

RFP No: ELE. 68/ 2019/ PT - 1

Short Tender Notice
Request for Proposal (RFP)
For
Engagement of an Agency for Systematic Voters' Education and Electoral
Participation (SVEEP)
For
Election Department, Government of Assam

RFP No: ELE. 68/ 2019/ PT - 1

Date: 4th February 2021

**'C' Block, 4th Floor, Janata Bhawan,
Dispur, Guwahati – 781006, Assam**

Notice Inviting RFP

Election Department, Government of Assam, invites Request for Proposal (RFP) for engagement of an Agency for Systematic Voters' Education and Electoral Participation (SVEEP) for Election Department for laying down strategy, establishing Social Media Hub, and for managing various other media platforms for wider stakeholders outreach in general and citizen in particular to achieve its objectives for conducting free and fair election process.

The RFP tentative schedule and critical dates are shown below:

Sl. No	Events	Details
1	Date of issue of RFP	4 th February, 2021
2	Pre bid clarifications received by mail till	7 th February, 2021
3	Pre bid clarifications by E-Mail	9 th February, 2021
4	Last Date for submitting the bids	12 th February, 2021; 3:00 PM
5	Date and time for opening Technical bid	12 th February, 2021, 5:00 PM
6	Presentation	14 th February, 202, 3:00 PM
7	Date and time for opening Financial Bid	15 th February, 2021 3:00 PM
8	Announcement of the successful bidder and Award of Contract	17 th February, 2021
9	Venue of Submission of Bids	Office of Chief Electoral Officer, Election Department, C-Block, 4 th Floor, Janata Bhawan, Dispur, Guwahati-6, Assam
10	Subject Line for submission of proposal	Request for Proposal (RFP) For Engagement of an Agency for Systematic Voters' Education and Electoral Participation (SVEEP)
11	Contact details for submission of Pre-bid queries and other clarifications.	Office of Chief Electoral Officer, Election Department, C-Block, 4 th Floor, Janata Bhawan, Dispur, Guwahati-6, Assam email: ceo_assam@eci.gov.in
12	Bid document fee	Rs. 2000/- in the form of Demand Draft from Nationalized Bank / Scheduled Bank in favor of “Chief Electoral Officer, Assam”
13	Court fees stamp to be attached	Rs. 8.25

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14	Website/s for downloading the RFP document	http://ceoassam.nic.in
15	Procurement mode	Offline
17	Earnest Money Deposit	Rs. 25,000/- (Twenty-Five Thousand only) in the form of Demand Draft from Nationalized Bank / Scheduled Bank in favor of “Chief Electoral Officer, Assam”

Date: 4th February, 2021
Location: Guwahati:

Chief Electoral Officer
Election Department

Summary

In this age of digital communication, social media platforms are increasingly becoming popular amongst Government organizations/departments for dissemination of useful information, real time interaction with citizens/stakeholders, gathering of their views and feedback on various issues to support overall decision making process.

The Election Department of the State also believes that greater participation of the citizens and other stakeholders directly and indirectly associated with the election process are fundamental to conducting the election processes successfully. Therefore in order to achieve this, Election Department would like to implement Systematic Voters' Education and Electoral Participation program, better known as SVEEP, which is the flagship program of the Election Commission of India for voter education, spreading voter awareness and promoting voter literacy across the state.

SVEEP's primary goal is to build a truly participative democracy in state by encouraging all eligible citizens to vote and make an informed decision during the elections. The programme is based on multiple general as well as targeted interventions which are designed according to the socio-economic, cultural and demographic profile of the state as well as the history of electoral participation in previous rounds of elections and learning thereof.

To achieve above, CEO, Election Department intends to leverage few popular online Media platforms to bring efficiency and transparency in conducting the election processes in the State. The overall objective is to connect with the citizens and help them with required authentic information about election process and other services department offers so that stakeholders are able to get the authentic information efficiently and quickly anywhere & any time during the election process.

Department intends to engage a credible private agency through a competitive bidding process to lay down the campaign strategy and use social media online platforms as well as various other media contents such as videos, jingles, infographics, banners, booklets etc. to educate and engage various segments of citizen to achieve its objectives for conducting free and fair election process.

The shortlisted agency/bidder must have experience in media content writing, advertising, and preparing media products such videos, banners, jingles, slogans, posters etc. The broad scope of the work required to be performed by the agency has been mentioned at the later part in the RFP.

The agency must have in-depth knowledge and understanding of the Social Media role in the election ecosystem of the state, vision and mission of State Election Commission, and data privacy issues of the citizens, for providing better service to the citizens. The entire data will be stored/archived and the agency/bidder has the responsibility to provide and maintain the backup, storage and recovery mechanism. This is increase the public participation in the functioning of Government by bringing closer relationship with public at large.

1. RFP Schedule and Critical Dates

The RFP tentative schedule and critical dates are shown below:

Sl. No.	Event	Date
1	Date of issue of RFP	4 th February, 2021
2	Last of submission of pre-bid queries by email	7 th February, 2021 by 5:00 PM
3	Last date of submission of bids	12 th February, 2021 by 3:00PM
4	Opening of Technical Bids	12 th February, , 2021 at 5:00 PM
5	Opening of Financial Bids	15 th February, 2021 at 3:00 PM
6	Venue of Submission of Bids	Hard copy to be submitted at Drop box at Election Department, Government of Assam 'C' Block, 4th Floor, Janata Bhawan, Dispur, Guwahati – 781006, Assam. (The proposals shall be accepted on all working days between 10 A.M. to 5.00 P.M. till the closure date (On closure date only till 3:00 PM).

The tender document can be downloaded from websites - <https://ceoassam.nic.in>

No tender document will be accepted after the last date and stipulated time as mentioned above.

The issuer of the bid reserves the right to amend the tentative schedule dates at any point of time. It is the sole responsibility of prospective bidders to go through website <https://ceoassam.nic.in> from time to time for any updated information related to this RFP.

2. Instructions to the bidder**2.1 Procedure, Terms and Conditions**

- a. The proposal in details has is to be submitted on two bids basis i.e. Technical Bid and Financial Bid separately in offline mode. The bidders should seal and submit the bids in the address mentioned in this document.
- b. The hard copy of the proposal must be addressed as under and dropped in the Tender Box located at Office of the Election Department, Government of Assam, 'C' Block, 4th Floor, Janata Bhawan, Dispur, Guwahati – 781006, Assam. The envelope should be labelled as

“Bid Proposal for engagement of an Agency for Systematic Voters' Education and Electoral Participation (SVEEP) for Election Department, Government of Assam”.

- c. All bids shall remain valid for 180 days from the date of submission.
- d. While every effort has been made to provide comprehensive and accurate background information and requirements and specifications, bidders must form their own conclusions about the services required.
- e. 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 Election Department. Any notification of preferred bidder status by Election Department shall not give rise to any enforceable rights by the bidder. Election Department may cancel this public procurement at any time during the bidding process or prior to a formal written contract being executed without assigning any reasons thereof at its sole discretion and bidder must agree to abide by this.
- f. Election Department reserves the right to solicit additional information from bidders. Additional information may include, but is not limited to, past performance records, lists of available items of work etc.
- g. Election Department reserves the right to accept the whole, or part of or reject any or all bids without assigning any reasons; and to select the bidder(s) which, in the sole opinion, best meets the interest of the Government of Assam.
- h. Election Department reserves the right not to accept bid(s) from bidders resorting to unethical practices or on whom investigation/enquiry proceedings have been initiated by Government investigating Agencies/Vigilance Cell.
- i. All information contained in this RFP, or provided in subsequent discussions or disclosures, is proprietary and confidential. No information may be shared by the bidder with any other organizations/agencies/consultants.
- j. The bidder selected is not supposed to use its name, logo or any other information/publicity on content published on social media platforms of the Election Department, Government of Assam or its offices.
- k. All pages of the bid must be signed with a seal of the firm by the power of attorney holder i.e., authorized signatory of the bid.

2.2 Complaint Proposals/ Completeness of Response

- a. Bidders are advised to study all instructions, forms, requirements, appendices 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. Bidders must:
 - i. Comply with all requirements as set out within this RFP.
 - ii. Submit the forms as specified in this RFP and respond to each element in the order as set out in this RFP.
 - iii. Include all supporting documentations specified in this RFP.

2.3 Bidders Queries

- a. The Bidders will have to ensure that their queries reach Election Department by email at ceo_assam@eci.gov.in on or before 7th February, 2021 by 5:00 PM.
- b. The queries should necessarily be submitted in the following format in Spreadsheet:

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

- c. Election Department shall not be responsible for ensuring that the bidders' queries have been received by them. Any requests for clarifications post the indicated date and time may not be entertained by the department.

2.4 Responses to Pre-Bid Queries and Issue of Corrigendum

- a. Election Department shall endeavour to provide timely response to all queries. However, the department makes no representation or warranty as to the completeness or accuracy of any response made in good faith, nor does undertake to answer all the queries that have been posed by the bidders.
- b. At any time prior to the last date for receipt of bids, the department may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective bidder, may modify the RFP Document by a corrigendum.
- c. The Corrigendum (if any) and clarifications to the queries from all bidders shall be posted on the website <https://ceoassam.nic.in>
- d. Any such corrigendum shall be deemed to be incorporated into this RFP.
- e. In order to provide prospective bidders reasonable time for taking the corrigendum into account, the department may, at its discretion, extend the last date for the receipt of Proposals.

2.5 Earnest Money Deposit

- a. Each bidder is required to submit Rs. 25,000/- (Rupees Twenty Fifty Thousand only) as Earnest Money Deposit (EMD) in the form of Demand Draft from Nationalized Bank / Scheduled Bank in favour of “Chief Electoral Officer, Assam”.
- b. EMD and Tender Fee should be submitted with Technical Bid.
- c. Proposals not accompanied by EMD and Tender fee shall be rejected.
- d. No interest shall be payable by Government of Assam for the sum deposited as earnest money deposit.
- e. No Bank Guarantee will be accepted in lieu of the earnest money deposit.
- f. The EMDs of the unsuccessful bidders would be returned back within 45 days of signing of the contract agreement.
- g. For the selected bidder, the EMD shall be returned on submission of Performance Bank Guarantee (PBG) of 10% of the contract value to the Election Department.
- h. EMD amount shall be forfeited in case the bidder withdraws its bid during the bid process i.e., after submission of the bid.

- i. EMD amount shall also be forfeited in case selected bidder failed to sign the contract agreement within the stipulated time.

2.6 Period of Contract

The initial contract shall be for a period of 3 months (February, 2021– May 2021) subject to the satisfactory execution of the assigned works.

2.7 Amendment of RFP Document

At any time before the submission of proposals, Election Department may amend the RFP by issuing an addendum in writing or by announcing it through its website. The addendum shall be binding on all the bidders. To give the bidders reasonable time in which to take an amendment into account in their proposals, the Election Department may, if the amendment is substantial, extend the deadline for the submission of proposal.

At any time prior to the deadline or as extended for submission of bids, the department for any reason/s, whether at its own initiative or in response to clarifications requested by prospective bidder, may modify the RFP document by issuing amendment(s). All bidders will be notified of such amendment(s) by publishing on the website <https://ceoassam.nic.in> and these will be binding on all the bidders.

Election Department, at its discretion, may extend the deadline for the submission of proposals. The Election department may change the scope of work after the submission of technical bids by the Bidders. In this case, necessary corrigendum/clarifications will be issued and bidders will be asked to resubmit their commercial bids only.

2.8 Bid Price

- a. Commercial Bid shall be as per the format provided in this RFP in the Annexure 7. Bid price for evaluation purpose is inclusive of all manpower support required for the project execution, applicable taxes, GST, duties, other levies and charges etc. and will be required to mention as per the commercial format in detail.
- b. Bidders shall quote for the entire scope of contract on “overall responsibility” basis such that the total bid price covers all the bidder’s obligations mentioned in or to be reasonably inferred from the bidding documents in respect of providing the services.

- c. Prices quoted by the Bidder shall remain fixed during the entire contract period and not subject to variation on any account. A bid submitted with an adjustable price Proposal or with incomplete details will be treated as non-responsive and shall be rejected.

2.9 Late Bids

- a. Bids not received on 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.
- b. The bids submitted by fax/e-mail etc. shall not be considered. No correspondence will be entertained on this matter.
- c. Election Department 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.
- d. Election Department reserves the right to modify and amend any of the above-stipulated condition/criterion depending upon project priorities vis-à-vis urgent commitments.

2.10 Deviations

The bidder is required to submit a no deviation and unconditional bid against this RFP. Any bid submitted with deviations/assumptions which are material in nature or qualify for the deviation of terms & conditions of this RFP may be rejected summarily by the Evaluation Committee.

3.1 Background

The major task of Election Department is to conduct elections for local bodies/State Assembly, Lok Sabha and Rajya Sabha as entrusted by the Constitution of the Country in a free and fair manner, so that democratic institutions can function properly for welfare of the citizens. It has always been an effort of the department to encourage voters to exercise their vote during the election. During the election period very often campaigns for voting are undertaken to attract citizens via electronic and print media. With increasing penetration of internet and social media platforms, reaching citizens is becoming much easier and the potential it offers must be leveraged. The use and monitoring of online Media platforms such as Facebook, Twitter etc. and other media contents such as videos, banners, posters, slogans shall promote and improve public reactions to various activities related to election, educating rural/urban citizens about their voting rights and its importance, to provide authentic information in an unbiased way to maximize reach and to

dispel any doubts and create awareness amongst the public about the Election process being implemented in the state of Assam.

The use of media is to further boost the effort of election department to build knowledge, remove doubts and engage public/stakeholders in a fast changing digital world. The campaign on Media will provide information on Election updates to the people living in Assam, and also to those living outside.

3.2 Scope of Work

- Providing a vision to create a theme/ tag line, a tune and a logo that will identify with citizens, in particular with youth with a view to promote their participation in democratic processes. It should help in formulating and implementing a creative strategy to the needs and sensibility of different sections of the society.
- Designing and production of creatives for collaterals, print, television, radio, social network, outdoor, internet and other media during the contract period on themes/subjects to be decided in due consultation, guidance and supervision of the CEO Office. The creatives would, at times, be required to be provided at very short notice.
- Themes on which creatives would be based should be identified in advance strictly in consultation with this office. These creatives would be adaptable for use in all media formats. The designed creatives may be adapted in up to 3 languages —English, Assamese, Bodo & Bengali.
- Preparation and designing of articles, advertorials, success stories and other forms of promotional literature including designing of newsletters developing the content materials to be provided by this office
- Conceptualization, formulation and production of promotional and documentary films of different durations on elections, electoral registration and other subjects as may be decided from time to time.
- Creative campaigns for the online/ internet media/ Television commercials of 60-second duration, with 30-second/20 second/10 second edits for promoting the themes decided upon.

3.3 Social Media Campaign Management for SVEEP

- Chart out a detailed Social Media campaign strategy and research objectives that would meet all the key objectives for the Election Department, Govt. of Assam.
- A complete Social Media communication Hub and networking management system for Election Department to be build by the bidder by deploying requisite number of persons with requisite qualifications and skills-set who can gather, collate and post content on the social media websites, prepare audio/video contents, digital print media etc. under supervision of Election Department.
- Design a comprehensive and holistic social media campaign strategy plan that meets overall objectives of Election Department, Govt. of Assam based on above objectives addressing the core information needs of the various target audience group and segments such as women community, youth, senior citizens, urban and rural populations to motivate and educate them to cast their vote. Also planning special campaigns for those regions where voting has been lesser as per the previous data.
- Agency of high-end expertise is required to design, monitor and maintain Social Media Platforms for Election Department, Govt. of Assam.
- Agency will be required to prepare jingles, booklets and banners in English/Assamese/ Bodo & Bengali languages to encourage citizens to cast ethical voting, usage of casting vote using Electronic Voting Machine (EVM) etc.
- Create, manage, monitor and drive social media tools such as Facebook, Twitter, YouTube, Google+ and other social media identities for Election Department.
 - Increase overall Likes and engagement for Twitter handle.
 - Use innovative and latest techniques and high quality content for social media platforms.
- Agency will be required to publish/advertise information on voting centres, listing names for voting, importance of ethical voting etc. through various social media platform such as Facebook, twitter etc.
- Agency shall interact extensively with the Election department call centre to collate all the queries/information asked by the citizens on IVRS and create FAQs and publish them periodically in social media platforms such as Facebook, twitter etc. and election department website, which will be beneficial to all citizens.
- it to the concern officer or to the Chief Electoral Officer and assisting in fixing the issue.

- Social media communication shall be conducted in Assamese, Bodo, Bengali and English languages for districts and constitutions to reach various sections of the society.
- No candidate canvassing to be carried out through social media channels.
- No political party agenda to be published or discussed through Social Media of Election Department.
- No opinion poll, forecasting to be issued through social media channel regarding any political party or any biased information to be uploaded through any political party.
- Agency shall be required to maintain Privacy of citizens on social media communication platform of Election Department.
- The agency must maintain uniformity in the uploading of content on the platforms and application. Any content which is replaced, renewed or removed from any platform shall be simultaneously modified on the other platforms and applications instantly.
- Generate buzz about Election Department and its initiatives and keeping citizens continuously engaged.
- Feedback/comment management on regular basis, moderation of pages on regular basis to keep the social media site free from spam/advertisement/inappropriate contents etc.
- Manage response on social accounts through setting up standard response management processes.
- The platforms should serve as means of education, awareness and grievance redressal.
- Training, skill up-gradation and capacity building of the employees of Election Department to handle social media sites through but not limited to lecture, seminar, workshop, class room and online teaching.
- Shall have credible contingency plan to effectively handle crisis and emergencies.

3.5 Deliverables of Social Media Campaign under SVEEP (indicative)

Sl. No	Category/Deliverables	Description
1.	Develop online content strategy and planning calendar of events at the beginning of each month.	Campaign strategy plan for and Content Calendar Creation for the Month
2.	Creation of Content and posting: Text & photograph (Based on Press releases / inputs)	
3.	Creation of Content in form of infographic or poster	
4.	Professional Response Management	Prompt query and feedback management including posting of replies
5.	Scheduling and posting all content including lending a new look to the accounts fort based on Campaigns themes / Updates	
6.	Performance reports with analytics of reach, effect / impact, engagement, impressions	
7.	Visual Campaign -Video Films	video films of 5 minutes each, to be submitted by the agency, for motivating and generating awareness in the citizens on voting in coordination with election department and based on the campaign strategy. The cost of the film production shall be borne by the agency.
8.	Visual Campaign using animation	Animation films of 2 minutes each, on voting such as usage of EVM (Electronic Voting Machine) etc. should be developed using various animation and graphics software. The cost of the animation film production shall be borne by the agency.
9.	Campaigns using Banners, Posters, Flyers in printable forms	Digital / printable copy of the Banners, Posters, Flyers for generating motivation and awareness on election and voting, targeting different segments of

		the society such as youth, women, rural, urban etc. to be submitted.
10.	Infographics / Digital Advertisements such as visual posts, pop-ups etc. for Election department Website, Facebook, Twitter, Instagram, YouTube etc.	Infographics/Advertisements for Election department Website, Facebook, Twitter, Instagram, YouTube etc. to be developed in support of campaign strategy.
11.	Jingle & Slogan	Jingle of 2 mins duration and effective and simple communicative slogan to be submitted.
12.	Social Media Trend Analysis Report on election campaign management	Social Media Trend Analysis Report from various channels such as Facebook, Twitter, Instagram etc. to be submitted on fortnightly basis by the agency.

Note: The quantity mentioned in the deliverables are the minimum numbers required and any deliverables exceeding the defined numbers shall be paid on per item basis. Deliverables must have acceptable level of quality and standards.

4. Pre-Qualification Criteria

The bidders shall fulfil the following pre-qualification criteria for participating in this RFP. Bidders are requested to submit the following documents along with their technical and financial proposal, failing which, the bids are liable for rejection. However, no weightage in the evaluation is assigned in pre-qualification criteria. The bidders should enclose documentary evidence for fulfilling the following conditions.

S/N	Broad Criteria	Specific Requirement	Documentary Proof to be submitted
1	Legal Entity	The bidder must be a company registered in India under the Companies Act 2003 or a Limited Liability partnership firm registered under the prevailing laws relating to partnership in India or a Proprietorship firm operating for the last 3 years in Business as on March 31, 2018. In case of Consortium, bidders with maximum two legal entities shall be allowed.	1. Certificates of incorporation 2. Valid Registration Certificate on the date of submission of bid 3. GST Registration 4. Copy of PAN In case of Consortium bid agreement between the parties clearly indicating the lead bidder needs to be submitted along with

			all relevant documents.
2	Experience in Social Media Management	The bidder must have experience of execution of at least one comprehensive media management project for any Central Government/State Govt /PSU of value not less than Rs. 1.5 Lakh in the last three years.	Bidder should submit the following: i. PO / Work Order issued by the client. ii. Certificate of clients for on-going Projects.
3	Turnover, Net Profit & Positive Net Worth (To be submitted in the format given in Annexure 6)	Bidder should have an Average turnover of media business/advertising agency with digital media management of minimum Rs.10 Lakhs in the last three financial years. (Year: 2017-18, 2018-19 and 2019-20) with continuous profit records.	Copies of audited balance sheet for the stipulated years and turn over. The turn-over, net profit and net worth needs to be certified by the Chartered accountant for each years.
4	Technical Experience	The bidder must have completed one assignment or presently managing social media projects such as Facebook, Twitter, Instagram etc. for a Government/ private entity with at least 1-1.5 Lakh followers/ persons liking/reviewing the content on a topic or page in last three years.	Self-certified copy of images having followers / viewership of the social media with necessary link & self-declaration in the letterhead also.
5	Authorized Representative from Bidder (Power of Attorney)	A power of attorney /board resolution in the name of the person signing the bid	Original Power of attorney /Board resolution copy in the name of the signatory of the bid.
6	Blacklisting	Bidders should not have been blacklisted by any of the State or Central Government Department/ organizations due to any criminal & Cyber offence/fraudulent practice by any investigating authority or Court of law in the country as on date of bid submission.	A self-declaration in this regard by an Authorized Signatory on the firm/ company's Letter Head.
7	Earnest Money Deposit (EMD)	The bidders should, furnish as Earnest Money Deposit (EMD) by way of Demand Draft from a Nationalized/ Scheduled Bank as stated.	Attach the original Demand Draft.

The Agency or individuals working for the agency should not be associated or affiliated with any political parties/ Candidates across the country during this contract period. They should not even

accept work orders from any political parties or any candidates across the country during the contract period.

The bidder shall not also get associated directly or indirectly with the opinion/ exit poll surveys etc., across the country during the period of contract.

The Agency/individuals working with the agency should not share any data with any Individual/ Organization without explicit approval of election department.

