

REQUEST FOR PROPOSAL

BECIL/ DFP/ Impact-Analysis/ RFP/2016-17/02

February 10, 2017

Appointment of Agency for
“Impact Analysis of Inter-Personal Communication Campaigns
Carried out in the states of Karnataka, Rajasthan and Tamil Nadu for DFP”

Broadcast Engineering Consultants India Ltd. (BECIL) an ISO 9001:2008 certified, Mini Ratna public sector enterprise of Government of India under Ministry of Information and Broadcasting intends to appoint an Impact Analysis Agency for conducting impact analysis study of Inter-Personal Communication Campaigns carried out in the states of Karnataka, Rajasthan and Tamil Nadu for Directorate of Field Publicity.

Accordingly, BECIL invites Requests for Proposal (RFP) from interested agencies for the same.

The RFP document providing the scope of work, pre-qualification and technical criteria, terms and conditions including evaluation criteria and application fee are available on the web-sites www.becil.com and www.tenders.gov.in.

The schedule for receipt of the application is as follows:-

- | | | | |
|------|---------------------------------------|---|---------------------------------------|
| i) | Issue of RFP notification | : | February 10, 2017 |
| ii) | Receipt of queries from bidders | : | February 16, 2017 |
| iii) | Response on queries / pre-bid meeting | : | February 20, 2017 |
| iv) | Submission of proposals | : | February 27, 2017 by 1300 Hrs. |
| v) | Opening of technical bids | : | February 27, 2017 at 1530 Hrs. |
| vi) | Presentation by bidders | : | To be intimated |
| vii) | Opening of Financial bids | : | To be intimated |

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

Reputed and interested agency(cies) may download the RFP from the above website and send in their response to *Mr. W. B. Prasad, General Manager, Broadcast Engineering Consultants India Ltd., 56-A/17, Block-C, Sector-62, Noida-201 307 (U.P).*

RFP document can be downloaded from the web-sites www.becil.com or www.tenders.gov.in 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.

Along with technical bid, the Bidder shall ensure submission of proof of payment for fee of INR 10,000/- (non-refundable) for purchase of tender document in the form of cash receipt or bank draft for tender documents downloaded from site otherwise bid is liable to be rejected.

-sd-
General Manager

RFP No.BECIL/ DFP/ Impact-Analysis/ RFP/2016-17/02

Dated: February 10, 2017

**Request for Proposal for Appointment of Agency for
“Impact Analysis of Inter-Personal Communication Campaigns
Carried out in the states of Karnataka, Rajasthan and Tamil Nadu for DFP”**



BROADCAST ENGINEERING CONSULTANTS INDIA LTD

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TABLE OF CONTENTS

1. General

- 1.1. RFP Schedule and Critical Dates
- 1.2. Background & Procedure for submission of bids
- 1.3. Terms & Conditions related to RFP
 - 1.3.1. Tender Fee & EMD
 - 1.3.2. Prices
 - 1.3.3. Invoicing and Payment Schedule
 - 1.3.4. Timelines
 - 1.3.5. Performance Bank Guarantee
 - 1.3.6. Penalty
 - 1.3.7. Bid Preparation
 - 1.3.8. Bid Opening
 - 1.3.9. Bid Evaluation
- 1.4. Eligibility Criteria & Technical Requirements
- 1.5. Insurance
- 1.6. BECIL Obligations
- 1.7. Confidential Information and Trade Secrets
- 1.8. Compliance with Laws
- 1.9. Indemnity
- 1.10. Force Majeure
- 1.11. Arbitration - Settlement of Disputes
- 1.12. Supplier code of conduct and business ethics
- 1.13. Bidder's Information
- 1.14. Proforma I: Eligibility Criteria
- 1.15. Proforma II: Technical Criteria
- 1.16. Proforma III: Tentative Marks Distribution

2. Scope of work

- 2.1. Background
- 2.2. Objective of Impact Assessment Study
- 2.3. Scope of Work for conducting Impact Assessment Study

3. Annexure

- 3.1. **Annexure-I** – Detailed Scope of Work for IPC
- 3.2. **Annexure-II** – Technical Proposal Submission Format
- 3.3. **Annexure-III** – Financial Proposal Submission Format

Request for Proposal for Appointment of Agency for
“Impact Analysis of Inter-Personal Communication Campaigns
Carried out in the states of Karnataka, Rajasthan and Tamil Nadu for DFP”

1. General Conditions of RFP

1.1. RFP Schedule and Critical Dates

RFP tentative schedule and critical dates are shown below:

- | | | | |
|------|---------------------------------------|---|---------------------------------------|
| i) | Issue of RFP notification | : | February 10, 2017 |
| ii) | Receipt of queries from bidders | : | February 16, 2017 |
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| vii) | Opening of Financial bids | : | To be intimated |

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

1.2. Background and Procedure for submission of bids

The RFP is for inviting bids from the reputed expert agencies to carry out the impact assessment study on the inter-personal communication campaigns to be carried out in the identified districts of three states (Karnataka, Rajasthan and Tamil Nadu) on behalf of Directorate of Field Publicity (DFP). These communication campaigns are to be carried out in the states of Karnataka, Rajasthan and Tamil Nadu (in February / March 2017) by the selected agencies to whom Work order is to be placed by BECIL on behalf of DFP. The Inter Personal Campaign to make aware the different sections of population like; farmers, women, youth, and marginalised sections about the various schemes launched by the central Government for them is to be carried out through one/two day events organised by the two campaign agencies mainly in rural areas as per planned schedule. **The Impact Analysis survey will comprise of two stage survey; first pre-event survey and then post event survey to determine the increase in awareness about the schemes and effectiveness of campaign for different target groups.**

The RFP involves submission of Technical Bids and Financial Bids in separate envelopes for each of the state. First the Technical bids will be opened and evaluated. Those bidders who qualify technically, their financial bids will be opened. The selection of the successful bidder will be based on the highest marks on the bases of Composite Score.

- 1.2.1. The **proposals are to be submitted on two-bid basis with separate technical and financial bids, separately for state of Karnataka, Rajasthan and Tamil Nadu**, sealed in separate envelopes clearly marked on the

respective envelopes and then submitted in a sealed cover clearly marked “*Bid for carrying out the Impact Analysis study of Inter-Personal Communication Campaigns carried out in the states of Karnataka/ Rajasthan/ Tamil Nadu for Directorate of Field Publicity (DFP): Submission Date: Feb. 27, 2017*”.

1.2.2. 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.)**

1.2.3. Bids should reach the above address **on or before 1300 hours on February 27, 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.

1.2.4. Bids shall be **opened on the same day at 1530 hours** in the presence of bidders who may choose to be present.

1.2.5. All bids are to remain valid for a period of 12 (Twelve) months from the last date of submission.

1.2.6. Queries, if any, regarding bids should be submitted in writing to the RFP/ Project Coordinator (Mr.PankajGiri, AM) in writing on the above address, or via e-mail to pankajgiri@becil.com before February 16, 2017 by 1500 Hrs. It is the responsibility of bidder to check BECIL website www.becil.com for updated information. No queries will be entertained after due date.

1.2.7. 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 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.

1.2.8. BECIL reserves the right to modify and amend any of the stipulated condition/criterion depending upon project priorities via-a-vis urgent commitments.

- 1.2.9. BECIL reserves the right to alter/ modify the scope of work mentioned in this RFP document at any state of the bidding process. BECIL/DFP also reserves right to increase or decrease the survey sample size/ district under consideration / event sites for survey.
- 1.2.10. 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.
- 1.2.11. BECIL reserves right to seek any clarifications on the already submitted bid documents; however no fresh documents shall be accepted in support of bids.
- 1.2.12. 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.
- 1.2.13. 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.
- 1.2.14. 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.

1.3. Terms and Conditions related to RFP

1.3.1. Tender Fee& Earnest Money

- a) RFP Document Fee of **INR 10,000/-(Indian Rupees Ten Thousand Only)** is payable by each bidder 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 bidder 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.
- d) Each bidder is required to submit **INR 1,50,000/- (Indian Rupees One Lakh and Fifty Thousand 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

- e) Bids received without EMD will be rejected without seeking any clarification from the bidder.
- f) No interest is payable on the EMD submitted by the bidder
- g) EMD of successful bidders shall be returned after the issuance and acceptance of Letter of Intent (LOI)/ Work Order (WO) and submission of a Performance Bank Guarantee in the form of bank guarantee. This PBG will be released after the completion and execution of all the work orders issued under this RFP to the satisfaction of BECIL/DFP, whichever is later.
- h) Bidder is required to submit the separate EMD for each of the state for which bids are submitted.
- i) The EMD can be forfeited if a bidder:
 - i. Withdraws its bid during the period of bid validity.
 - ii. Fails to accept work orders issued in its favour for execution, and / or violates the tender terms and conditions of the contract 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 bidder found to be wrong or any material information is not disclosed by bidder.
- j) Refund of EMD shall take place only for the following conditions:
 - i. In the case of those bidders, whose bids do not qualify, the EMD will be refunded without any interest accrued.
 - ii. In case of those bidders whose bids are accepted for issuance of LOI/ Work Order, EMD of such bidders will be refunded on receipt of Performance Bank Guarantee.

