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Expression of Interest (EOI)

FOR

Engagement of Agency for 360 Degree media campaign for Swachh Sarvekshan Gramin-2018 under Swachh Bharat Mission-Gramin, Assam.

2018

MISSION DIRECTORATE
SWACHH BHARAT MISSION -GRAMIN
PHE CAMPUS, HENGRABARI
GUWAHATI-781036
e-mail Id.:sbmg.assam@gmail.com

GOVERNMENT OF ASSAM
OFFICE OF THE MISSION DIRECTOR
SWACHH BHARAT MISSION-GRAMIN: ASSAM
HENGRABARI, GUWAHATI-781036

Short Notice / Expression of Interest (EOI)No.16 of 2018-19

The Mission Directorate, Swachh Bharat Mission-Gramin, Assam, Hengrabari, Guwahati-36, invites EOI for Empanelment of Agency for 360 Degree media campaign for Swachh Sarvekshan Gramin-2018 under Swachh Bharat Mission-Gramin, Assam

The complete set of EOI document can be obtained from the official website www.phesanitation.assam.gov.in from **20.07.2018** and bids should be submitted manually **on or before 16:00 hours of 27.07. 2018.**

The EOI has to be submitted manually at the Office of the Mission Director, Swachh Bharat Mission-Gramin, Assam, Hengrabari, Guwahati-36. The Mission Directorate Swachh Bharat Mission (Gramin), Assam possesses the right to accept or reject any or all EOIs without assigning any reason thereof. This EOI notice shall be a part of the contract document.

1. Date of release of EOI**:** 20.07.2018
2. Date and time of starting of EOI submission by the intending agency/company **:** 20.07.2018
3. Date and time of closing of EOI submission by the intending agency/company **:** 27.07.2018
4. Date and time of opening of the EOI **:** 27.07.2018
5. Place of opening of EOI(s) : Mission Directorate, Swachh Bharat Mission- Gramin, C/o Office of the Chief Engineer(PHE), Sanitation, Assam, Hengrabari, Guwahati-36
6. The intending agency/company shall have to submit the copy of their group registration certificate (in case of partnership firm/theatre group), Company incorporation certificate (in case of limited company), Joint venture agreement in case of Joint Venture, Court affidavit in case of proprietary establishment along with the technical proposal. A certified copy shall have to be submitted along with the proposal security.
7. The above documents shall have to be submitted in one envelope as stated in EOI Document.
8. Other details can be seen in the detailed EOI documents. The Mission Directorate, Swachh Bharat Mission (Gramin) shall not be held liable for any delays. It is the **intending** firm/agency's responsibility to verify the information related to the proposal.
9. If the closing and opening date(s) mentioned above falls on a non working day, then closing and opening date(s) will be the next working day.
10. The quantity of work may vary either upwards or downwards depending upon the ground requirements.
11. Mission Directorate may seek the financial proposals from the empanelled agencies as and when required.

-Sd-
Mission Director, SBM-G, Assam
Hengrabari, Guwahati-36

Memo No. RGRWSM-458/Pt-II/2018-19/11B **Date: 19/07/2018**

Copy to:

1. The Additional Chief Secretary, PHE Deptt, Govt. of Assam, Dispur, Guwahati -6
2. The Secretary to Govt. of Assam, PHE Deptt., Assam Sachivalaya, Block-B, Guwahati-6
3. The Chief Engineer (PHE) Sanitation, Hengrabari, Guwahati-36
4. The Director, Information & Public Relation, Assam
5. All Deputy Commissioners
6. The Principal Secretary, BTAD/DHAC/KAAC.
7. The Staff Officer to the Chief Secretary, Assam, Dispur, Guwahati -6.
8. The Additional Chief Engineer (PHE), All Zone.
9. The Superintending Engineer (PHE), All Circle.
10. The PS to Hon'ble Minister, PHE Department, Dispur, Guwahati -6.
11. The Member Secretary/Associate Member Secretary cum EE (PHE) All Division
12. Finance & Accounts Officer, Mission Directorate, SBM-G, Assam

