

# **Request for Proposal (RFP)**

**FOR**

**Empanelment of Agencies to  
Conduct Information, Education and Communication (IEC)  
activities under Swachh Bharat Mission-Urban  
under auspices of**

**Department of Local Government, Punjab**



**Dated: 14<sup>th</sup> August 2017**

**PUNJAB MUNICIPAL INFRASTRUCTURE DEVELOPMENT COMPANY**

**5<sup>th</sup> Floor, Punjab Municipal Bhawan, Local Government Department**

**Plot No.3, Sector 35 A, Dakshin Marg, Chandigarh – 160034**

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## 1. Invitation for Proposal

### RFP Notice

This RFP is being published by the Department of Local Government, Punjab for the “Empanelment of Agencies to Conduct Information, Education and Communication (IEC) activities under Swachh Bharat Mission-Urban”.

Bidder agencies are advised to study this bid document carefully before submitting their bids in response to the bid Notice. Submission of a bid 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.

This bid document is not transferable.

### Important Dates / Information

#	Information	Details
1.	Project Name	<b>Empanelment of Agencies to Conduct Information, Education and Communication (IEC) activities under Swachh Bharat Mission-Urban</b>
2.	RFP reference No and Date	<b>PMIDC/2017/7646 Dated: 14.08.2017</b>
3.	Tender Fee	<b>INR 5,000/- (Rupees Five Thousand Only)</b>
4.	Earnest Money Deposit	<b>INR 50,000/- (Rupees Fifty Thousand Only)</b>
5.	Bid Validity Period	<b>120 Days from the Date of Opening the Bid</b>
6.	Last date for submission of written queries for clarifications over email	<b>21<sup>st</sup> August 2017 till 5:00 pm</b>
7.	Date & Time of sharing responses to clarifications over email	<b>24<sup>th</sup> August 2017 till 5:00 pm</b>
8.	Date of pre-bid meeting	<b>28<sup>th</sup> August 2017 by 2:00 pm</b>

9.	Last date (deadline) for receipt of proposals in response to RFP notice	<b>7<sup>th</sup> September 2017 till 5:00 pm</b>
10.	Place, Time and Date of opening of Technical proposals received in response to the RFP notice	<b>11<sup>th</sup> September 2017 by 2:00 pm</b> <b>(Place of opening of technical proposal shall be communicated later)</b>
11.	Place, Time and Date of opening of Financial proposals received in response to the RFP notice	<b>Will be communicated to the technically eligible bidders later</b>
12.	Presentation / demo on technical solution by bidders	<b>To be Informed Later</b>
13.	Contact Person for queries	<b>Chief Engineer (O&amp;M), PMIDC, Dept. of Local Govt., Govt. of Punjab</b>
14.	Addressee and Address for the Submission of Tender Documents; EMD & Tender Fees are to be submitted	<b>Addressee for the EMD / Tender Fees:</b> <b>Punjab Municipal Infrastructure Development Company</b> <b>Address for Submission of Tender:</b> <b>The CE (O&amp;M),</b> <b>PMIDC, Punjab Municipal Bhawan,</b> <b>Dakshin Marg, Sector 35-A</b> <b>Chandigarh – 160035</b>
15.	<b>Submission Type</b>	<b>Physical submission or courier received at PMIDC on or before submission deadline</b>
16.	<b>Contact Person for any Questions</b>	<b>Chief Engineer (O&amp;M), PMIDC, Dept. of Local Govt., Govt. of Punjab</b>

## 2. Introduction & Background

According to Census 2011, India's urban population is 377 million or 31% of the total population. These numbers are expected to increase to 600 million by 2031. The Census 2011 also showed that

in 4,041 statutory towns, close to eight million households do not have access to toilets and defecate in the open (7.90 million). Weak sanitation has significant health costs and untreated sewage from cities is the single biggest source of water resource pollution in India. This indicates both the scale of the challenge ahead of the Indian cities and the huge costs incurred from not addressing them. The Swachh Bharat Mission (SBM) emanates from the vision of the Government articulated in the address of the President of India in his address to the Joint Session of Parliament on 9th June 2014:

“We must not tolerate the indignity of homes without toilets and public spaces littered with garbage. For ensuring hygiene, waste management and sanitation across the nation, a “Swachh Bharat Mission” will be launched. This will be our tribute to Mahatma Gandhi on his 150th birth anniversary to be celebrated in the year 2019.”

SBM-U is being implemented by the Ministry of Urban Development (MoUD) in center and Department of Local Government, Punjab for urban level in Punjab. Target of Swachh Punjab has to be achieved by 2<sup>nd</sup> October, 2019.

### 3. **Objectives of Swachh Bharat Mission – Urban**

- Elimination of open defecation
- Eradication of Manual Scavenging
- Modern and Scientific Municipal Solid Waste Management
- To effect behavioral change regarding healthy sanitation practices
- Generate awareness about sanitation and its linkage with public health
- Capacity Augmentation for ULB’s
- To create an enabling environment for private sector participation in Capex (capital expenditure)

### 4. **Components of Swachh Bharat Mission- Urban**

- Household toilets, including conversion of insanitary latrines into pour-flush latrines;
- Community toilets;
- Public toilets;
- Solid waste management;
- Capacity building and Administrative & Office Expenses (A&OE);
- **IEC & Public Awareness:** A key strategy under SBM - Urban is behavior change

communication to ensure that sanitation as an issue is mainstreamed with the general public at large and should cover issues of open defecation, prevention of manual scavenging, hygiene practices, proper use and maintenance of toilet facilities (household, community or otherwise), etc., and its related health and environmental consequences.

## 5. **Scope of Work**

IEC activities will be focusing on behaviour change regarding safe disposal of human excreta, solid waste management, improved sanitation & hygienic practices and demand creation. Scope of work includes planning and execution of IEC activities that are expected to be done with all required creative and infrastructure.

All creatives and execution will need to be very catchy (attention grabbing), entertaining, fun and informative so as to evoke an emotional response as well as raise the moral conscience of the public towards responsible waste management, open defecation free, sanitation & hygiene and health at individual level. The work will include the following:

- a. To support the PMDC, Department Local Government, Punjab and ULBs in planning, implementation, documentation and reporting of impact of various IEC activities on safe disposal of human excreta, sanitation & hygiene, solid waste management, hazardous of plastic carry bags and plastic, thermocol items (usually called disposal), hazardous of open burning of municipal waste etc. under SBM-U;
- b. To prepare ULB level IEC action plans for each activity and recommend / annual calendar having monthly details and opportunities that can be used to create awareness and demand for community participation. This will entail
  - i. Development of ULB level IEC action plan for different stakeholders (meetings, ward level consultations, individual/collective meetings, presentations to institutions, mass media, school competitions, other publicity materials - display hoardings, pamphlets, fliers, organizing rallies etc.);
  - ii. Advertisement designing (Punjabi, Hindi, English) and publishing the same in News Papers regularly after duly approval of CEO/ACS/LG;
  - iii. Public Awareness through FM / Radio;
  - iv. Installation of hoardings at prominent places like bus stands etc.;
  - v. Shows of films/ documentaries highlighting the importance of sanitation &

hygiene at different prominent places;

- vi. Printing and distribution of IEC material i.e. pamphlets;
- vii. Spread SBM awareness thru Mobile Van at different prominent places;
- viii. Wall writing at prominent public places such as MC Bhawan, schools, Aanganwadi centers and health centres/ civil hospitals on issues related to sanitation & hygiene, solid waste management, hazardous of plastic carry bags and plastic, thermocol items (usually called disposal), hazardous of open burning of municipal waste;
- ix. Street plays in the slum areas and other local colonies;

c. Participation and collaboration with local social organizations, NGOs, youth clubs, religious leaders, retired defense personals etc.;

d. Celebrations on World Toilet Day, Environment Day, Hand washing day.

## 6. Campaign Requirements

The PMIDC, as per the Annual Implementation Plan (AIP), focuses its Information Education Communication activities on prioritized topics/themes as mentioned below:

### i. Health, hygiene and sanitation

Punjab is nearing towards full coverage of sanitation facilities in urban areas. But the low percentage of penetration of such facilities is noticed among challenged communities as well as slum areas. Apart from the issue of non-availability of suitable and appropriate technology, unchanging behavior and attitudes of concerned communities are also factored in for low coverage. The level of appreciation in terms of high value in personal hygiene and community hygiene has to be improved much. Added up by these facts above we are facing with next generation issues under health like recurrence of diarrheal communicable diseases, return of once eliminated diseases, new viral diseases etc.

Non diseases due to poor sanitation and unhygienic conditions pose other threat to state public health system both in terms of morbidity, mortality and economic burden it imposes. In order to address one of the greatest public health and behavior change challenge toward the sanitation & hygiene, solid wastes management, intensive IEC campaign includes mass awareness connecting the health with improved sanitation & hygiene practices, safe disposal of human excreta, solid wastes etc. is to be conducted at various level.

The themes for the communication content shall be like:

- behavior change toward improved sanitation & hygiene practices
- Health issues out of lack of sanitation facilities and need for such facilities



- Best personal and community level hygiene practices for sound health
- Need for gender sensitive sanitation facilities
- Safe and eco-friendly technological options for disposal of human excreta in all manner.

## ii. Management of Septage

In Punjab, on site/ off site sanitation facilities are made use by people in most of urban and rural areas. Septic tanks, single pit latrines and double pit latrines are the commonly used on site sanitation facilities in most of areas for treatment and disposal of human excreta. Septic tanks are the economical and eco-friendly simple treatment technology. It is an onsite anaerobic treatment system having the advantage of treatment of human excreta without using chemical, energy and manpower. The onsite treatment facility such as Septic tanks are to be cleaned periodically for removing sludge (solid particles) accumulated at bottom of Septic tanks. As per the norms specified by the Bureau of Indian Standards (BIS), sludge from the septic tank is to be cleared once in 1 to 3 years, depending on size of the tank and efficiency of working of the plant. Anyway, the cleaning of septic tank is essential. There are requirement for draining septage from pit latrine constructed with sealed bottom, especially in coastal areas. The major reason for providing adequate treatment and disposal systems is to protect public health and the environment, as septage may harbour disease causing viruses, bacteria and parasites.

In some Municipal/Corporation areas in Punjab there are private operators uses Vacuum Sucker, a pump and tanker fitted on a truck / Tractor, to draw septage from the Septic Tank. People avail this facility for cleaning of Septic Tank and they pay for the service. But due to lack of facilities for treatment of septage, the waste water sucked by Vacuum Suckers in most cases is being discharged to water bodies and open places. Punjab is having highest number of dug wells. Due to discharge of septage at source as well as disposal sites water may getting polluted. In many developed countries, safe modular septage treatment facilities are established with in densely populated residential areas functioning in an industrial mode without emitting any kind of foul smell or other environmental threats.

This campaign intends to plug in unscientific practices of septage management through mass awareness and bring in demand and support from communities in setting up septage treatment facilities.

The themes for the communication content shall be like:

- Septage and sewerage differentiations
- Promoting construction of ISO approved septic tanks

- Unsafe toilets-contamination of water sources from fecal matter
- Safe drinking water and waterborne diseases
- Options for safe digesters for toilets
- Threats of wrong septage disposal practices and need for safe management
- Available Technological options for septage management in India and across globe
- Septage management plants-a need for future

### **iii. Management of Bio degradable wastes**

In Punjab, management of biodegradable wastes has emerged as a major developmental threat. About 60-70% of waste generated at Household and commercial establishments are bio degradable material. A reasonable level of awareness has not yet been reached among communities for the self-realization of the fact that it is the responsibility of waste generators to make arrangements for segregating and treating the same by themselves at source or to provide to the Authorities. As majority of waste generated is bio degradable and with high moisture content, composting or bio-gas of waste management may be the best option for the State.

The habit of management of waste at HH level is still not encouraging. People have not yet understood the significance of segregation of waste. Through good HH level waste management practices tremendous reduction of waste becomes possible and segregation makes the management of waste easy. Hence the efforts being taken by Government in this sector and citizen's responsibilities have to be popularized through this campaign.

Biodegradable food waste is generated in large quantities in restaurants, hotels, fast food centres, marriage halls. But majority of such establishments do not have any facility for waste management. Often these wastes are seen thrown open posing threat to community. Hence these establishments have to be sensitized and pressured to make own arrangements for source level treatment of waste management and to recover the value. Similarly large quantities waste is generated at public establishments like office complexes, hospitals etc.

Though ULBs in the state are responsible to make arrangements for waste management at community level progress is not as per requirement due to lack of public demand and public pressure. At the same time efforts for establishing common safe waste management is often deterred by public antagonism due to the fear of nuisance value like bad odor, pest, leachate etc. But a plant with right kind of technology (there are many) with people's participation can manage waste very safely. It is expected to make people sensitive to waste management through this IEC campaign.

The themes for the communication content shall be like:

- Importance of safe management of biodegradable waste
- The prime and utmost necessity of Source level Segregation and Safe disposal of biodegradable waste
- Need for management of biodegradable waste at source (HH level, commercial, public establishment, institutional)
- Technology options for safe management of biodegradable waste
- Biogas plants and its suitability for household and institutional level
- Need for making own biodegradable waste management systems by public and private establishments
- Significance of Community level biodegradable waste management centres
- Need for people's acceptance.

#### **iv. Management of Non bio degradable wastes**

Due to fast urbanizations and life style trends, people are very much dependent on non-bio degradable articles. Consequently, the quantity of non-biodegradable waste is also on the rise. Plastic kits, covers, plastic carry bags, plastic bottles, damaged hard plastic utensils, leather bags, foot wears, packing materials, paper, paper products, aluminum foil products, glass products are the important waste materials to be managed. These materials are burnt or recklessly thrown by people in public places, drainages, canals, rivers etc. posing different kind of threats to environment inviting health hazards. Assistance to ULBs for setting up Solid Waste Management projects are being given by Government. Efforts from the part of Government/ULBs in setting up new generation projects are facing with opposition from localities around the project area. A dedicated community level awareness and education process part of this campaign shall strive to ensure a desired level of attitudinal and behavioral change. The campaign would propagate the principles of segregate, refuse, reduce, reuse, recycle, remanufacture. It should also motivate ULBs in the state for coming up with model non-biodegradable management projects.

