigarh Municipal Corporation,
Raigarh, Chhattisgarh

Subject :- Letter of financial bid submission

Sir,

This has reference to the RFP no. dated for Empanelment of Creative Agencies.

In this context, I / We as an authorized representative(s) of company, I/ We have read all the details of the the RFP document, I/ We are pleased to quote our commercial details, following are:

S.N.	Perticular	Unit	Rate
1.	Creative Graphics Image	1	
2.	Creative Videos (30 sec/60sec/90sec/120sec)	1	
3.	Creative posters for pubic vehicles (for 3 different sizes)	1	
4.	Creative jingles (20 secs/60sec/2 mins)	1	
5.	On Spot awareness activities (per event with 5 persons)	1	
6.	Website development	1	
7.	SMO/SMM per month	Per Month	
10.	Consultancy fees	Per Month	
11.	Bulk SMS / Voice Call/ Bulk Whatsapp	1	
12.	Consultant per month	1	
13.	Theme Song	Per Song	
14.	Digital Mural paint work	Per Sqft	

Name of the Bidder:
Authorised Signatory:.....
Name:
Seal:
Date:
Place: