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**REQUEST FOR PROPOSAL****BECIL/DFP/IPCC/RFP/2017-18/01****April 5, 2017****Invitation for Request For Proposal for “Engagement of Agency(ies) for carrying out the PAN India Inter Personal Communication Campaigns” for Directorate of Field Publicity**

Broadcast Engineering Consultants India Ltd. (BECIL) an ISO 9001:2015, ISO 27001:2013, ISO/IEC 20000:2012 certified, Mini Ratna public sector enterprise of Government of India under Ministry of Information and Broadcasting intends to engage agency(ies) for carrying out the inter-personal communication campaigns for Directorate of Field Publicity.

The Directorate of Field Publicity (DFP) under Ministry of Information and Broadcasting has the mandate of communicating the government policies and programmes. It has 22 regional offices with 187 functional field publicity units. DFP organizes outreach programmes for wider publicity of the schemes of Government of India.

To supplement the activities of DFP, BECIL proposes to engage professional; agency(ies) with experience of conducting rural communication activities. The agency(ies) hired will be required to carry out the communication campaigns as per requirement and to the satisfaction of DFP. The communication strategy and the plan of the campaigns would be integrated with the overall communication strategy of the Government of India. The following is RFP tentative schedule and critical dates:-

- |      |  |   |                                    |
|------|--|---|------------------------------------|
| i)   | Issue of RFP notification/ Advertisement | : | <b>April 5, 2017</b>               |
| ii)  | Receipt of queries from agencies         | : | <b>April 12, 2017</b>              |
| iii) | Response on queries / pre-bid meeting    | : | <b>April 12, 2017</b>              |
| iv)  | Submission of proposals                  | : | <b>April 20, 2017 by 1300 Hrs.</b> |
| v)   | Opening of proposals                     | : | <b>April 20, 2017 at 1530 Hrs.</b> |
| vi)  | Presentation by agencies                 | : | To be intimated                    |

BECIL reserves the right to amend the RFP tentative schedule and critical dates.

RFP document can be downloaded from the BECIL website [www.becil.com](http://www.becil.com) or can be obtained from Corporate Office: *BECIL Bhawan, 56-A/17, Block-C, Sector-62, Noida-201307, Uttar Pradesh* on payment of INR 10,000/- in cash or through demand draft in favour of Broadcast Engineering Consultants India Ltd. and payable at New Delhi.

The bidder is required to enclose proof of payment of fees in case RFP documents are purchased from BECIL Corporate Office at Noida in cash or Demand Draft. In case the documents are downloaded from BECIL website, demand draft is to be submitted at the time of submission of RFP bid.

**-sd-**  
**General Manager**

**Tender No. BECIL/DFP/IPCC/RFP/2017-18/01**

**Dated: April 5, 2017**

**Invitation for Request For Proposal for “Engagement of Agency(ies) for carrying out the PAN India Inter Personal Communication Campaigns” for Directorate of Field Publicity**



**BROADCAST ENGINEERING CONSULTANTS INDIA LTD**

**Head Office:** 14-B Ring Road, IP Estate, New Delhi-110002

Tel: +91 11 23378823 Fax: 91 1123379885

**Corporate Office:** 56-A/17, Block-C, Sector-62, Noida-201307

Tel: +91 120 4177850 Fax: +91 120 4177879

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## 1. BACKGROUND INFORMATION

### 1.1. Basic Information

### 1.2. About DFP

The Government of India has launched a number of schemes to benefit the poor and marginalized, youth and women in the country with the objective of bringing them into the mainstream of development, creating jobs and improving the human development index. These schemes, which span a number of Ministries such as Health & Family Welfare, Women & Child Development, Skill Development, Agriculture, Petroleum and Finance, aim to bring about overall development in rural areas.

It is critical for the success of the schemes that an effective communication strategy be implemented to create awareness, empower and enable the beneficiaries to avail of benefits of these programmes.

The Ministry of Information & Broadcasting and its media units have the mandate of communicating the government policies and programmes. The Directorate of Field Publicity (DFP), Song & Drama Division (S&DD) and the Field Exhibition Wing of DAVP are responsible for direct interactive communication campaigns among the rural population to focus on behaviour change and also provide feedback to the Government on the implementation of the programmes.

### 1.3. Intent of Request For Proposal

The Directorate of Field Publicity (DFP) is a media unit under Ministry of Information and Broadcasting. DFP is mandated to carry out direct interaction communication campaigns and also provide feedback to Government on implementation of programmes. DFP has 22 regional offices with 187 functional field publicity units. During the last two years, the focus of the DFP campaigns has been on the (i) Jan Dhan Yojana; (ii) Swachh Bharat; (iii) Beti Bachao Beti Padhao; and (iv) the 'Indradhanush' scheme for health immunization programme.

With the available infrastructure and human resources, DFP is unable to extensively cover rural areas in the country in an effective manner. DFP's programmes need to be supplemented with the object of reaching the poorest and marginalized population within a time bound programme. Main objective is to communicate salient features of the schemes launched by the Government in last 2/3 years for the benefit of poor and marginalized section of the society.

In order to achieve the above objective, it is proposed that professional agencies with experience of conducting rural communication activities may be engaged to supplement the activities of DFP. The agency(ies) engaged will be required to carry out the communication campaign. The communication strategy and the plan would be integrated with the overall communication strategy of the Government of India. The RFP document gives detail of the requirement and process of engagement.

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## 2. SPECIFIC TERMS & CONDITIONS OF RFP

### 2.1. Instructions to the agencies

#### 2.1.1. General

- a. All information supplied by Agencies may be treated as contractually binding on the Agencies, on successful award of the assignment by the BECIL on the basis of this RFP.
- b. No commitment of any kind, contractual or otherwise shall exist unless and until a formal written contract has been executed by or on behalf of the BECIL. Any notification of preferred agency status by the BECIL shall not give rise to any enforceable rights by the Agency. The BECIL may cancel this public procurement at any time prior to a formal written contract being executed by or on behalf of the BECIL.
- c. This RFP supersedes and replaces any previous public documentation & communications, and Agencies should place no reliance on such communications.
- d. The proposals are to be submitted in sealed envelopes clearly marked “*Bid for Engagement of Agencies for carrying out PAN-India Inter Personal Communication Campaigns for Directorate of Field Publicity (DFP) under Ministry of Information and Broadcasting: Submission Date: April 20, 2017*”.
- e. Bid responses must be addressed and submitted at the following address:-  
**The Chairman and Managing Director,  
Broadcast Engineering Consultants India Limited,  
56-A/17, Block-C, Sector -62, Noida -201307 (U.P.)**
- f. Bids should reach the above address on or before 1300 hours on April 20, 2017. Bids received after the due date & time will not be considered. It shall be responsibility of the bidder to ensure that the bid has been received on time and at proper place before the deadline. Bids submitted through fax and e-mails will not be considered. In case bids are being send through Courier/Speed Post or any other mode, it is the responsibility of bidder that bid should reach on or before due date & time. Any delay in Courier/Speed Post or any other mode, BECIL will not accept the bid.
- g. Bids shall be opened on the same day at 1530 hours in the presence of bidders who may choose to be present.
- h. All bids are to remain valid for a period of 12 (Twelve) months from the last date of submission.
- i. At any time prior to the last date of submission of bids BECIL may for any reason whether at its own initiative or in response to a clarification requested by prospective bidder/bidders modify the RFP by an amendment which shall be notified through the official website of BECIL [www.becil.com](http://www.becil.com) and will be binding on the bidders. Therefore, it is advised that the prospective bidders frequently visit the website and take note on any amendments during the bid process.
- j. BECIL reserves the right to alter/ modify the scope of work mentioned in this RFP document at any state of the bidding process
- k. Bidder shall specifically confirm their agreement on compliance to all paras as specified in different sections of RFP. Any non-compliance/ deviation should be clearly mentioned para-wise. The bidder must attest the original tender document with authorized signature and stamp as an acceptance of the TENDER terms and conditions and submit the same along with the tender response. In case of non- compliance, the bid is liable to be summarily rejected.
- l. BECIL reserves right to seek any clarifications on the already submitted bid documents; however no fresh documents shall be accepted in support of bids.
- m. Conditional bids shall NOT be accepted on any ground and shall be rejected straightway. If any clarification is required, the same should be obtained before submission of the bids.

