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Notice for  
**Request for Proposal**

Selection of Advertising Agencies  
for  
Conducting  
Rural Outreach Campaign under National e-Governance  
Plan (NeGP)

**National e-Governance Division**

Electronics Niketan,  
4th Floor, 6 CGO Complex,  
New Delhi 110003.

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## Request for Proposal (RFP)

The National e-Governance Division (NeGD) an independent business division of Media Lab Asia invites RFP from reputed Advertising Agencies (hereafter referred as Agencies) to execute the Project called 'Rural Outreach Campaign' under National e-Governance Plan (NeGP) in accordance with the conditions and manner prescribed in this Request for Proposal document. The Rural Outreach Campaign is a component under Awareness & Communication project of National e-Governance Plan initiated by the Department of Electronics and Information Technology (DeitY), Ministry of Communications and Information Technology, Government of India and implemented by NeGD.

### 1 Critical Information

- 1.1** Bidding agencies are advised to study this RFP document carefully before submitting their proposals in response to the RFP Notice. Submission of a proposal in response to this notice shall be deemed to have been done after careful study and examination of this document with full understanding of its terms, conditions and implications.
- 1.2** Bidding agencies are requested to attend a pre-proposal briefing meeting as per details provided below:

Sr.	Information	Details
1.	RFP No. and Date	N-22012/3/2014-NeGD <b>January 2015</b>
2.	Last date for submission of written queries for clarifications (email or post only)	<b>04.02.2015 by 12 PM</b> Sr. General Manager National e-Governance Division Electronics Niketan, 4th Floor, 6 CGO Complex, New Delhi 110003 e-Mail ID: <b>sunil.sharma78@gov.in</b>
3	Date of pre-proposal briefing	<b>05.02.2015</b>
4	Release of response to clarifications on <a href="http://www.negp.gov.in">www.negp.gov.in</a>	<b>10.02.2015</b>
5.	Last date (deadline) for submission of RFP Proposal	<b>18.02.2015 till 1PM</b>
6	Addressee and Address at which proposal in response to RFP notice is to be submitted:	Sr.General Manager National e-Governance Division Electronics Niketan, 4th Floor, 6 CGO Complex, New Delhi 110003
7	Short listing of agencies	<b>18.02.2015</b>
8	Notification to selected for Technical Presentation	<b>Will be communicated later</b>

### 2 Introduction to the Project

#### 2.1 Background

As per Cabinet approval of NeGP in May 2006, A&C is a key component of NeGP. The NeGP is a multi-stakeholder programme which primarily focuses on making critical public services available. Today, nearly 1 crore transactions per day spanning over 2700 services are taking place across the length and breadth of the country. These services have been enabled by the Line Departments under the various Mission Mode Projects of NeGP as well as by State Governments that have chosen to leverage the digital service delivery infrastructure created under NeGP. Of the 31 Mission Mode Projects under NeGP, 20 MMPs are live and are delivering services to the citizens. These services are being offered through various service delivery channels and one of the key delivery point is Common Services Centre (CSC). The Common Services Centres (CSC) are ICT enabled front end service delivery points at the village level for delivery of Government, Financial, Social and Private Sector services in the areas of agriculture,

health, education, entertainment, FMCG products, banking, insurance, pension, utility payments, etc.

Since its conceptualisation in 2007, over 1.3 lakh CSCs (Common Services Centres) have been implemented across the country. These CSCs have been delivering critical services – public, social and private to remote, far flung and rural areas of our country. However, availability of number of G2C services, integration with existing channels of G2C services in States, awareness about CSCs in masses as well as amongst grassroots, and Government machinery remains limited thereby impacting their sustainability. Since CSCs are the face of NeGP, it is essential that appropriate awareness about their utility in the life of the common man as well as State Governments is created.

In order to sensitize some of the good performing CSCs and bring them closer to citizen, it is felt that a Rural Outreach Campaign may be carried out in 10000 CSCs spread across the country in phased manner within a period of 3 years (2014-2017) depending on the geography and climatic condition.

### **2.1.1 Rural Outreach :-**

It is a van based activity (GPS enabled) equipped with Audio Visual, IEC material along with team of trained manpower that will travel from one CSC location to other in a defined route plan in order to educate citizens about various e-services available at his/her doorstep through CSCs in an informative and entertaining way. Similar activity may be required to be undertaken at non CSC venues also.

### **2.1.2 Objectives**

The objective of the RFP is to select the agency for undertaking following tasks:

2.1.2.1 To carry out outreach campaign in 10000 CSC location spread across the country for generating awareness about CSCs amongst local population as well as government agencies.

2.1.2.2 To create awareness about NeGP and the various services being enabled under NeGP

## **2.2 Target Audience**

Citizen especially rural inhabitants and small towns, State Govt and Local Bodies, NGO, High & Middle level Schools, universities, colleges

## **2.3 Geographical Coverage of the Project**

All India (States where CSCs have been running successfully and delivering handful of e-services)

### 3 Scope of Work and Deliverables

#### 3.1 Scope of Work

##### 3.1.1 Carry out Outreach campaign via branded mobile van

(Components of Branded Mobile Van Unit)

- One branded vehicle (Preferably TATA 407/709, Eicher or similar vehicle)
- AV equipments- LCD TV, Sound System
- 2 Laptops with UPS and Internet Connectivity
- Printer
- GPS Navigation system with mobile tracking device
- PA system: two microphones, one amplifier, One Horn Fitted on Top of the Van
- Generator/ Inverter
- Kiosk (Canopy) 6'X6'X7' with one table & chair
- Publicity materials (Leaflets, Brochures, Posters, Banners, Standees)
- Team of trained manpower- 5 (1 Supervisor, 3 promoters, Driver and Helper)
- 3 Nukkad Natak (Skit Show) artists
- Interactive Game Unit (on LED display board or Computer)
- Two PDAs for feedback collection
- A support van (preferably Tata Sumo, Mahindra Jeep or similar vehicle) for movement of the crew.
- Volunteer Registration facility

##### 3.1.2 Outreach Campaign through the following Mechanism

It is aimed that of the projected 10000 CSCs, 1000 CSCs will be covered in 1<sup>st</sup> year and 4000 CSCs each in the subsequent 2 years, however the cycle may vary given the scale of the project and nature of the activity that largely depend on the climatic & other incidental factors. At the beginning of the campaign, the short-listing of CSCs will be done by NeGD in consultation with respective IT Department of the State Government and an effective route map is developed state-wise. The mobile unit will then be flagged off from a particular location in the state by a suitable dignitary on a specific date. The mobile unit will then travel to each of the locations as per the defined route map covering at least 2 CSCs per day. The duration of the campaign will vary from state to state depending on the number of CSCs in that state. Sufficient media publicity will be done simultaneously in Newspaper, Radio, Hoarding, Digital, Cinema etc by NeGD. The ideal campaign period is Sept- March of every year; however for hilly states like Jammu & Kashmir, Himachal Pradesh, Uttarakhand and some North Eastern states, the campaign period should end by Dec and could start early.