1.3.2. Prices

- a) The bidder shall indicate the prices in Indian Rupees only.
- b) Unit and total prices of services offered should be quoted with breakup of all applicable taxes and duties, and all other cost incidental thereto as per Financial Proforma.
- c) Prices quoted by the bidder shall be fixed. Bids submitted with adjustable price quotations will be rejected.
- d) The bidder should submit the quote as per format given in **Annexure-II**.

1.3.3. Invoicing and Payment Schedule

Invoice shall be prepared in the name of “Broadcast Engineering Consultants India Limited, 14-B, Ring Road, New Delhi 110002” and sent to BECIL at Noida.

Payment Schedule

- a. Mobilization Advance of 20% on submission of additional Bank Guarantee of equivalent value (20%) after placement of LOI/ Work Order,
- b. 20% on completion of 50% of the order i.e., completion of impact analysis and submission of interim reports,
- c. Further, 20% on completion of impact analysis of another 20% of the order and submission of interim reports
- d. The final 40% will be released after the completion of the study and submission of Final acceptable report on the impact analysis.

1.3.4. Time Lines

The time for completion of the impact analysis study of campaigns in all three states would be two months. This may be extended by the client based on requirements.

1.3.5. Performance Bank Guarantee

- a) Successful bidder 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 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 shall be required to submit PBG within 7 days of issuance of Letter of Intent (LOI)/Work Order by BECIL.
- d) In the event of default in submission of PBG within the stipulated time, the vendor 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 **30 (thirty) 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 LOI/WO.

1.3.6. Penalty

- a) If at any future point of time it is found that the bidder has made a statement which is factually incorrect or if the bidder 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 bidder and / or debar the bidder from bidding prospectively for a period as decided by the BECIL or take any other action as deemed necessary.
- b) The successful bidder 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 bidder liable for penalty at the rate as mentioned in the following paras.
- i. The successful bidder shall render the services strictly adhering to the Milestones as described in the Work order. Any un-excused delay by the bidder, in the performance of its obligations, shall attract Penalty at the rate of 0.5% of the total value of the Work Order per week of delay subject to a maximum of 5% of the work order value. Beyond 30 days (or 5% penalty), BECIL will have the option of getting the work done through alternate sources at the cost and risk of the defaulting bidder.
 - ii. The successful bidder shall not refuse to accept BECIL Work Order under any pretext. The bidder 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 bidder encounter conditions impeding timely performance of the ordered services, the bidder shall promptly notify BECIL in writing of the fact of the delay, its likely duration and its cause(s).

1.3.7. **Bid Preparation**

The main envelop of the bid should include the following:

- i) Separate bids may be submitted for each of the 3(three) states
- ii) Proposal Submission format as per **Annexure-II**
- iii) Tender Fee envelop
- iv) Individual Envelopes with separate EMD amount for each of the state clearly marked the **Name of State on top of cover**.
- v) Sealed envelope with signed copy of the **technical bid**.
- vi) Individual sealed envelopes with signed **financial bid** for each state clearly marked the **Name of State on top of cover**.
- vii) Any additional information as considered relevant by the bidder.

1.3.8. **Bid Opening**

- a) The sealed covers containing Tender Fee & EMD only will be opened in the first instance in the presence of representatives of the bidders at BECIL Bhawan, BECIL Corporate Office, Noida
- b) The sealed covers containing technical bid will be opened after opening of Tender Fee & EMD Envelops in the presence of representatives.
- c) **One authorized representative** of each of the bidder would be permitted to be present at the time of aforementioned opening of the bids.

1.3.9. **Bid Evaluation**

No enquiry shall be made by the bidder(s) during the course of evaluation of the tender, after opening of bid, till selection of the technically qualified 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.

Only those bids will be evaluated which will fulfil the Pre-Qualification criteria. Non-compliance to Pre-Qualification criteria will result in the rejection of bids by BECIL.

Weightage to technical and financial: 70-30

a) Pre-Qualification Evaluation

- i. The Bidders are requested to furnish documents to establish their eligibility (indicating the reference page number in the bid against the proofs submitted) for each of the items given in **Proforma-I: Eligibility Criteria**. If a bid is not accompanied with all necessary documents, it may be summarily rejected.
- ii. Tender Evaluation Committee (TEC) will be created for bid evaluation on the basis of parameters as indicated in the RFP document.
- iii. 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.