- n. All pages of the bid being submitted must be signed by the authorized signatory, stamped and sequentially numbered by the bidder irrespective of the nature of content of the documents.
- o. The bidders will bear all costs associated with the preparation and submission of their bids. BECIL will, in no case, be responsible or liable for those costs, regardless of the outcome of the tendering process.
- p. Tender process will be over after the issue of LOIs/ Work Orders to the selected agency(ies).

### **2.1.2. Compliant Proposals / Completeness of Response**

- a. Agencies are advised to study all instructions, forms, requirements, annexures and other information in the RFP documents carefully. Submission of the bid / proposal shall be deemed to have been done after careful study and examination of the RFP document with full understanding of its implications.
- b. Failure to comply with the requirements of this paragraph may render the Proposal non-compliant and the Proposal may be rejected. Agencies must:
- Comply with all requirements as set out within this RFP.
  - Submit the forms as specified in this RFP and respond to each element in the order as set out in this RFP.
  - Include all supporting documentations specified in this RFP.

### **2.1.3. Right to Terminate the Process**

- a. BECIL/ DFP may terminate the RFP process at any time and without assigning any reason. BECIL/ DFP make no commitments, express or implied, that this process will result in a business transaction with anyone.
- b. This RFP does not constitute an offer by BECIL/ DFP. The agency's participation in this process may result BECIL/ DFP selecting the agency to engage towards execution of the Work Order.

### **2.1.4. Pre-Bid Meeting & Clarifications**

#### **a. Agency's Queries**

- BECIL shall hold a pre-bid meeting with the prospective agencies at Directorate of Field Publicity, Soochna Bhawan, New Delhi.
- The Agencies will have to ensure that their queries for Pre-Bid meeting should reach to BECIL ([pankajgiri@becil.com](mailto:pankajgiri@becil.com)) by email on or before April 12, 2017.
- The queries should necessarily be submitted in the following format.
- BECIL shall not be responsible for ensuring that the agencies' queries have been received by them. Any requests for clarifications after the indicated date and time will not be entertained by the BECIL.

S. No.	RFP Document Reference (s) (Section & Page Number (s))	Content of RFP requiring Clarification(s)	Points of Clarification

#### **b. Responses to Pre-Bid Queries and Issue of Corrigendum**

- The Project Coordinator notified by the BECIL will endeavor to provide timely response to all queries. However, BECIL makes no representation or warranty as to the completeness or accuracy of any response made in good faith, nor does BECIL undertake to answer all the queries that have been posed by the agencies.



- ii. At any time prior to the last date for receipt of bids, BECIL may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective Agency, modify the RFP Document by a corrigendum.
- iii. The Corrigendum (if any) & clarifications to the queries from all agencies will be posted on the website <http://becil.com>.
- iv. Any such corrigendum shall be deemed to be incorporated into this RFP.
- v. In order to provide prospective Agencies reasonable time for taking the corrigendum into account, BECIL may, at its discretion, extend the last date for the receipt of Proposals.
- vi. As a part of pre bid if there are changes in submission format, then all the bids submitted till that time will be null and void. The bidder has to resubmit the bids again. BECIL/ DFP will not take any responsibility for any lapse whatsoever on account of this issue.

## 2.2. Key Requirements of the Bid

### 2.2.1. Tender Document Fee

- a. RFP Document Fee of **INR 10,000/- (Indian Rupees Ten Thousand Only)** is payable by each agency in the form of a Demand Draft / Pay Order from a Nationalized / Scheduled / Centralized Bank, drawn in favor of “*Broadcast Engineering Consultants India Limited*” and payable at *New Delhi*.
- b. The agency is required to enclose proof of payment of fees in case RFP document is purchased from BECIL Corporate Office at Noida in cash or Demand Draft. In case the documents are downloaded from BECIL website, Demand Draft/ Pay Order is to be submitted at the time of submission of RFP bid.
- c. Bid received without the proof of deposit of fees or Demand Draft/Pay Order of fees shall be rejected without any further clarification. The fee paid is non-refundable in any condition.

### 2.2.2. Earnest Money

- a. Each agency is required to submit **INR 10,00,000/- (Indian Rupees Ten Lakhs only)** as Earnest Money Deposit (EMD) in the form of Demand Draft from Nationalized/Scheduled/ Centralized Bank in favour of “*Broadcast Engineering Consultants India Limited*” payable at *New Delhi*.
- b. The EMD shall be denominated in Indian Rupees only.
- c. Bids received without EMD will be rejected without seeking any clarification from the agency.
- d. No interest is payable on the EMD submitted by the agency.
- e. EMD of successful bidders shall be returned after the-signing of letter of Engagement with BECIL and submission of a Security Deposit in the form of bank guarantee. This BG (Security deposit) will be released after the completion of Engagement or extended Engagement or complete execution of all the work orders issued under this Engagement to the satisfaction of BECIL/DFP, whichever is later.
- f. The EMD can be forfeited if an agency:
  - i. Withdraws its bid during the period of bid validity.
  - ii. Fails to accept work order issued in its favour for execution, and / or violates the tender terms and conditions of the RFP after submission of the bid.
  - iii. Successfully get LOI/ Work Order to the basis of submission of wrong information.
  - iv. In case any of the information/ declaration furnished by the agency found to be wrong or any material information is not disclosed by agency.
- g. Refund of EMD shall take place only for the following conditions:
  - i. In the case of those agencies, whose bids do not qualify, the EMD will be refunded without any interest accrued.



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- ii. In case of those agencies whose bids are accepted for issuance of LOI/ Work Order, EMD of such agencies will be refunded on receipt of Performance Bank Guarantee.

### 2.2.3. Authentication of Bids

A Proposal should be accompanied by a power-of-attorney in the name of the signatory of the Proposal submitted in response to this RFP.

## 2.3. Preparation of Proposals

### a. Proposal Preparation Costs

The agency shall be responsible for all costs incurred in connection with participation in the RFP 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 BECIL to facilitate the evaluation process, and in negotiating a definitive contract or all such activities related to the bid process. BECIL/DFP will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.

### b. Language

The Proposal should be filled by the agencies in English language only. If any supporting documents submitted are in any language other than English, translation of the same in English language is to be duly attested by the Agencies. For purposes of interpretation of the documents, the English translation shall govern.

### c. Amendment of Request For Proposal

At any time prior to the deadline (or as extended by BECIL/DFP) for submission of bids, BECIL/DFP for any reason whether at its own initiative or in response to clarifications requested by prospective agency may modify the RFP document by issuing amendment(s). All agencies will be notified of such amendment(s) by publishing on the website, and these will be binding on all the agencies. BECIL/DFP, at its discretion, may extend the deadline for the submission of proposals. BECIL/DFP may change the scope after the submission of technical bids by the Agencies. In this case, BECIL will release a corrigendum/ clarification and ask the Agencies to resubmit their commercial bids only.

### d. Late Bids

- i. Bids received after the due date and the specified time (including the extended period if any) for any reason whatsoever, shall not be entertained and shall be returned unopened.
- ii. The bids submitted by telex/ telegram/ fax/ e-mail etc. shall not be considered. No correspondence will be entertained on this matter.
- iii. BECIL 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.
- iv. BECIL reserves the right to modify and amend any of the above-stipulated condition/ criterion depending upon project priorities vis-à-vis urgent commitments.