##### 3.1.3 Coverage Details

Multiple states will be covered by deploying mobile units simultaneously. Each state will have atleast two Mobile Van Units for coverage. On an average, two or more CSC locations will be covered each day with the set of activity of 3-4 hours duration at one location. The activity timing will be morning and evening. The average travel distance between the two consecutive CSCs will be approx 20-30 KM.

### 3.1.4. Activity Module at CSC Location

#	Activity	Duration
1	Reporting in location & set up	30-45 Min
2	Announcement/Leaflets/Venue branding	15 Min
3	Information/Briefing audience/ Local VIP speech	30 Min
4	Demo inside the van	30 Min
5	Nukkad Natak	30 Min
6	One on one interaction, Quiz	15 Min
7	VLE interview (Short byte-video)/ Report sign	5 Min
8	Feedback, Volunteer registration and attendees database generation	10 Min
8	Wrap up and travel to next location	30-45 Min

### 3.1.5. Task for the Agency

#### 3.1.5.1 Collateral/Creative production and translation in regional language as per below Table

Sr	Collateral	No. per Location	Remarks
1.1	Posters (2 Service specific + 1 Theme Song+1 All service)	4	Distribution
1.2	Standee (6ft x2.5 ft)	2	Display
1.3	NeGP / Digital India Brochures (8 pages)	50	Distribution
1.4	Leaflet	100	Distribution
1.5	Giveaway (Pens/other option)	10	Distribution
1.6	T-Shirt/ Caps for Team	10	For Campaign Team only
1.7	T-Shirt for VLE (CSC Operator)	1	Distribution

- 3.1.1 **Creative design & Output:-** All creative for Newspaper Advertisements, Hoarding, Posters, Leaflets, Brochures, Digital Banner, Cinema Slide, Scripts for radio & production of spots, Nukkad natak show, Press Release in local media etc. to be provided in required format such as PDF, AI, Coral Draw etc.
- 3.1.2 All creatives and production of collaterals including demo van will be in regional language.
- 3.1.3 All design/ creatives have to be approved by NeGD before production.
- 3.1.4 All creative masters, source files, printable etc and all produced hoardings, standees etc to be handed over by Agency to NeGD at the end of the activity period. This may be used by NeGD at other places.

- 3.1.5 **Public Relations** for Press Releases, media coverage during inauguration, closing and at each halt, as per the proposal submitted and related liaison and coordination with PIB, AIR, PIC, Community Radios, Doordarshan and private media houses etc.
- 3.1.1 Organizing Skit Shows at **University level Workshops** parallelly at in consultation with NeGD to spread awareness.
- 3.1.2 **Operations Management**-Programme Planning and Scheduling of the entire Event including supervision, promotion, security, Insurance, maintenance, crew F&B, first aid, fire fighting, reporting and communication etc.
- 3.1.3 **Volunteer Registration** to be done on the spot, if any seeker willing to be part of the NeGP programmes/activities. A detailed database to be created during the campaign.
- 3.1.4 The agency will be responsible for all necessary coordination and liaison with all stakeholders like Fabricator, Media, Nodal officers from the District, DeGS, SCAs, VLEs (Village Level Entrepreneur) and NeGD
- 3.1.5 The agency will need necessary manpower/staff (technical, skilled, local-such as supervisors, promoters, local street play artists etc. They must be well versed with the local language and culture. **The state coordinator and the Van Supervisor must be able to speak in the local language of the state.**
- 3.1.6 The agency personnel preferably the Project Head should be able to travel to location for pre-briefing meeting in each state before the launch of the campaign for proper briefing and understanding.
- 3.1.7 The agency will be responsible for arranging for appropriate backup of all human resources/staff so that at all times, the requisite crew strength is maintained during the entire itinerary.
- 3.1.8 **Quality Check & Monitoring** is mandatory for smooth running of the campaign. The Project Head should travel to atleast 5% of the assigned locations in each state during the campaign for surprise checks and submit timely report. S/he should also be required to make quick visits to locations if any dispute/crisis arises during the course of the campaign.
- 3.1.9 Agency will ensure that all display material produced by them including but not limited to graphics and translites, remains in mint condition for the entire span of the journey. As such, agency is expected to arrange for appropriate backups of all display material for smooth replacement as and when required Agency is to ensure that they would procure/hire all the necessary items required for operational activity which includes inter alia, laptop, internet connectivity, peripherals, stationery, maintenance, housekeeping, first aid, connectivity, necessary insurance coverage, communication and reporting, uniform and badges for staff, and periodic supervision by senior agency officials during the entire outreach activity period.
- 3.1.10 Any omission in the deliverables listed here, but included in the approved Proposal or decided during discussions, to be brought to the immediate attention of NeGD for execution by the Agency
- 3.1.11 Daily update on Social Media Page (Photos Geo tagged & time stamped on NeGD/NeGP portal, Videos VLE interviews of the activity with description)
- 3.1.12 Proper feedback mechanism (on digital platform) to be created and shared with NeGD based on data collected from the field. This will be part of the final deliverables.

### 3.1.6. Reporting Structure & Feedback

- 3.1.6.1. A senior level Agency personnel will have to be deployed to spearhead the entire project and liaison with the Client i.e. NeGD and will be single point of contact for all matter related to the project
- 3.1.6.2 Each state will be headed by State Coordinator (from Agency) who will coordinate with each Field Team and submit daily report which will be circulated to all concerned in the State as well as NeGD.
- 3.1.6.3 The State coordinator will liaise with the State Government and SCA (Service Centre Agency). The contact details of the nominated personnel(SeMT) at the state will be informed in advance.
- 3.1.6.4. The Van Supervisor will coordinate with local district SCA representative and CSC Operator also known as VLE (Village Level Entrepreneurs) for day to day operation.
- 3.1.13 The agency will be required to submit regular monitoring and quality assurance reports on time.
- 3.1.14 At the end of the campaign, agency will submit a consolidated report along with a complete edited video of the activity
- 3.1.15 The Project Head should be able to travel to atleast 5% of the assigned locations in each state during the campaign period for monitoring and feedback. Whenever required S/he may be required to make quick visit to the state for crisis handling as and when notified by NeGD.
- 3.1.16 Daily update on Social Media Page (Photos, Videos and VLE interviews of the activity with description)

### 3.2 Proposed Timeline for the Project Activities

<i>Sr.</i>	<i>Project Activities</i>	
1	Project Cycle-1- to cover 1000 CSCs (2014-15)	Year 1
2	Project Cycle-2- to cover 4000 CSCs (2015-16)	Year 2
3	Project Cycle-3- to cover 4000 CSCs (2016-17)	Year 3

*Note: NeGD at its own discretion may alter the number of CSCs within phases.*

### 3.3 Deliverables

- 3.3.1 To complete awareness activity at 10000 CSCs/ Non-CSC locations in phased manner as per deadline.
- 3.3.2 Enhance awareness generation amongst local population and garner feedback for the campaign.
- 3.3.3 Final Report Preparation and submission to NeGD along with entire video of the campaign (with proper Graphic, Edits, V.O. and script), Filed Reports (original), Photographs, Daily Field report (original) will have to be submitted post completion of each project cycle.



