



Request for proposal for Appointment of Agency for Designing / Production of Creatives /Commercials for various media publications, Public Relation Activities and Event Management for MSME Conclave to be held at Tirupati from 3rd - 4th February, 2018

Date & time of Pre-Bid Meeting : 12.12.2017 at 11:00 A.M.
Last Date & time of receipt of tender: 18.12.2017 up to 03.00 P.M
Date & time of opening of tender : 18.12.2017 at 04:00 P.M.

Note: Tenderer should submit two separate sealed covers
1. Technical Bid (With Bid Fee & EMD)
2. Financial Bid

Mode of selection: QCBS

GOVERNMENT OF ANDHRA PRADESH
OFFICE OF THE COMMISSIONER OF INDUSTRIES & COMMERCE
1st FLOOR, GOVERNMENT PRINTING PRESS, MUTYALAMPADU VIJAYAWADA -
520011

Tender Cost Rs.10,000/-(Non Refundable)

Contents

ABOUT THE EVENT.....	6
SCOPE OF WORK.....	6
COMPONENTS OF BID DOCUMENT	10
PRE-BID MEETING:.....	11
PREPARATION OF THE BID/ TENDER:	12
SELECTION COMMITTEE:.....	12
Evaluation of Proposals	12
1. Pre-Qualification Criteria.....	12
2. Technical Evaluation Criteria.....	13
AWARD OF TENDER:	16
JURISDICTION OF COURT	16
TERMS OF PAYMENT	16
GENERAL TERMS AND CONDITIONS OF TENDER:	17
ANNEXURE –A	19
ANNEXURE –B	20
ANNEXURE –C.....	21
ANNEXURE –D.....	22
ANNEXURE –E	23

TENDER DOCUMENT SALE PARTICULARS

1.	Serial Number assigned to the Tender Document	I&C/B1/175/Tender/-2017
2.	Date of Sale / Issue	07.12.2017
3.	Name of the applicant to whom the Tender is sold/issued	
4.	Full address of the applicant	

Signature of the Officer issuing The Tender Document

Name:

NOTES/INSTRUCTIONS

- (i) The Tender Document is not transferable under any circumstances.
- (ii) The Tender is required to be submitted intact in a sealed cover without tampering with any of the folios thereof i.e. none of the folios of the Tender Documents including the Annexure should be detached and retained by the Tenderer. All folios shall be submitted in the manner required duly fulfilling all the conditions mentioned therein.
- (iii) Each folio of the Tender Documents shall be signed by the Tenderer or such person on his behalf as is legally authorized to sign for and on his behalf.
- (iv) Failure to comply with the conditions will render the Tender liable to be rejected.

Request for proposal for Appointment of Agency for Designing / Production of Creatives /Commercials for various media pub, Public Relation Activities and Event Management for MSME Conclave to be held at Tirupati from 3rd - 4th February, 2018

GOVERNMENT OF ANDHRA PRADESH
OFFICE OF THE COMMISSIONER OF INDUSTRIES & COMMERCE
1st FLOOR, GOVERNMENT PRINTING PRESS, MUTYALAMPADU VIJAYAWADA - 520011

No. I&C/B1/175/Tender/-2017

Dated: 07-12-2017

TENDER NOTICE FOR MSME CONCLAVE - 2018

Sealed Tenders are invited from the reputed Designers / Decorators / Contractors / Event Management Firms in a two bid system for **Appointment of Agency for Designing / Production of Creatives /Commercials for various media publications, Public Relation Activities and Event Management for MSME Conclave to be held at Tirupati from 3rd - 4th February, 2018.**

The Tender Document can be obtained from Government of Andhra Pradesh, Office of the commissioner of industries, commerce and export promotion wing, 1st floor, Government printing press, Mutyalampadu, Vijayawada – 520011 by paying an amount of Rs. 10,000/- (Rupees Ten thousand only) either in cash / Demand Draft or it can also be downloaded from Our Industries web portal in which case application fee of Rs. 10,000 should be paid as Demand Draft along with the proposal to be submitted.