The themes for the communication content shall be like:

- Segregation at source of non-biodegradable waste so that clean segregated recyclables can be made available for recycling.
- Health hazards due to mismanagement of plastic, e-waste, household hazardous waste,

- Importance of recycling and means to promote recycling at individual level, commercial establishments, public establishments, institutions.
- Approach for scientific disposal of plastic, e-waste, household hazardous waste
- Waste hierarchy: refuse, reduce, reuse, recover, recycle, remanufacture, replace
- Need for Citizen level appropriate management practices for segregated non biodegradables like paper, metal, glass, jute, cloth, leather, rubber, Construction & demolitionwaste.
- Need for Community level appropriate management practices for segregated non biodegradables like paper, metal, glass, jute, cloth, leather, rubber, Construction & demolitionwaste.
- Best practices for management of non-biodegradable waste across globe and India
- Popularization of SWM.

## 7. Required Outputs from agencies

The outputs required from the advertising agencies in brief are as follows:

Agency(s) have to conceptualize and execute various related **Information, Education and Communication (IEC)** materials and prepare creative designing, scripting for different forms of IEC activities, in different medium listed in the following groups. Same messages should be designed differently for different target groups.

**Group 1 -Visual media:** TV Spots, Documentaries, short films, interactive shows, visual materials, social media including web pages, internet etc.

**Group 2 -Audio Media:** Radio spots & jingles

**Group 3 -Outdoor Media:** Press advertisements, outdoor IEC activities such as banners/hoardings (cloth, not flex or PVC), bus/train panels, bus shelters, wall paintings, display panels, road shows, other exhibition materials etc.

**Group 4 -Print Media:** Print materials like brochures, booklets, primers, guidelines, folders, leaflets, posters, calendars etc.

**Group 5-Mid Media:** Inter personal communication mid media programmes like street plays, folk arts, songs, dramas, street plays, entertainment performances etc.

Agencies also would have to advice PMIDC on other effective communication strategy including media options and formats for campaigns that the agency can creatively come up with. The IEC materials for all the above formats are required to be made in Punjabi, Hindi and English as per requirement. They have to develop concepts, modes and design for outreach initiatives in urban areas to create face to face contact points with the various target population through most

effective media.

## **8. Period of the Assignment**

The tenure of assignment / contract would be for a period of 12 months from the date of signing of agreement. If performance of the agency is found satisfactory, PMIDC may extend it further on mutual consent.

## **9. Bid Invitation**

PMIDC invites the bidders to submit their technical proposals and financial offers for the project of “Empanelment of Agencies to Conduct Information, Education and Communication (IEC) activities under Swachh Bharat Mission-Urban”, in accordance with conditions and manner prescribed in this Bid Document.

Bidders are required to note that this is an empanelment RFP to select the agencies for creation of creative, management of Digital and Social Media for PMIDC. PMIDC has the right to choose one or more of the bidding agencies based on the evaluation process defined in the RFP.

Bidders are advised to study all instructions, forms, terms, requirements and other information in the Bid Documents carefully. Submission of bid shall be deemed to have been done after careful study and examination of the Bid Document with full understanding of its implications. The response to this Bid Document should be full and complete in all respects. Failure to furnish all information required by the Bid Documents or submission of a proposal not substantially responsive to the Bid Documents in every respect will be at the bidder's risk and may result in rejection of its Proposal.

## **10. Proposal Preparation Cost**

The bidder 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 PMIDC to facilitate the evaluation process, and in negotiating a definitive Contract or all such activities related to the bid process. The department will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.

This Bid Document does not commit the PMIDC to award a contract or to engage in negotiations. Further, no reimbursable cost may be incurred in anticipation of award. All materials submitted

by the Bidder shall become the property of PMIDC and may be returned at its sole discretion.

### 11. Bid Submission Format and Documents Comprising of Proposals

The entire proposal shall be strictly as per the format specified in this RFP. Proposals with deviation from this format shall be rejected. Details of the format can be found in Annexures of this document. Please note that this is no deviation bid and any deviation or conditional response will lead to disqualification of the bidder from entire tender process.

Bidders shall furnish the required information on their technical and financial proposals in specified formats only. Any deviations in format may make the tender liable for rejection. Disclosure of Commercial information of the proposal in Technical Envelope shall be sufficient grounds for rejection of the proposal.

### 12. Eligibility / Pre-Qualification Criteria/ Terms & Conditions

The bidding agency must be able to meet the following criteria for qualifying to participate in the proposal. The bidder, as part of the proposal must submit required documents to demonstrate qualification for the tender.

<b>Pre-Qualification Requirements</b>		
<b>Sr.No.</b>	<b>Particulars</b>	<b>Supporting documents to be enclosed with proposal</b>
1	Agency must be a legally registered company in India under the Indian Company's Act or any Partnership Firm / Sole Proprietorship Firm / NGO	Certified copy of incorporation
2	Agency must not be blacklisted by any Government (Central or State) or PSU in India	Self-certified certificate(Annexure J)
3	The participating agency should have at least 5 years of event conceptualization & execution experience in various IEC activities in respect of environment, health, sanitation & hygiene, Swachh Bharat Mission.	Agency / owner's profile with documentary proof
4	The participating agency should have in-house production & technical support team with min. 15 nos. staff strength	Company HR Certificate
5	The participating agency should have handled minimum of two (2) Behavioural Change and Community	Project details, samples of work along with Invoice/

	Engagement projects with minimum 15 lakh budget. Past Government experience will be preferred.	completion certificate
6	The participating agency must have proven track record of handling minimum three (3) state / national level events in respect of IEC activities	Event details with documentary proof
7	Income tax return for previous three financial years i.e. 2013-14, 2014-15 & 2015-16	ITR Certificate
8	Total annual turnover of the agency at least 1.0 Crore for the FY 2013-14, 2014-15 & 2015-16	ITR Certificate

- i. After selection of the suitable firm / firms, the amount of EMD shall be refunded to the unsuccessful Bidders. The EMD of the successful Bidder(s) shall be retained by the Authority till the completion of the assignment.
- ii. No cost variation/price escalation shall be entertained (not payable).
- iii. The selected bidder(s) shall be empanelled with PMIDC
- iv. The individual ULBs will contract them for post empanelment and to run various programmes throughout the year.

### 13. Bidding Process

The proposal submitted by agency and their suitability for the tender shall be evaluated in two stages.

**Stage 1:** Technical Proposal: which will consist of the Pre-Qualification Documents and an Approach for executing the required task (Eligibility & Approach)

**Stage 2:** Commercial Proposal submitted

The bidders are expected to submit both the above in three individual sealed, signed and stamped envelopes inside one larger bid envelope. The envelopes must be clearly marked as ‘Technical Proposal - Eligibility Documents ’; ‘Technical Proposal – Approach Document’; and ‘Commercial Proposal’ and submitted as per the deadline at the address mentioned in Section 1.

None of the Technical Proposal shall contain mention of Commercial Proposal in any form if done so, then shall lead to immediate disqualification of the bidder.

### 14. Evaluation Process

Bids submitted for this RFP document shall be evaluated and scored by the Evaluation Committee from PMIDC. The committee will first open and evaluate the pre-qualification bid. Bidders unable to provide relevant documents would not be qualifying and will not be eligible for the second part of the technical and commercial evaluation.

Approach and methodology parts of the technical bid will only be opened of qualifying bidders. PMIDC may invite qualifying bidders to present/discuss their approach in person.

The Bids will then be scored based on the bidder's technical know-how and the financial wherewithal.

Commercial bids will only be opened of bidders scoring more than 70 marks out of 100 in the technical section.

## 15. Evaluation of Technical Bids

Only those Bids which have a minimum score of 70% of total marks in technical evaluation will be considered for opening of their Commercial Bid. Only the Bids qualifying the technical evaluation will be considered for commercial evaluation.