## 2.4. Submission of Proposals

- a. The agencies should submit their responses as per the format given in this RFP in the following manner
  - i **Pre-Qualification Proposal:** (1 Original + 1 Copy + Tender Fee DD+EMD DD) in first envelope
  - ii **Technical Proposal:** (1 Original + 1 Copy) in second envelope

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- iii **Commercial Proposal:** (1 Original with detailed calculations/ breakup of activities) ***Region-wise separate commercial proposal should be submitted in separate envelopes***
- b. The Response to Pre-Qualification criterion, Technical Proposal and Commercial Proposal (As mentioned in previous paragraph) should be covered in separate sealed envelopes super-scribing “Pre-Qualification Proposal”, “Technical Proposal” and “Commercial Proposal-***Please specify the region also***” respectively. Each copy of each bid should also be marked as "Original" OR "Copy" as the case may be.
- c. Please Note that Prices should not be indicated in the Pre-Qualification Proposal or Technical Proposal.
- d. The envelopes containing copies of Pre-qualification Proposal, Technical Proposal and Commercial Proposal/s should be put in another single sealed envelope clearly marked “**Response to RFP for -----**” against <RFP Reference Number> and the wordings “**DO NOT OPEN BEFORE <Date and Time>**” as mentioned in the RFP Document.
- e. The outer envelope thus prepared should also indicate clearly the name, address, telephone number, E-mail ID and fax number of the agency to enable the Bid to be returned unopened in case it is declared "Late".
- f. **All the pages of the proposal must be sequentially numbered and must contain the list of contents with page numbers.** Any deficiency in the documentation may result in the rejection of the Bid.
- g. The original proposal/ bid shall be prepared in indelible ink. It shall contain no interlineations or overwriting, except as necessary to correct errors made by the agency itself. Any such corrections must be initialed by the person (or persons) who sign(s) the proposals.
- h. All pages of the bid including the duplicate copies, shall be initialed and stamped by the person or persons who sign the bid.
- i. In case of any discrepancy observed by BECIL in the contents of the submitted original paper bid documents with respective copies, the information furnished on original paper bid document will prevail over others. Agency must ensure that the information furnished by him in respective CDs is identical to that submitted by him in the original paper bid document. In case of any discrepancy observed by BECIL in the contents of the CDs and original paper bid documents, the information furnished on original paper bid document will prevail over the soft copy.

## 2.5. Evaluation Process

No enquiry shall be made by the bidder(s) during the course of evaluation of the tender, after opening of bid, till final decision is conveyed to the successful bidder(s). However, the Committee / its authorized representative and office of BECIL can make any enquiry / seek clarification from the bidders, which the bidders must furnish within the stipulated time else the bids of such defaulting bidders will be rejected.

The steps for evaluation are as follows:

### 2.5.1. Stage 1: Pre-Qualification

- a. BECIL shall open Main Envelope marked “**Response to RFP for -----**”.
- b. If the contents of the Main Envelope are as per requirements, BECIL shall open Envelope marked “**Pre-Qualification Proposal**”. Each of the Pre-Qualification condition mentioned in Section 2.6 is MANDATORY. In case the Agency does not meet any one of the conditions, the agency will be disqualified.
- c. Tender Evaluation Committee (TEC) will be created for bid evaluation on the basis of parameters as indicated in the RFP document.

- d. Upon verification, evaluation/assessment, if in case any information furnished by the Bidder is found to be false /incorrect, their bid will be summarily rejected and no correspondence on the same shall be entertained. Submission of false/forged documents will lead to forfeiture of EMD and blacklisting of agency for a minimum period of 3 years from participating in BECIL tenders.
- e. Agencies would be informed of their qualification/disqualification based on the Pre-Qualification criteria. The Bid Security amount and the Unopened Technical & Commercial Bids will be returned to the respective disqualified Agencies after the submission of Bank Guarantee by the successful Agency.

### 2.5.2. Stage 2: Technical Evaluation

- a. Envelope marked as “**Technical Proposal**” will be opened only for the agencies that succeed in Stage 1.
- b. BECIL/ DFP will review the technical bids of the short-listed agencies to determine whether the technical bids are as per the requirements laid down. Bids that are not in accordance with these requirements are liable to be disqualified at BECIL/ DFP’s discretion.
- c. The agencies' technical solutions proposed in the bid document will be evaluated as per the requirements specified in the RFP and technical evaluation criteria as mentioned in Section 2.7
- d. Agencies who qualify the Pre-Qualification Stage will be asked to give demonstration / presentation on their understanding of the scope of work.
- e. Each Technical Proposal will be assigned a technical score out of a maximum of **100 marks**. Only the agencies who get a **Technical Score of 70 or more** (prior to normalization) will qualify for Technical Evaluation. Failing to secure minimum marks shall lead to technical rejection of the Bid and Agency.
- f. Reasons for rejecting a tender/bid will be disclosed to a bidder only where enquiries are made.

### 2.5.3. Selection of Successful bidder / Calculation of Composite Score

- a. Selection procedure would be made on the basis of combined Quality-Cum-Cost Base Selection (QCCBS). The technical score will be given a weightage of 70% and the financial score will be given a weightage of 30%
- b. Cut off to qualify for financial round: 70 (absolute technical score)
- c. The selection of the successful bidder will be based on the highest marks on the basis of Composite Score.
- d. The Work Order will be issued to the successful bidder region-wise for conducting the IPC Campaigns.
- e. If the bidder is highest scorer in more than 2 regions than, BECIL/ DFP reserve the right to allocate maximum of 2 (two) regions for a particular bidder and allotment will be done by BECIL/ DFP.
- f. Marking methodology to include normalization of technical and commercial scores:

#### **Technical Score: (X)**

The bidder who secures maximum marks shall be given a technical score of 100. The technical scores of other Bidders for the project shall be computed as follows.

[‘Technical’ Score of Bidder (X)]	= 100 X	[Marks secured by the respective Bidder]
		<b>Highest Marks</b> secured

The score secured based on evaluation of the Technical Proposal as above shall be the Technical Score of the Bidder being considered for evaluation (X). Only those Bidders who have secured Technical Score of 70 or above shall be declared as qualified for

evaluation of their 'Financial Bid'. Bidders who have secured less than 70 for Technical Score shall be rejected.

**Financial Score: (Y)**

The Financial proposals shall be evaluated state-wise on the basis of total lump sum charges offered by the bidder for individual state. Any monetary figure in decimal shall be rounded off to the nearest INR.

In cases of discrepancy between the prices quoted in words and in figures, the amount as mentioned in words shall be considered. For any other calculation/ summation error etc. the bid may be rejected.

The financial scores of other bidders for the project shall be computed as follows:

['Financial Score' of Bidder (Y)]	= 100 X	[Lowest offer quoted by the qualified bidder]
		[Offer quoted by the respective Bidder]

The marks secured as above shall be the Financial Score of the bidder for the project(Y).

**Composite Score of the Bidders**

Composite score of the Bidders for the bid shall be worked out as under:

Bidder	Technical Score	Financial Score	Weighted Technical Score	Weighted Financial Score	Composite Score
	(X)	(Y)	(70% of X)	(30% of Y)	(F=D+E)
<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>	<b>F</b>

**2.6. Pre-Qualification Criteria**

The Agency's pre-qualification bid will be evaluated as per the following criteria:

S.No.	Specific Requirement	Documentary Proof to be submitted	Compliance (Yes/ No)
I	<b>Registration Details</b>		
1.	<b>Legal Entity</b>		
	a. Bidder should be a Partnership firm/ LLP/ registered company under Indian Companies Act, 1956 and should have been in existence for a minimum of 5(Five) years as on March 31, 2017	Partnership deed in case bidders is partnership firms Registration certificate of LLP in case bidder is LLP Copy of Certificate of Incorporation along with Memorandum and Articles of Association in case bidder is company registered under Companies Act	