Demand Draft to be drawn on any nationalized bank in favour of “Commissioner of Industries & Commerce, Govt. of A.P. Vijayawada” payable at Vijayawada.

The tenders in sealed cover will be received in the office of the undersigned up to 03.00 p.m. 18th December, 2017 and will be opened on the same day at 04.00 p.m. in presence of the intending tenderers or their authorized representatives. Tender received late / incomplete / without requisite papers shall be summarily rejected. The Commissioner of Industries & Commerce, A.P. reserves the right to reject any or all tenders without assigning any reason thereof.

Commissioner of Industries and Commerce,
Govt. of A.P. Vijayawada.

Request for proposal for Appointment of Agency for Designing / Production of Creatives /Commercials for various media pub, Public Relation Activities and Event Management for MSME Conclave to be held at Tirupati from 3rd - 4th February, 2018

Letter of Undertaking

To
Commissioner of Industries & Commerce
Govt. of Andhra Pradesh.
Vijayawada

Sub: Request for proposal for Appointment of Agency for Designing / Production of Creatives /Commercials for various media, Public Relation Activities and Event Management for MSME Conclave to be held at Tirupati from 3rd - 4th February, 2018.

- 1) I/We hereby certify that I/we have examined and am/are fully familiar with all the provisions of the contract and agree to abide by all the terms and conditions laid in the Tender documents.
- 2) The following certificate documents are enclosed herewith.
 - (a) Latest Income Tax Clearance Certificate (Copy to be enclosed).
 - (b) Evidence of the authority of the person signing this proposal to bind Tenderer to the proposal and to any Contract resulting there from.
- 3) I/We do hereby declare that the entries made in the Tender and appendices attached therein are true.
- 4) A sum of Rs. 120,000/- (Rupees one lac twenty thousand only) towards Earnest Money Deposit in the form of Pay Order / Demand Draft Nodated.....drawn in favour of “Commissioner of Industries & Commerce, Andhra Pradesh”.
- 5) We agree to abide by all the conditions mentioned in the Tender Notice published and also the general terms and conditions as mentioned in the attached sheets (All pages of which have been signed by us in token of our acceptance of the terms and conditions mentioned therein),

Yours faithfully,

Place:

Date:

(Name and Signature of the Authorized Signatory)

ABOUT THE EVENT

In the globalized economy, MSME's are the driving force behind a large number of innovations, stimulate private ownership, initiate entrepreneurial skills, help diverse economic activities and contribute to the National Growth through employment generation, investments and exports. The sector contributes 8% to GDP, 45% of the industrial output and 40% of exports through more than 57.7 million enterprises employing 120 million people.

The sector provides maximum opportunities for both self-employment and wage-employment outside the agricultural sector and contributes in building an inclusive and sustainable society in innumerable ways through creation of non-farm livelihood at low cost, balanced regional development, gender and social balance, environmentally sustainable development, etc.

AP ranks 5th in terms of the number of MSME enterprises in the country with 25.96 lakhs MSME enterprises in the State. The sector is poised to grow at more than 13%. Recognizing the potential of this sector for the state's development, the Government of AP, through its various agencies, has taken many key steps to strengthen the MSME sector and promote innovation and capacity building in this sector. To further encourage and promote MSME's contribution to the state, Department of Industries and Commerce, Government of AP is organizing MSME Conclave at Tirupati, Chittoor District, Andhra Pradesh from 3rd - 4th February, 2018.

SCOPE OF WORK

Successful bidder/agency shall be responsible for organizing and managing events from conception stage to completion stage ensuring that all activities related to this event runs smoothly, to the world-class standards and in full compliance with the government directions and regulations.

