



## **REQUEST FOR PROPOSAL**

### **FOR SELECTION OF**

### **CREATIVE AGENCY FOR MANAGING THE MEDIA, PUBLIC RELATIONS (PR) & DESIGN ACTIVITIES FOR PARTNERSHIP SUMMIT 2018 (PS 2018) FOR DEPARTMENT OF INDUSTRIES AND COMMERCE, GOVT. OF ANDHRA PRADESH**

**(Proposal Due date – 15<sup>th</sup> December, 2017)**

**Department of Industries and Commerce**

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Commissioner of Industries, First Floor, Government Regional Printing Press Buildings, Mutyalampadu,  
Vijayawada, 520011

## **DISCLAIMER**

The information contained in this Request for Proposal document ("RFP") or subsequently provided to Applicants, whether verbally or in documentary or any other form by or on behalf of the Department of Industries and Commerce or any of its employees or advisers, is provided to Applicants on the terms and conditions set out in this RFP and such other terms and conditions subject to which such information is provided.

This RFP is not an agreement and is neither an offer nor invitation by the Department of Industries and Commerce to the prospective Applicants or any other person. The purpose of this RFP is to provide interested parties with information that may be useful to them in the formulation of their Proposals pursuant to this RFP. This RFP includes statements, which reflect various assumptions and assessments arrived at by the Department of Industries and Commerce in relation to the assignment. Such assumptions, assessments and statements do not support to contain all the information that each Applicant may require. This RFP may not be appropriate for all persons, and it is not possible for the Department of Industries and Commerce, its employees or advisers to consider the objectives, technical expertise and particular needs of each party who reads or uses this RFP. The assumptions, assessments, statements and information contained in this RFP, may not be complete, accurate, adequate or correct. Each Applicant should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments and information contained in this RFP and obtain independent advice from appropriate sources.

Information provided in this RFP to the Applicants is on a wide range of matters, some of which depends upon interpretation of law. The information given is not an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. The Department of Industries and Commerce accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on the law expressed herein.

The Department of Industries and Commerce, its employees and advisers make no representation or warranty and shall have no liability to any person including any Applicant under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this RFP or otherwise, including the accuracy, adequacy, correctness, reliability or completeness of the RFP and any assessment, assumption, statement or information contained therein or deemed to form part of this RFP or arising in any way in this Selection Process.

The Department of Industries and Commerce also accepts no liability of any nature whether resulting from negligence or otherwise however caused arising from reliance of any Applicant upon the statements contained in this RFP.

The Department of Industries and Commerce may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumption contained in this RFP.

The issue of this RFP does not imply that the Department of Industries and Commerce is bound to select an Applicant or to appoint the Selected Applicant, as the case may be, for the Agency and the Department of Industries and Commerce reserves the right to reject all or any of the Proposals without assigning any reasons whatsoever.

The Department of Industries and Commerce reserves the right to go ahead with the bid in case of single bidder.

The Applicant shall bear all its costs associated with or relating to the preparation and submission of its Proposal including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by the Department of Industries and Commerce or any other costs incurred in connection with or relating to its Proposal. All such costs and expenses will be borne by the Applicant and the Department of Industries and Commerce shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by an Applicant in preparation or in submission of the Proposal, regardless of the conduct or outcome of the selection process.

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## 1. Introduction

Government of Andhra Pradesh has undertaken several investor friendly initiatives over the years to establish the State as one of the most attractive investment destinations. In continuation with such efforts, the Government of Andhra Pradesh in partnership with the Department of Industrial Policy & Promotion, Ministry of Commerce & Industry and the Confederation of Indian Industry (CII) is organizing the Partnership Summit 2018 in Andhra Pradesh from 24<sup>th</sup> to 26<sup>th</sup> Feb 2018 in Visakhapatnam.

Partnership Summit is one of the most important international business events in the country and aims at partnerships built on shared dreams that bind societies together in this knowledge driven world. The summit has established itself as an ideal ground for business networking and sharing of societal concerns where corporates seek a collective view beyond bottom lines. The partnership summit has regularly featured Heads of States and Governments, Ministers, Senior Bureaucrats, Academicians and Thought leaders from around the world. (For more information on Partnership Summit please refer <http://www.partnershipsummit.com/>)

**The agency shall support the Government of Andhra Pradesh in organizing Partnership Summit 2018.**

**Duration of the engagement is 2 months extendable as required on mutually agreed terms.**

Timelines and important information is mentioned as under:

Availability of RFP document on the official website ( <a href="http://www.apindustries.gov.in">www.apindustries.gov.in</a> )	10:00 AM, 05.12.2017 (Tuesday)
Pre-Bid Meeting	11:00 AM, 08.12.2017 (Monday)
Last date and time for submission of proposal	03:00 PM, 15.12.2017 (Friday)
Date & time for Opening of proposal	04:00 PM, 15.12.2017 (Friday)
Date & time for technical presentation	11:00 AM, 21.12.2017 (Thursday)

Request for Proposal (RFP) can be downloaded from the official website of Industries Department [www.apindustries.gov.in](http://www.apindustries.gov.in) from 05.12.2017, 10:00 AM onwards

For any queries please contact:

Indira Devi, Joint Director

Email – [indiradevi.k@gmail.com](mailto:indiradevi.k@gmail.com)

Ph: 9640978615 (On all working days)

## 2. Instruction to Applicants / Bidders

### 2.1 Bid Submission

- i. Submission of Proposal should be addressed to:

**Commissioner of Industries**

Address: 1<sup>st</sup> Floor, Government Regional Printing Press Buildings, Mutyalampadu, Vijayawada, 520011

- ii. All communications, including the envelopes, should contain the following information, to be marked at the top in bold letters:

REQUEST FOR PROPOSAL FOR SELECTION OF CREATIVE AGENCY FOR MANAGING THE MEDIA, PUBLIC RELATIONS (PR) & DESIGN ACTIVITIES FOR PARTNERSHIP SUMMIT 2018 (PS 2018) FOR DEPARTMENT OF INDUSTRIES AND COMMERCE, GOVT. OF ANDHRA PRADESH

## 2.2 Communication & Queries

Any queries & communication may be addressed to:

**Indira Devi, Jt. Director**

Address: 1<sup>st</sup> Floor, Government Regional Printing Press Buildings, Mutyalampadu, Vijayawada, 520011

Email: [indiradevi.k@gmail.com](mailto:indiradevi.k@gmail.com)

## 2.3 General Instructions

- i. The selection shall be on the **Quality cum Cost Based Selection (QCBS)** based on the final weighted score, subject to fulfilling the requirements of the Pre-qualification Criteria. The Proposal will form part of the contract with the selected agency.
- ii. The creative agency shall provide a qualified servicing and creative team for undertaking the work. The team would work closely with the department and should be available onsite in Vijayawada as required.
- iii. The Agency shall propose team consisting of staff / experts to take care of all aspects of the assignment.
- iv. All contents of the Proposal should be clearly numbered, indexed and arranged in a sequence and shall be bound firmly.
- v. The Proposal shall contain no interlineations or overwriting, except as necessary to correct errors made by the official of Agency themselves. The person who signs the proposal must put initial against such corrections.
- vi. The proposals shall be signed and submitted by the Authorized Signatory of the Agency. **The authorization shall be attached in the Technical Proposal and shall be in the form of a written power of attorney**
- vii. Validity of the proposal shall be 45 days from the last date of submission of the proposal.
- viii. Clarifications may be sought only in pre-bid and no queries shall be entertained thereafter.
- ix. Misrepresentation/ improper response by the Applicant may lead to the disqualification of the Applicant

## 2.4 Earnest Money Deposit

- i. An Earnest Money Deposit of **INR 5,00,000 (INR 5 lakhs)** in the form of Demand Draft (DD) in favor of Commissioner of Industries, payable at Vijayawada.
- ii. Proposals received without the Earnest Money Deposit will be summarily rejected.

- iii. Department of Industries and Commerce shall not be liable to pay any interest on the Earnest Money Deposit. The amount shall, however, be returned to Pre-Qualified but unsuccessful applicants after the work order is issued to the successful applicant.
- iv. The department shall be entitled to appropriate the EMD and encash the DD towards compensation / damages on occurrence of any of the events mentioned below :
  - a. If a Bidder engages in a Corrupt Practice, or Fraudulent Practice, or Coercive Practice, or Undesirable Practice or Restrictive Practice
  - b. If any information or document furnished by the Bidder is found by the department to be misrepresenting, misleading, incorrect or untrue in any material respect.

**2.5 Performance Bank Guarantee**

Bank Guarantee (as per Appendix V) of INR 25,00,000 (INR 25 lakhs Only) towards Performance Security shall be submitted to the department within 7 days from the date of LoA in favour of Commissioner of Industries, Industries & Commerce Department, Government of Andhra Pradesh, payable at Vijayawada. The validity of Performance Guarantee shall be 3 months.

Upon expiry of the agreed engagement period the bank guarantee will be handed over within 45 days.

**2.6 Submission of Proposal**

- i. The proposal shall include 3 separate envelopes – Pre-Qualification proposal, Technical Proposal and Financial Proposal
- ii. Technical proposal shall not contain any financial details. Technical and Financial proposals should be sealed in different envelopes. Each envelope shall be marked as follows:

Pre-qualification proposal	Technical proposal	Financial proposal
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- iii. The entire proposal (Pre-qualification, Technical and Financial) will be sealed in an outer envelope which will bear the address of Department of Industries and Commerce as mentioned in clause 2.1 and the name and address of the Applicant. It shall bear on top, the following:
 

“Do not open, except in presence of the Evaluation Committee of  
Department of Industries and Commerce”
- iv. If the envelope is not sealed and marked as instructed above, Department of Industries and Commerce assumes no responsibility for the misplacement or premature opening of the contents of the Proposal submitted and consequent losses, if any, suffered by the Applicant.

**3. Evaluation of Proposals**

3.1 Department shall constitute an Evaluation Committee to evaluate the proposals.

3.2 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 “Pre-Qualification Proposal” 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.

- 3.3 Proposals for which a notice of withdrawal has been submitted shall not be opened.
- 3.4 In case an Applicant does not fulfil the Pre-Qualification Criteria, Technical and Financial Proposal of such an Applicant will not be evaluated further.
- 3.5 After the Pre-Qualification evaluation, the list of Qualified Applicants shall be prepared for opening of their Technical Proposals. The opening of Technical Proposals shall be done before the Evaluation Committee. The Department will not entertain any query or clarification from Applicants who fail to qualify at any stage of the Selection Process.

#### **4. Pre-Qualification Criteria**

- 4.1 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 75 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 etc (Agencies dealing exclusively in Media Buying will not be eligible for participating in this tender process)
  - iii. The bidder should have experience organizing atleast 3 major International Investment Promotion 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.) in the last 5 years with an engagement value of over Rs. 5 crore each
  - iv. Bidder should not be currently black-listed by any Central / State Government / Public Sector undertaking in India.
- 4.2 Applicants shall submit the Pre-Qualifying adherence documents in the formats at Appendix-I.
- 4.3 The Pre-qualifying adherence documents shall not include any financial information relating to the Financial Proposal.
- 4.4 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.
- 4.5 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.

## 5. Technical Evaluation Criteria

5.1 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, etc INR 75 upto 150 Crores – 10 points Above 150 Crores upto 300 Crore – 20 points Above 300 Crores – 25 points	25
2	Experience organizing International Investment Promotion 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 an engagement value of over Rs. 5 crore each 4 Engagements/ Projects – 10 points 5 Engagements/ Projects – 20 points 6 & above Engagements/ Projects – 25 points	25
3	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	20
4	Technical Presentation on PS 2018 - Approach & Methodology : 1. Media & Marketing Mix – 10 Points 2. 30 secs sample Promotional Video/ TV Commercial – 10 points 3. Social Media Strategy – 5 points 4. Experience diversity in Investment Promotion Events – 5 Points	30
	<b>Total</b>	<b>100</b>

5.2 Technical Proposal shall be submitted as per formats in Appendix II (Covering Evaluation Criteria SI.No #1 and SI.No#2 of 5.1) and in Appendix III (Covering Evaluation Criteria SI.No #3 of 5.1)

5.3 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.

5.4 Hard Copies of Technical Presentation (Evaluation Criteria Sl.No #4 of 5.1 need not be provided along with the Bid. However the same shall be submitted when Agencies are invited for Technical Presentation.

5.5 The Agencies adhering to the Pre-Qualification Criteria only will be called for Technical Presentation.

5.6 The Award shall be based on Quality cum Cost based Selection (QCBS)

### **5.7 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 70% and 30% 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 70% and 30% respectively.