b) Technical Bid Evaluation

- i. Technical Bids of qualified bidders will be evaluated based on the parameters as per **Proforma-II: Technical Criteria**.
- ii. A duly constituted Tender Evaluation Committee (TEC) will shortlist Technical Bids on the basis of technical parameters as indicated in the RFP document.
- iii. At any time during the evaluation of the Technical Bids, the TEC may ask the bidder(s) to provide a live demonstration / presentation of the work experience submitted in the form of the technical bid.
- iv. TEC will examine the bids to determine whether they are complete, whether required information have been provided as underlined in the bid document, whether the documents have been properly signed, and whether bid documents are generally in order.
- v. BECIL has the option to ask the agency(ies) for a technical presentation/site visit in a short notice.
- vi. Reasons for rejecting a tender/bid will be disclosed to a bidder only where enquiries are made
- vii. Qualified bidder(s) will be identified, based on the Technical Bid as per format given in **Proforma-III: Marks Distribution**
- viii. Cut off to qualify for financial round: 70 (absolute technical score). Score of firms that meet cut off will be normalized, with highest scoring firm getting 100

c) Financial Technical Bid Evaluation

- i. Financial bid needs to be quoted separately for Karnataka, Rajasthan and Tamil Nadu State.
- ii. Bidders should quote financial fees and out of pocket expenses as a lump sum (in Indian rupees) for Karnataka / Rajasthan / Tamil Nadu. Bid Amount should include all expenses which bidder may incur while executing the assignment, including Travel, Boarding & Lodging as required, but exclude all taxes. Applicable Taxes to be shown separately.
- iii. Comparison will be on the basis of the total lump-sum quoted, i.e. Bid Amount for each state i.e. Karnataka or Rajasthan or Tamil Nadu.
- iv. To arrive at the financial score, the bidder's quotation will be normalized on the basis of the lowest quote of the qualifying bidder.

d) Selection of Successful bidder / Calculation of Composite Score

- i. 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%
- ii. Cut off to qualify for financial round: 70 (absolute technical score)
- iii. **The selection of the successful bidder will be based on the highest marks on the basis of Composite Score.**
- iv. The Work Order will be issued to the successful bidder state-wise for conducting the impact analysis study.
- v. **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]
		Highest Marks 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)
A	B	C	D	E	F

1.4. Eligibility Criteria and Technical Requirements

The eligibility criteria and technical requirements of BECIL are mentioned below:

- 1.4.1. Eligibility Criteria are given in the **Proforma-I: Eligibility Criteria** and it must be filled up.
- 1.4.2. Technical Requirements are given in the **Proforma-II: Technical Criteria** and it must be filled up.
- 1.4.3. Documentary evidence for compliance to each of the eligibility & technical criteria must be enclosed along with the bid.
- 1.4.4. If the bids are not accompanied by all the requisite supporting documents, the same would be rejected.

1.4.5. Undertaking for subsequent submission of any of the required document will not be entertained under any circumstances.

1.5. Insurance

Successful bidder(s) shall take out and maintain, at their own cost, insurance against the risk for conducting the impact assessment study surveys, on BECIL/DFP's request the bidder(s) shall show that such insurance has been taken out and maintained.

1.6. 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 bidder/bidders or any obligations to inform to the affected bidder/bidders of the grounds for BECIL's action. Bidders are however free to address their queries on bidding conditions, bidding process and/or rejection of their bid by addressing appropriate communication addressed to Sh. W.B. Prasad, General Manager (BECIL) for requisite information.

1.7. Confidential Information And Trade Secrets

1.7.1. In connection with the services, which bidder(s) will be providing under this RFP, the bidder(s) 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.

1.7.2. The bidder(s), 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/DFP, excepting any information as may be required by law, or any regulatory authority for the parties to perform its obligations under this RFP or such information may come into the public domain otherwise than by a breach of this Agreement.

1.7.3. The parties further agree that upon expiration or termination of this Agreement, they will promptly deliver to each other all materials in its or its employees' possession or control containing such confidential information.

1.7.4. 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.

1.8. Compliance With Laws

1.8.1. Bidder(s) 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.

- 1.8.2. Bidder(s) 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.

1.9. Indemnity

- a) The bidder(s) shall indemnify the BECIL/DFP 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/ DFP stand indemnified from any claims that the hired manpower / bidder's manpower may opt to have towards the discharge of their duties in the fulfilment of the work orders.
- c) BECIL/ DFP also stand indemnified from any compensation arising out of accidental loss of life or injury sustained by the hired manpower / bidder's manpower while discharging their duty towards fulfilment of the work orders.

1.10. 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 a bidder, 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.

1.11. 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/DFP regarding any matter under the work order placed; agency and BECIL/DFP 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 1.11 (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 bidder, 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 bidder. 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.