The Scope of Work for the engagement will consist of managing the Media, Public Relations (PR), Design and Event Management activities for the 'MSME Conclave' event as highlighted below:

Pre –Event:

- i. Developing and Executing Media Strategy & Management
 1. Conceptualize and develop media and promotional strategy and suggest tools to execute the same
 2. Develop a communication plan that conceptualizes and develops positive storyboards on the State and showcase them nationally
 3. Plan & strategize media campaigns across electronic, print, outdoor, radio and digital and social media

4. Support media planning and buying in coordination with competent government agencies to ensure high visibility in print, outdoor, electronic and digital media
 5. Maximize publicity for the State and for the MSME conclave in regional and national media
 6. Provide Step wise detailed weekly plan for the MSME Conclave
 7. Prepare and submit the entire budgeting for the event
 8. The media spread for the plan (variable media mix)
 9. The frequency of releases in variable media vehicles depending upon the stage of the event
 10. Execution of the finalized media plan (plan to be finalized in consultation with the Department)
 11. Develop a dedicated website for the Conclave highlighting details of MSME sector in the State and venue details. The website should allow users to register themselves for the event.
 12. Promote 'Technical Paper Presentation Competition' and 'Super Start-Up Competition' to be held in top universities/institutes of the State through placing posters, distributing brochures in the selected universities/institutes.
- ii. Public Relation Activities
1. Develop a communication plan that conceptualizes and develops positive storyboards on the MSME Sector in the State and showcases them at the appropriate platforms to national audiences
 2. Organizing interviews for dignitaries/ senior government officials with leading business publications and News channels
 3. Managing media relations and networks and improving their interaction with the state
 4. Highlight any key news on investment intents, announcements and approvals both in state and national media.
 5. Coordinating features and advertorials in leading national and business publications
 6. Design & develop advertisements on electronic, print, radio/ Out of Home (OOH) media and digital media platforms
 7. Organize press conferences, preparation of press releases, press reports, press kit and co-ordination with print and electronic media
 8. Disseminate and release news articles and columns on behalf of the government through national media
 9. Facilitate national media partnerships/ alliances and manage crisis situations around the event
 10. Preparation of Press Notes

- iii. Design & Development of Promotional Material
 - 1. Design & development of promotional Videos:
 - a. Video Film on MSME for AP (3-5 mins) in English
 - b. Teaser film (15-30 secs)
 - c. Short interviews of successful MSME entrepreneurs across all 13 districts for 9 award categories
 - d. Videos covering individual sectors – focus sectors of AP
 - 2. Design & development of newspaper advertisements
 - 3. Design & development of brochures
 - 4. Design and development of visual material & content for social media
 - 5. Design & development of standees
 - 6. Background designing for stages and backdrops

During the Event

- iv. Event Management
 - 1. Temporary Infrastructure
 - a. Designing, layout & seating plans at venue: Chairs for 10000 pax and premium chairs in 5 - 8 front rows
 - b. Venue – Halls, dais, pathways, welcome gates, Buntings, Banners, utilities, conveniences, etc.
 - c. Provide performance stages with appropriate lighting for cultural events
 - d. Designing and Setting up of stage for 50 pax
 - e. Provision of tables & chairs
 - f. LCD/LED Display arrangements
 - g. Provide Id Cards to all the registered participants
 - h. First Aid and emergency medical facilities
 - i. Fire-fighting equipment
 - j. Upkeep of venue
 - k. Coordination in distribution of welcome kit, souvenirs, accommodation, arrival-departure of dignitaries, parking and vehicle management, etc.
 - l. Coordination with government department like police, fire and emergency services, telephones, local authorities, NRDA and arrange necessary permissions/ NOCs.
 - m. carpeting, stalls, hoardings, banners, appropriate decorative elements including plants and floral decorations