Technical Evaluation of the bids would be carried out on 3 broad parameters as given below:

- Technical Capability of Bidder (50% of total weightage)
- Knowledge of Team/Manpower (20% of total weightage)
- Approach & Methodology (30% of total weightage)

These will be scored as follows:

<b>Evaluation Criteria</b>	<b>Max. Marks</b>	<b>Criteria</b>	<b>Documental evidence to be submitted</b>
<b>Technical Capability</b>			
Relevant experience in handling Behavioral Change and Community Engagement projects with a minimum budget of 15 lakh  Preferred Government Assignments with state or central bodies.	30	2 projects – 20 marks  For every additional project , 3 marks, up-to maximum of 26 marks  For any Government Assignment, additional 4 marks will be awarded	Copy of Work Order / Work Completion certificate of the project from the client clearly depicting the scope of work, contract period and project value.
Relevant experience in managing end to end IEC campaigns at <b>state/national</b> level  End to end Campaign management Experience includes: Events, roadshows, Digital campaign, SMS campaign, promotional campaign	20	3 projects – 15 marks  For every additional project, 2.5 marks, up-to maximum of 20 marks	Copy of Work Order / Work Completion certificate of the project from the client clearly depicting the scope of work, contract period and project value.



<b>Manpower</b>			
Team and Resource	20	15 full time employees in production, design and support functions – 10 marks  For every 5 additional employee, 2 marks, up-to maximum of 20 marks	Letter from HR on team size, qualifications and roles
<b>Approach and Methodology</b>			
Suggested Approach	30	Evaluated and scored by committee on - Proposed campaign vision and strategy - Quality of Submission - Proposed value additions proposed SoW - Multilingual support strategy Hindi, English, Punjabi	Approach document / presentation submitted

## **16. Opening and evaluation of Commercial Bids**

Commercial evaluation will be done to arrive at the L1 rate or DAVP rates (whichever is lower) for various activities specified in the tender for creatives and digital media management. Rate specified by L1 will be considered for rate contract for designing creatives and digital media management for duration of contract.

In order to get empanelled with PMIDC other qualified agencies (scoring  $\geq 70$  Marks in Technical Evaluation) will have to match the L1 rate which will be valid up-to validity of contract. PMIDC will open the Commercial Bids of only Technically Qualified Bidders, in the presence of the nodal officer / designated representatives of the Bidder who choose to attend, at the time, date and place, as decided and communicated by PMIDC.

The Commercial Bids will be evaluated by PMIDC for completeness and accuracy. In case of any calculation errors or discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail and the total price shall be corrected. If there is a discrepancy between words and figures, the amount in words will prevail.

The amount stated in the proposal form, adjusted in accordance with the above mentioned procedure, shall be considered as binding, unless it causes the overall proposal price to rise, in which case the proposal price shall govern.

If the bidder does not accept the correction of errors, its bid will be rejected and the bid security may be forfeited.

## 17. Empanelment Criteria

Technically qualified agencies that agree to carry out the work / Match the L1 rate as quoted by the L1 bidder in the respective sections would be empaneled. A list of agencies (one or more or all), based on the Technical Evaluation (getting higher than 70 marks and ready to match the L1 rate) will be empaneled by PMIDC.

Based on various initiatives, PMIDC will provide the scope of work to the empaneled agencies during the contract period to get the work done.

*PMIDC reserves the right to accept or reject any proposal, and to annul the bidding process and reject all Bids at any time prior to award of Contract, without thereby incurring any liability to the affected Bidder or Bidders or any obligation to inform the affected bidder or bidders of the grounds for PMIDC's action.*

## 18. Submissions of Bids

- a. The Bids are to be submitted in hard copy to the address specified in section 1 of this document.
- b. Complete bidding process will be conducted at PMIDC offices in Chandigarh
- c. Bids must be accompanied with Demand Draft of the EMD and Participation Fee issued in favor of PMIDC payable at Chandigarh.
- d. Bid shall be treated as invalid if drafts are not submitted along with the bid in the envelop of **‘Technical Proposal - Eligibility Documents.**
- e. The bidder should submit information & documents asked for in Pre-Qualification Envelope as mentioned in the Bid Document.
- f. PMIDC reserves the right to accept or reject any or all the tenders without assigning any reason. Moreover, if no intimation is provided by PMIDC then the documents submitted cannot be deemed as accepted.

## 19. Bid Security / Cost of RFP

Name of the work	EMD (INR)	Cost of RFP (INR)
Information, Education & Communication activities under Swachh Bharat Mission-Urban	50,000/-	5,000/-

## 20. Terms of Payment

The payment will be made on monthly basis. The payments will be made upon submission

of an invoice backed by Monthly Progress and Activity Report outlining the activities undertaken and areas covered with documentary proof like photographs, press cuttings etc.

**21. Recourse Clause**

For non-performance, the following, all or any remedies may be exercised on the selected agency:

- i. Forfeiture of Bank Guarantee or EMD
  - a. In case of any midway unilateral withdrawal from the assignment.
  - b. In case of any midway unilateral withdrawal from the bidding process.
  - c. If a Bidder increases their quoted prices during the period of bid validity or its extended period, if any; or
  - d. In the case of a successful bidder, if the Bidder fails to sign the Contract or to furnish Performance Bank Guarantee within specified time in accordance with the format given in the Bid Document
  - e. During the bid process, if a Bidder indulges in any such deliberate act as would jeopardize or unnecessarily delay the process of bid evaluation and finalization.
  - f. During the bid process, if any information found wrong / manipulated / hidden in the bid.

**22. Performance Security Deposit**

Performance security in the form of bank guarantee @ 5% of the total project cost shall initially be valid till the end of the agreement.

**23. Validity of Bid**

The application Bid shall be valid for a period of 120 days from the last date of submission of application.

**24. Withdrawal/Amendment to Bid**

At any time prior to the last date of receipt of Bids, the Department may for any reason, whether at its own initiative or in response to a clarification requested by a prospective Bidder, modify the RFP document by an amendment. In order to provide prospective Bidder reasonable time in which to take the amendment into account in preparing their Bids, the Department may at its discretion, extend the last date for receipt of Bids and/or make other changes in the requirements set for invitation to RFP.

The Department reserves the right to withdraw the RFP at any stage without any liability

or any obligation for such withdrawal, without assigning any reasons.

**25. Performance Assessment**

In case of default, the Bidder shall, notwithstanding issuance of a prior notice in this regard, pay prospectively as liquidated damages an amount up to 1% of the amount of contract value per week (subject to maximum of 10%) or such lesser amount that may be imposed by PMIDC for which the work remains un-commenced after 10 days of the issue of acceptance letter; or the minimum progress of work is not achieved; or for the work remains unfinished after the completion date or for the following acts on the part of bidders:

- i. Quality of deliverable is not up to the mark, (till the quality is improved to the required extent)
- ii. Delays in deliverables
- iii. Not assigning adequate resources in time
- iv. Not engaging resources on a dedicated basis, even when required
- v. Assigning resources that do not meet PMIDC's requirements
- vi. Inadequate interaction with the PMIDC
- vii. The work is either not complete or not completed satisfactorily as per the approved time schedule or the quality of deliverable
- viii. If the delay is beyond 10 weeks then PMIDC may rescind the Contract and shall be free to get it done from other Agencies at the risk and costs of the appointed Agencies. PMIDC may debar the Agencies for applying in its future empanelment also.
- ix. The bidder has to provide IEC impact assessment report for the activities performed.