1.12. 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;

Chairman and Managing Director : george@becil.com

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

1.13. Bidder's Information

1.	Name of Agency	
2.	Address	
3.	Year of establishment	
4.	A profile of the agency clearly declaring the domain specific expertise/experience of the agency	
5.	Profile of key persons of organizations having relevant domain knowledge who would be assigned with the drawing up and overseeing the implementation of the study.	
6.	Key achievements of the organization	
7.	Details of experience working with government projects	
8.	Whether registered for sales tax purposes. If so, mention TIN number and date.	
9.	Provide Permanent Account Number (PAN). Furnish copies of last 3 year income tax return copies.	
10.	Annual turnover of the company Furnish copies of audited balance sheet and profit & loss account (audited) for the last three years i.e. 2013-14, 2014-15 & 2015-16.	
11.	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.	
12.	Status and details of disputes/ litigation/ arbitration, if any.	
13.	Name, Designation and address of the officer to whom all references shall be	

	made regarding this RFP	
14.	Contact details of Authorized signatory in reference to this RFP	

Place:

Date:

Signature of the Bidder

1.14. Proforma I: Eligibility Criteria

S.No.	Specific Requirement	Documentary Proof to be submitted	Compliance (Yes/ No)
I	Registration Details		
	1. Legal Entity		
	a. Bidder should be a registered company under Indian Companies Act, 1956 and should have been in existence for a minimum of 5(Five) years as on 31 th December 2016	Copy of Certificate of Incorporation or registration certification along with Memorandum and Articles of Association	
II	Certifications		
	1. Mandatory Certifications		
	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	
III	Financial Criteria		
	1. Tax registration/ clearance		
	The bidder should have registered	Copies of each of the documents	
	a) Service tax No.		
	b) PAN No.		
	c) TAN No.		
	d) Last 3 Year copy of acknowledgement of Income Tax return filed		

S.No.	Specific Requirement	Documentary Proof to be submitted	Compliance (Yes/ No)
	e) Copy of EPF Registration Certificate		
	f) Copy of ESIC Registration Certificate		
2.	Solvency		
	Should not be insolvent, in receivership, bankrupt or being wounded 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 40,00,000.00 (INR Forty Lakhs) from bank with which the bidder operate a Current Account	
3.	Business turnover		
	i) Bidder should have an annual turnover of INR 2 Crores in each of the last three consecutive financial years i.e. 2013-14, 2014-14 & 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 three consecutive financial years i.e. 2013-14, 2014-14 & 2015-16. In this clause the Profit means Profit Before Tax.		
4.	Net Worth		
	The company 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.	

1.15. Proforma II: Technical Criteria

S.No.	Specific Requirement	Documentary Proof to be submitted	Compliance (Yes/ No)
I	Experience		
1.	Work Experience in Social & Developmental Communication or rural outreach		
a.	The bidder must be engaged in similar kind of work in India; During last 2 years, bidder/agency must have successfully completed at least two similar kinds of projects with value INR 20 Lakhs each or above in the field of impact analysis/ impact assessment/ program evaluation of projects of Government/ NGOs in rural/ semi-urban areas.	Copy of work order and performance certificate from the customer as of 31.12.2016 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	
2.	Past Experience		
a.	The bidder/ (any member of the Consortium) must have covered One Thousand (1,000) villages/ semi-urban areas or sample size of Ten Thousand (10,000) households with in single state in a single project in last Three (3) years	Copy of work order and performance certificate from the customer as of 31.12.2016 should be submitted (with details including the name and contact of the customer), clearly stating the fact that the services has been satisfactory.	
b.	The bidder/ (any member of the Consortium) must have covered Three Thousand (3,000) villages/ semi-urban areas or sample size of Thirty Thousand (30,000) households across the country in a three/four project in last Three (3) years.		

S.No.		Specific Requirement	Documentary Proof to be submitted	Compliance (Yes/ No)
			Phase Completion Certificate from client i.e. Services that are currently running for more than six months will also be considered	
	3.	Human Resource		
	a.	The bidder must have a minimum strength of 5 professionals on their permanent rolls, out of which minimum 2 experienced professionals in the area of research / survey / impact analysis of such projects.	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	
II		Project Specific Requirement		
	1.	Network & Infrastructure / Local Presence		
		The bidder/ (any member of the Consortium) should have their presence in Delhi/NCR and 2 major cities or capitals of states where this proposed impact assessment will be conducted.	Proof of existing office or Undertaking in Letter Head to set up the same	
	2	Methodology & tools		
		A detailed write up on the creative ideas/ tools to be used to carry out surveys and impact analysis in an effective and efficient manner and prepare interpretative reports etc. keeping in view of Scope of Work. For the data gathering from field and its evaluation, the agency will determine appropriate size for sampling and submit the proposal keeping in view all relevant aspects.	Text/ PPT/ Audio-Video material may be attached as supporting document.	