S.No.	Specific Requirement		Documentary Proof to be submitted	Compliance (Yes/ No)
<b>II</b>	<b>Certifications</b>			
	<b>1. Quality</b>			
	a.	Awards or Testimonials (national and international) or other recognitions in organizing such events and activities	Proof of awards / recognition/ testimonials	
	<b>2. Other Mandatory Certifications</b>			
	a.	Bidders should not have been blacklisted by any of the Central Government or State Government or any organisation under Central/State Government. Should not have been found guilty of any criminal offence by any court of law in India or abroad.	Undertaking on a non-judicial stamp paper of INR 100/- duly certified by Notary.	
	b.	The Company, its directors and officers should not have been convicted of any criminal offence related to their professional conduct or the making of false statement or misrepresentations as to their qualifications to enter into procurement contract within a period of three years preceding the commencement of the procurement process or not have been otherwise disqualified pursuant to debarment proceedings	Undertaking on a non-judicial stamp paper of INR 100/- certified by Notary.	
	c.	Bidder should not have a conflict of interest in the procurement in question as specified in the bidding documents. Comply with the code of integrity as specified in the bidding document	Self-Declaration / Certification on letter head	
	d.	Partnership firms will submit an undertaking that “in case work order is issued to partnership firm; the partners will not dissolve the firm till the completion of the work / liabilities under this RFP.	Undertaking on a non-judicial stamp paper of INR 100/- certified by Notary.	
<b>III</b>	<b>Financial Criteria</b>			
	<b>1. Tax registration/ clearance</b>			
		The bidder should have registered	Copies of each of the documents	
	a.	Service tax No.		
	b.	PAN No.		
	c.	Last 3 Year copy of acknowledgement of Income Tax return filed		
	d.	Copy of EPF Registration Certificate		
	e.	Copy of ESIC Registration Certificate		
	<b>2. Solvency</b>			
		Should not be insolvent, in receivership, bankrupt or being wound up, not have its affairs administered by a court or a judicial officer, not have its business activities suspended and must not be the subject of legal proceeding for any of the foregoing reasons	Solvency Certificate for INR 7,50,00,000.00 (INR 7.5 Crores) from bank with which the bidder operate a Current Account	
	<b>3. Business turnover</b>			
	i)	Bidder should have an annual turnover of INR 20 Crores in each of the last three consecutive financial years i.e. 2013-14, 2014-15 and 2015-16. The company should be a profit making company.	Copies of the audited Balance sheets duly audited by the statutory auditors of the Company.	
	ii)	Bidder should have earned Profit in each of the last		

S.No.	Specific Requirement	Documentary Proof to be submitted	Compliance (Yes/ No)
	three consecutive financial years i.e. 2013-14, 2014-15 and 2015-16. In this clause the Profit means Profit Before Tax.		
4.	<b>Net Worth</b>		
	The bidder should have Positive Net Worth as on March 2016.	Net worth Certificate as certified by the statutory auditors or Audited report for the FY 2015-16 shall be submitted.	

All the details that have to be provided against the pre-qualification criteria shall be as per the format provided in Annexure

## 2.7. Technical Evaluation Criteria

The Agency's technical proposal in the Technical Bid document will be evaluated as per the evaluation criteria mentioned in the following tables.

BECIL/ DFP (or a nominated agency) reserves the right to check/ validate the authenticity of the information provided in the Pre-qualification and Technical Evaluation criteria and the requisite support must be provided by the Agency as and when desired by BECIL/ DFP. The following sections explain how the Agencies will be evaluated on each of the evaluation criteria.

### 2.7.1. Agency's Experience

S. No.	Specific Requirement	Documentary Proof to be submitted
1.	<b>Work Experience in Social &amp; Developmental Communication or rural outreach</b>	
a.	The bidder must be engaged in similar kind of work in India; During last 5 years, bidder/agency must have successfully completed at least two similar kinds of projects with value INR 500 Lakhs or above in the field of social and developmental communication in rural areas or rural outreach. OR	Copy of work order and performance certificate from the customer as of 31.03.2017 should be submitted (with details including the name and contact of the customer), clearly stating the fact that the services / coverage has been in a satisfactory fashion. Phase Completion Certificate from client i.e. Services that are currently running for more than six months will also be considered
b.	During last 5 years, bidder/agency must have successfully completed at least three similar kinds of projects with value INR 300 Lakhs or above in the field of social and developmental communication in rural areas or rural outreach. OR	
c.	During last 5 years, bidder/agency must have successfully completed at least four similar kinds of projects with value INR 200 Lakhs or above in the field of social and developmental communication in rural areas or rural outreach.	
2.	<b>Bidder's Past Experience</b>	



S. No.	Specific Requirement	Documentary Proof to be submitted
a.	The bidder must have covered at least Five Thousand (5,000) villages for outreach programmes / inter-personal communication campaigns in last Three (3) years.	
b.	The bidder must have covered at least Thirty Thousand (30,000) villages for outreach programmes / inter-personal communication campaigns across the country under two projects in last Three (3) years.	

### 2.7.2. Detail of Man-Power employed

S. No.	Specific Requirement	Documentary Proof to be submitted
1.	<b>Human Resource</b>	
a.	The bidder must have a minimum strength of 25 professionals on their permanent rolls, out of which minimum 10 experienced professionals in the area of social communication campaigns.	Self-Certification on letter head by the authorized signatory with clear declaration of staff – year wise, level/designation wise. Profiles of the key personnel. The validity of staff may be cross-checked with personal visit to the office premises of the agency

### 2.7.3. Project Specific Requirement

S. No.	Specific Requirement	Documentary Proof to be submitted
1.	<b>Network &amp; Infrastructure / Local Presence</b>	
	The bidder should have their presence in Delhi/NCR and all major cities or capitals of states where this proposed project will be executed. If the bidder, at the time of bidding, does not have a local support office at Delhi/NCR and all major cities or capitals of states where this proposed project will be executed; an undertaking on the bidders' letter head that an supporting office will be opened by the bidder (if selected for the award of the work order) within 1 month from the date of issue of work order, should be submitted by the bidder.	Proof of existing office or Undertaking in Letter Head to set up the same
2.	<b>Creative Idea</b>	
	A detailed write up on the creative ideas/ innovation to carry out these campaigns in an effective and efficient manner	Text/ PPT/ Audio-Video material may be attached as supporting document.
3.	<b>Strategic approach</b>	
	A detailed plan / strategy approach to execute the communication campaign in time bound manner for pre event/ during the event/ post event.	

### 2.8. Tentative Marks Distribution



S.No.	Specific Requirement	Max. Marks
<b>I</b>	<b>Legal Entity</b>	<b>5</b>
	Partnership firm (Max Marks 3)	
	LLP (Max Marks 4)	
	Registered company under Indian Companies Act (Max Marks 5)	
<b>II</b>	<b>Business Turnover</b>	<b>10</b>
	Turnover between INR 20 Cr. to INR 25 Cr. (Max Marks 7)	
	Turnover more than INR 25 Cr. (Max. Marks 10)	
<b>III</b>	<b>Work Experience in Social &amp; Developmental Communication or rural outreach</b>	<b>10</b>
	1 <b>Project (500 Lakhs Value) in last 5 years</b>	
	2 to 4 Projects (Max Marks 7)	
	5 to 8 Projects (Max Marks 10)	
	<b>OR</b>	
	2 <b>Project (300 Lakhs Value) in last 5 years</b>	
	3 to 6 Projects (Max Marks 7)	
	7 to 10 Projects (Max Marks 10)	
	<b>OR</b>	
	3 <b>Project (200 Lakhs Value) in last 5 years</b>	
	4 to 8 Projects (Max Marks 7)	
	9 to 12 Projects (Max Marks 10)	
<b>IV</b>	<b>Past Experience in Last 3 years</b>	
	1 <b>Coverage in Single State in a single Project</b>	<b>5</b>
	Five Thousand (5,000) villages (Max Marks 4)	
	More than 5,000 villages (Max. Marks 5)	
	2 <b>Coverage in Across Country in a 2 Project</b>	<b>5</b>
	Thirty Thousand (30,000) villages (Max Marks 4)	
	More than Thirty Thousand (30,000) villages (Max Marks 5)	
<b>V</b>	<b>Human Resource</b>	
	1 <b>Minimum 25 Professional on roll</b>	<b>5</b>
	Between 25-35 Professionals (Max. Marks 4)	
	More than 35 Professionals (Max. Marks 5)	
	2 <b>Out of above professionals Minimum 10 experienced professionals</b>	<b>5</b>
	Between 10-15 Professionals (Max. Marks 4)	
	More than 15 Professionals (Max. Marks 5)	
<b>VI</b>	1 <b>Network &amp; Infrastructure/ Local Presence</b>	<b>5</b>
	At Delhi /NCR/ region under reference	
	Undertaking for establishment of Office (Max. Marks 4)	
	Existing Office (Max. Marks 5)	
<b>VII</b>	<b>Understanding the Assignment Objectives</b>	<b>10</b>
<b>VIII</b>	<b>Work Plan</b>	<b>5</b>
<b>IX</b>	<b>Creative Ideas</b>	<b>10</b>
<b>X</b>	<b>Strategic Approach</b>	<b>25</b>
	<b>Total</b>	<b>100</b>

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**Note:** *Cut off to qualify for financial round: 70 (absolute technical score). Score of firms that meet cut off to be normalized, with highest scoring firm getting 100*

## 2.9. Invoicing and Payment Schedule

### 2.9.1. Invoicing

Invoices should be raised in the name of *Broadcast Engineering Consultants India Limited, 14-B, Ring Road, New Delhi-110002* and submitted to BECIL Corporate Office at Noida Sector-62.