- n. special effects, acoustic effects, setting up and maintenance of rest rooms and other elements
 - o. Arrange for the setting up of the stage including designing of backdrop, VIP seating, master of ceremony etc.
 - p. Placement of billboards, hoardings, road maps and flags at the venue as required by the Department
2. Dais Management
- a. Audio, computer and video arrangements for presentations and speeches
 - b. Power arrangements including backup power
3. Manpower
- a. Providing temporary manpower like bearers, anchor, hosts and hostesses, guides, technicians, security, cleaning personnel, etc.
4. Exhibition Stalls
- a. Setup of 50 exhibition stalls of 3x3 sqm each with adequate interior lightings
 - b. Each stall should have at least 2 chairs and 1 table
 - c. Decoration of stalls
 - d. Setup reception desk with at least 2 hostess (in traditional dress), security personnel with metal detectors and few supervisors for coordination across the stalls
 - e. Flooring and carpet (Green and Beige color) of the exhibition area.
 - f. The exhibition should be in an enclosed area with a front entry façade depicting MSME theme and culture of AP.
 - g. Appropriate lighting arrangements and public address and music system
 - h. Two large LED screen in the reception area
 - i. One closed meeting room with sofa seating and center table
5. Hi Tea/Networking Session
- a. Arrange a Hi Tea/networking session amongst all the dignitaries and senior government officials on 4th February, 2018
6. All technical sessions shall be recorded and submitted to Department in the form of CDs/DVDs. Separate CDs/DVDs to be submitted for each session.
7. Organize a Cultural Program on first day of the event (3rd Feb, 2018).

8. Shall perform any other work related to the assignment as required and as identified during the course of assignment
9. Others:
 - a. Still and Video Photography
 - b. Database Management
 - c. Internet & Online services live streaming services, etc.
 - d. Housekeeping: Separate toilet arrangements for Public and VIPs

Post-Event

At the end of the programme, the agency shall submit a consolidated report with details of all the activities done during the entire course of programme

Note:

1. The Scope of Work does not involve the printing of any material. The Agency is 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.
2. The agency shall support Media Buying for advertisements on electronic, print, radio/ Out of Home (OOH) media and digital media platforms in coordination with competent government agencies.
3. At the end of every week, the Agency to submit a “weekly Report” with details of all the activities done, during the entire course of programme

COMPONENTS OF BID DOCUMENT

Tender will be in two parts. Part – I: Technical Bid and Part – II: Financial Bid.

PART - I : TECHNICAL BID

The sealed envelope marked as “: Technical Bid” would consist of:

1. Tender application fee of Rs 10,000 to be submitted in the form of a demand draft and an Earnest Money Deposit (EMD) for Rs. 120,000/- (Rupees One Lac twenty thousand) in the form of Demand Draft / Banker’s Cheque drawn in favour of “Commissioner of Industries & Commerce, Andhra Pradesh” and payable at SBI, BRP Road, Vijayawada.
2. An “Action Calendar” for completion of the work.
3. Document towards pre-qualification and technical eligibility
4. Affidavit as per prescribed format duly sworn in before the NOTARY.
(Annexure-A)

Request for proposal for Appointment of Agency for Designing / Production of Creatives /Commercials for various media pub, Public Relation Activities and Event Management for MSME Conclave to be held at Tirupati from 3rd - 4th February, 2018

5. Copy of the Tender Document duly **signed & stamped** by the Tenderer in all pages.

PART – II : FINANCIAL BID :

Financial Bid shall comprise of the “Price Bid” in prescribed format (Annexure B) supplied with the Tender Document.

Both these two covers to be placed in another outer cover. Information on the outer envelope should have “Request for proposal for Appointment of Media, Public Relations, Design and Event Management Agency for MSME Conclave to be held in Tirupati from 3rd -4th February, 2018” and should be addressed to

Mr. S.V. Giridhara Rao
Joint Director (MSME)
Office of Commissioner of Industries & Commerce
1st Floor, Government Printing press
Mutyalampadu
Vijayawada
Andhra Pradesh
520111

PRE-BID MEETING:

The bidders should submit their queries/ suggestions on the RFP, strictly in the format given below:

S. No.	Section and Clause of RFP	Reference Page	Reference Clause	Query/ Suggestion

The queries shall be sent to sv.giridhararao@ap.gov.in / sv.giridhararao@gmail.com to reach by 11.12.2017 at 5:00 PM.