**4 Technical Bid** (to a Maximum of five A4 pages)

- 4.1 Technical Approach and Methodology:** The agency shall explain understanding of the objectives of the project, approach and methodology for carrying out the project activities and obtaining the expected output. Expertise and organizational experience in the area of conducting similar projects in Rural/ Semi Urban Areas is required to be mentioned as well as organizational experience in Government/ Sector Development/Product or brand of Corporate etc
- 4.2 Experience:** Should atleast present 3 case studies of projects undertaken in such Below The Line (BTL) campaign in rural areas and outcome achieved.
- 4.3 Network/Presence:** The agency should have physical presence or network of offices in atleast 3 locations in India with adequate staff to carry out project. The agency should have network of partners/vendors for fabrication and production in all major cities of the country.
- 4.4 Manpower/Team :** The agencies should have staff having desired qualification & experience in Rural/BTL campaign, The Project Head should have atleast 10 years of experience within the same or other agency. The state Coordinators should have relevant experience of atleast 5 years in the similar domain.

*Note : \* Agency will present relevant Client Certificates with creatives etc in as evidence of experience*

## 5 Financial Bid

Advertising Agency shall submit their financial bid (including taxes) for a project in a sealed envelop as per format given below:

### 5.1 Financial Bid format

	Particular	Cost (in Rs.)
1.1	Cost of conducting activity at One CSC location with one Mobile Van Unit	
1.2	Agency Fee	
Total Cost/CSC Location		

#### NOTE:

Service taxes shall be payable as per the prevailing rate at the time of allocation of work.

## 6 Evaluation Process

- 6.1 National e-Governance Division (NeGD) will constitute a Proposal Evaluation Committee to evaluate the responses of the Applicants.
- 6.2 The Proposal Evaluation Committee constituted by the National e-Governance Division (NeGD) shall evaluate the responses to the RFP and all supporting documents & documentary evidence. Inability to submit requisite supporting documents or documentary evidence, may lead to rejection of the RFP Proposal. The Committee may seek additional documents as it deems necessary.
- 6.3 Each of the responses shall be evaluated to validate compliance of the applicant according to the eligibility criteria, forms and the supporting documents specified in this document.
- 6.4 The first envelop on eligibility criteria shall be opened first on **18.02.2015** by the Proposal Evaluation Committee. The proposals which meet all the eligibility criteria listed at para 7 shall be called for making a presentation on technical bid. Presentation shall be mandatory for further evaluation.
- 6.5 Alongwith presentation the technical proposals shall be opened. A technical score shall be given based on the Para 6.9 (agency profile, presentation & experience in conducting Rural Outreach Campaign)
- 6.6 Financial bid of only those agencies shall be opened who will score 70 or more in the technical evaluation based on criteria (ref para 6.9). A financial score shall be given based on relative bids, the lowest bid shall be given the highest marks.
- 6.7 Evaluation of final bid shall be done on the basis of total score.
- 6.8 The Proposal Evaluation Committee may ask for any additional presentation / meetings with the applicants to evaluate its suitability for the assignment.
- 6.9 The proposal will be evaluated based on the documentary evidences provided and presentation made to the Committee. Marks will be assigned based on the following criteria:

Particulars	Score/Marks for evaluation (Max 100)
Agency's Profile	20
Technical Presentation including min 3 case studies	30
Projects completed by the agencies	30
CVs of Professionals to be engaged in the assignment	10
Network of offices/ Physical Presence	10

**6.10** Final selection will be made on the basis of quality and price (QCBS system) by giving 70:30 weightage to the technical and financial score respectively. Then agency will be ranked on the basis of total score on weighted technical and financial score. The agency securing Rank 1 shall be selected for allocation of work. The following formula shall be deployed for scoring on the proposals:

a	b	c	d	e	f	g	h	i	
No	Bidder Name	Technical Score Max. 100	Technical Weighting	Weighted Technical Score (WTS) (c x d)	Financial Score** Max. 100	Financial Weighting	Weighted Financial Score (WFS) (f x g)	Total Score (WTS + WFS) Max	Rank
1			<b>0.70</b>			<b>0.30</b>			
n			<b>0.70</b>			<b>0.30</b>			

**\*\*Financial Score = 100 x Lowest bid from the bidders/Actual bid of the bidder**

**6.11** The decision of the Proposal Evaluation Committee in the evaluation of responses to the RFP shall be final. No correspondence will be entertained outside the evaluation process of the Committee.

**6.12** The Proposal Evaluation Committee reserves the right to reject any or all proposals.

## **7 Eligibility Criteria & Supporting Documents**

### **7.1 Eligibility Criteria**

7.1.1 Advertising /BTL Agencies should be a registered legal entity having full fledged office in Delhi/ NCR having minimum staff of 25 persons having relevant expertise & creative personnel and required infrastructure, preferably branch offices in other metros and major cities.

7.1.2 The agency should have atleast 3 offices in separate geographies of the country. (South, East, West, North East)

7.1.3 The agency should have been in business for a minimum of 3 years at the time of application. The agency should have a minimum average annual turnover of Rs.25 Crore as per audited balance sheet for last three years

7.1.4 The Agency should not be blacklisted in the last 3 year by any Central /State Government / Public Sector Undertaking.

7.1.5 The agency should have capabilities of delivering campaign focused on rural/semiurban areas in major Indian languages.

7.1.6 In-house capacity to deploy a professional who will administer the project as Project Head/Manager with 10+ years of total work experience with minimum 5 years in managing large Rural/ BTL Campaigns & similarly 5 + years of experience in case of State Coordinators.