### 2.9.2. Payment Schedule

- a. Advance 30% on submission of Bank Guarantee of equivalent value after placement of work order,
- b. 20% on completion of 50% of the order,
- c. 20% on completion of next 25% of the order,
- d. Further, 20% on completion of remaining 25% of the order and
- e. The final 10% will be released after the completion of the project and confirmation

## 2.10. Performance Bank Guarantee

- a. Successful bidder(s) to whom Work Order (WO) is issued shall be required to submit the Performance Bank Guarantee for the **amount equivalent to 10% of Work Order Value**. Performance Bank Guarantee will be in the form of Bank Guarantee (BG) of any Nationalized / Scheduled / Centralized Bank drawn in the name of “*Broadcast Engineering Consultants India Limited, New Delhi*”, valid as per point e) below.
- b. BECIL will have the right to invoke the PBG without assigning any reasons if the selected agency defaults or deemed to have defaulted or in the case of non-acceptance of the work order or poor performance with respect to Deliverables.
- c. Successful bidder(s) shall be required to submit PBG within 7 days of issuance of Work Order by BECIL.
- d. In the event of default in submission of PBG within the stipulated time, the agency shall be liable for a **penalty amounting to 0.1% (Zero Point One Percent) of the WO value per day delay**.
- e. The PBG should remain valid for an additional period of **90 (ninety) days** beyond the delivery period specified in the work order.
- f. The PBG will be released (**without any accrued interest**) after the completion of all tasks (deliverables) as assigned in the WO.

## 2.11. Penalty

- a. If at any future point of time it is found that the agency has made a statement which is factually incorrect or if the agency doesn't fulfill any of the contractual obligation, BECIL may take a decision to cancel the Work Order with immediate effect, forfeit the PBG/ EMD deposited by the agency and / or debar the agency from bidding prospectively for a period as decided by the BECIL or take any other action as deemed necessary.
- b. The successful agency shall render services as per scope of work and services defined in the subsequent paras.
- c. Any unjustified and unacceptable delay beyond the delivery (where applicable) schedule as per Work Order, will render the agency liable for penalty at the rate as mentioned in the following paras.
  - i. The successful agency has to organize event as per the LOI placed by BECIL. No penalty will be levied in case minimum target of 75% and above of the total events allocated for region is achieved. In case of non-achievement of the target penalty will be levied as follows:

- 
- a) 74% to 70%: 2% of the LOI Value
  - b) 69% to 65%: 4% of the LOI Value
  - c) 64% to 60%: 6% of the LOI Value
  - d) 59% to 55%: 8% of the LOI Value
  - e) 54% to 50%: 10% of the LOI Value

In case, successful agency is not able to achieve the 50% of the target, the Work Order will be cancelled and PBG will be forfeited and in addition to this BECIL will have the option of getting the work done through alternate sources at the cost and risk of agency.

- ii. The successful agency shall not refuse to accept BECIL Work Order under any pretext. The agency shall start the work within 7 days of the date of the LOI/WO.
- iii. If at any time during performance of the work order, the agency encounter conditions impeding timely performance of the ordered services, the agency shall promptly notify BECIL in writing of the fact of the delay, its likely duration and its cause(s).

#### **2.12. Failure to agree with the Terms & Conditions of the RFP**

Without prejudice to above, failure of the successful agency to agree with the Terms & Conditions of the RFP shall constitute sufficient grounds for the annulment of the award, in which event BECIL may award the contract to the next best value agency or call for new proposals.

In such a case, BECIL shall invoke the PBG of successful agency.

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### **3. STANDARD RFP CONDITIONS**

#### **3.1. BECIL Obligations**

BECIL reserves the right to accept any bid, reject any or all bids and to annul the bidding process at any point of time prior to the award of the Work Order without there by incurring any liability to the affected agency/agencies or any obligations to inform to the affected agency/agencies of the grounds for BECIL's action. Agencies are however free to address their queries on bidding conditions, bidding process and/or rejection of their bid by addressing appropriate communication addressed to Director (O&M), BECIL for requisite information.

#### **3.2. Confidential Information and Trade Secretes**

- a. In connection with the services, which agency will be providing under this RFP, the agency may come into contact with confidential matters of each other including:
  - i. Technical information, such as know-how, formulae, computer programs, drawings, secret processes or machines, inventions or research projects
  - ii. Business information, such as information about costs, profits, markets, sales, lists of customers or business plans
  - iii. Plans for future development or
  - iv. Other information of a similar nature not generally known outside
- b. The agency, for itself and its employees, agree to keep all such matters confidential, and agree not to disclose them to anyone, either during or after the expiration or termination of Work Order under this RFP, except with the written consent of the BECIL, excepting any information as may be required by law, or any regulatory authority for the agency to perform its obligations under this RFP or such information may come into the public domain otherwise than by a breach of Work Order Conditions.
- c. The agency further agree that upon expiration or termination of Work Order timelines, it will promptly deliver to each other all materials in its or its employees' possession or control containing such confidential information.
- d. The provisions of this Article shall survive even after expiration or termination of Work Order under this RFP for a period of 2 (Two) years.

#### **3.3. Compliance with Law**

- a. Agency represents and warrants that it has conducted and will conduct its affairs and activities in respect of the services to be rendered under this RFP in accordance with all applicable laws, rules, regulations, orders and decrees of any court or governmental authority.
- b. Agency agrees that it shall at all times comply with and that all rights and obligations hereunder shall be subject to applicable laws, and has passed such resolutions by the Board of Directors and Shareholders as required under the provisions of the Companies Act, 1956.

#### **3.4. Indemnity**

- a. The agency shall indemnify the BECIL against all third party claims of infringement of patent, trademark/ copyright or industrial design rights arising from the use of the supplied software/ hardware/manpower etc. and related services or any part thereof.
- b. BECIL stand indemnified from any claims that the hired manpower / agency's manpower may opt to have towards the discharge of their duties in the fulfilment of the work orders.
- c. BECIL also stand indemnified from any compensation arising out of accidental loss of life or injury sustained by the hired manpower / agency's manpower while discharging their duty towards fulfilment of the work orders.

### **3.5. Force Majeure**

- a. For the purposes of the work order under this RFP, “Force Majeure” means an event which is beyond the reasonable control of an agency, is not foreseeable, is unavoidable and not brought about by or at the instance of the Party claiming to be affected by such events and which has caused the non-performance or delay in performance, and which makes a Party’s performance of its obligations hereunder impossible or so impractical as reasonable to be considered impossible in the circumstances, and includes, but is not limited to, war, riots, civil disorder, earthquake, fire, explosion, storm, flood or other extreme adverse weather conditions, strikes, lockouts or other industrial action (except where such strikes, lockouts or other industrial action are within the power of the Party invoking Force Majeure to prevent), confiscation or any other action by Government agencies.
- b. Force Majeure shall not include (i) any event which is caused by the negligence or intentional action of a Party or by or of such Party’s agents or employees, nor (ii) any event which a diligent Party could reasonably have been expected both to take into account at the time of the acceptance of the work order under this RFP, and avoid or overcome with utmost persistent effort in the carrying out of its obligations hereunder.
- c. Force Majeure shall not include insufficiency of funds or manpower or inability to make any payment required for execution of services in respect of the work order under this RFP.
- d. The failure of a Party to fulfil any of its obligations hereunder shall not be considered to be a breach of, or default in respect of the work order under this RFP in so far as such inability arises from an event of Force Majeure, provided that the Party affected by such an event has taken all possible precautions, due care and all measures, with the objective of carrying out the terms and conditions of the Contract.