## **6. Financial Proposal**

6.1 Applicants shall submit the financial proposal in the format at Appendix-IV (the "Financial Proposal") clearly indicating the cost in both figures and words, in Indian Rupees, and signed by the Applicant's Authorised Representative. In the event of any difference between figures and words, the amount indicated in words shall prevail.

6.2 While submitting the Financial Proposal, the Applicant shall ensure the following:

- i. The total amount indicated in the Financial Proposal shall be without any condition attached or subject to any assumption, and shall be final and binding. In case any assumption or condition is indicated in the Financial Proposal, it shall be considered non-responsive and liable to be rejected.

- ii. The Financial Proposal shall take into account all expenses and tax liabilities. For the avoidance of doubt, it is clarified that all taxes, **excluding GST**, shall be deemed to be included in the costs shown under different items of the Financial Proposal. Further, all payments shall be subject to deduction of taxes at source as per Applicable Laws.

## 7. Scope of work

7.1 The Scope of Work for the engagement will consist of managing the Media, Public Relations (PR) & Design activities for the Partnership Summit 2018 (PS 2018) event as highlighted in the scope of work below.

### i. **Media Strategy & Management :**

1. Conceptualize and develop Media and Promotional Strategy
2. Develop a Communication Plan that conceptualizes and develops positive storyboards on the State and showcase them nationally & internationally
3. Plan & Strategize Media Campaigns across Electronic, Print, Outdoor, Radio, Digital and Social Media
4. Media Planning in coordination with the departments concerned to ensure high visibility in print, outdoor, electronic and digital media
5. Maximize Publicity for the event in Regional, National and International Media
6. Provide Strategy for the PS 2018 campaign, including, but not limited to:
  - a. Step wise detailed monthly plan for the PS 2018
  - b. Entire budgeting for the plan
  - c. Media Spread for the Plan (variable media mix)
  - d. Frequency of releases in variable media vehicles depending upon the stage of PS 2018 campaign
  - e. Execution of the finalized media plan (plan to be finalized in consultation with the Client and the Knowledge Partner to the Department)
  - f. The agency will be responsible for the design of the website and the content for the website would be complemented by the Knowledge Partner and Event Partner(CII)
  - g. Ensure adequate Media Coverage of the State and the Event in the Regional, National and International Media

### ii. **Public Relation Activities for the Summit:**

1. Organizing interviews of Dignitaries/ Senior Government Officials/ Investors with leading business publications and News channels in consultation with the Knowledge Partner
2. Managing Media Relations and Networks and improving their interaction with the State about the event
3. Highlight any key news on Investment Intents, Announcements and Approvals in the State, both in National and International media before and after the event.
4. Coordinating features and advertorials in leading National and Business Publications

5. Organize Press conferences, Preparation of Press Releases, Press Reports, Press kit and co-ordination with Print and Electronic Media
6. Facilitate National Media Partnerships/ Alliances and manage crisis situations around the event
7. Draft/ edit/ proof read speeches for key government officials in close coordination with the Department in coordination with the Knowledge Partner

**iii. Design & Development of Promotional Material :**

1. Logo/Mascot for the Event
2. Promotional Videos: Video Film on AP (3-5 mins) in English and Telugu
3. Teaser film (15-30 secs)
4. TV and Radio Advertisements
5. Newspaper Advertisements in Regional, National and International Media
6. Magazine Advertisements in National and International Media
7. Advertisements for inflight magazines
8. Out of Home (OOH) advertisements
9. Airport ads- Static & Digital
10. Brochures, Banners, Standees and Backdrops
11. Visual material & Content for Social Media
12. Background designing for the Stage
13. Souvenirs
14. Preparation of video clip summarizing the event

**iv. Other :**

1. The agency shall perform any other work related to the assignment as required and as identified during the course of assignment.
2. Agency to submit a “Monthly Report” with details of all the activities done during the entire course of programme.
3. 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.