7.1.7 In house capacity to deploy State Coordinators 5+ years of total work experience in managing large Rural/ BTL Campaigns

### **7.2 Supporting Proofs and Documents**

7.2.1 Registration Certificate indicating the category of agency

7.2.2 Audited balance sheet of last 3 financial years indicating turnover of the agency

7.2.3 Details of registration

7.2.4 Curriculum vitae (CV) of professionals (One Project Head + 3 State Coordinators)

7.2.5 Work Order/ Completion Certificate with client references

7.2.6 Signed consent of the professionals mentioned at para 7.1.6 & 7.1.7

## **8 Instructions to the Applicants/Bidders**

### **8.1 Completeness of Response**

8.1.1 Applicants are advised to study all instructions, forms, requirements and other information in the RFP documents carefully. Submission of the RFP shall be deemed to have been done after careful study and examination of the RFP document with full understanding of its implications.

8.1.2 The response to this RFP should be full and complete in all respects. Failure to furnish all information required by the RFP documents or submission of a proposal not substantially responsive to this document will be at the Applicants risk and may result in rejection of its Proposal.

## 8.2 RFP Proposal Preparation Costs & Related Issues

- 8.2.1 The Applicant is responsible for all costs incurred in connection with participation in this process, including, but not limited to, costs incurred in conduct of informative and other diligence activities, participation in meetings/discussions/presentations, preparation of proposal, in providing any additional information required by National e-Governance Division (NeGD) to facilitate the evaluation process. National e-Governance Division (NeGD) will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the RFP process.
- 8.2.2 This RFP does not commit National e-Governance Division (NeGD) to award a contract or to engage in negotiations. Further, no reimbursable cost may be incurred in anticipation of award or for preparing this RFP.
- 8.2.3 All materials submitted by the Applicant will become the property of National e-Governance Division (NeGD) and may be returned completely at its sole discretion.
- 8.2.4 The Report/Materials/Artworks and all other documents/deliverables prepared and submitted by the Agency in relation to the Project shall be and remain the property of the Department of Electronics and Information Technology (DeitY), and DeitY shall be the sole owner of all intellectual property rights in such deliverables.
- 8.2.5 The agency shall deliver all the documents/deliverables to NeGD, together with a detailed inventory thereof, prior to termination or expiration of the project. The Agency shall not use these documents for any purpose other than related to the project without the prior written approval from NeGD.

## 9 Queries

- 9.1 All queries may be sent to the Nodal Officer of NeGD specified before by post, or email on or before < **04.02.2015** >
- 9.2 NeGD shall hold a pre-bid briefing meeting with the prospective bidders/Agency for discussing queries of the bidders. The Agency will have to send their queries for Pre-Bid meeting by post or email. The bidders may also discuss queries face to face during the pre-bid meeting.
- 9.3 All enquiries / clarifications from the bidder/ Agency, related to this RFP, must be directed in writing exclusively to the contact person notified in this RFP document.
- 9.4 The preferred mode of delivering written questions to the aforementioned contact person would be through mail or e-mail. Telephone calls will not be accepted. In no event will the NeGD be responsible for ensuring that bidders' inquiries have been received by NeGD. The queries by the bidder/ Agency will be provided in the following format.

S No.	Page	Section	Sub Section	Details	Clause of the RFP on which Clarification required	Clarification Required
1						
2						
n						

## 10 Responses to Pre-submission Queries and Issue of Corrigendum

- 10.1** After distribution of the RFP, the contact person notified by NeGD will begin accepting written questions from the bidder/applicant. The Nodal Officer notified by the National e-Governance Division (NeGD) will endeavor to provide timely response to all queries. However, National e-Governance Division (NeGD) makes no representation or warranty as to the completeness or accuracy of any response made in good faith, nor does National e-Governance Division (NeGD) undertake to answer all the queries that have been posed by the applicant. The responses to the queries from all bidders will be distributed to all/posted online on [www.negp.gov.in](http://www.negp.gov.in).
- 10.2** At any time prior to the last date for receipt of RFP, National e-Governance Division (NeGD) may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective applicant, modify the RFP Document by a corrigendum.
- 10.3** The Corrigendum (if any) & clarifications to the queries from all applicants will be posted online at the [www.negp.gov.in](http://www.negp.gov.in).
- 10.4** Any such corrigendum shall be deemed to be incorporated into this RFP.
- 10.5** In order to provide prospective applicants reasonable time for taking the corrigendum into account, National e-Governance Division (NeGD) may, at its discretion, extend the last date for the receipt of RFP Proposals.

## 11 Earnest Money Deposit (EMD)

- 11.1** The applicant is required to submit EMD of **Rs 5,00,000.00 (Rupees Five Lakh Only)**. EMD shall be kept in the envelop alongwith cover letter. Application without EMD shall be rejected. EMD shall be returned after selection procedure is over except for the selected agency. The EMD must be submitted in the form Bank Guarantee or Draft only. Cheques will not be accepted. The EMD should be made in favour of 'Media Lab Asia-NeGD'

## 12 Right to Terminate the Process

- 12.1** National e-Governance Division (NeGD) may terminate the RFP process at any time and without assigning any reason. National e-Governance Division (NeGD) makes no commitments, express or implied, that this process will result in a business transaction with anyone.
- 12.2** This RFP does not constitute an offer by National e-Governance Division (NeGD). The applicant's participation in this process may result in short listing the agency.

## 13 Submission of Proposals

- 13.1.1** To submit a proposal for project the agencies are to submit one Master Envelope containing three SEPARATE sealed ENVELOPES FOR the eligibility, technical and financial bid. Envelope should indicate clearly the name, address, telephone number, e-Mail ID and fax number of the Applicant. The main envelope shall be superscripted "**RFP No. N-22012/3/2014-NeGD <January 2015> Rural Outreach campaign**". It shall contain three sealed envelopes
- 13.1.1.1** Three separate envelopes shall be superscripted with the following:
- Documents to be enclosed in the envelopes i.e. (**Envelope-1**- Eligibility Documents including Form-1, Form-2, Form-3, Form-5 & EMD; **Envelope-2**- Technical Bid /Form 6; **Envelope-3** Financial Bid/ Form-4)
- 13.1.2** *All three envelopes shall indicate clearly the name, address, telephone number, e-Mail ID and fax number of the Applicant*
- 13.1.3** Application shall consist of supporting proofs and documents as defined in the Pre-qualification section.