The Agency should ensure and take all required measures to protect the Data Privacy, Data Confidentiality, Data Security and also the digital security of the equipment used for this specific assignment.

The bidder who shall meet the above pre-qualification criteria shall only be eligible for evaluation of their technical bid.

4.1 Technical Evaluation Criteria

Total maximum marks that can be scored in Technical Evaluation is 100. The eligible bidders should enclose documentary evidence for fulfilling the following technical criteria:

4.1 (A) Approach & Methodology – 20 Marks

Approach & Methodology	Detailed Documentation on the approach & Methodology of the assignment. A separate PowerPoint presentation needs to be attached with the Technical Document as mentioned below.	Marks 20
	Understanding of the Scope of Work	
	<ul style="list-style-type: none">➤ Understanding of Election campaign process, preparing campaign strategy and its promotion through various digital print electronics and social media platforms.➤ Overall Approach & Methodology for managing the project	10 10

4.1 (B) Key Personnel – 35 Marks

(The CVs of the Key Personnel must be submitted as per Annexure 5)

Sl. No	Technical Evaluation Criteria – A	Marks
1	Experience of comprehensive communication Management including 360-degree media campaign a) Up to 3 assignment- 5 marks b) More than 3 assignments-10 marks	10
2	Proposed Methodology and Approach	20
4	Submission of Presentation with the technical Bid:	20

	Parameters to be judged - understanding of the campaign from the perspective of communication. Bidder have to submit sample creative's, AV script, etc.	
5	<p>Key Experts' qualifications and competence for the Assignment:</p> <p>a) Position K-1: Content Creator -1 (5marks)</p> <p>b) Position K-2: Content Creator -2 (5marks)</p> <p>c) Position K-4: Graphic Designer -1 (3 marks)</p> <p>d) Position K-3: Translator -1 (2 marks)</p>	15
6	<p>Bidder experience in designing and executing comprehensive media management through media/advertising contents such as Audio/video, banners, posters etc. and online media platforms.</p> <p>1. 2 or more Projects (10 marks)</p> <p>2. 1 Project (5 marks)</p>	10
7	<p>Experience of working in any Similar project for any National level/State level election process satisfactorily</p> <p>1. 2 or more Projects (10 marks)</p> <p>2. 1 Project (5 marks)</p>	10
8	<p>Experience of working with any project either Government organisation or private organizations with minimum 1.5 lakh followers in last three years for at least one project (ongoing projects will be considered)</p> <p>1. 2.5 lacs or more (10 marks)</p> <p>2. 1.5 lacs – 3 lacs (5 marks)</p>	5
9	Registration with DAVP (BOC)	10
Total = (A + B)		100

5. Submission of Bids

All the bidders are requested to follow the instructions given below while submitting the bids. Proposal should be submitted in two bid basis – separate technical and financial bids under the separate sealed covers. The outer envelope should be clearly marked as “**Proposal for**

engagement of an Agency for Systematic Voters' Education and Electoral Participation (SVEEP) for Election Department, Government of Assam”.

Bids (Both Technical & Commercial bid) should be submitted offline only in the address mentioned above.

5.1 A Technical and Financial Bid

Proposals should be prepared on standard A4 size paper. Foldouts containing charts, spread sheets, and oversize exhibits, if any, are permissible. The pages should be placed section-wise in a binder with tabs separating. Manuals and other reference documentation, if any, should be bounded separately. All responses, as well as any reference materials presented must be written in English.

The technical bid should have the following details as per the order mentioned below:

- a. Forwarding letter as per Annexure 1 on the bidding organization's printed letterhead.
- b. The bidders shall submit bidder information in the prescribed format as given in Annexure.2
- c. Compliance and documentary proof of pre-qualification conditions spelt out in Clause No.4 (Pre-qualification criteria) along with the filled format Annexure 3 to be submitted. Documentary proof sought in other clauses of RFP should also be enclosed.
- d. The bidders shall submit all documents related to technical evaluation as per the Technical criteria mentioned in Clause No. 5 as per the format of submission of documents for technical evaluation enclosed in Annexure 4.
- e. The CVs of the Key Personnel must be submitted as per Annexure 5.
- f. Figures and tables must be numbered and referenced in the text by that number. They should be placed as close as possible to the referencing text. Pages must be numbered consecutively within each section of the proposal showing proposal section and page number.
- g. The engagement of the resources is for a period of 3 months and rates quoted by the bidder shall remain fixed for this entire period for each resource.
- h. A point to point compliance and self-declaration for acceptance of terms and conditions of tender document.
- i. Undertaking (self-declaration on letter head) of total responsibility for the trouble free operation.

- j. Undertaking (self-declaration on letter head) that the information submitted by them is correct and they will abide by the decision of the Government of Assam. In case the information submitted by the firm is found to be false and/or incorrect in any manner, the firm can be suspended and/or debarred.

The Financial bid must contain the following in a Separate Envelop

- a. Forwarding letter including Financial Bid as per Annexure 7, on the bidders printed letter head.
- b. Overwriting/correction in the commercial bid is not permitted and any such overwriting in commercial bid lead to its rejection.
- c. No Price/Rate-Variation/Adjustment or any other escalation will be entertained.

5.1 B Signing of Bid

The original and all documents of the Bid shall be typed or written in indelible ink and shall be signed by the Bidder or a person's duly authorized to bind the Bidder to the Contract. The person or persons signing the Bid shall initial all pages of the Bid, except for un-amended printed literature.