-Sd-

Mission Director,SBM-G, Assam
Hengrabari, Guwahati – 36

Technical Part of Expression of Interest

(on the official letterhead)

To,
The Mission Directorate
Swachh Bharat Mission (Gramin), Assam
Hengrabari, Guwahati - 781036
Assam

Sub: Invitation for Expression of Interest (EOI) for Engagement of Media Agency for 360 Degree campaign for Swachh Sarvekshan Gramin-2018 under Swachh Bharat Mission-Gramin, Assam

I / We _____ have gone through the contents of your Expression of Interest Documents and noted the same for compliance. I / We enclose herewith (a) Technical Part of EOI and (b) Financial Part of EOI separately for your consideration.

Yours faithfully,

Signature : _____

Full Name : _____

Address : _____

_____

_____

Phone : _____

MISSION DIRECTORATE
SWACHH BHARAT MISSION-GRAMIN, ASSAM
HENGRABARI, GUWAHATI-781036

DETAILED SCHEDULE OF EOI

Sub: Invitation for Expression of interest (EOI) for Engagement of Media Agency for 360 Degree media campaign for Swachh Sarvekshan Gramin-2018 under Swachh Bharat Mission-Gramin, Assam

The Mission Directorate, Swachh Bharat Mission (Gramin), Assam invites Expression of Interest (EOI) from interested and reputed parties for Engagement of Media Agency for 360 Degree campaign for Swachh Sarvekshan Gramin-2018 under Swachh Bharat Mission-Gramin, Assam

1. **Background :** Ministry of Drinking Water and Sanitation (MDWS) has initiated "Swachh Survekshan Grameen-2018" to provide national ranking of all districts of India on the basis quantitative and qualitative sanitation (Swachhata) parameters. This ranking will be based on a comprehensive set of parameters including data from the SBM-G IMIS, district-level surveys of public places like schools, Anganwadis, PHCs, Haat bazaars, Panchayat and citizen's perception of Swachhata and their recommendations for improvement of the program. An independent agency is hired by the Ministry, which will visit to villages to undertake the survey of public places and obtain citizen's feedback. Districts and States will be rewarded on October 02, 2018 based on the ranking. The Sarvekshan will take place from 1st-30th August.

2. **Important Dates:**

Sl. No.	Schedule	Timeline
1	Publishing Date	20/07/2018
2	EOI availability	Upto 27/07/2018
3	EOI submission	20/07/2018 to 27/07/2018
4	Opening of Technical Bid	27/07/2018
5	Interview and Presentation	Will be informed
6	Opening of Financial Bid	Will be informed

3. **Scope of work**:
   As per Form-2
4. **Operations Management**: A system integrator management would be prepared between Mission Directorate Swachh Bharat Mission (Gramin), Assam and the engaged party with a detailed and comprehensive plan that shall address at minimum the following:

4.1.1 Define an organized set of activities and identify the interdependencies between them.
4.1.2 Resource planning and loading for each phase/activity. This must also indicate where each activity would be based during that phase.
4.1.3 Establish and measure resource assignments and responsibilities.
4.1.4 Construct a plan schedule with milestones for social media management.
4.1.5 Measure deadlines and performance objectives.
4.1.6 Communicate the plan with meaningful reports.

5. **Minimum Qualification**:
5.1 Similar work experience of Social Media Community Management.
5.2 Average Annual financial turnover during the last 3 years, ending 31st March of the previous financial year, should be not less than 50.00 Lakhs. CA certificate to be submitted with copies of audited balance sheets.
5.3 The Agency can either be a Company registered in Assam or a partnership firm in Assam and should be in operations for minimum 5 years. Proof of incorporation to be submitted along with the EOI documents.
5.4 Bidders must have minimum 5 years work experience in similar field of work.
5.5 Bidders must provide details of Core Team with copies of CVs of the team who will be working on the account. The core team should ideally include Key Account Manager, Content writer/ Blogger, Graphic Designer, Video Editor, Social Media Planner, Documentation Specialist, etc.
5.6 Bidders must have experience of working in collaboration with development agencies, preferably with Government.