Pre-bid conference:

The venue for pre-bid conference:

Office of The Commissioner Of Industries & Commerce

1st Floor, Government Printing Press, Mutyalampadu Vijayawada

Date and Time of Pre bid meeting: **12.12.2017 at 11:00 AM**

PREPARATION OF THE BID/ TENDER:

All documents relating to the bid shall be in English language.

SELECTION COMMITTEE:

A selection committee constituted by Commissioner of Industries and Commerce would be responsible for

1. Performing technical Evaluation
2. Assess the bidders' presentation on innovative approach and methodology
3. Recommend for selection of successful bidder as per the bid evaluation procedure detailed below
4. To Inspect and recommend for release of first and final instalment of payments

Evaluation of Proposals

- Department shall constitute an Evaluation Committee to evaluate the proposals.
- Evaluation Committee shall open the Proposals at the date & time specified in the RFP in the presence of the Applicants who choose to attend. The envelopes marked "Technical Bid" shall be opened first to assess the compliance to the Pre-qualification conditions. The other envelopes marked shall be kept sealed for opening at a later time.
- Proposals for which a notice of withdrawal has been submitted shall not be opened.
- In case an Applicant does not fulfil the Pre-Qualification Criteria, Technical and Financial Proposal of such an Applicant will not be evaluated further.

1. Pre-Qualification Criteria

1.1 To be eligible for evaluation of its Proposal, the Applicant shall fulfill the following Pre-Qualification criteria:

- i. Bidder should be a registered firm/company/partnership with at-least 5 years of presence in India.
- ii. Bidder should have had a turnover of at least INR 25 Crores in each of the last 3 financial years (FY 2014-15 to 2016-17) in services related to developing Marketing Strategies, Creative Designing, Advertising, PR Activities, Event Management etc (Agencies dealing exclusively in Media Buying will not be eligible for participating in this tender process)
- iii. The bidder should have experience organizing at least 3 similar events for any State in India/ Government of India covering PR Activities, Designing/Production of Creatives / commercials for various media including Print, TV, Radio, Online, Outdoor, Digital Media (Social Media, Internet

Marketing, Blogs, etc.), event management, website development in the last 5 years with an engagement value of Rs. 75 lakhs each or above.

- iv. Bidder should not be currently black-listed by any Central / State Government / Public Sector undertaking in India.

1.2 The Pre-qualifying adherence documents shall not include any financial information relating to the Financial Proposal.

1.3 Department of Industries and Commerce reserves the right to verify all statements, information and documents, submitted by the Applicant in response to the RFP. Any such verification or the lack of such verification by Department of Industries and Commerce to undertake such verification shall not relieve the Applicant of its obligations or liabilities here under nor will it affect any rights of Department of Industries and Commerce there under.

1.4 In case it is found during the evaluation or at any time before issuance of Letter of Award (LOA) or after its issuance, that one or more of the eligibility conditions have not been met by the Applicant or the Applicant has made material misrepresentation or has given any materially incorrect or false information, the Applicant shall be disqualified forthwith if not yet appointed as the Creative Agency for this assignment by issue of the LOA and if the Selected Applicant has already been issued the LOA, the same shall, notwithstanding anything to the contrary contained therein or in this RFP, be liable to be terminated, by a communication in writing by Department of Industries and Commerce without Department of Industries and Commerce being liable in any manner whatsoever to the Selected Applicant, as the case maybe.