6. Method of Evaluation and Awards of Contract

i) Constitution of an Evaluation Committee

An Evaluation Committee constituted to conduct the bid process of this RFP, shall scrutinize and evaluate the RFP proposals and documents for selection of a bidder.

ii) Evaluation of Technical Proposals:

The Evaluation Committee shall evaluate the Technical Proposals on the basis of their responsiveness to the pre-qualification criteria mentioned at Clause No. 4. In the first stage of evaluation, a proposal shall be rejected if it is found deficient as per the requirement indicated for responsiveness of the proposal as per pre-qualification.

iii) Criteria for Evaluation of Technical Proposal:

The Quality & Cost Based Selection method (QCBS) shall be followed for evaluating the bids. In this particular case of selection, the weightage of the technical bids and financial bids is kept as **70:30**. The criteria defined in Clause No. 5 would be followed for evaluating the technical

proposals. Only Bidders obtaining a **total score of 70% (on a maximum of 100)** or more on the basis of criteria for evaluation given would be declared technically qualified.

Financial proposals of only those Agencies which are declared technically qualified shall be opened publicly, on the date and time specified, in the presence of the Agencies' representatives who choose to attend.

iv) Method of Selection:

In deciding the final selection of the Bidders, the technical quality of the proposal will be given a weightage of 70% on the basis of criteria for evaluation. The price bids of only those Bidders who qualify technically will be opened. The proposal with the lowest cost will be given a financial score of 100 and the other proposal given financial scores that are inversely proportional to their prices. The financial proposal shall be allocated a weightage of 30%. For working out the combined score, the following formula will be utilized:

Total points: $(0.70 \times 100 \times T(s)/TH) + (0.30 \times 100 \times LEC/EC)$, where T(s) stands for technical score, TH stands for Highest Technical Score, EC stands for Evaluation Cost of the Financial Proposal, LEC stands for Lowest Evaluated Cost of the Financial Proposal.

The proposals will be ranked in terms of total points scored. The proposal with the highest total points will be considered for award of contract and will be called for negotiations, if required.

General:

- a. Bids once submitted cannot be amended.
- b. Both Technical and Financial Bid should be submitted in Separate envelop . If its found that both the bids are submitted in the same envelope the bids shall be rejected summarily
- c. Any Bid which does not quote for all items will be determined to be non-responsive and may be rejected.
- d. The Bidder shall not assign or sublet the contract or any substantial part thereof to any other Bidders, without written consent of the Election Department, Government of Assam.
- e. Technical bids and financial bids will be opened, in the presence of Bidders' representatives (One for each bidder), who wish to be present.

6. Payment Terms, Schedule & Penalty Clause

6.1 Payment Schedule

- a. The payment will be released to the selected bidders on a monthly basis on submission of the invoice. Bidder shall submit the invoice within seven (7) days of the each month.
- b. No advance payment will be made.
- c. The calculation of the each month payment will be based on number of resources working for each month. Necessary log sheet shall be maintained for engaged resources and same has to be certified prior to submission of the invoice by the bidder.

6.2 Payment Terms

- a. The selected bidder will be required to submit the invoice along with evidence of the work completed, post completion of the assignments successfully as per the agreed strategy plan or otherwise as the case may be. The rates would be used as per commercials quoted by the selected bidder to arrive at the costing of the assignment under the agreed strategy plan and payments. Post completion of each assignment under this engagement, Election Department will assess the efficacy of the content and timely responses to the citizen and overall impact
- b. The Bidder shall raise the invoice to in pursuance to the agreed and approved payment schedule milestones.

6.3 Penalty Clause

- i) 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 full fill any of the contractual obligations, the department may take a decision to cancel the contract with immediate effect.
- ii) In case of late services/ no services on a particular day/ days during the contract period, the firm shall be liable to pay a penalty of Rs.1000/- per day which may be deducted from the bidder's payment. If the penalty reaches beyond the PBG value then, department will have the right to cancel the contract at any time without assigning any reason thereof..
- iii) Deliverables will be required to submit as per the timelines set by the Election Department for each assignment. In case there is a delay in the deliverables by 3 working days from the agreed timelines, there will be a penalty of Rs. 1000 /- per day which may

be deducted from the bidder's payment. If the penalty reaches beyond the PBG value then, Department will have the right to cancel the contract at any time without assigning any reason thereof.

iv) In case of any content is published which may damage the reputation of the Election Department then selected agency's contract shall be terminated within 12 hrs of report of the case.

v) The selected bidder is also required to fully protect the personal data and privacy of the citizens in the social media platform of the election department and shall not use any data generated in any form for any other purposes during the contract period and future. Failure to adhere the clauses if detected shall be dealt strictly as per the provision of the laws of the land.

vi) The bidder must adhere to all guidelines, instructions in writing and verbal during the election period.

vii) Detail agreement shall be entered into with the selected bidder after necessary negotiation.

6.4 Competent Authority's Right to vary Items/Activities at the Time of Award

The CEO of the Election Department shall have the right to make any alterations, omissions, additions or subtractions in items/services at the time of award of contract. The Competent Authority will give such intimation to the successful bidder, and additional cost/deduction in the Bid prices, based on the price schedule submitted by him, will be worked out with the bidder. In case, the bidder does not agree for such alterations, the Competent Authority will be free to award the contract to the next eligible Bidder.

7. Arbitration

- a. If any dispute, difference, question or disagreement shall at any time, hereafter arise, between the parties hereto or the respective representatives or assignees in connection with or arising out of the contract Government of Assam may appoint an arbitrator, which would be accepted by the bidder. The decision of the arbitrator would be final and binding on both the parties.
- b. It is also term of the contract that contractor shall not stop the work under this contract and work shall continue as expected to continue whether the arbitration proceedings have commenced or not.

- c. The venue of the arbitration shall be at Guwahati. Subject to as aforesaid, the provision of the Indian Arbitration Act, 1996 and any statutory modifications or re-enactments thereof and rules made there under and for the time being in force shall apply to the arbitration proceedings under this clause.

8. Applicable Law

This contract, including all matters connected with this contract, shall be governed by the Indian laws, both substantive and procedural, for the time being in force and shall be subject to the exclusive jurisdiction of Court at Guwahati, if required.