**26. Liquidated Damages**

If any of the services performed by the Agencies 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(s) and PMIDC decides to terminate 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(s). 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 PMIDC.

**27. Suspension:** PMIDC may, by written notice to Agency(s), suspend all payments to the

Agency(s) if the Agency(s) fails to perform any of its obligations under this Contract including the carrying out of the services, provided that such notice of suspension which shall specify the nature of failure and shall request the Agencies to remedy such failure within a period not exceeding thirty (30) days after receipt by the Agency(s) of such notice of failure.

- 28. Force Majeure:** Notwithstanding anything contained in the RFP, the Agencies shall not be liable for liquidated damages or termination for default, if and to the extent that, its 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 Agencies 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 PMIDC, regarding Force Majeure shall be final and binding on the Agencies. If a Force Majeure situation arises, the Agencies shall promptly notify to the PMIDC in writing, of such conditions and the cause thereof. Unless otherwise directed by the PMIDC in writing, the Agencies 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.

**29. Resolution of Disputes**

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

- i. 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.
- ii. Resolution of Disputes:** In the case dispute arising between the PMIDC and the Agency(s), which has not been settled amicably, such dispute shall be referred to a panel of arbitrators, to be appointed jointly by both the parties. The arbitrators with the consent of parties may modify the timeframe for making and publishing the award. Such arbitration shall be governed in all respects by the provision of the Indian Arbitration and Conciliation Act, 1996 or later and the rules there under and

any statutory modification or re-enactment, Arbitration proceedings will be held in Chandigarh 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. However, the expenses incurred by each party in connection with the preparation, presentation shall be borne by the party itself.

**30. Termination under this Contract**

PMIDC may terminate the agreement by 30 days written notice to the Agencies in the following ways

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

In all the cases above termination shall be executed by giving written notice to the Agencies. No consequential damages shall be payable to the Agencies in the event of such termination.

**31. Legal Jurisdiction**

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

**32. Rejection of Application/Bid:** The application / Bid for appointment is liable to be rejected, if:

- i. It is not received in proper sealed cover with superscription of name of the RFP (The envelope should bear the name & address of the sender).
- ii. It is not in prescribed form and not containing all required details/information/documents.
- iii. It is not properly signed.
- iv. It is received after the due date and time.
- v. Bid is received by telex, fax, telegram or e-mail.
- vi. Bid received without EMD.

**33. The Authority reserves the right:** To reject any/all applications without assigning any reasons thereof.

- i. To relax or waive any of the conditions stipulated in this document as deemed necessary in the best interest of the Authority.
- ii. To include any other items in the Scope of Work at any time after consultation in the pre-Bid meeting or otherwise during the course of implementation of the mentioned scope of work.
- iii. To select more than one agency for conducting one or more IEC activities in the State.

**34. Important Dates:**

Last date for submission of Tender	<b>7<sup>th</sup> September 2017 till 5:00 pm</b>
Opening of Technical proposal	<b>11<sup>th</sup> September 2017 by 2:00 pm</b>
Opening of Financial Bids	<b>Will be communicated to the technically eligible bidders later</b>
Signing of agreement	<b>Within 15 days of Award of work</b>

**35. General condition:** Usage of Plastic carry bags, Plastic & Thermocol disposal items, plastic wrappers on flowers, gifts/ prizes, books etc. in any form is prohibited in all events and organizing agency will ensure that sufficient number of waste bins are placed at the place of event. Cloth banners (printed or hand written) will be used during the programmes instead of Flex/ PVC banners which are source of non-biodegradable wastes.

**36. Selection criteria:**

- PMIDC shall examine the Proposal to confirm that all terms and conditions have been accepted by the Agency without any deviation or reservation.
- In the first stage, the evaluation committee of PMIDC shall review and evaluate the Technical Proposals on the basis of their eligibility criteria and other supporting documents provided along with as desired in RFP document.
- In the second stage, only the Financial Proposals of those Proposers who qualifies the technical criteria will be opened for evaluation for comparison and review.
- The assignment shall be awarded to the technically qualified Agency with lowest financial proposal for the activities given in RFP document.

**37. List of enclosures:** The following documents have to be enclosed along with technical bid

without altering the sequence:

- i. Copy of Registration certificate of the Agency
- ii. Memorandum of Association or Constitution duly certified by the Registering Authority.
- iii. Applicant / company profile.
- iv. List of executive body duly certified by the Registering Authority.
- v. Affidavit of not having been blacklisted by any Govt. department.
- vi. EMD and Bid processing fee
- vii. Copies of the Audited accounts and annual reports for the last three years (2013-14, 2014-15 and 2015-16).
- viii. Copies of IT return of the last three years (2013-14, 2014-15 and 2015-16).
- ix. Receipt of the TDSdeducted.
- x. PAN number, TAN number, GSTN number order copies.
- xi. Details of permanent Manpower recruited by the agency for such activities along with complete bio- data.
- xii. Applicant Proposal
- xiii. Financial bid in a separate /sealed envelope.
- xiv. Any other document in support of the organization.



## Annexure – I

Letter No.

From:

Name of Agency with Complete Address of Communication

To

The Secretary to Govt. of Punjab,  
Department of Local Government - cum - Mission Director,  
Swachh Bharat Mission (Urban), Punjab  
Punjab Municipal Bhawan, Plot No.3,  
Sector 35-A, Dakshin Marg, Chandigarh.

**Sub: “Request for Proposal for Providing Information, Education & Communication (IEC) services under Swachh Bharat – Urban in Punjab state– Technical Bid/CommercialBid.”**

We, the undersigned, offer to provide the services for the above in accordance with your RFP dated ....., we are hereby submitting our Technical Proposal (As per **Annexure II**) both in hard and soft copy format sealed in an envelope.

We have examined the information provided in your RFP document and offer to undertake the work described in accordance with requirements. This proposal is valid for one year and could be extended with mutual consent and we confirm that this proposal will remain binding upon us and may be accepted by you at any time before this expirydate.

We hereby declare that all the information and statements made in this Proposal are true and accept that any misinterpretation contained in it may lead to our disqualification.

I confirm that I have the authority of (**Name of the agency/institution**) to submit proposals/tenders and to clarify any details on itsbehalf.

We understand you are not bound to accept any proposal youreceive.

Yours sincerely

Enclosures:

Signature [In full and initials]:

Name and Title of Signatory:

Name of Firm:

Address

## Annexure – II

### FORMAT FOR SUBMISSION OF TECHNICAL PROPOSAL.

#### General Details:

#### **i. Profile of Organization**

<b>1</b>	Legal Name of the Agency	
<b>2</b>	Registered office address with phone/fax, e-mail	
<b>3</b>	Agency is blacklisted by Government	Yes or No
<b>4</b>	Agency registered under which Act	
<b>5</b>	Registration Number and Date of Registration	
<b>6</b>	Total Working experience	.....(No. of Years)
<b>7</b>	Execution of IEC activities in respect of environment, health, sanitation & hygiene, Swachh Bharat Mission during last 5 years.	.....(List to be attached - <b>Annexure-A</b> )
<b>8</b>	Working experience in Punjab (No. of Years)	.....(List to be attached - <b>Annexure-B</b> )
<b>9</b>	Staff strength for in-house production & technical support team	.....(List to be attached - <b>Annexure-C</b> )
<b>10</b>	No. of Projects amounting to min. 15 lakh budget on environment, health, sanitation & hygiene completed	.....(List to be attached - <b>Annexure-D</b> )
<b>11</b>	No. of State level IEC events conducted	.....(List to be attached - <b>Annexure-E</b> )
<b>12</b>	No. of National level IEC events amounting to min. 20 lakh budget	.....(List to be attached - <b>Annexure-F</b> )
<b>13</b>	Income tax return for previous three financial years	In lakh (copy to be enclosed)
	2013-14	
	2014-15	
	2015-16	
<b>14</b>	Contact person and contact No. and e-mail ID	