2. Technical Evaluation Criteria

2.1 Evaluation shall be done on following criteria and points will be allocated against each component.

S.No.	Evaluation Criteria	Max. Points
1.	Turnover in each of the last 3 financial years (FY 2014-15 to 2016-17) in services related to developing Marketing Strategies, Creative Designing, Advertising, PR Activities, event management etc	25

Request for proposal for Appointment of Agency for Designing / Production of Creatives /Commercials for various media pub, Public Relation Activities and Event Management for MSME Conclave to be held at Tirupati from 3rd - 4th February, 2018

	<p>INR 25 Crores upto 50 Crores – 10 points</p> <p>Above 50 Crores upto 75 Crores – 20 points</p> <p>Above 75 Crores – 25 points</p>	
2	<p>Experience in organizing similar events for a state/ country with campaign covering PR Activities, Designing / Production of Creatives /Commercials for various media including Print, TV, Radio, Online, Outdoor, etc., and Digital Media (Social Media, Internet Marketing, Blogs, etc.), event management, website development in the last 5 years with an engagement value of Rs. 75 lakhs each or above</p> <p>3 Engagements/ Projects – 10 points</p> <p>4 Engagements/ Projects – 20 points</p> <p>5 & above Engagements/ Projects – 25 points</p>	25
3	<p>Team Composition & Deployment Plan: The agency will be scored basis the team proposed with the right mix of resources to handle all aspects of the engagement. The agency shall also ensure deployment of the right mix of resources onsite / offsite for successful delivery</p>	20
4	<p>Technical Presentation on MSME Conclave- Approach & Methodology :</p> <ol style="list-style-type: none"> 1. Media & Marketing Mix – 10 Points 2. Event Planning: Conceptual Layout Plan for the Event-10 Points 3. Experience diversity of similar events – 5 Points 4. 30 secs sample Promotional Video/ TV Commercial – 5 points 	30
	Total	100

- 2.2 Technical Proposal shall be submitted as per formats in Annexure C (Covering Evaluation Criteria SI.No #1), Annexure D for SI.No#2 of 2.1, and in Annexure E (Covering Evaluation Criteria SI.No #3 of 2.1)
- 2.3 Detailed Resumes of the Team members to be deployed on this project must be included along with the Technical Proposal as per the format in Appendix III.
- 2.4 Hard Copies of Technical Presentation (Evaluation Criteria SI.No #4 of 2.1 need not be provided along with the Bid. However the same shall be submitted when Agencies are invited for Technical Presentation.
- 2.5 The Agencies adhering to the Pre-Qualification Criteria only will be called for Technical Presentation.
- 2.6 The Award shall be based on Quality cum Cost based Selection (QCBS)

3. Methodology of Evaluation- Quality cum Cost based selection

- i. The combined final score shall be considered for award of the assignment. The assignment shall be awarded to the Agency scoring the highest final weighted score.
- ii. The weightage for the technical proposal and financial proposal in the combined final score will be 60% and 40% respectively.
- iii. The marking scheme for technical proposal will be as per details given in this RFP. Technical score (St) shall be out of 100.
- iv. The Financial Proposal shall be evaluated using the following methodology:
 - i. The lowest Financial Proposal (Fm) will be given a financial score (Sf) of 100 points. The financial scores (Sf) of the other Financial Proposals will be determined using the following formula:

$$Sf = 100 \times Fm/F;$$

In which Sf is the financial score, Fm is the lowest Financial Proposal, and F is the Financial Proposal (in INR) under consideration.

- v. Proposals will finally be ranked in accordance with their combined technical (St) and financial (Sf) scores:

$$S = St \times Tw + Sf \times Fw;$$

Where S is the combined score, and Tw and Fw are weights assigned to Technical Proposal and Financial Proposal that will be 60% and 40% respectively.

Note: Bidders who score minimum of 70% of the highest score achieved in technical evaluation as per the criterion will only be eligible for the consideration of the financial bid.

In case the bidder fails to submit the documentary proof in respect of above, then bidder will not be allotted proportionate marks in respect of the unavailable documentary proof for that particular item/criteria.

Only those bidders who qualify in the technical evaluation, their bids alone would be opened for financial evaluation.

As mentioned earlier Bidder achieving top score will be invited for negotiations.