9. Force Majeure

For the Purpose of this contract, "Force Majeure" means an event which is beyond the reasonable control of party.

In the event of either party being rendered unable by force majeure to perform any obligation required to be performed by them under the contract, if any concluded, the relative obligation of the part affected by such force majeure lasts. The terms "Force Majeure" as implied here in shall mean acts of God, War, Civil riots, fire directly affecting the performance of the contract, floods and Acts and Regulations of respective Government of the two parties, namely the Organization and the contractor. Both upon the occurrence of such cause and upon its termination, the party alleging that it has been rendered unable as aforesaid, shall within seventy two hours of the alleged beginning and ending thereof giving full particulars and satisfactory evidence in support of its claim. If deliveries are suspended by force majeure conditions lasting for more than 1 week, the Election Department shall have the option of cancelling this contract in whole or part at its discretion without any liability on its part. Force Majeure shall not include insufficiency of funds or inability to make any payment required hereunder.

Time and date of delivery and period of execution shall be essence of the contract. If the Bidder fails to deliver the services thereof within the period fixed for such delivery in the schedule or at any time repudiates the contract before the expiry of such periods, Government of Assam may without prejudice to any other right or remedy available to him to recover damages for breach of the contract: -

- a. Recover from the Bidder as agreed, liquidated damages including administrative expenses and not by way of penalty, as specified in the Clause No. 8.3 (Penalty Clause) and as per the MSA.

- b. Cancel the contract or a portion thereof by serving prior notice to the Bidder
- c. The Government of Assam may take a decision to cancel the contract with immediate effect and /or debar/blacklist the bidder from bidding prospectively for a period of 3 years or as decided by Government of Assam or take any other action as deemed necessary.

10. Bidder Code of Conduct and Business Ethics

Government of Assam is committed to its values & beliefs' and business practices to ensure that bidder, who provides services, will also comply with these following principles.

10. a) Bribery and Corruption:

Agencies 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.

10. b) Integrity, Indemnity and limitation:

Bidders shall maintain high degree of integrity during the course of its dealings with business/contractual relationship with Government of Assam. 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 Government of Assam. For avoidance of doubts, no rights shall accrue to the Bidder/Consultant in relation to such business/contract and Government of Assam or any entity thereof shall not have or incur any obligation in respect thereof. The Bidder/Consultant shall indemnify Government of Assam in respect of any loss or damage suffered by Government of Assam on account of such fraud, misrepresentation or suspension of material facts. The bidder/consultant will be solely responsible for the omission and commission of the employees deployed by them.

10. C All the Documents, Videos, Photos, etc., which will be developed during the contract period is the property of the Assam Election Department and the confidentiality of the same need to be maintained.

11. General Terms of Awarding the Contract

11.1 Notification of Award

Prior to the expiration of the validity period, Election Department will notify the successful bidder in writing that its proposal has been accepted. The notification of award will constitute the formation of the contract. Upon the successful bidder's furnishing of Performance Bank Guarantee (PBG), Election Department will promptly notify each unsuccessful bidder and return their EMD within 30 days of the signing of the contract with the selected bidder.

11.2 Signing of Contract

After the notification of award, Election Department will issue Letter of Intent (LOI). The Bidder shall sign and return to Election Department duplicate copy of the LOI as an acceptance of the LOI within 7 working days from the date of issuance of LOI along with a Performance Bank Guarantee. On receipt of the Performance Bank Guarantee, Election Department shall enter into a contract with the successful bidder. Election Department shall have the right to annul the award in case there is a delay of more than 30 days in signing of the contract, from the date of acceptance of LOI, for reasons attributable to the successful bidder.

11.3 Performance Bank Guarantee (PBG)

The successful bidder at his own expense shall deposit PBG to Election Department, within seven (7) working days from the date of issuance of LoI, an unconditional and irrevocable Performance Bank Guarantee (PBG) from any Nationalized bank to the Election Department, payable on demand, for the due performance and fulfilment of the contract by the bidder.

- a. The Performance Bank Guarantee will be for an amount equivalent to 10% of the total contract value.
- b. PBG shall be invoked in the event the bidder fails to perform the responsibilities and obligations as set out in the RFP to the complete satisfaction, or in case of misrepresentations of facts/information submitted to the Election Department.
- c. The performance bank guarantee shall remain valid for a period of sixty days beyond the date of completion of all contractual obligation of the bidder. In the event of any amendments to Contract, the Bidder shall within 15 days of receipt of such amendment furnish the amendment to the Performance Guarantee as required.

- d. The performance bank guarantee may be discharged/returned by Election Department upon being satisfied that there has been due performance of the obligations of the bidder under the contract. However, no interest shall be payable on the performance bank guarantee.

12. Failure to agree with the Terms & Conditions of the RFP

Without prejudice to above, failure of the successful bidder to agree with the Terms & Conditions of the RFP shall constitute sufficient grounds for the annulment of the award, in which event department may award the contract to the next best value bidder or call for new proposals. In such a case, Election Department shall invoke the PBG and forfeit the EMD.

13. Termination Clause

The Election Department may terminate the contract under the following circumstances:

- i. Where it comes to Election Department attention that the bidder is in a position of actual conflict of interest with the interests of the Election Department in relation to any of terms of the Bid, the RFP or during anytime of the Contract.
- ii. Where the bidder's ability to survive as an independent corporate entity is threatened or is lost owing to any reason whatsoever including inter alia the filing of any bankruptcy proceedings against the bidder, any failure by the bidder to pay any of its dues to its creditors, the institution of any winding up proceedings against the bidder or the happening of any such events that are adverse to the commercial viability of the bidder. In the event of the happening of any events of the above nature, the Election Department shall reserve the right to take any steps as are necessary to ensure the effective transition of the project to a successor and to ensure business continuity.
- iii. **Termination for Default:** The Election Department may at any time terminate the Contract by giving 30 days written notice to the Election Department without compensation in the Event of Default on the part of the bidder which may include failure on the part of the bidder in respect of any of its commitments with regard to any part of its obligations under its Bid, the Tender or under this Contract.
- iv. **Termination for Convenience:** The Election Department may by prior written notice sent to the bidder at least 1(one) months in advance terminate the Contract in whole or in part at any time for its convenience. The notice of termination shall specify that termination is for the Election Department's convenience, the extent to which

performance of work under the Contract is terminated and the date upon which such termination becomes effective.