### **3.6. Arbitration – Settlement of Disputes**

#### **a. Amicable Settlement**

Performance of the work orders under RFP shall be governed by the terms and conditions of the RFP. In case of dispute arises between the agency and BECIL/DD regarding any matter under the work order placed; agency and BECIL/DD 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 fifteen (15) days after receipt. If that Party fails to respond within fifteen (15) days, or the dispute cannot be amicable settled within Thirty (30) days following the response of that Party, then option under clause 3.6(b) of this RFP may be considered.

#### **b. Arbitration**

In the case of dispute arising upon or in relation to or in connection with the work between BECIL and the agency, which has not been settled amicably, any Party can refer the dispute for Arbitration under (Indian) Arbitration and Conciliation Act, 1996. The Arbitration and Conciliation Act, 1996 and any statutory modification or re-enactment thereof, shall apply to these Arbitration proceedings.

Arbitration proceedings shall be held in India at New Delhi and the language of the Arbitration proceedings and that of all documents and communications between the Parties shall be English.

The decision of the arbitrator shall be final and binding upon both Parties. The expenses of the arbitrator as determined by the arbitrator shall be shared equally by BECIL and the agency. However, the expenses incurred by each Party in connection with the preparation and presentation shall be borne by the Party itself. All Arbitration awards shall be in writing and shall state the reasons for the award.

Notwithstanding any references to arbitration, the parties shall continue to perform their respective work / obligation under the Contract.

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### 3.7. Supplier code of conduct and business ethics

BECIL is committed to its 'values & beliefs' and business practices to ensure that companies and suppliers, who supply goods, materials or services, will also comply with these principles.

**a. Bribery and corruption:**

Suppliers are strictly prohibited from directly or indirectly (through intermediates or subcontractors) offering any bribe or undue gratification in any form to any person or entity and / or indulging in any corrupt practice in order to obtain or retain a business or contract.

**b. Integrity, indemnity & limitation:**

Suppliers shall maintain high degree of integrity during the course of its dealings with business/contractual relationship with BECIL. If it is discovered at any stage that any business/ contract was secured by playing fraud or misrepresentation or suspension of material facts, such contract shall be voidable at the sole option of the competent authority of BECIL. For avoidance of doubts, no rights shall accrue to the supplier in relation to such business/contract and BECIL or any entity thereof shall not have or incur any obligation in respect thereof. The supplier shall indemnify BECIL in respect of any loss or damage suffered by BECIL on account of such fraud, misrepresentation or suspension of material facts.

**c. Reporting Misconduct:**

Suppliers are required to report any misconduct/violations/improper demands from BECIL employees to the Chief Vigilance Officer/Director (O&M)/CMD. All communication in this regard should be directed only to above as per below mentioned email ids:

Director (O&M) : [dr.gogoi@becil.com](mailto:dr.gogoi@becil.com)  
Chairman and Managing Director : [george@becil.com](mailto:george@becil.com)

No Communication shall be encouraged to any other authority / external sources in this regards.

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## 4. SCOPE OF WORK

### 4.1. Background on DFP

The Government of India has launched a number of schemes to benefit the poor and marginalized, youth and women in the country with the objective of bringing them into the mainstream of development, creating jobs and improving the human development index. These schemes, which span a number of Ministries such as Health & Family Welfare, Women & Child Development, Skill Development, Agriculture, Petroleum and Finance, aim to bring about overall development in rural areas.

It is critical for the success of the schemes that an effective communication strategy be implemented to create awareness, empower and enable the beneficiaries to avail of benefits of these programmes.

The Ministry of Information & Broadcasting and its media units have the mandate of communicating the government policies and programmes. The Directorate of Field Publicity (DFP), Song & Drama Division (S&DD) and the Field Exhibition Wing of DAVP are responsible for direct interactive communication campaigns among the rural population to focus on behaviour change and also provide feedback to the Government on the implementation of the programmes.

### 4.2. Objective

DFP's programmes need to be supplemented with the objective of reaching a larger number of the poorest and marginalized population within a time bound programme.

In order to supplement the rural communication, private and professional agency(ies) with experience of conducting rural communication activities are proposed to be ~~shortlisted~~ engaged to supplement the activities of DFP. The selected agency(ies) will be required to carry out the PAN-India communication campaign as per details given in this RFP and as per requirements of DFP. The communication strategy and the plan for the agency(ies) will be integrated with the overall communication strategy of the Government of India.

The projects to be undertaken by the agency(ies) will, therefore, provide a platform for various Ministries to extend and intensify the rural communication outreach. DFP's activities include the following:

- Organising rural events in villages which comprise discussions combining competitions, rallies etc. to communicate salient features of Government schemes which benefit rural population.
- Social mobilisation by contacting opinion leaders, such as, local public representatives, Panchayat leaders, teachers, Anganwadi workers, Aasha workers, etc. in the village where the event is proposed to be held.
- Rural communication materials developed in local languages such as booklets, posters, wall paintings, etc.
- Use of social media platform such as Whatsapp etc.
- Providing feedback on success stories as well as difficulties being faced by rural population in accessing benefits of the schemes.
- Liaison with State Government officials who are responsible for implementation of the schemes.



### 4.3. Project Design and Methodology

Successful agency(ies) would need to design and implement a 360 degree rural communication project. The broad methodology would be to organize interactive programmes in the local languages combining information and entertainment to communicate effectively. These events include school rallies, quiz competitions, sports and other competitions, felicitating local achievers and role models. Local youth, women and farmers are the focus of discussions. These events are preceded by mobilization of the local community leaders, farmers, women, youth and students from nearby areas.

#### 4.3.1. Innovation

The successful agency(ies) would follow the above communication strategy. However, it would be important to incorporate innovation and use of digital and mobile telephony to intensify the communication outreach. The selected agency(ies) would be mandated to build in these innovative activities in the overall communication programmes. These would include use of social media, messages and programmes through mobile phones etc.

#### 4.3.2. Brief Scope of Work

The agency(ies) will be expected to undertake this project in EAST, WEST, NORTH, SOUTH and NORTH-EAST India with about 5,000 events.

Broad break up of events Region-wise would be:

Region	States	Tentative No. of Events
EAST	West Bengal, Bihar, Sikkim, Assam, Jharkhand, Orissa	1100
WEST	Gujarat, Maharashtra, Madhya Pradesh, Chhattisgarh, Goa	1200
NORTH	Uttar Pradesh, Himachal Pradesh, Uttrakhand, Punjab, Haryana, Rajasthan	1100
SOUTH	Tamil Nadu, Kerala, Karnataka, Andhra Pradesh, Telangana	1100
NORTH-EAST	Arunachal Pradesh, Meghalaya, Manipur, Mizoram, Nagaland, Tripura	500

Apart from DFP's model activities, would also include innovative communication using digital technology and mobile telephony. The geographical location of the project should be in media dark areas where the human development indices are low.

#### The scopes of work will include:

- Making a detailed project report for the communication campaign.
- Develop and implement the rural communication strategy and programmes (including creatives) in local languages across 5,000 villages in EAST, WEST, NORTH, SOUTH and NORTH-EAST India.
- Develop and implement a monitoring and reporting mechanism involving geo-tagging for the above campaign.
- Have a monitoring and reporting mechanism for the events/ activities.

### 4.4. Detailed Scope of Work and Deliverables

- Detailed scope of work and list of Deliverables along with numbers and quantity**

The agency(ies) will have to complete 5000 events within a period of one month from the date of issue of the LOI/ work order. The time period may be relaxed by BECIL based on justified and balanced claims due to unforeseen circumstances.

- The exact district/s in the region will be identified at the time of giving work order.
- There can be some variation in number of events per district/ region depending on the population.
- Failure to meet the time schedule would invite penalty, which would be at the discretion of BECIL.
- Awareness programmes which would be attended by a minimum of 500 persons to be organized.
- The events per district/ region can vary. It is the discretion of DFP/ BECIL.