6. **Criterion for Disqualification:** Even if an applicant satisfies the above noted requirements, it is liable to be disqualified if it is found to have:
6.1 Made a false representation in the form, statement and attachments required in the documents for this empanelment.
6.2 The Bidder must not have, during the last three years, failed to perform on any agreement, as evidenced by imposition of a penalty by an arbitral or judicial authority or a judicial pronouncement or an arbitration award against the applicant, nor been expelled from any project or agreement nor have had any agreement terminated for breach of contract by such Applicant. Scanned Copy of Litigation history, if any, duly certified by Notary, shall have to be submitted along with other documents.
6.3 Must not have been blacklisted by any government/ semi government department in the last three years.

7. **Submissibles by Bidder**: The interested party/Bidder having experience in similar nature of works are eligible to submit tender. Copies of PAN, GSTN, Registration Certificate, Signing Authority Documentation and Bank Account Details are required to be submitted along with other documents.
7.1 **Sealing and Marking of EOI:** The Bidder shall seal the EOI copies i.e. Technical & Financial in separate envelopes, duly marking the envelopes as "Technical Part of EOI" & "Financial Part of EOI". These two envelopes (called as inner envelopes) shall then be put inside one outer envelope.
7.1.1 **Contents of Technical Part of EOI** – Eligibility criteria (Supporting documents) & sealed and signed as per **Annexure I.**

7.1.2 **Contents of Financial Part of EOI** - Form of Financial Part of EOI to be filled & signed as per **Annexure-II.**

8. Submission of Tender

8.1 Enclose non-refundable fee of 1000/- in the form of Demand Draft of any Scheduled bank payable at Guwahati in favour the Swachh Bharat mission-Gramin,Assam. Court fee stamp of Rs.8.25 (rupee eight and paise twenty five) only to be fixed with the tender document without which no tender will be considered for acceptance.

8.2 Sealed Bid must be delivered to the Office of The Mission Director, Swachh Bharat Mission (Gramin), PHE Campus, Hengrabari, Guwahati, 781036 on or before 16:00 hrs on _____ and the Bid will be opened on the same day at 16:30 hrs, in the presence of the Bidders or their authorised representatives, who wish to attend. If the office happens to be closed on the date of receipt of the Tender, the Bid will be opened on the next working day.

8.3 Bidders should quote their rates considering the latest Govt. order / circular / notification on GST, etc. All applicable taxes to be quoted separately.

8.4 An authorized representative of the Bidder shall initial all pages of the original Technical and Financial documents. The original documents, both Technical and Financial shall contain no interlineations and overwriting, except as necessary to correct errors made by the Bidders themselves. The person who signed the documents must initial such corrections.

9. Special Conditions

9.1 The Mission Directorate reserves the right of rejection of all or any Bid without assigning any reason thereof.

9.2 In case of any dispute between the Bidder and the Mission Directorate, the dispute shall be referred to the Mission Director, Swachh Bharat Mission (Gramin), C/o Chief Engineer (PHE) Sanitation Assam, Hengrabari, Guwahati-781036 to sort out the matter.

9.3 Canvassing in any form in connection with th e quotation is strictly prohibited and the quotation submitted by the parties supporting with canvassing are liable for rejection.

9.4 No extra clause/terms & conditions imposed by the Quotationers will be entertained by the Mission Court jurisdiction: Within the jurisdiction of Gauhati High Court, Assam.