S.No.		Specific Requirement	Documentary Proof to be submitted	Compliance (Yes/ No)
	3	Strategic Approach		
		a. The bidder intending in carryout the impact analysis would be required to formulate suitable strategy and methodologies/ detailed plan to achieve this and carryout the impact analysis in a time bound manner keeping in view of Scope of Work.	Text/ PPT/ Audio-Video material may be attached as supporting document.	
		b. Sampling Methodology, Sample Size and the Parameters on which data will be collected both for pre-event and post event stage and analysed to meet the objective of the campaign The bidding firm would be required to give details of their approach and methodology as well as rationale for data sampling along with deliverables in their technical proposal.		

Brief details of following are also to be submitted by the bidding firm for Creative Idea& tools and Strategic Approach.

- Method of data collection: Individual interviews/group discussions etc.
- Structured questions/evaluation forms/interactions.
- Mechanism for Online data collection and then its communication to central point for analysis.

1.16. Proforma III: Tentative Marks Distribution

S.No.	Specific Requirement	Max. Marks	
I	Financial Criteria	10	
1	Business turnover		
	Turnover between INR 2 Crores to INR 5 Crores (Max.Marks7)		
	Turnover more than INR 5 Crores (Max. Marks 10)		
II	Experience		
1	Work Experience in Impact Analysis of projects in rural areas	10	
	Project (20 Lakhs Value) in last 2 years		
	2 Nos. (Max. Marks 7)		
	More than 2 Nos. (Max. Marks 10)		
2	Past Experience in Last 3 years		
	Coverage in Single State in a single Project	5	
	1,000 villages/ semi-urban areas or sample size of 10,000 households (Max. Marks 4)		
	More than 1,000 villages/ semi-urban areas or sample size of 10,000 households (Max. Marks 5)		
	Coverage in Across Country in a 3/4 Project	5	
	Coverage of 3,000 Villages/ semi-urban areas or sample size of 30,000 households (Max. Marks 4)		
	More than 3,000 Villages/ semi-urban areas or sample size of 30,000 households (Max. Marks 5)		
3	Human Resource		
	Minimum 5 Professional on roll	5	
	Between 3-5 Professionals (Max. Marks 4)		
	More than 5 Professionals (Max. Marks 5)		
	Out of above professionals Minimum 2 experienced professionals (rural survey)	5	
	Between 1-2 Professionals (Max. Marks 4)		
	More than 2 Professionals (Max. Marks 5)		
III	Project Specific Requirement		
1	Network & Infrastructure/ Local Presence	5	
	At Delhi /NCR/ state under reference		
	Undertaking for establishment of Office (Max. Marks 4)		
	Existing Office (Max. Marks 5)		
2	Understanding the assignment Objectives	10	
3	Work Plan	5	
4	Methodology & tools	20	
5	Strategic Approach	20	
	Total	100	

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. Back Ground and Scope of Work

2.1. Background

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.

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 agencies with experience of conducting rural communication activities have been engaged to supplement the activities of DFP. The agencies are to carry out the communication campaign as per requirements of DFP. The communication strategy and the plan for the agencies is to be integrated with the overall communication strategy of the Government of India and include:

- 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 mobile telephony apps & social media platforms.
- Providing feedback on success stories as well as difficulties being faced by rural population in accessing benefits of the schemes.
- Coordination with local State Government officials who are responsible for implementation of the schemes for their participation in the rural events.

2.2. Objective of Impact Assessment Study

Shortlisted bidder(s) shall have to undertake Impact Assessment Study / monitoring of the Inter-Personal Communication Campaigns being organized in the identified districts of Karnataka, Rajasthan and Tamil Nadu. The Impact Assessment Study will be conducted to assess impact, quality and effectiveness of the Inter-Personal Communication Campaigns and identify the gaps, if any, and recommend corrective measures.

The broad objectives of Impact Assessment Study are to:

- a) Evaluate the extent of reach / exposure and relevance for each target groups specific to the campaign.
- b) Evaluate target groups, different population strata, rural population, college students, women, senior citizens etc. as the case may be recall comprehension and appeal of the theme of the campaign executed.
- c) Assess the impact, effectiveness and quality of the appropriate methodology adopted for IPC Campaigns and suggest / recommend measure for corrective action.
- d) Identify the communication gaps if any.

2.3. Scope of Work for conducting Impact Assessment Study

BECIL/DFP have mounted an Inter-Personal Communication Campaign to increase the awareness of ***Government Schemes for farmers, women, youth and marginalized population***. Under a pilot project phase-II identified agencies have been engaged to carryout Inter-Personal Communication in identified districts of 3 states. This is intended to help extend rural outreach of DFP and supplement its objective of reaching a larger number of poorest and marginalized populations in these states within a time bound programme. Under this Pilot project (Phase-II) around 900 events are proposed to be organized in 17 districts (as per details below) to increase awareness about Government schemes and initiatives.