<b>15</b>	Income Tax No. & Certificate	
<b>16</b>	PAN/TAN/GSTN No.	
<b>17</b>	No. of Staff (details in a separate sheet along with their names)	

**ii. Financial Strength of the firm:**

<b>Financial Year</b>	<b>Turnover (in INR Lakh)</b>
FY 2013-14	
FY 2014-15	
FY 2015-16	
<b>Total</b>	
<b>Average for last 3 years</b>	

(To be supported with Audited Financial Statements)

Authorized Signature [In full and initials]:

Name and Title of Signatory:

Name of the agency Address:

## **Annexure-A**

(IEC activities on environment, health, sanitation & hygiene, Swachh Bharat Mission

Conducted after 2010)

<b>S. No.</b>	<b>Name of IEC activity conducted</b>	<b>Department/ Organization with address</b>	<b>Year</b>

## **Annexure-B**

(Working experience in Punjab)

<b>S. No.</b>	<b>Name of IEC activity conducted</b>	<b>Department/ Organization with address</b>	<b>Year</b>

## Annexure-C

(Staff for in-house production & technical support team)

<b>S. No.</b>	<b>Name of Expert/ Staff</b>	<b>Higher Education qualification (specify the degree)</b>	<b>Year of passing</b>	<b>Board/ University</b>

## Annexure-D

(Projects of min. 15 lakh budget on environment, health, sanitation & hygiene completed)

<b>S. No.</b>	<b>Name of IEC Project and Department</b>	<b>Cost of project (Rs. In Lakh)</b>	<b>Duration</b>	<b>Completion status with completion certificate</b>

## **Annexure-E**

(State level IEC events conducted)

<b>S. No.</b>	<b>Name of State level IEC events conducted and Department</b>	<b>Cost of event (Rs. In Lakh)</b>	<b>Duration/ date</b>	<b>Completion status with completion certificate</b>

## **Annexure-F**

(National level IEC events amounting to min. 20 lakh budget conducted)

<b>S. No.</b>	<b>Name of National level IEC events conducted and Department</b>	<b>Cost of event (Rs. In Lakh)</b>	<b>Duration/ date</b>	<b>Completion status with completion certificate</b>

## **Annexure – G**

Proposed Methodology and approach to achieve PMIDC and SBM objectives. To be submitted as a word document or a PowerPoint presentation as a part of the technical bid.

## **Annexure –III**

### **(Commercial Bid)**

**Commercial Bid:**

(On the Letter head of the Consultant)

**Sub: Proposal for Providing Information, Education & Communication (IEC) services under Swachh Bharat Mission - Urban) in Punjab state, Department of Local Government, Punjab.**

Having gone through the RFP document and having fully understood the scope of work for the Study as set out in these documents; we are pleased to quote the following rates for the assignments proposed:

**Name of the Assignment:**

Undertaking Information, Education & Communication (IEC) services under Swachh Bharat Mission - Urban in Department of Local Government, Punjab.

<b>S No.</b>	<b>Particulars</b>	<b>Amount in INR</b>
1	Total Amount quoted <b>(with Annexure-IV)</b>	
2	All Taxes if any @ .....% Over quoted amount	
<b>Grand Total</b>		

**Grand total amount in Words: .....**

The above figure is the total amount quoted for all the activities given in **Annexure IV**

***NOTE: Any cutting/overwriting in the Bid documents must be authenticated by the authorized signatory of the applicantUnit.***

Yours faithfully

(Signature of the applicant) (Name)

Date-----

Place-----



## **Annexure – I**

**(Self-Certified Letter: To be printed on a company letterhead)**

### **AFFIDAVIT**

I / We / M/s \_\_\_\_\_ (name of firm/company) having PAN No. \_\_\_\_\_, Service Tax No. \_\_\_\_\_

certificate issued by \_\_\_\_\_ having office at \_\_\_\_\_ and do hereby declare and solemnly affirm that I / We / M/s have not been debarred/Black-listed, nor mine/our tenders orders have ever been cancelled by any State/UT/Central Government/Corporation or any partner or shareholder either directly or indirectly connected with or has any subsisting interest in the business of my/our firm nor any legal proceedings have ever been initiated/pending or any penalty has ever been levied due to delay of non-completion of supply order by any State / UT / Central Government or by any autonomous body / authority and the individual/firm/company have been regularly paying income tax/service tax and is legally competent to engage in contracts and that I/we/M/s accept all the terms & conditions as prescribed with bid.

Yours faithfully

(Signature of the applicant)

(Name)

Date-----

Place-----

(Company Stamp / Seal)

## Annexure-IV

(Quotes for Proposed IEC activities to be performed)

<b>S. No.</b>	<b>Activity</b>	<b>Activity details</b>	<b>Projected/Estimated engagement during the Project</b>	<b>Fee per activity in INR.</b> Per activity rate is rate of conducting one such activity in one ULB. (rate to not be more than already approved Govt. rates if any)	<b>Total Amount (To be quoted by the agency) in INR.</b>
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1	<b>Cleanliness/ Awareness drives in Govt. hospitals/ unclean sites</b>	<ul style="list-style-type: none"> <li>➤ Drives in Govt. hospitals/ unclean sites involving JMC/SMC staff, school children, Govt. employees, local community members, local shopkeepers, volunteers, NGOs etc.</li> <li>➤ Conducted in the form of a lecture/training session with a cleaning drive as directed and on a case to case basis</li> <li>➤ Requirements include 02 event banners, 10 awareness cloth banners ( not flex/ PVC)</li> <li>➤ Organisation of all AV equipment for lecture/seminar</li> <li>➤ Cleanliness equipment like brooms, brushes, cleaning materials, etc.</li> <li>➤ Total participation not less than 200 people Refreshment to each participant: (01 Tetra pack of juice 200 ml, 01 Samosa, 02 Bananas/ apple, NOT fast food), usage of disposal items of plastic and thermocol is restricted in during the events.</li> <li>➤ Requisite manpower to execute the activity including emcee and/or staff.</li> </ul>	75 across key ULB clusters		
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2	<b>Cleanliness drives /awareness in educational institutions</b>	<ul style="list-style-type: none"> <li>➤ Cleanliness drives in educational institutions involving staff, students, local community members etc.</li> <li>➤ Conducted in the form of a lecture/training session with a cleaning drive as directed and on a case to case basis</li> <li>➤ Audio Video equipment and screens/backdrops to showcase videos and other promotional materials will be required.</li> <li>➤ 02 event banners, 10 awareness cloth banners ( not flex/ PVC)</li> <li>➤ Total participation not less than 200 people</li> <li>➤ Refreshment to each participant: (01 Tetra pack of juice 200 ml, 01 Samosa, 02 Bananas/ apple, NOT fast food), usage of disposal items of plastic and thermocol is restricted in during the events.</li> <li>➤ Requisite manpower to execute the activity including emcee and/or staff</li> </ul>	151 across key ULB clusters		
3	<b>Open School painting/ poster, slogan writing and quiz Competition</b>	<ul style="list-style-type: none"> <li>➤ At District and State level open School painting/ poster Competition in two groups i.e. 6 to 8 class and 9 to 12 class (covering all Govt. Middle, Secondary and Sr. Secondary school, maximum students 5 from a school).</li> </ul>	22 district level and one State level		