10. Selection Criteria

10.1 **Techincal Bids**

10.1.1 The technical bids will be opened, examined and evaluated by the evaluation committee.

10.1.2 For evaluation of the Technical Bids, the eligibility criterion mentioned in **Clause 5** will be followed.

10.1.3 Bidders whose bids fulfil all the criteria will be shortlisted and invited for presentation.

10.1.4 Bidders whose bids do not fulfil all the criteria will be rejected.

10.1.5 Short-listed bidders will be called for presentation. Date and time of presentation will be intimated to all short-listed bidders.

10.1.6 Technical Bid will carry 80% weightage.

10.1.7 Bidders who score 70% marks in technical evaluation including presentation will be eligible for financial bid opening.

10.2 **Financial Bids**

10.2.1 The Financial bids of the eligible bidders will be opened for final selection and marked according to L1, L2, L3, etc on prescribed date.

10.2.2 Financial Bid will carry 20% weightage.

11. Evaluation of Technical Bids

11.1 Minimum 70 points should be scored for opening of financial bid

Bid Component	**Weight age in Technical Score**
B-1. Up to date Firm/Company Registration Certificate, Trade License, GST Registration, etc	10
B-2. **Average annual turnover during last 3 years** i. Annual Turnover of more than50 Lakh but below 1.50 Crore - 5 marks ii. Annual Turnover of more than 1.50 Crore- 10 marks (Financial Turnover Certificate endorsed by CA to be submitted)	10
B-3. **Experience on similar work(s) during last 5 years** with details on reach of audience size, platform used, activities undertaken, etc.	15
B-4. **Current Empanelment with State/ Central Government Agencies/ PSU/ Development Organisations like World Bank, etc.** a. If empanelled with 3 or more organisations – 5 marks (copy of empanelment letter needs to be submitted)	5
B-5. **Team composition and Infrastructure strength** CVs of 5 key professionals and Infrastructure Details to be submitted	20
B-6. **Presentation of the proposal in Power Point format** containing Social Media Management Strategy, Approach & Methodology for each platform, Creative designs and samples, Reach measurement plan, innovative ideas, etc	40

12. Contractual terms and conditions

12.1 **The Mission Directorate will engage the contractor as Social Media Community Manager for a fixed term initially for a period of two years**. The contractor shall in accordance with the terms and conditions outlined in an agreement provide to the Mission Directorate the services described therein.

12.2 The contractor shall perform the services as set out in the agreement solely as an independent contractor of the Mission Directorate and neither the supplier nor any of its agents, employees or servants shall be considered an agent or employee of the Mission Directorate.

13. Payment Schedule

13.1 No advance payment shall be made.

13.2 Payment shall be made on presentation of prescribed service bills along with requisite supporting documents (viz Certificate by authorized officer, photographs, delivery reports etc as applicable)

Sd/-
Mission Director,SBM-G, Assam
Hengrabari, Guwahati-36

Annexure-I

<u>Qualification Information of Bidder</u>
(To be filled by Bidder)

1	Name of the Bidder	
2	Profession	
3	Principal Place of Business	
4	Copy of PAN Card/ GSTN	
5	Profile / Credentials	
6	No of years of Experience	
7	Past experience of similar Works / Services (attach extra sheets as necessary)	

Signature of Bidder: _____

Annexure-II

Curriculum Vitae (CV) OFR Proposed Professional Staff

1. Proposed Position:
   [For each position of key professional separate CV is required]
2. Name of the Firm:
   [Insert the name of the firm proposing the staff]
3. Name of the staff :
   [Insert the full name of the staff]
4. Date of Birth:
5. Nationality:
6. Education:
   [Indicate the college /university and other specialized education of the staff member giving names of institutions, degrees obtained and year of obtainment]
7. Membership of professional associations:
8. Other Trainings:
9. Countries of Work Experience:
   [List of counties where the staff has worked]
10. Languages:

Language	Speaking	Reading	Writing

11. Employment Record*:[Starting from the current position backwards]*
    From:
    Employer:
    Positions Held:

12. Detailed Tasks Assigned*:[List of task to be performed in the assignment by the staff member]*

13. Work undertaken that best illustrates capability to handle the task assigned *[Relevant work experience similar to the respective assignment]*

    A.
    Name of the Assignment / Job or project
    Year:
    Location:
    Main Project Features:
    Position Held:
    Activities Performed:

14. I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience. I understand that any wilful misstatement described herein may lead to my disqualification or dismissal, if engaged.