AWARD OF TENDER:

After negotiations are complete, client will notify other consultants on the shortlist of unsuccessful consultants and return the financial bids of those who did not qualify the technical evaluation.

The Selection Committee for Andhra Pradesh Pavilion reserves the right to accept or reject any or all tenders without assigning any reason thereof

JURISDICTION OF COURT

Commissioner of Industries, Government of Andhra Pradesh Vijayawada takes no responsibility for delay, loss or non-receipt of the offer, documents, letter etc. sent by post either way. It shall also not be responsible for the expenses or losses which may be incurred by the tenderer in preparation of this offer

All disputes arising out of the processing of offers and of the work order / letter of intent so made shall be subject to the jurisdiction of High Court of AP at Hyderabad

TERMS OF PAYMENT

S. No	Description	Payment (as Percentage of the total contract value)
1.	Upon completion of MSME Conclave	50%

	Event	
2.	Upon submission and acceptance of final consolidated report	50%
	Total	100%

GENERAL TERMS AND CONDITIONS OF TENDER:

- 1) The rates are to be quoted both in words and figures. If there is any discrepancy in the words and figures, the rate quoted in words will be taken in to account.
- 2) The rates should be quoted after visiting the site and taking into account the site conditions.
- 3) Income Tax, G.S.T. / VAT and any other taxes as applicable under state and \central Govt. norms shall be borne by the Tenderer.
- 4) Any cut marks / over writing are to be initialed failing which the tender(s) will be treated as cancelled.
- 5) All pages of the tender document are to be signed and stamped by the tenderer.
- 6) If the last date of submission of tender falls on holiday, bandh etc for any reason the subsequent working day will be the last date of submission of tender date.
- 7) No materials / machines will be issued to the contractor for execution of the works.
- 8) The tenderers are to submit Rs. 120,000 (Rupees One Lac Twenty Thousand only) along with the tender as EMD in the form of Demand Draft / Banker's Cheque drawn in favour of "Commissioner of Industries, C&EP wing, Hyderabad", Andhra Pradesh payable at Hyderabad.
- 9) The successful tenderer shall deposit a performance security deposit of Rs. 240,000/- in the form of Demand Draft / Banker's Cheque drawn in favour of "Commissioner of Industries & Commerce, Vijayawada"
- 10) In respect of the successful Tenderer, the EMD and Security Deposit will be retained till completion of the work. The successful tenderer will execute the Agreement Bond on Rs.100/- stamp paper. The Specimen of the Agreement Bond can be obtained from the Office of the Commissioner of Industries and Commerce 1st Floor, Government Printing press, Mutyalampadu. Vijayawada. Andhra Pradesh, No interest shall be paid on this amount.
- 11) EMD of unsuccessful bidders will be released after the award of the work is finalized.
- 12) No price escalation or price enhancement will be considered for the works under any circumstances.
- 13) Penalty will be imposed on contractors doing sub- standard works or for

Request for proposal for Appointment of Agency for Designing / Production of Creatives
/Commercials for various media pub, Public Relation Activities and Event Management for MSME
Conclave to be held at Tirupati from 3rd - 4th February, 2018

time delays, if any, as deemed fit and proper by physical observation / any other method by the selection committee/Departmental officials.

- 14) Terms and conditions of the contract as supplied with the tender document along with the Agreement will be final and binding on the contractor. The EMD and Security Deposit will be released only after release of final payment against the work.
- 15) The tenderer shall submit copy of the PAN card and GST and relevant tax Registration Certificate along with the tender.
- 16) The selected tenderer has to arrange the accommodation of his working staff by himself.

Request for proposal for Appointment of Agency for Designing / Production of Creatives /Commercials for various media pub, Public Relation Activities and Event Management for MSME Conclave to be held at Tirupati from 3rd - 4th February, 2018

ANNEXURE –A

AFFIDAVIT

I, Sri son / daughter of
..... Aged Years having the
address.....