- 13.1.4 Applicants shall submit all the required documents as mentioned in the Section 21 including various templates (Form 1 to Form 6). It should be ensured that various formats mentioned in this RFP should be adhered to and no changes in the format should be done.
- 13.2 The NeGD reserves the right to accept or reject any or all of the response to the RFP without assigning any reason.
- 13.3 NeGD takes no responsibility for delay, loss, or non-receipt of proposal Document or any letter sent by post either way
- 13.4 The document should be page numbered, must contain the list of contents with page numbers and shall be initialed by the Authorized Representative of the Applicant on each page.
- 13.5 Applicant must ensure that the information furnished by him / her in respective CDs is identical to that submitted by him in the original paper. In case of any discrepancy observed by the National e-Governance Division (NeGD) in the contents of the CDs and original paper, the information furnished on original paper will prevail over the soft copy.
- 13.6 RFP document submitted by the Applicant should be concise and contain only relevant information as required.

#### **14 RFP Submission Format**

The entire proposal shall be strictly as per the format specified in this Invitation for Request for Proposal and any deviation may result in the rejection of the RFP proposal.

#### **15 Venue and Deadline for Submission**

- 15.1 Proposal must be received at the address specified before the scheduled time [18.02.2015 by 1 PM].
- 15.2 Any proposal received by the National e-Governance Division (NeGD) after [Insert 18.02.2015 by 1PM] shall be rejected and returned unopened to the Applicant.
- 15.3 The proposal submitted by fax/e-mail etc. shall not be considered. No correspondence will be entertained on this matter.
- 15.4 National e-Governance Division (NeGD) shall not be responsible for any postal delay or non-receipt/ non-delivery of the documents. No further correspondence on the subject will be entertained.
- 15.5 National e-Governance Division (NeGD) reserves the right to modify and amend any of the above-stipulated condition/criterion depending upon project priorities vis-à-vis urgent commitments.

## 16 Award of Work

- 16.1** The selected agency will have to submit a copy signed RFP as an acceptance to the terms & conditions of the contract and adherence to all the clauses mentioned in the RFP document.
- 16.2** NeGD shall issue Work Orders in parts depending on the quantum of work. No variation or modification of the term of the Work Order shall be made after acceptance of Work Order by the agency.
- 16.3** Allocation of work shall be at the sole discretion of NeGD and the decision shall be final and binding.
- 16.4** All expected deliverables shall be submitted to NeGD within as per timeline (ref para 3.2) after issuance of Work Order. In addition to the above, the selected agency may be asked to carry out similar activity in non-CSC location as per mutually agreed rate on need basis.

## 17 Payment Terms

Releases of payments for each work order shall be done based on the following milestones:-

Releases	Milestones	Amount (Subject to local taxation on actual)
First	Upon submission of the following by agency & its acceptance by NeGD: <ul style="list-style-type: none"> <li>• Acceptance of work order &amp; RFP Clause</li> <li>• Team details, Performance Bank Guarantee of 20 percent of the Work Order Value ( For the purpose of Meeting &amp; detailing expenses)</li> </ul>	20% of the Work Order Value
Second	Upon Creative approval, Route Plan, preparation for roll out, printing & fabrication work (against submission of invoice)	30% of the Work Order Value
Third	Upon completion of final work as per Work Order and detailed report submission	50% of the Work Order Value

*Note: NeGD at its own discretion may alter the number of CSCs within phases.*

## 18 RFP Submission forms

### 18.1 General

The applicants are expected to respond to the RFP using the Forms given in this section and all documents supporting Pre-Qualification / RFP Criteria.

Bids / Pre-Qualification application shall comprise of following Forms:

- 18.2** Form 1: Covering Letter on Letterhead of the Applicant [[Page No. 24](#)]
- 18.3** Form 2: Details of the Applicant's Operations and Business [[Page No. 25](#)]
- 18.4** Form 3: Compliance Sheet for Pre-Qualification Criteria [[Page No. 26](#)]
- 18.5** Form 4: Format for Financial Bid [[Page No. 27](#)]
- 18.6** Form 5: Format for CV of Professionals to be deployed in the Project [[Page No. 28](#)]
- 18.7** Form 6: Technical Bid [[Page No. 29](#)]



**19 Notification of Short listing**

**19.1** NeGD shall notify by email and by post all organisations/agencies that have been shortlisted.

**TERMS OF REFERENCE**

## Clarifications and amendments

### 19.2 Amendments in RFP Document

At any time prior to deadline for submission of proposal, National e-Governance Division (NeGD) may for any reason, modify the RFP Document. The prospective Respondents having received the RFP Document shall be notified of the amendments through website and such amendments shall be binding on them.

### 19.3 Disqualifications

NeGD may at its sole discretion and at any time during the evaluation of Proposal, disqualify any agency, if the Respondent has:

- Submitted the proposal documents after the response deadline;
- Made misleading or false representations in the forms, statements and attachments submitted in proof of the eligibility requirements;
- Exhibited a record of poor performance such as abandoning works, not properly completing the contractual obligations, inordinately delaying completion or financial failures, etc. in any project in the preceding three years;
- Submitted a proposal that is not accompanied by required documentation or is non-responsive;
- Canvassing for proposal in any form
- Failed to provide clarifications related thereto, when sought;
- Submitted more than one Proposal in a envelope
- Declared ineligible by the Government of India for corrupt and fraudulent practices or blacklisted.
- Submitted a proposal with price adjustment/variation provision

### 19.4 Pre Proposal Queries

The prospective Respondent, requiring any clarification on RFP Document may notify the same in the form of query to the NeGD by email sent to **[sunil.sharma78@gov.in](mailto:sunil.sharma78@gov.in)** . NeGD response as well as the clarifications sought (including an explanation of the query but without identifying the source of inquiry) will be uploaded to the NeGP website for all the prospective Respondents by **[10.02.2015]**.

### 19.5 Preparation of Proposal

The Respondent shall comply with the following related information during preparation of the Proposal-

- The Proposal and all associated correspondence shall be written in English and shall conform to prescribed formats. Any interlineations, erasures or over writings shall be valid only if they are initialled by the authorized person signing the Proposal.
- The Proposal shall be typed or written in indelible ink (if required) and shall be signed by the Respondent or duly authorized person(s) to bind the Respondent to the contract. The latter authorization shall be indicated by written power of attorney and shall accompany the Proposal.
- In addition to the identification, the covering letter shall indicate the name and address of the Respondent to enable the proposal to be returned in the case it is declared late pursuant, and for matching purposes.
- Proposals received by facsimile/e-mail shall be treated as defective, invalid and rejected. Only detailed complete proposals in the form indicated above received prior to the closing time and date of the proposals shall be taken as valid.
- Respondents are not permitted to modify, substitute, or withdraw Proposals after its submission

## 19.6 Submission, Receipts and Opening of Proposals

All the proposals must be enclosed in separate sealed envelope. During the course of evaluation of Proposal, as well as during the period of contract, the Committee has the right to carry out a due diligence in a fashion relevant to understand the facts.