States	Tamil Nadu	Karnataka	Rajasthan	Total
No. of Districts	1	15	1	17
No. of EVENTS in each Dist.	60	50	90	
Total No. of EVENTS	60	750	90	900

These events are being organized by the agencies M/s Encompass Events (P) Ltd. (Karnataka and Rajasthan) & M/s GroupM Media India (P) Ltd. (Tamil Nadu). The scope of work and the deliverable from the agencies to carrying out the Inter personal campaign is attached as **Annexure-I**. Details of the schemes and route map for IPC campaign events will be provided with the work order.

The effectiveness of these Inter-Personal Communication Campaigns (events) by identified agencies is to be assessed and evaluated through systematic Impact Analysis which is to be carried out by suitable Impact Analysis agencies appointed under this RFP.

The impact analysis is to be carried out through quantitative and qualitative assessment of the Inter-Personal Communication Campaigns (events) which are to be carried out by the agencies, M/s GroupM and M/s Encompass in respective areas.

The impact analysis is to be carried out on priority basis through sample survey and interaction with the target population/intended beneficiaries to understand as to how and to what extent IPC Campaign has met its objective in increasing the awareness about Government Schemes. It would also include how effectively each agency has been able to carry out the Inter Personal Campaign in their areas?

The survey, at a particular event site in the state of Karnataka, Rajasthan and Tamil Nadu, for Impact Assessment is required to be organized at 2 (two) stages:

- 1) **Pre-Event Survey and**
- 2) **Post-Event Survey**

to determine the increase in awareness and effectiveness of the campaign.

While carrying out the data collection and the impact analysis of IPC Campaigns (events), following points may be kept in view:

- a) Since the time available for impact analysis is short the online data collection from the field using mobile terminals may need to be deployed.
- b) The schedule for carrying out the impact analysis would need to be drawn up in consultation with the IPC Agencies carrying out the Inter-Personal Communication Campaign in the field.
- c) Selection of districts and locations for carrying out the sample surveys would need to be carefully decided to obtain a fairly good representative data to determine the impact in a cost effective manner and keeping in mind the time schedule and time available.

1) Scope of Work for Pre-Event Survey

The pre-event survey is to be conducted to ascertain the awareness about the Government schemes and document the base line report of the existing awareness about the Government schemes among the targeted group of population strata.

Successful Bidder is required to furnish the response of base-line survey done in real-time basis to BECIL/ DFP and submit the base-line report.

The following key points may be kept in view for pre-event data collection:

- a) Pre-event survey as per the demographic of identified regions
- b) Sampling should be made as per the census records
- c) The target group for the survey will be different sections like Women, Youth, Poor, Farmers etc.

2) Scope of Work for Post-Event Survey

The post-event survey will be conducted for checking awareness about Government Schemes particularly in reference of participants who attended the events.

The following key points may be kept in view for post-event data collection:

- a) Both quantitative and qualitative data in this regard would be collected and analyzed to assess the impact on awareness of Government schemes.
- b) Preparation of interpretative reports as specified in the deliverables.

Deliverables of the Successful Bidder(s):

- a) Impact Assessment of IPC Campaigns through sample data collection in the respective target areas of the events.
- b) Interaction with the target population for assessment of IPC Campaigns
- c) Sample size should be representative enough of each target group.
- d) Conducting Pre-event Survey
- e) Preparation and submission of base-line survey for chosen events.
- f) Conducting Post-event survey report.
- g) Analyze responses through field visits to meet the sample target group in consultation with BECIL/ DFP and submit a consolidated report for chosen events. The report would, inter alia, include the following:
 - Comprehension of the message disseminated through the campaign, by the people and retention of the message in their memory of each target group.
 - Ability to cut through clutter
 - **Recall:** Story, tagline, and likeability
 - **Interpretation:** Message comprehension
 - **Engagement/ Involvement:** Recall of specific elements of the advertisement
 - **Impact:** Is the message effective enough to influence attitude and activities.

- h) Submission of the interpretative report of each of the identified districts regarding the survey.
- i) Final report regarding quality and effectiveness of the Inter-Personal Communication Campaigns and
- j) Process evaluation and assessment of gaps (if any) between the achievement and expectations based on data collected through surveys conducted in general public for impact assessment and recommend corrective measures.
- k) To assess the relevance and impact / influence of the campaign in the context of various Government Schemes.
- l) The report should clearly contain suggestions if any on reforming / modifying the campaigns so as to help the DFP/BECIL to attain its objectives of spreading awareness.