- At District and State level open School Quiz Competition in two groups i.e. 6 to 8 class and 9 to 12 class (covering each Govt. Middle, Secondary and Sr. Secondary school, maximum students 5 from a school).
- At District and State level open School slogan writing Competition in two groups i.e. 6 to 8 class and 9 to 12 class (covering each Govt. Middle, Secondary and Sr. Secondary school, maximum students 5 from a school).  
(all three painting/ poster, quiz and slogan writing competition will be organized on the same day)
- A special theme on SBM will be advertised in 4 local newspapers (4 Column x Half Page- coloured) and paintings on the theme will be invited.
- An exhibition of the paintings received will be held and awards will be given under various age groups for best paintings.
- The agency will make all the arrangements for the event & for the exhibition. The paintings received by the Deptt. will be taken care of by the agency and got evaluated by the agency by a panel of experts nominated by the Deptt. The ad inviting paintings on SBM will be prepared by the agency and got approved by the Deptt.

		<ul style="list-style-type: none"> <li>➤ Drawing sheets, stationary will be arranged by the Agency</li> <li>➤ Trophies/ awards/ certificates and honorarium for judges will be arranged by the agency.</li> <li>➤ 02 event &amp; 05 awareness cloth banners (not flex/ PVC) size 5 x 3 feet.</li> <li>➤ Refreshment to each participant: (01 Tetra pack of juice 200 ml, 01 Samosa, 02 Bananas/ apple, NOT fast food), usage of disposal items of plastic and thermocol is restricted during the events.</li> <li>➤ 100-200 students to participate in this event.<i>Being a competition, only selective students may participate in this event.</i></li> <li>➤ Requisite manpower to execute the activity including emcee and/or staff</li> </ul>			
4	School/ college rallies/	<p><b>School/College Rallies:</b></p> <ul style="list-style-type: none"> <li>➤ For minimum 500 participants</li> <li>➤ Refreshment to each participant (01 Tetra pack of juice 200 ml, 01 Samosa, 02 Bananas/ apple, NOT fast food), disposal thermocol and plastic items are restricted to use in the event.</li> <li>➤ 10 event cloth banners (not flex/ PVC) size 5 x 3 feet.</li> <li>➤ Ending stage may be required where the rally may be concluded.</li> <li>➤ The stage will require audio-video equipment and</li> </ul>	11 @ one in each MC		

		<p>water station for all participants</p> <ul style="list-style-type: none"> <li>➤ A distance of <b>1-2 Km</b> may be considered while rallying (depending upon the students or as per the requirement).</li> <li>➤ Requisite manpower to execute the activity including emcee and/or staff</li> </ul>			
<b>5</b>	<b>School/ college ¼ Marathon</b>	<ul style="list-style-type: none"> <li>➤ 500-1000 participants</li> <li>➤ A distance of <b>10-12 Km</b> may be considered while rallying (depending upon the students or as per the requirement).</li> <li>➤ Medical aid counter/Mobile Medical Unit to be establish during the rally for countering any kind of injury/accident etc.</li> <li>➤ Starting &amp; Ending stage may be required during the marathon. In addition, Award stage may also be required for distribution of awards.</li> <li>➤ Water station, Fruit station may be required enroute at different locations.</li> <li>➤ Registration desk/RSVP counter may be required for the purpose of registration of each participant.</li> <li>➤ 10 event cloth banners (not flex/ PVC) size 5 x 3 feet.</li> <li>➤ Refreshment to each participant (01 Tetra pack of juice 200 ml, 01 Samosa, 02 Bananas/ apple, NOT fast food), disposal thermocol and plastic items are</li> </ul>	11 @ one in each MC		

		<p>restricted to use in the event.</p> <ul style="list-style-type: none"> <li>➤ Requisite manpower to execute the activity including emcee and/or staff</li> </ul>			
6	<b>Celebration of World Environment Day/ Toilet Day, Earth Day, Hand wash day</b>	<ul style="list-style-type: none"> <li>➤ Triggering/ speech / demonstration during Morning procession in Middle, Secondary, Sr. Secondary schools</li> <li>➤ Mode of demonstration may include audio/visuals and may require a concept based stage</li> <li>➤ Banners on the related themes may also be required preferably in local language.</li> <li>➤ Refreshment for students participating in this event (1 Juice tetra pack, 01 samosa/sandwich, NOT fast food).</li> <li>➤ Requisite manpower to execute the activity including emcee and/or staff</li> </ul>	<p><b>World Environment :</b> 11 (in 1 school in each MC)</p> <p><b>Toilet Day:</b> 11 (in 1 school in each MC)</p> <p><b>Earth Day:</b> 11 (in 1 school in each MC)</p> <p><b>Hand wash day</b> 11 (in 1 school in each MC)</p>		
7	<b>Street plays/Nukkad Nataks</b>	<ul style="list-style-type: none"> <li>➤ A play of 30 minutes (in Punjabi &amp; Hindi mixed) with at least 8-10 characters will be prepared by the agency depicting different components of SBM.</li> <li>➤ The play will have to be performed in various crowded places of ULBs equally by the agency by professional actors.</li> <li>➤ 02 event banners, 10 awareness cloth banners (not flex/ PVC)</li> </ul>	876 across key ULB clusters	<p><b>Payment to be quoted on the basis of per performance.</b></p> <p><b>In each performance, audience/ viewers should not be less than 50.</b></p>	



8	<b>Printing of awareness posters</b>	<ul style="list-style-type: none"> <li>➤ A3 (Coloured) in multiple languages from English/Hindi/Punjabi.</li> <li>➤ Designing &amp; Printing</li> <li>➤ Distribution through various media.</li> <li>➤ Material poster will be finalized by the Agency from the ULBs/ Department.</li> </ul>	61250 across key ULB clusters		
9	<b>Printing of Newsletter</b>	<ul style="list-style-type: none"> <li>➤ A4 (colored)- 8 pages, Executive royal excel bond glazed with photos &amp; text</li> <li>➤ Designing &amp; Printing Distribution among implementing agencies and other target groups</li> <li>➤ Material for written will be finalized by the Agency from the ULBs/ Department.</li> <li>➤ In multiple languages such as English, Hindi, Punjabi, etc.</li> </ul>	411350 across key ULB clusters		
10	<b>Designing of Newspaper Ads./ Success stories</b>	<ul style="list-style-type: none"> <li>➤ Ad in newspapers (<b>English-</b> Tribune, HT, Indian Express, ToI, Daily Post, <b>Punjabi-</b>Ajit, Jagbani, PunajbKeshri, Tibune, <b>Hindi-</b>PunajbKeshri, DainikJagran, DainikBhaskar, Amar Ujjala, AajSamaj etc.)</li> <li>➤ Theme/necessary information will be provided by the Deptt.</li> <li>➤ The Ad will be designed by the agency</li> <li>➤ The Ads will include SBM logos, slogans, pictures, messages etc. and the contents&amp;designs will have to be got approved from the Deptt. before finalizing.</li> </ul>	As per requirement		