## 8. Payment Terms

8.1 The bidder shall quote a lumpsum for the complete engagement.

8.2 The payment terms are as below:

S. No	Description	Payment (as Percentage of the total contract value)
1.	Upon completion of Partnership Summit	35%
2.	Upon submission of final consolidated report	65%
	Total	100%

## Appendix I – Prequalification Proposal Formats

### FORM 1 - Letter of Proposal Submission

(On Applicant's letter head)

(Date and Reference)

To,

The Commissioner of Industries

First Floor, Government Regional Printing Press Buildings

Mutyalampadu

Vijayawada - 5205011

**Sub: SELECTION OF CREATIVE AGENCY FOR MANAGING THE MEDIA, PUBLIC RELATIONS (PR) & DESIGN ACTIVITIES FOR THE PARTNERSHIP SUMMIT 2018 (PS 2018) FOR DEPARTMENT OF INDUSTRIES AND COMMERCE, GOVT. OF ANDHRA PRADESH**

Dear Sir,

1. With reference to the RFP, We, having examined all relevant documents and understood their contents, hereby submit our Proposal for selection as CREATIVE AGENCY FOR MANAGING THE MEDIA, PUBLIC RELATIONS (PR) & DESIGN ACTIVITIES FOR THE PARTNERSHIP SUMMIT 2018 (PS 2018) FOR DEPARTMENT OF INDUSTRIES AND COMMERCE, GOVT. OF ANDHRA PRADESH.
2. The proposal is unconditional and unqualified.
3. We certify that all information provided in the Proposal and in the Appendices is true and correct, nothing has been omitted which renders such information misleading; and all documents accompanying such Proposal are true copies of their respective originals.
4. We shall make available to the Department of Industries and Commerce any additional information it may deem necessary or require for supplementing or authenticating the Proposal.
5. We acknowledge the right of the Department of Industries and Commerce to reject our application or cancel the selection process at any time without assigning any reason or otherwise and hereby waive our right to challenge the same on any account whatsoever.
6. We certify that in the last three years, we or any of our Associates have neither failed to perform on any contract, as evidenced by imposition of a penalty by an arbitral or judicial authority or a judicial pronouncement or arbitration award against the Applicant, nor been expelled from any project or contract by any public authority nor have had any contract terminated by any public authority for breach on our part.
7. We certify that in regard to matters other than security and integrity of the country, we or any of our Associates have not been convicted by a Court of Law or indicted or adverse orders passed by a regulatory authority which would cast a doubt on our ability to undertake the assignment or which relates to a grave offence that outrages the moral sense of the community.
8. We further certify that no investigation by a regulatory authority is pending either against us or against our Associates or against our CEO or any of our Directors/Managers/employees.

9. We hereby irrevocably waive any right or remedy which we may have at any stage at law or howsoever otherwise arising to challenge or question any decision taken by the Authority in connection with the selection of Creative Agency or in connection with the Selection Process itself in respect of the above mentioned assignment.
10. We agree to keep this offer valid for 45 (Forty Five) days from the last date of submission of the proposals as specified in the RFP.
11. We have studied RFP and all other documents carefully. We understand that, we shall have no claim, right or title arising out of any documents or information provided to us by the Authority or in respect of any matter arising out of or concerning or relating to the Selection Process including the award of assignment.

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

Yours faithfully,

(Signature, name and designation of the authorized signatory)

(Name and seal of the Applicant)

**FORM 2 – Documents for Pre-Qualification Proposal**

**1. Bidder should be a Registered Firm/Company/Partnership with atleast 5 years of presence in India**

- Copy of Certificate of Incorporation (or)
- Copy of Certificate of Registration (or)
- Letter from Company Secretary on bidder’s letter head mentioning last five years of continuous operation

**2. Bidder 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, 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	

**3. The bidder should have experience organizing atleast 3 major international Investment Promotion events for a state/ country with campaign covering PR Activities, Designing / Production of Creatives / Commercials for various media including Print, TV, Radio, Online, Outdoor and Digital media (Social media, Internet Marketing, Blogs, etc.) in the last 5 years with an engagement value of over Rs. 5 crore each.**

Highlight relevant experience in following format

Assignment Name:	Approx. value of the Contract
Country:	Duration of completed assignment (months):
Location within the Country:	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 Your Staff:

Kindly provide supporting documents such as contract/work order copy/ completion certificate etc., clearly highlighting the Scope of Work and value of the project.