## 19.7 Deadline for submission of Proposals

Proposals from Respondents, complete in all respects must be received by NeGD at the address and date specified in the RFP Document.

## 20 GENERAL CONDITIONS OF CONTRACT (GCC)

### 20.1 Application

These general conditions shall apply to the extent that provisions in other parts of the Contract do not supersede them. For interpretation of any clause in the RFP Document or Contract Agreement, the interpretation of the NeGD shall be final and binding on the Agency.

### 20.2 Performance Bank Guarantee

A Performance Bank Guarantee (PBG) amounting to 10% of the value of the contract assigned shall be retained by the NeGD till such time the assigned work has been completed to its satisfaction.

**Payment Schedule:** All payments shall be based on milestones pre-defined at the time of work assignment.

### 20.3 Validity of Proposals

Proposals shall remain valid for a period of 36 Months ( 3 years) after the date of Proposal opening prescribed in RFP Document. A Proposal valid for shorter period may be rejected as non-responsive. NeGD may solicit the Respondent's consent to an extension of Proposal validity (but without the modification in Proposal).

### 20.4 Right to Accept Proposal

NeGD reserves the right to accept or reject any Proposal, and to annul the Proposal process and reject all Proposals at any time prior to award of contract, without thereby incurring any liability to the affected Respondent(s) or any obligation to inform the affected Respondent(s) of the grounds for such decision.

### 20.5 Conflict of Interest

NeGD requires that Agency provide professional, objective, and impartial advice and at all times hold the NeGD's interests paramount, strictly avoid conflicts with other assignments/jobs or their own corporate interests and act without any consideration for future work.

### 20.6 Confidentiality

Information relating to the examination, clarification and comparison of the Proposal shall not be disclosed to any Respondents or any other persons not officially concerned with such process until the selection process is over. The undue use by any Respondent of confidential information related to the process may result in rejection of its Proposal. Except with the prior written consent of the NeGD, the Agency and the personnel shall not at any time communicate to any person or entity any confidential information acquired in the course of the Contract.

### 20.7 Fraud & Corruption

NeGD requires that Agency selected through this RFP Document must observe the highest standards of ethics during the performance and execution of such contract. In pursuance of this policy, NeGD:

(a) Defines, for the purposes of this provision, the terms set forth as follows:

- (i) "Corrupt practice" means the offering, giving, receiving or soliciting of any thing of value to influence the action of NeGD or any personnel of Agency in contract executions.
  - (ii) "Fraudulent practice" means erroneous presentation of facts, in order to influence a procurement process or the execution of a contract, to NeGD, and includes collusive practice among Respondents (prior to or after Proposal submission) designed to establish Proposal prices at artificially high or non-competitive levels and to deprive NeGD of the benefits of free and open competition;
  - (iii) "Unfair trade practices" means supply of services different from what is ordered on, or change in the Scope of Work which was given by the NeGD in para 3 of RFP.
  - (iv) "Coercive practices" means harming or threatening to harm, directly or indirectly, persons or their property to influence their participation in the execution of contract.
- (b) Will reject a proposal for award, if it determines that the Respondent recommended for award, has been determined by NeGD to having been engaged in corrupt, fraudulent or unfair trade practices.
- (c) Will declare a firm ineligible, either indefinitely or for a stated period of time, for awarding the contract, if it at any time determines that the firm has engaged in corrupt, fraudulent and unfair trade practice in competing for, or in executing, the contract.

## **20.8 Relationship between the Parties**

Nothing mentioned herein shall be constructed as relationship of master and servant or of principal and agent as between the 'NeGD' and 'the Agency'. The Agency subject to this contract for empanelment has complete charge of personnel and Sub-Agencies, if any, performing the services under the Project executed by NeGD from time to time. The Agency shall be fully responsible for the services performed by them or on their behalf hereunder.

## **20.9 Standards of Performance**

The Agency shall perform the services and carry out their obligations under the Contract with due diligence, efficiency and economy in accordance with generally accepted professional standards and practices. The Agency shall always act in respect of any matter relating to this contract as faithful advisor to NeGD. The Agency shall always support and safeguard the legitimate interests of NeGD in any dealings with the third party. The Agency shall abide by all the provisions/Acts/Rules etc. of Information Technology prevalent in the country. The Agency shall conform to the standards laid down in RFP Document in totality.

## **20.10 Delivery and Documents**

As per the time schedule agreed between the Parties for specific projects given to the empanelled Agency from time to time, the Agency shall submit all the deliverables on due date as per the delivery schedule. The Agency shall not without the NeGD's prior written consent disclose the Contract, drawings, specifications, plan, pattern, samples to any person other than an entity employed by NeGD for the performance of the Contract. In case of termination of the Contract all the document used by the Agency in the execution of project shall become property of NeGD.

## **20.11 Change Orders**

NeGD may at any time before completion of work under project awarded to empanelled Agency, change the work content by increasing/reducing the quantities of the services by 20% as mentioned in the Contract Agreement for execution of the Project, without creating any liability for compensation on any grounds, whatsoever

due to this change. In such a case, the Agency will have to perform the service in the increased/decreased quantity at the same contract rates within the time stipulated for providing services to NeGD.

#### **20.12 Agencies Personnel**

The Agency shall employ and provide such qualified and experienced personnel as may be required to perform the services under the specific project assigned by NeGD and it is desirable from the Agency to deploy personnel, who have adequate experience in the domain related to the project. It is desirable that for Domain-related Projects, the Agency must hire the services of Domain Specialists, on a case to case basis, to work on the Project effectively.

It is desirable that all the professionals indicated in the team composition be available and work effectively till the completion of the project. Any change in the team composition must be intimated in writing (only mail & e-mail) to NeGD.

In case of any change in the team composition (due to any reason, internal or resignation by any member or leave etc) the agency will be responsible in replacing/hiring/deploying another professional with a similar profile & experience submitted with the proposal.

NeGD may enquire from the employers mentioned in the CVs of professionals about their profile to validate the information.

The agency may face legal action if:

- any wrong/false information is found about the professional(s)
- any professional is found to be unavailable during the project duration

#### **20.13 Applicable Law**

Applicable Law means the laws and any other instruments having the force of law in India as they may be issued and in force from time to time. The Contract shall be interpreted in accordance with the laws of the Union of India.