The specific activities in each programme are as follows:-

<b>Activities</b>	<b>Units</b>
<b>Day 1 (Pre event mobilization- In Morning)</b>	
1 Rally by School/ College Students	1 Hour Rally Participation by at least 200-250 School/ College Students
Cultural programmes (in local language & context)	1 Hour Programme based up on themes of Activities
Wall painting (Approx. 100 sq.ft. in areas around one event)	3 Nos. of wall painting in areas around each event
Setting up of DAVP exhibition panels, standies etc. (mini exhibition)	To be provided by DAVP
Toll free number- IVR system	System should be made operational from the date of start of campaigns for 3 Months.
<b>Day 2 (5-6 Hours of programme)</b>	
Rural Outreach programmes	
Talks & Discussion / Debates / Group discussions / Seminars	To be led by Opinion Makers of the local areas
Quiz Competitions	
Interactive communications	
Film Shows	(Film CDs/DVDs to be provided by DFP)
Jan Ki Baat- Feedback/ Public reaction/ questions	
Wifi Spot	
Cultural programmes (in local language and context)	(in coordination with S&DD)
<b>Day 3 (5-6 Hours of programme)</b>	
Rural Outreach programmes	
Talks & Discussion / Debates / Group discussions / Seminars	To be led by Opinion Makers of the local areas
Quiz Competitions	
Interactive communications	
Film Shows	(Film CDs/DVDs to be provided by DFP)
Jan Ki Baat- Feedback/ Public reaction/ questions	
Wifi Spot	
Cultural programmes (in local language and context)	(in coordination with S&DD)

Activities	Units
<b>Communication Material to be distributed/ displayed</b>	
Pamphlets	(DAVP material to be provided by DFP)
Booklets	1000/ event(DAVP material to be provided by DFP)
Posters	25/ event(DAVP material to be Designed by Bidder and approved by DFP)
3 Standees (standard size) and 3 Panels (7Ft X 3.5 Ft)	(3+3)/event (To be Designed by Bidder and approved by DFP)
AV Material	To be provided by DFP
<b>Innovative Activities : Digital and Mobile Telephony activities</b>	
Video (Production) 40 seconds – create database of 10 Messages	10 videos to be produced for wider dissemination.
Mobile phone numbers of community leaders to be created and handed over.	
Testimonials to be loaded on video 10 per week	

**Note:** 10 videos to be produced for wider distribution to at least 500 persons per event.

**b. Targets and timelines for these deliverables**

5000 events with pre-event mobilization and follow-up are to be organized in each Region during a period of one month. The tentative period for the outreach programme is 15 May, 2017 to 15 June 2017.

**c. Region/States where these campaigns are to be carried out All India region i.e. EAST, WEST, NORTH, SOUTH and NORTH-EAST India**

Quotations are invited for an intensive rural outreach and inter-personal Communication campaign in 5 regions as detailed above.

**d. Topics/ themes to be covered; suggestions on their coverage patterns**

The theme of the activities would be the Government of India's schemes which benefit rural population specifically focusing on farmers, women and youth.

**e. Guidelines /advisory for local coordination for these events**

The selected firm will have to organize these events on their own and all logistical and local coordination will have to be done by them.

**f. Documents/ material to be submitted as proof of conduct of the event Monitoring**

A geo tagging monitoring system would be set-up for daily reports for the activities. In low GPRS areas, alternative monitoring mechanism would be identified well in advance.

**4.5. Deliverable Timelines**

The time period proposed for these campaigns is one month from May 15, 2017 to June 15, 2017.

**4.6. Monitoring of the Projects**

Close monitoring of the activities would be carried out to ensure success of this project. Concurrent monitoring would be undertaken through geo-tagging methodology which is now available to ensure location and quality of events in remote areas. A Dashboard to be maintained by the agency(ies) for daily monitoring of the campaigns.

An independent impact evaluation agency may be hired to assess the impact of the project.

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**5. ANNEXURES**

**5.1. Annexure-PQ: Formats for Submission of the Pre-Qualification Bid**

**5.1.1. Pre-Qualification Bid Covering Letter**

To,  
The Chairman and Managing Director,  
Broadcast Engineering Consultants India Limited,  
56-A/17, Block-C, Sector -62, Noida -201307 (U.P.)

**Subject: Submission of the Pre-Qualification Proposal for - - - - -**

Dear Sir,

We, the undersigned, offer to provide services to BECIL/ DFP with reference to your REQUEST FOR PROPOSAL<insert RFP Name> dated <insert date> and our Proposal. We are hereby submitting our Pre-qualification proposal.

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

We agree to abide by all the terms and conditions of all the volumes of this RFP document. We would hold the terms of our proposal valid for the number of days as stipulated in the RFP document.

Yours sincerely,

(Authorized Signatory)

Signature:

Name:

Designation:

Address:

Seal:

Date:

### 5.1.2. Agency's General Information

1.	Name of Agency	
2.	Type of firm (Partnership firm/ LLP/ registered company under Indian Companies Act, 1956)	
3.	Address	
4.	Year of establishment	
5.	A profile of the agency clearly declaring the domain specific expertise/experience of the agency	
6.	Provide Permanent Account Number (PAN)	
7.	Annual turnover of the company in the following years	
8.	FY 2014-15	
9.	FY 2015-16	
10.	FY 2016-17	
11.	Profit Before Tax of the company in the following years	
12.	FY 2014-15	
13.	FY 2015-16	
14.	FY 2016-17	
15.	Net-worth of the company as on March 31, 2016	
16.	Certificate from Statutory Auditor is required for showing earning from the related activities (event) in case the detail is not mentioned in the Annual Accounts.	
17.	Status and details of disputes/ litigation/ arbitration, if any.	
18.	Name, Designation and address of the officer to whom all references shall be made regarding this RFP	
19.	Contact details of Authorized signatory in reference to this RFP	

(Authorized Signatory)

Signature:

Name:

Designation:

Address:

Seal:

Date:

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### 5.1.3. Declaration Letter (on Respondent's Letter Head)

#### DECLARATION

- i I, (Name & Designation) solemnly affirm that the facts stated above are correct and nothing has been withheld. If any information submitted above, is found to be false or fabricated, I may be liable to be debarred from Engagement.
- ii I permit BECIL/ DD to inspect my records to ascertain the above facts.
- iii I permit BECIL to cross check the above facts from any other source.
- iv I or my authorized representative, if required by BECIL, would make a presentation before the duly constituted Committee at my own cost.
- v I will abide by the decision of BECIL regarding Engagement.
- vi I have read & understood the RFE and agree to all the terms & conditions stated therein.

Yours sincerely,

(Authorized Signatory)

Signature:

Name:

Designation:

Address:

Seal:

Date:

#### 5.1.4. Acceptance Letter(on Respondent's Letter Head)

To,  
The Chairman and Managing Director,  
Broadcast Engineering Consultants India Limited,  
56-A/17, Block-C, Sector -62, Noida -201307 (U.P.)

**Subject: Acceptance of RFP Terms & Conditions**

Dear Sir,

1. I/We hereby certify that I/We have understood and clarified the entire terms and conditions of the tender documents and I/We shall abide by the conditions/clauses contained therein.
2. **I/We hereby unconditionally accept the tender conditions of tender documents in its entirety for the above work.**
3. The contents of clauses of the tender documents have been noted wherein it is clarified that after unconditionally accepting the tender conditions in its entirety, it is not permissible to put any remarks/conditions (except unconditional rebate on quoted rates, if any) in the tender and the same has been followed in the present case. In case, this provisions of the tender is found violated after opening the cover. I /We agree that the tender shall be rejected and \_\_\_\_\_ shall without prejudice to say other right or remedy be at liberty to forfeit the said earnest money absolutely,
4. 'That, I/We declare that I/We have not paid and will not pay any bribe to any officer of BECIL/DD for awarding this contract at any stage during its execution or at the time of payment of bills, and further if any officer of BECIL/DD asks for bribe/gratification, I/We will immediately report it to the Appropriate Authority'.
5. The required earnest money amounting to INR..... by way of Demand draft No.....Drawn on .....payable at .....is enclosed here with.

Yours sincerely,

(Authorized Signatory)

Signature:

Name:

Designation:

Address:

Seal:

Date:



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**5.2. Annexure-TP: Formats for submission of Technical Proposal**

**5.2.1. Technical Bid Covering Letter**

To,  
The Chairman and Managing Director,  
Broadcast Engineering Consultants India Limited,  
56-A/17, Block-C, Sector -62, Noida -201307 (U.P.)