List of quantitative and qualitative instruments which will be used to conduct the impact assessment (Assessment of Benefit to the Community (Vulnerable and marginal groups))

ACTIVITIES	INDICATORS
Rally (quantitative and qualitative aspects)	<ol style="list-style-type: none"> 1. No. of Rallies 2. Participation of school students and college 3. Time spent on the Rally 4. Activities undertaken in the Rally 5. Messages released through Rallies
Cultural Programme (quantitative and qualitative aspects)	<ol style="list-style-type: none"> 1. Use of Local Languages 2. Type of programmes 3. Measurement of Participation- Number and reaction to the programme 4. Interview of Audience 5. Reaction of Beneficiaries on message comprehension
Wall Paintings (quantitative and qualitative aspects)	<ol style="list-style-type: none"> 1. Content Analysis <ul style="list-style-type: none"> • Number of Wall paintings, location, • Analysis of messages displayed (Quality and its Effectiveness) 2. Exposure to messages by community
Out-reach programmes (quantitative and qualitative aspects)	<ol style="list-style-type: none"> 1. Attendance of people in these meetings 2. Topics for discussion 3. Topics for Quiz and Competition 4. Response of the target audience
Digital Mobile - 8 Videos (quantitative and qualitative aspects)	<ol style="list-style-type: none"> 1. Content Analysis of digital videos: <ul style="list-style-type: none"> • Topics covered in Videos • Duration of videos • Language and message 2. Record Community Responses to Videos

Overall impact assessment will measure the:

- (1) overall exposure of the community to important messages,
- (2) positive change in comprehension,
- (3) motivation and inclination and
- (4) uptake of services by vulnerable and marginal communities.

Structure of Final report

The final report should include:

- i. List of location and the demographic of the sample size of the total population chosen for the survey
- ii. Survey Pattern and date for conduct of survey
- iii. Sample details of target population for assessment of campaign/ initiatives chosen for evaluation
- iv. Questionnaire used to evaluate the impact and reach of campaigns / initiatives
- v. The report should clearly contain suggestions if any on reforming / modifying the campaigns so as to help the DFP/BECIL to attain its objectives of spreading awareness

Detailed Scope of Work and Deliverables

1. Detailed scope of work and list of Deliverables along with numbers and quantity

The agency will have to complete events as specified in the tables below, within a period of three months from the date of issue of the work order. The time period may be relaxed by BECIL based on justification due to unforeseen circumstances.

- The exact districts will be identified at the time of giving work order.
- There may be some variation in number of events per district depending on the population.
- DFP/BECIL reserves the right to award part or whole of the above geographical scope within each State.
- 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 1000 persons to be organized.
- The events per district can vary. It is the discretion of DFP/ BECIL.
- BECIL/DFP reserves the right to award full or part work as per requirement

Activities	Units
Day 1 (Pre event mobilization- In Morning)	
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
Day 2 (4-5 Hours of programme)	
Rural Outreach programmes	Minimum Attendance of 1000 participants
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)
Cultural programmes (in local language and context)	

Feedback / Public reaction	(Format to be provided by DFP)
Communication Materials	
Booklets	1000/ event(To be provided by DFP)
Posters	25/ event(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)
Innovative Activities : Digital and Mobile Telephony activities	
Video (Production) 40 seconds	8 videos to be produced.

Note: “8 videos to be screened during the event and dissemination to at least 500 persons per event.”

2. 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. The theme is “MERA DESH BADAL RAHA HAI, AAGE BADH RAHA HAI”.

3. 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.

4. 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.

TECHNICAL PROPOSAL SUBMISSION COVERING LETTER

To,
The Chairman and Managing Director,
Broadcast Engineering Consultants India Ltd
C 56, A/17, Sector - 62,
Noida-201307 (UP)

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.

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

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 Signature [In full and initials and attach authorization to represent the company]
Name and Title of Signatory
Name of Firm
Address

FINANCIAL PROPOSAL SUBMISSION COVERING LETTER

To,
The Chairman and Managing Director,
Broadcast Engineering Consultants India Ltd
C 56, A/17, Sector - 62,
Noida-201307 (UP)

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 State: _____ (*Specify the state name*)

S.No.	Sample Size	Total Rate (including taxes) for Impact Analysis per Event Location	
		Pre-Event	Post event
1.	Option 1: Sample Size: 0.5%		
2.	Option 2: Sample Size: 1.0%		
3.	Option 3: Sample Size: 2.0%		

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 Signature [In full and initials and attach authorization to represent the company]

Name and Title of Signatory

Name of Firm

Address