#### **20.14 Intellectual Property Rights**

No services covered under the Contract shall be sold or disposed by the Agency in violation of any right whatsoever of third party, and in particular, but without prejudice to the generality of the foregoing, of any patent right, trademark or similar right, or any charge mortgage or lien. The Agency shall indemnify the NeGD & DeitY from all actions, costs, claims, demands, expenses and liabilities, whatsoever, resulting from any actual or alleged infringement as aforesaid and at the expenses of the Agency, NeGD shall be defended in the defence of any proceedings which may be brought in that connection.

The copyright of all content created under this contract shall be owned by DeitY and the agency will not utilise this anywhere else and/or for any other work/organisation without the explicit written permission of DeitY.

#### **20.15 Governing Language**

The Contract shall be written in English Language. English version of the Contract shall govern its interpretation. All correspondences and other documents pertaining to the contract, which are exchanged between the parties, shall be written in the English Language.

#### **20.16 Sub Contracts**

The Agency shall notify the NeGD in writing of all sub contracts awarded for execution of the Project, if not already specified in the Proposal. Such notification in their original Proposal or later, shall not relieve the Agency from any liability or obligation under the Contract.

**20.17 Assignments**

The Agency shall not assign the project to any other agency, in whole or in part, to perform its obligation under the Contract, without the NeGD's prior written consent.

**20.18 Payment**

In the event of a Force Majeure, which restricts the agency from performing their services, the Agency shall be entitled to payments under the terms of this contract, as well as to be reimbursed for additional costs reasonably and necessarily incurred by them during such period for the purposes of the services and in reactivating the service after the end of such period.

**20.19 Performance Assessment**

If during execution of the Project, following problems were to be found, then a penalty of 1% of the Contract value per week (subject to maximum of 20%) may be imposed by NeGD, which will be the part of Project specific RFP Document and Terms of Reference:

- Quality of deliverable is not up to the mark, (till the quality is improved to the required extent)
- Delays in deliverables
- Not assigning adequate resources in time
- Not engaging resources on a dedicated basis, even when required
- Assigning resources that do not meet the clients requirements
- Inadequate interaction with the client department.
- The work is either not complete or not completed satisfactorily as per the approved time schedule or the quality of deliverable

If the delay is beyond 10 weeks then the NeGD may rescind the Contract and shall be free to get it done from other Agency at the risk and costs of the appointed Agency. NeGD may debar the Agency for applying in its future empanelment also.

Non-performance of a particular activity as mentioned in the Para 3.1.4 will have penalty on the agency and deduction will be made from payment. Non- performance of Nukkad Natak and Demo will have a bearing of 20% and others such as announcement, improper set up, faulty equipments, merchandizing (Leaflet/poster), VLE interview, insufficient manpower etc will have 10% deduction of the cost approved per CSC.

**20.20 Liquidated Damages**

If any of the services performed by the Agency fail to conform to the specifications of the assigned project or in the event of failure of the project due to indifferent, non supportive attitude of the Agency and the NeGD decides to abort the contract because of such failure, then a sum up to 50% of the value of the contract shall be recovered as liquidated damages from the Agency. Besides, all the payments already done for such service shall also be recovered. This shall be without prejudice to other remedies available under this contract to NeGD

**20.21 Suspension**

NeGD may, by written notice to Agency, suspend all payments to the Agency hereunder if the Agency fails to perform any of its obligations under this Contract including the carrying out of the services, provided that such notice of suspension-

- Shall specify the nature of failure
- Shall request the Agency to remedy such failure within a period not exceeding thirty (30) days after receipt by the Agency of such notice of failure

## 20.22 Termination

Under this Contract, NeGD may, by written notice terminate the Agency in the following ways-

- Termination by Default for failing to perform obligations under the Contract or if the quality is not up to the specification or in the event of non adherence to time schedule.
- Termination for Convenience in whole or in part thereof, at any time
- Termination for Insolvency if the Agency becomes bankrupt or otherwise insolvent.

In all the three cases termination shall be executed by giving written 30 day notice to the Agency. No consequential damages shall be payable to the Agency in the event of such termination.

## 20.23 Force Majeure

Notwithstanding anything contained in the RFP Document, the Agency shall not be liable for liquidated damages or termination for default, if and to the extent that, it's delay in performance or other failures to perform its obligations under the agreement is the result of an event of Force Majeure.

For purposes of this clause "Force Majeure" means an event beyond the control of the Agency and not involving the Agency's fault or negligence and which was not foreseeable. Such events may include wars or revolutions, fires, floods, epidemics, quarantine restrictions and freight embargos. The decision of the NeGD, regarding Force Majeure shall be final and binding on the Agency.

If a Force Majeure situation arises, the Agency shall promptly notify to the NeGD in writing, of such conditions and the cause thereof. Unless otherwise directed by the NeGD in writing, the Agency shall continue to perform its obligations under the agreement as far as reasonably practical, and shall seek all reasonable alternative means for performance not prevented by the Force Majeure event.

## 20.24 Resolution of Disputes

If any dispute arises between parties, then there would be two ways for resolution of the dispute under the Contract.

## 20.25 Amicable Settlement

Performance of the Contract is governed by the terms and conditions of the Contract, however at times dispute may arise about any interpretation of any term or condition of Contract including the scope of work, the clauses of payments etc. In such a situation either party of the contract may send a written notice of dispute to the other party. The party receiving the notice of dispute will consider the Notice and respond to it in writing within 30 days after receipt. If that party fails to respond within 30 days, or the dispute cannot be amicably settled within 60 days following the response of that party, then Clause '**Resolution of Disputes**' of GCC shall become applicable.

## 20.26 Resolution of Disputes

In the case dispute arising between the NeGD and the Agency, which has not been settled amicably, the Agency can request the NeGD to refer the dispute for Arbitration under Arbitration Act, 1996. Such disputes shall be referred to Arbitral Tribunal. The Indian Arbitration and Conciliation Act, 1996 and any statutory modification or re-actment thereof, shall apply to these arbitration proceedings.

Arbitration proceedings will be held in India at Delhi and the language of the arbitration proceeding and that of all documents and communications between the parties shall be in English. The decision of the majority of arbitrators shall be final and binding upon both the parties. All arbitration awards shall be in writing and shall state the reasons for the award. The expenses of the arbitrators as determined by the



arbitrators shall be shared equally by the NeGD and the Agency. However, the expenses incurred by each party in connection with the preparation, presentation shall be borne by the party itself.

**20.27 Taxes and Duties**

The Agency shall fully familiarize themselves about the applicable domestic taxes (such as VAT, Sales Tax, Service Tax, Income Tax, duties, fees, levies etc.) on amount payable by NeGD under the contract. The Agency, sub Agencies and personnel shall pay such domestic tax, duties, fees and other impositions (wherever applicable) levied under the applicable law.