...do hereby solemnly declare and affirm that I will abide by all the terms & conditions mentioned in the Tender Documents for Appointment of Agency for Designing / Production of Creatives /Commercials for various media, Public Relation Activities and Event Management for MSME Conclave to be held at Tirupati from 3rd - 4th February, 2018.

Signature of the tenderer

Request for proposal for Appointment of Agency for Designing / Production of Creatives /Commercials for various media pub, Public Relation Activities and Event Management for MSME Conclave to be held at Tirupati from 3rd - 4th February, 2018

ANNEXURE –B

FINANCIAL BID

Financial proposal for Appointment of Agency for Designing / Production of Creatives /Commercials for various media, Public Relation Activities and Event Management for MSME Conclave to be held at Tirupati from 3rd - 4th February, 2018.

1. Financial Proposal

Name of the Bidder		
<u>Price Schedule (Rate to be quoted in INR)</u>		
S. No	Rate Description	Gross amount including all levies & taxes (in INR)
1.	Developing and Executing Media Strategy & Management	
2.	Public Relation Activities	
3.	Design & Development of Promotional Material	
4.	Event Management	
5.	Miscellaneous	
6.	Total	

In words (Rupees
.....)

Signature of the Bidder

Date & Seal

Request for proposal for Appointment of Agency for Designing / Production of Creatives /Commercials for various media pub, Public Relation Activities and Event Management for MSME Conclave to be held at Tirupati from 3rd - 4th February, 2018

ANNEXURE –C

TURNOVER DETAILS

Bidder should have had an average turnover of at least INR 25 Crores in each of the last 3 financial years (FY 2014-15 to 2016-17) in services related to developing Marketing Strategies, Creative Designing, Advertising, PR Activities, event management, etc.

For the purpose of this criterion, turnover of only the bidding entity will be considered. Turnover of any parent, subsidiary, associated or other related entity will not be considered. **(Certificate from Statutory Auditor is required – with turnover from the applicable services)**

S.No	Year	Turnover (INR) from related services
1	2016-2017	
2	2015-2016	
3	2014-2015	

Request for proposal for Appointment of Agency for Designing / Production of Creatives /Commercials for various media pub, Public Relation Activities and Event Management for MSME Conclave to be held at Tirupati from 3rd - 4th February, 2018

ANNEXURE –D

Experience organizing similar events for a state/ country with campaign covering PR Activities, designing / production of creatives / commercials for various media including print, TV, radio, online, outdoor, etc., and digital media (social media, internet marketing, blogs, etc.) in the last 5 years with engagement value of over Rs. 75 lakhs each

Assignment Name:	Approx. value of the Contract
Country: Location within the Country:	Duration of completed assignment (months): Start / Completion Date
Name, Address and Phone No. of Client:	Details of similar work done
Name of Team Lead involved and functions performed	
Description of Actual Services Provided by the client:	

Kindly provide supporting documents such as contract/work order copy and completion certificate etc. Kindly provide satisfactory completion certificate from the client(s). **Note: Please provide experiences of not more than 8 projects. If more than 8 experiences are submitted, only the first 8 project experiences would be considered)**

Request for proposal for Appointment of Agency for Designing / Production of Creatives /Commercials for various media pub, Public Relation Activities and Event Management for MSME Conclave to be held at Tirupati from 3rd - 4th February, 2018

ANNEXURE –E (Team Deployment Plan & Resume Formats)

Team Deployment Plan:

S. No	Name of the Expert	Area of Expertise	Relevant Experience	Designation in the Project	Deployment (Onsite/ Offsite)

Resume Format:

The Agency shall propose a team consisting of staff / experts to take care of all aspects of the assignment. The resumes of all the resources proposed to be deployed in the project must be included along with the Technical Proposal in the below format.

- 1. Name of the Expert**
- 2. Educational Qualifications**
- 3. Post qualification relevant experience in number of years**
- 4. Area of Expertise**
- 5. Details of Projects worked on with similar Scope of Work**