**Subject: Submission of the Technical Proposal for - - - - -**

Dear Sir,

We, the undersigned, offer to provide services with reference to your REQUEST FOR PROPOSAL<insert RFP Name>dated <insert date> and our Proposal. We are hereby submitting our Technical Proposal as part of this envelope.

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

We agree to abide by all the terms and conditions of all the volumes of this RFP document. We would hold the terms of our proposal valid for the number of days as stipulated in the RFP document.

We understand you are not bound to accept any Proposal you receive.

Yours sincerely,

(Authorized Signatory)  
Signature:

Name:  
Designation:  
Address:

Seal:  
Date:

### 5.2.2. Detail of Work Experience

S. No.	Client Name	Work Order Ref. No.	Date of WO	Date of Completion	Scope of Work	Amount of Work

### 5.2.3. Agencies Experience – Citations Format

S. No.	Client Name	Work Order Ref. No.	Date of WO	Date of Completion	Scope of Work	No. of Villages	State / states of operations

### 5.2.4. Curriculum Vitae of Proposed Team Members (Key Personnel)

S. No.	Name of Employee	Year of joining	Profile	Designation	Details of experience

**(Note: CVs of the above listed employees should be submitted along with technical proposal)**

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**5.3. Annexure-CP: Formats for submission of Commercial Proposal**  
**5.3.1. Commercial Bid Covering Letter**

To,  
The Chairman and Managing Director,  
Broadcast Engineering Consultants India Limited,  
56-A/17, Block-C, Sector -62, Noida -201307 (U.P.)

Dear Sir,

We, the undersigned on behalf of (name of the agency), wish to submit our offer (title of project) in accordance with your Request for Proposal (RFP reference) dated (insert Date).

We are hereby submitting our Proposal.

**The financial bid for the Region:** \_\_\_\_\_ (*Specify the Region name*) \_\_\_\_\_

**The total cost for conducting the one event / campaign as specified in the RFP is:**

**1.** \_\_\_\_\_ (**inclusive of all applicable taxes**) **in INR**  
(**Rupees** \_\_\_\_\_ (*in words*) \_\_\_\_\_)

**2. Breakup cost** of each activity unit wise and schedule of activities per event is provided in enclosed documents (Please submit the document with relevant financial bids).

The taxes applicable are: \_\_ (*Please specify the taxes and their rates*) \_\_\_\_\_

We undertake, if our Proposal is accepted, to start the services with immediate effect or as stipulated in the work order.

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

Yours sincerely,

(Authorized Signatory)

Signature:

Name:

Designation:

Address:

Seal:

Date:

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**5.4. Annexure-T&C: General Terms & Conditions on behalf of DFP (Through BECIL)**

- a. The job shall done as specified in accordance with scope and terms & conditions. The Director General, DFP (hereinafter referred to as the Principal Director General, DFP) shall be the sole judge of satisfactory execution of the job. If the execution of the services is not in accordance with specifications, requirements then will not be accepted and there will be no compensation to the firm/agency. The Pr. DG shall however be at liberty to accept the same subject to a cut in rates or the firm on being called upon to do so rectified the error(s) at his own cost and to the satisfaction and within the time fixed by the Pr. DG. The decision of the Pr. DG in this regard shall be final and binding on the firm/agency.
- b. The time specified for delivery is completion of the order shall be strictly adhered to and deemed to be the essence of the contract. The Pr. DG shall be entitled their opinion either (a) to cancel the order (b) to recover from the firm/agency as agreed liquidated damages and not by way of penalty an amount up to 10% of the contract price for the delay or any other region. The decision of the Pr. DG as to whether the delay was or was not beyond the control of the firm/agency and as to the amount of liquidated damages to be recovered from the firm/agency shall be final and binding on the firm/agency. In the event of action to be taken under (a) above the cancellation of the order will be without prejudiced to the right of the Government to recover from the firm/agency any loss incurred thereby and the firm/agency will not be entitled for any compensation for such cancellation.
- c. The firm/agency shall take every care to see that work or any portion thereof does not fall into unauthorized hand. The work is carried out by authorized and competent personal.
- d. The inks of Digital prints, Flex prints or other material used shall retain their colour strength as specified on pre-page. Undue fading deterioration in quality before this period shall be considered adequate cause for invoking clause 1 above. The decision of the Pr. DG, DFP shall be final and binding on the firm/agency.
- e. Similarly delivery of services using SMS, electronic devices data card etc. should also conform to specified standards. Unsatisfactory or incomplete deliverables would need to be rectified at the cost of bidder
- f. The Pr. DG, DFP may rescind the contract by notice in writing.
  - i. If the firm/agency assign or sublet the contract without the written approval of the Pr. DG.
  - ii. If the firm/agency or their agent's or servants shall (a) be guilty of fraud by in respect of the contract or any other contract entered into by them with the Government or (b) directly or indirectly give, promise or offer any bribe, gratuity, gift, loan, perquisites or advantage pecuniary or otherwise to any Officer or person in the employment of the Government in any relating to such officers or persons officer or employment.
  - iii. If the firm/agency decline, neglect or delay to comply with any demand or requisition or in any other way fail to perform or observe any condition of this contract.
  - iv. If the firm/agency becomes insolvent or apply for relief as insolvent debtor or commence any insolvency proceeding or make any compensation with their creditors or attempt to do or in case of the suppliers being registered company any order be duly made or any resolution be duly passed for the winding up of the company.

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In these cases of such recession the Security Deposit as well as PBG shall stand forfeited to the Government and be absolutely at the disposal of the Government without prejudice to any other remedy that the Government may have.

- g. If any time after the acceptance of the tender, the Government shall for any reason whatsoever not required the whole or part of the job to be carried out the Pr. DG, DFP shall give notice in writing of this fact to the firm/agency who shall have no claim to any payment or compensation or otherwise, however, on account of any profit or advantage which he might have derived from the execution of the job in full but which he did not derive IN CONSEQUENCE OF THE FORE CLOSING THEREOF. In such a foreclosure is done before the supplier has commenced the work, he will not be entitled to any compensation whatsoever. If, however, the firm/agency has commenced the work before such fore closure the Pr. DG, DFP shall decide what sum shall be paid to the firm/agency as charges or compensation for the work already done and her decisions in this behalf shall be final and binding on firm/agency.
- h. If during the currency of the contract the specification of any articles/design to be supplied to be changed, the firm/agency shall continue to supply the same article or articles in accordance with the new specification at a rate to be decided by the Pr. DG, DFP.
- i. A person signing the tender form or any document forming part of the contract on behalf of the another shall be deemed to warrant that he has authority to bind such other and if on enquiry, it appears that the person so signing has no authority to do so, the Director may, without prejudice to other civil and criminal remedies, cancel the contract and hold the signature liable for all costs and damages.
- j. The tender shall hold good for a period of three years from the last date fixed for its submission.
- k. The DFP shall not be responsible for any loss of securities or for any depreciation in the value of securities which in their charges or for loss of any interest thereof. In the case of Bank deposit receipt, the Government shall not be responsible for the loss that may result on account of the failure of the bank.
- l. Refund of Performance Bank Guarantee: On the performance and completion of the contract in all respect and on return in good condition of any art work sample as or other property belonging to Pr. DG, DFP which may have been issued to the agency, the Performance Bank Guarantee if not already forfeited, will be returned to the agency.
- m. Recovery from the Agency: Wherever under the contract any sum of money shall be recoverable from or payable by the agency, unless agency pay the same on demand, the Government shall be at liberty to deduct the same from any sum then due or which at any time thereafter may become due to the firm/agency under the contract or under any other contract with the Government or from his security deposit.
- n. The Government reserves the right to carry out a post payment audit of the firm/agency's bill including all supporting vouchers. The Government further reserves the right as a result of such a check by any or all of the methods prescribed above.
- o. The Pr. DG, DFP may authorize such officers as he/she may wish to operate the contract on behalf of the Government and the firm/agency will accept and carry out instructions given by such officers in connection with the contract as if these were issued by the Pr. DG, DFP.
- p. The Pr. DG, DFP has the power to accept or reject any tender without assigning any reason, therefore and is not bound to accept the lowest or any tender.