**Note: Please provide experiences of not more than 5 projects. If more than 5 experiences are submitted, only the first 5 project experiences would be considered.**

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

Here give a certificate (on company letter-head signed by authorised signatory) that the Applicant is a registered firm and is currently not blacklisted by any central/ State/ Public Sector undertaking in India. If at any time it is found out that the applicant did not have the capabilities as enumerated in the RFP, Department of Industries and Commerce may put the Applicant in the negative list without prejudice to any other civil/ criminal action under the law and forfeiture of the earnest money deposit (if any) and in due course the performance guarantee in lieu of penalty

- 5. Power of attorney mentioning the Authorized Signatory**  
**6. Contact details of the Point of Contact for the Project**

**All the above Pre-Qualification details from S.No 1-6 should be prepared in separate sections.**



## Appendix II – Technical Proposal Formats

**FORM 1 – About the Organization (Not to exceed 5 pages)**

**FORM 2 - 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, 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	

**Form 3 - Experience organizing international Investment Promotion 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. 5 crore each**

Assignment Name:	Approx. value of the Contract
Country:	Duration of completed assignment (months):
Location within the Country:	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)**

## Appendix III – Team Deployment Plan & Resume Formats

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.

### Team Deployment Plan:

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

### Resume 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

## Appendix IV - Financial Proposal

(On Applicant's Letter Head)

(Date and Reference)

To,

The Commissioner of Industries

First Floor, Government Regional Printing Press Buildings

Mutyalampadu

Vijayawada - 5205011

**Sub: SELECTION OF CREATIVE AGENCY FOR MANAGING THE MEDIA, PUBLIC RELATIONS (PR) & DESIGN ACTIVITIES FOR THE PARTNERSHIP SUMMIT 2018 (PS 2018) FOR DEPARTMENT OF INDUSTRIES AND COMMERCE, GOVT. OF ANDHRA PRADESH**

We the undersigned, offer to provide the services for the work cited under subject in accordance with your Request of Proposal dated \_\_\_\_\_ 2017.

Our financial proposal is Rs. \_\_\_\_\_ (Rupees ----- only) inclusive of all applicable taxes (excluding GST) for the services provided during the engagement period.

We agree that this offer shall remain valid for a period of 45 (forty five) days from the Proposal Due Date or such further period as may be mutually agreed upon. We understand that you are not bound to accept any proposal you receive.

Yours faithfully,

(Signature, name and designation of the authorised signatory)

(Company Seal)

Note: The Financial Proposal is to be submitted strictly as per form given in the RFP.

## Appendix V – Bank Guarantee Format

B.G. No. Dated:

In consideration of you, Commissioner of Industries, Department of Industries and Commerce, Government of Andhra Pradesh, (hereinafter referred to as the "Authority", which expression shall unless it be repugnant to the subject or context thereof include its, successors and assigns) having agreed to receive the Bid of \_\_\_\_\_ (a company registered under the Companies Act, 1956) and having its registered office at \_\_\_\_\_ (and acting on behalf of its Consortium) (hereinafter referred to as the "Bidder" which expression shall unless it be repugnant to the subject or context thereof include its/their executors, administrators, successors and assigns), for <<project>> at <<>> (hereinafter referred to as "the Project") pursuant to the RFP Document dated \_\_\_\_\_ issued in respect of the Project and other related documents including without limitation the draft Service agreement (hereinafter collectively referred to as "Bidding Documents"), we \_\_\_\_\_ (Name of the Bank) having our registered office at \_\_\_\_\_ and one of its branches at \_\_\_\_\_ (hereinafter referred to as the "Bank"), at the request of the Bidder, do hereby in terms of Clauses of the RFP Document, irrevocably, unconditionally and without reservation guarantee the due and faithful fulfillment and compliance of the terms and conditions of the Bidding Documents (including the RFP Document) by the said Bidder and unconditionally and irrevocably undertake to pay forthwith to the Authority an amount of INR.

(Rupees only) (hereinafter referred to as the "Guarantee") as our primary obligation without any demur, reservation, recourse, contest or protest and without reference to the Bidder if the Bidder shall fail to fulfill or comply with all or any of the terms and conditions contained in the said Bidding Documents.