Date:
Place:
Signature of the staff member or the authorized representative of the staff:
Full Name of the authorised representative

Annexure-II

Scope Of Work

NAME OF THE WORK: "Engagement of Agency for 360 Degree media campaign for Swachh Sarvekshan Gramin-2018 under Swachh Bharat Mission-Gramin, Assam."

Item List- SSG 2018		**SBMG Assam**
Sr No	**Item**	**Specification**
1	**Development of Creatives/IEC Material**	
a	Brochure	Design & Supply on SSG 2018, 4 page, 4-colour, 250 gsm
2	**Branding for District level activities**	
a	Backdrop	Design & Supply on SSG 2018 theme, flex on iron frame with masking
b	Standees	Design & Supply on SSG 2018 theme, flex on iron frame with masking
d	Balloons	Design & Supply on SSG 2018 theme, multi-colour
3	**Media Engagement, Coverage & Reporting on National and Local Media**	
a	Conventional Media	TV, Print including Release, Coverage & field Reporting (in atleast 5 districts)
b	Digital Media	Online including Release, Coverage & Reporting
4	**Concept, Design & Production**	
a	TVC	on various SBMG & SSG 2018 topics in English, Assamese & Bengali
b	Radio Spots	on various SBMG & SSG 2018 topics in English, Assamese & Bengali
c	SSG 2018 Theme Song	Audio & Video on SSG 2018 theme in Assamese including Celebrity Charges
5	**Concept & Design of Print Advertisements**	
a	Print Advertisements	on various SBMG & SSG 2018 topics in English, Assamese & Bengali

b	Print Advertisements	on various SBMG & SSG 2018 topics in English, Assamese & Bengali
c	Print Advertisements	on various SBMG & SSG 2018 topics in English, Assamese & Bengali
6	**Local Celebrity Engagement**	
a	Endorsement	preferably from the Entertainment Industry for use in Promotional Collaterals like TVCs, Radio Spots, Print Advertisements, Digital Medium, etc
b	Field Visit	preferably from the Entertainment Industry for District level avtivities
Sr No	**Item**	**Specification**
7	**Design, Printing & Installation for Outdoor Promotion**	
a	Hoardings	across Assam at various touchpoints as specified by SBMG 280 GSM
b	Posters	4-colour, 180 gsm across Assam at various touchpoints as specified by SBMG
c	Banners	flex on iron frame across Assam at various touchpoints as specified by SBMG 280 GSM
d	Wall Paintings	Designing across Assam at various touchpoints as specified by SBMG (English, Hindi, Assamese, Bodo, Bengali, Sadri)
e	Bus Panels with vinyl Printing	ASTC Buses across Assam
8	**Social Media Management & Promotion**	
a	Management	Creation & Handling of Facebook, Twitter, Instagram & Youtube
b	Promotion	Facebook & Youtube
c	Designs	for promotion
9	**Mobile Promotion**	
a	Bulk SMS	across Assam
b	Whatsapp	Design of Whatsapp Creative

10	**On-Ground Activation**	
a	Swachhata Raths	Design, of Swachhata Raths on TATA 207 in English, Assamese, Bengali and BODO
b	Swachhata Raths	Installation & Deployment of Swachhata Raths on TATA 207 in Guwahati
c	Music Concerts	Musical Concerts across Assam at district level for promotion of SBMG / SSG 2018 activities by popular local artistes