**20.28 Legal Jurisdiction**

All legal disputes between the parties shall be subject to the jurisdiction of the Courts situated in Delhi, India only.

**20.29 Notice**

Any notice, request or consent required or permitted to be given or made pursuant to this contract shall be in writing. Any such notice ,request or consent shall be deemed to have been given or made when delivered in person to an authorized representative of the party to whom the communication is addressed, or when sent to such party at the address mentioned in the project specific Contract Agreement. In absence of a specific contract agreement for the proposed work, all the Terms & Conditions as specified in the RFP shall be applicable and the Agency is required to sign on each page of RFP as acceptance of such Terms of Reference.



**Form 1: Covering Letter on Letterhead of the Applicant**

&lt; Location, Date &gt;

To,

Sr.General Manager  
National e-Governance Division (NeGD)  
Department of Electronics and Information Technology,  
Electronics Niketan, 4<sup>th</sup> Floor, 6 CGO Complex, Lodhi Road, New Delhi-03

Dear Sir/Madam,

We, the undersigned, offer to provide the services for conducting Rural Outreach Campaign.  
Our correspondence details with regard to this RFP are:

No.	Information	Details
1	Name of the Contact Person	< Insert Name of Contact >
2	Address of the Contact Person	< Insert Address >
3	Name, designation and contact, address of the person to whom, all references shall be made, regarding this RFP.	< Insert details of Contact >
4	Telephone number of the Contact Person.	< Insert Phone No. >
5	Mobile number of the Contact Person	< Insert Mobile No. >
6	Fax number of the Contact Person	< Insert Fax No. >
7	Email ID of the Contact Person	< Insert Email. >
8	Organization website URL.	< Insert Website URL. >

We are hereby submitting our Request for Proposal in both printed format (1 copy) and as a soft copy in a CD. We understand you are not bound to accept any Proposal you receive.

We fully understand and agree to comply that on verification, if any of the information provided here is found to be misleading the short listing process or unduly favours our company in the short listing process, we are liable to be dismissed from the RFP selection process or termination of the contract during the project.

We declare that our company is not blacklisted by any Central/State Government/Public Sector Undertaking in the last three years. We agree to abide by the conditions set forth in this RFP.

We hereby declare that our proposal submitted in response to this RFP is made in good faith and the information contained is true and correct to the best of our knowledge and belief.

Sincerely,

&lt; Applicant's Name with seal &gt;

Name: &lt; &lt; Insert Name of Contact &gt; &gt;

Title: &lt; &lt; Insert Title of Contact &gt; &gt;

Signature: &lt; &lt; Insert Signature &gt; &gt;

**Form 2: Details of the Applicant's Operations and Business**

Sl. No.	Information Sought	Details to be Furnished
<b>A</b>	Name and address of the Applicant Agency	
<b>B</b>	Incorporation status of the applicant ( <i>as mentioned in pre-qualification criteria</i> )	
<b>C</b>	Year of Establishment	
<b>D</b>	Details of registration with appropriate authorities for service tax	
<b>E</b>	Details of Contact Person: Name, Address, e-Mail, Phone nos. Fax nos. Mobile Number	
<b>F</b>	No. of Branch offices	
<b>G</b>	Contact Details with address of branch offices 1. 2. 3. 4. 5.	

**Form 3: Compliance Sheet for Pre-Qualification Criteria**

	<b>Basic Requirement</b>	<b>Documents Required</b>	<b>Provided</b>	<b>Reference &amp; Page No.</b>
<b>1</b>	Category of the Agency	Registration Certificate indicating category of agency	Yes / No	
<b>2</b>	Average Annual Turnover of Rs.25 Crore	Audited balance Sheet of last 3 financial years	Yes / No	
<b>3</b>	The institutions/ organizations should have been in existence for a period of at least 10 years on the date of the application	Copy of registration indicating date of registration	Yes / No	
<b>4</b>	Projects Completed by the agencies	Copy of Work Orders/Certificate of Completion by agencies (with three client references)	Yes / No	
<b>5</b>	In-house capacity to deploy the resources who will administer the project: A Project Head/Manager with 10+ years of total work experience with minimum 5 years in managing large Rural/BTL Campaign	CV of Professional	Yes / No	
<b>6</b>	In-house capacity to deploy the State Coordinators with 5+ years of total work in managing large Rural/BTL Campaign	CV of Professional	Yes / No	
<b>8</b>	EMD of Rupees Five Lakh Only enclosed with cover letter	--	Yes / No	--
<b>9</b>	Technical bid submitted in a sealed envelop	--	Yes / No	--
<b>10</b>	Financial Bid submitted in a sealed envelop	--	Yes / No	--

**Form 4: Financial Bid format**

	<b>Particular</b>	<b>Cost (in Rs.)</b>
1.1	Cost of conducting activity at One CSC location with one Mobile Van Unit	
1.2	Agency Fee	
	Total Cost/CSC Location	

## NOTE:

Service taxes shall be payable at the prevailing rate at the time of allocation of work.

## Form 5: Format for CV of Professionals to be deployed in the Project

Sr.	Details				
1	<b>Name of the Professional:</b>				
2	<b>Qualifications</b> (Graduation & above only)				
3	<b>Total years of work experience:</b>				
4	<b>Total years of relevant experience:</b>				
5	<b>Key Expertise</b> (e.g. Planning, Execution of BTL Events, Manpower planning etc.)				
6	<b>Languages Known:</b>				
7	<b>Publications/Awards (If any)</b>				
8	<b>Work history (current to past)</b>				
8.a	<b>Current</b>				
	Designation:				
	Organization:				
	Duration: From: DD/MM/YYYY			To: DD/MM/YYYY	
	Key Job responsibilities: <i>Only relevant experience to be listed</i>				
	Projects handled	Role in the project	Client	Team Size	Number of projects completed (if any)
8.b	<b>Previous</b>				
	Designation:				
	Organization:				
	Duration: From: DD/MM/YYYY			To: DD/MM/YYYY	
	Key Job responsibilities: <i>Only relevant experience to be listed</i>				
	Projects handled	Role in the project	Client	Team Size	Number of projects completed (if any)
9	Any other (Certifications, trainings received etc)				

**I do hereby declare that I do not have any objection in carrying out the assignment on behalf of my current employer.**

**Signature**

**Form 6: Technical Bid Format**

<b>Particulars</b>
Agency's Profile
Technical Presentation :- <ul style="list-style-type: none"><li>• Understanding of project objective</li><li>• Approach &amp; Methodology</li><li>• Expertise &amp; Organizational experience</li></ul>
Projects completed by the agencies (Case studies- Min 3)
Team Structure
Network of offices/ Physical Presence

**End of RFP Document**