		<ul style="list-style-type: none"> <li>➤ The approved Ad has to be provided to the Deptt. as a soft copy (with adaptations in 3 languages).</li> </ul>			
<b>11</b>	<b>Production of Television spots</b>	<ul style="list-style-type: none"> <li>➤ 30 second television spots on DD, PTC, Zee Punjabi, Fastway, MH One etc.</li> <li>➤ Theme/necessary information will be provided by the ULBs and Deptt.</li> <li>➤ The ad will be prepared by the agency involving professional local actors.</li> <li>➤ The approved Ad has to be provided to the Deptt. as a soft copy (10 copies).</li> </ul>	5-7 (on 03 different themes i.e. ODF, hand washing, SWM, each in Punjabi and Hindi)		
<b>12</b>	<b>Production of Audio-visual (success stories on SBM-U and awareness)</b>	<ul style="list-style-type: none"> <li>➤ 10-15 minutes Audio-visual</li> <li>➤ Theme/necessary information will be provided by the ULBs and Deptt.</li> <li>➤ The approved A-V has to be provided to the Deptt. as a soft copy (10 copies).</li> </ul>	3 -5 (on 03 different themes i.e. ODF, hand washing, SWM connecting with health each in Punjabi and Hindi)		
<b>13</b>	<b>Adaptation / dubbing of video content</b>	<ul style="list-style-type: none"> <li>➤ Making changes/additions/edits to existing to any of the above video/audio content</li> <li>➤ This may include changing frames/flow and/or dubbing content into local languages</li> <li>➤ The approved A-V has to be provided to the Deptt. as a soft copy</li> </ul>	15 such adaptations undertaken for various videos		

14	<b>Hoardings/ banners or other forms of OOH like hot air balloons / other innovative ad spaces</b>	<ul style="list-style-type: none"> <li>➤ Theme/necessary information matter will be provided by the ULBs/ Deptt.</li> <li>➤ The hoarding will include colour printing on cloth will be installed by the Agency as per given advise of the authority in the different places in ULBs.</li> <li>➤ Each hoarding has to be displayed for 15 days.</li> <li>➤ Specification: 8 x 12 feet coloured</li> <li>➤ Will be in local languages</li> </ul>	1320 @ on an average 110 (10 in a month) in each MC		
15	<b>Wall paintings</b>	<ul style="list-style-type: none"> <li>➤ Thematic wall paintings on Govt. buildings at prominent places i.e. Bus stand, schools, Anganwadis, Health centers/ hospital, MC office, police station or other crowded places</li> <li>➤ Specifications: minimum 6x10 ft to 10x 15 ft. each,</li> <li>➤ Permissions to be taken by the agency from concerned authorities.</li> </ul>	70 across key ULB clusters Estimate a total area of 110000		
16	Mobile Van for public awareness	<ul style="list-style-type: none"> <li>➤ Production of Mobile Van for public awareness: Gen. set, projector &amp; screen, carpeting, branded mobile van- Tata Ace/ Tata-407, Light &amp; Sound system</li> <li>➤ Tata Ace/ Tata-407 with GPS tracking system, hoardings, good quality sound system</li> <li>➤ Requisite manpower to man the vehicle including promoters and/or driver</li> </ul>	22 vans expected to travel a total of 16500 Kilometer @ on an average 100 KM in a ULB (atleast 30 KM in each ULB depend on size of ULB)		
17	Seminar/ Workshop	<ul style="list-style-type: none"> <li>➤ District level seminars/ workshops involving district/ block level officers concerned, NGOs, CBOs, researchers, academicians and public representatives.</li> </ul>	22 Seminars/Workshops, one in each MC	<b>Venue cost not to be included in the price. The same will be decided by authorities</b>	

		<ul style="list-style-type: none"> <li>➤ Participation of 60-100 (including host team) may be required. In any case, not below 50 participants exclusively.</li> <li>➤ Honorarium or a token of appreciation may also be required.</li> <li>➤ Plastic &amp; Thermocol disposal items will not be used, plastic wrappers on flowers, gifts/ prizes etc. in any form is prohibited in all events.</li> </ul> <p><b>Requirements:</b></p> <ul style="list-style-type: none"> <li>➤ Audio Visual equipment's may be required during the Seminar/Workshop.</li> <li>➤ Tea/ refreshment/ snacks to be served to the audience.</li> <li>➤ Requisite manpower to execute the activity including emcee and/or trainer</li> </ul>			
<b>18</b>	Press Conference	<ul style="list-style-type: none"> <li>➤ Organising press conference for 25 – 45 media at different cities</li> <li>➤ Preparation of all press materials under guidance from PMIDC/ULBs</li> <li>➤ Venue for event with stage (if required) , backdrops, registration desk and audio-video equipment</li> <li>➤ Venue with refreshments for media</li> <li>➤ Media invitations, RSVP and give aways</li> <li>➤ Distribution of materials to all local media and reporting on coverage</li> </ul>	30 @ on an average 2 in each MC, and 8 at state level in central location	<b>Venue cost not to be included in the price. The same will be decided by authorities</b>	

19	Small Press Briefing / Press Event	<ul style="list-style-type: none"> <li>➤ Organising press event for 10-15 media at different cities</li> <li>➤ Preparation of press materials under guidance from PMIDC/ULBs</li> <li>➤ Venue for event with stage (if required) , backdrops, registration desk and audio-video equipment</li> <li>➤ Venue with refreshments for media</li> <li>➤ Media invitations, RSVP and give aways</li> <li>➤ Distribution of materials to all local media and reporting on coverage</li> </ul>	33@ on an average 3 in each ULB cluster/MC	<b>Venue cost not to be included in the price. The same will be decided by authorities</b>	
20	Press Release Dissemination	<ul style="list-style-type: none"> <li>➤ Preparation of press release under guidance from PMIDC/ULBs</li> <li>➤ Distribution of release to press in respective regions (usually across 10 key cities in the state)</li> </ul>	24 total – average of one press release each month across the state and one at ULB levels		
21	Mobile Campaigns	<ul style="list-style-type: none"> <li>➤ Creation and execution of SMS / calling campaigns as mobile outreach to citizens for various programmes and promotions</li> <li>➤ Reaching out to a minimum of 10,000 people at each instance</li> </ul>	24 total campaigns – average of one campaign/ communication every fortnight		
22	Invitation cards / other stationary or marketing collaterals	<ul style="list-style-type: none"> <li>➤ Design and printing of special invitations for guests</li> <li>➤ Expect 100 invitations per event / activity wherever required</li> </ul>	Will be commissioned as required – please quote for one lot of 100 invites		

23	Uniforms (Printed tee-shirts and hats) for various events	<ul style="list-style-type: none"> <li>➤ Design and print of tee-shirts and hats with appropriate branding for specific events</li> <li>➤ Estimate use of 25 of each in every activity</li> </ul>	Will be commissioned as required – please quote for one lot of 25 sets of tee-shirts and hats		
24	Short Films (30 sec-2 min)	<ul style="list-style-type: none"> <li>➤ Films to be used as public service announcements</li> <li>➤ Expected to be creative concepts, public</li> <li>➤ Conceptualisation, shooting and editing of films with renowned personalities</li> </ul>	32 total films with 6 personalities		

**Note:** 1) Number of activities given above are estimates and the actual number may vary by up to (+/-) 25 percent.

2) If any activity has pre-determined rates by DAVP or any other government departments, the prevailing rate will be L1/predetermined rate whichever is lower.