1. Any such written demand made by the Authority stating that the Bidder is in default of the due and faithful fulfillment and compliance with the terms and conditions contained in the Bidding Documents shall be final, conclusive and binding on the Bank.
2. We, the Bank, do hereby unconditionally undertake to pay the amounts due and payable under this Guarantee without any demur, reservation, recourse, contest or protest and without any reference to the Bidder or any other person and irrespective of whether the claim of the Authority is disputed by the Bidder or not, merely on the first demand from the Authority stating that the amount claimed is due to the Authority by reason of failure of the Bidder to fulfill and comply with the terms and conditions contained in the Bidding Documents including failure of the said Bidder to keep its Bid open during the Bid validity period as set forth in the said Bidding Documents for any reason whatsoever. Any such demand made on the Bank shall be conclusive as regards amount due and payable by the Bank under this Guarantee. However, our liability under this Guarantee shall be restricted to an amount not exceeding INR \_\_\_\_\_
3. This Guarantee shall be irrevocable and remain in full force for a period of 90 (ninety) days from the Bid Due Date inclusive of a claim period of 30 (thirty) days or for such extended period as may be mutually agreed between the Authority and the Bidder, and agreed to by the Bank, and

shall continue to be enforceable till all amounts under this Guarantee have been paid.

4. We, the Bank, further agree that the Authority shall be the sole judge to decide as to whether the Bidder is in default of due and faithful fulfillment and compliance with the terms and conditions contained in the Bidding Documents including, inter alia, the failure of the Bidder to keep its Bid open during the Bid validity period set forth in the said Bidding Documents, and the decision of the Authority that the Bidder is in default as aforesaid shall be final and binding on us, notwithstanding any differences between the Authority and the Bidder or any dispute pending before any Court, Tribunal, Arbitrator or any other Authority.
5. The Guarantee shall not be affected by any change in the constitution or winding up of the Bidder or the Bank or any absorption, merger or amalgamation of the Bidder or the Bank with any other person.
6. In order to give full effect to this Guarantee, the Authority shall be entitled to treat the Bank as the principal debtor. The Authority shall have the fullest liberty without affecting in any way the liability of the Bank under this Guarantee from time to time to vary any of the terms and conditions contained in the said Bidding Documents or to extend time for submission of the Bids or the Bid validity period or the period for conveying acceptance of Letter of Award by the Bidder or the period for fulfillment and compliance with all or any of the terms and conditions contained in the said Bidding Documents by the said Bidder or to postpone for any time and from time to time any of the powers exercisable by it against the said Bidder and either to enforce or forbear from enforcing any of the terms and conditions contained in the said Bidding Documents or the securities available to the Authority, and the Bank shall not be released from its liability under these presents by any exercise by the Authority of the liberty with reference to the matters aforesaid or by reason of time being given to the said Bidder or any other forbearance, act or omission on the part of the Authority or any indulgence by the Authority to the said Bidder or by any change in the constitution of the Authority or its absorption, merger or amalgamation with any other person or any other matter or thing whatsoever which under the law relating to sureties would but for this provision have the effect of releasing the Bank from its such liability.
7. Any notice by way of request, demand or otherwise hereunder shall be sufficiently given or made if addressed to the Bank and sent by courier or by registered mail to the Bank at the address set forth herein.
8. We undertake to make the payment on receipt of your notice of claim on us addressed to [name of Bank along with branch address] and delivered at our above branch which shall be deemed to have been duly authorised to receive the said notice of claim.
9. It shall not be necessary for the Authority to proceed against the said Bidder before proceeding against the Bank and the guarantee herein contained shall be enforceable against the Bank, notwithstanding any other security which the Authority may have obtained from the said Bidder or any other person and which shall, at the time when proceedings are taken against the Bank

hereunder, be outstanding or unrealized.

10. We, the Bank, further undertake not to revoke this Guarantee during its currency except with the previous express consent of the Authority in writing.
11. The Bank declares that it has power to issue this Guarantee and discharge the obligations contemplated herein, the undersigned is duly authorized and has full power to execute this Guarantee for and on behalf of the Bank.
12. For avoidance of doubt, the Bank's liability under this Guarantee shall be restricted to INR (Rupees Only). The Bank shall be liable to pay the said amount or any part thereof only if the Authority serves a written claim on the Bank on or before \_\_\_\_\_ (indicate date falling 90 days after the Bid Due Date)].

Signed and Delivered by                      Bank

By the hand of Mr./Ms     , its                      and  
authorized official.

(Signature of the Authorized Signatory)

(Official Seal)