- v. The bidder may terminate the contract under the following circumstances:
 - a) Where the payment of the bidder is overdue for more than 3 (Three) months. Overdue shall mean the unpaid amount starting from the last date on which he is entitled to receive such payments.
 - b) In the event of non-provision of dependencies by the Election Department beyond 2 (Two) months from the date the request for such dependencies were raised by the Bidder.

14. Exit Management Clause

14.1 Purpose

- a. This clause sets out the provisions which will apply on expiry or termination of the contract.
- b. In the case of termination of contract due to illegality, department will decide at that time whether, and if so during what period, the provisions of this clause shall apply.
- c. The Parties shall ensure that their respective associated entities, authorized representative of or its nominated agencies and the consultant firm carry out their respective obligations set out in this Exit Management Clause.
- d. Selected bidder shall submit the exit management plan for this assigned project to the Election Department within 15 days of onboard of the bidder.

14.2 Cooperation and Provision of Information: During the exit management period

Promptly on reasonable request by Department, the bidder shall provide access to the copies of all the information held or controlled by it which have been prepared or maintained in accordance with this contract. Such information shall include details pertaining to the services rendered and other performance data. The bidder shall make sure that the newly appointed bidder shall be provided reasonable access to its employees and facilities as required to understand the methods of delivery of works and to assist appropriate knowledge transfer.

ANNEXURE 1: Format for submission of Proposal

AUTHORIZATION LETTER

To

Election Department,
4th Floor, C Block, Secretariat,
Dispur, Guwahati, Assam. 781006

Subject: Authorization letter for signing the bid proposal and representing the Bidder

Reference: RFP. NO.Dated.....

Sir,

Kindly refer to your RFP NO.....Dated..... asking for submission of bid proposals for executing the work relating to **‘Engagement of an Agency for Systematic Voters’ Education and Electoral Participation (SVEEP) for Election Department, Government of Assam’**. In this matter it is submitted that Mr/Ms..... is hereby authorized to sign the bid proposals (Technical bid and Financial bid) on behalf of our organization. He/ She is also authorized to represent and take decision on behalf of our organization in all the proceedings relating to the RFP under reference. A photocopy of the Power of Attorney vesting such authority in the name of Mr/ Ms _____ is enclosed herewith.

Signature is attested below

Specimen signature of the representative

Signature of MD

ANNEXURE 2: Bidder Company to provide the following information

Sl. No	Item	Details
1	Company's name	
2	Nature of business	
3	Company address	
4	Date of registration	
5	Year of commencement of business	
6	GST registration no.	
7	Income Tax PAN No.	

DETAILS OF PROMOTER/DIRECTORS/CHAIRMAN/MD/SENIOR OFFICIALS OF THE BIDDER COMPANY

Name	Designation	Qualification	With the Company Since	Line of Experience	Contact Details

(Name and Designation)

For and on behalf

Seal

ANNEXURE 3: Compliance sheet for Eligibility Criteria

Bidders are required to submit their response in below provided form in Pre- Qualification Bid.

S/N	Broad Criteria	Specific Requirement	Documentary Proof to be submitted	Compliance (Yes / No)	Ref. & Page No.
1	Legal Entity	The bidder must be a company registered in India under the Companies Act 1956 or 2003 or a Limited Liability partnership firm registered under the prevailing laws relating to partnership in India or for the last 3 years in Business as on March 31, 2020 In case of Consortium, bidders with maximum two legal entities shall be allowed. One of the bidder in case of consortium must have a functional office at Guwahati, Assam	1. Certificates of incorporation 2. Valid Registration Certificate on the date of submission of bid 3. GST Registration 4. Copy of PAN 5. For consortium, the copy of MOU between both the parties must be submitted		
2	Experience in Social Media Management	The bidder must have experience of execution of at least one comprehensive media management project for any Central Government/State Govt /PSU of value not less than Rs. 5 Lakh in the last three year.	Bidder should submit the following: i. PO / Work Order issued by the client. ii. Certificate of clients for on-going Projects.		
3	Turnover, Net Profit & Positive Net Worth (To be submitted in the format given in Annexure 6)	Bidder should have an Average turnover of social media business/advertising agency with digital media management of minimum Rs.100 Lakhs in the last three financial years. (Year: 2017-18, 2018-19 and 2019-20) with continuous profit records.	Copies of audited balance sheet for the stipulated years and turn over. The turn-over, net profit and net worth needs to be certified by the Chartered		

		Bidders should be profit making company with positive net-worth.	accountant for each years.		
4	Technical Experience	The bidder must have completed one assignment or presently managing social media projects such as FaceBook, Twitter, Insatgram etc. for a Government/ reputed private entity with at least 1-1.5 Lakh followers/ persons liking/reviewing the content on a topic or page in last three years.	Self-certified copy of images having followers / viewership of the social media with necessary link & self-declaration in the letterhead also.		
5	Authorized Representative from Bidder (Power of Attorney)	A power of attorney /board resolution in the name of the person signing the bid.	Original Power of attorney /Board resolution copy in the name of the signatory of the bid.		
6	Blacklisting	Bidders should not have been blacklisted by any of the State or Central Government Department /organizations due to any criminal & Cyber offence/ fraudulent practice by any investigating authority or Court of law in the country as on date of bid submission.	A self declaration in this regard by an Authorized Signatory on the firm/ company's Letter Head.		
7	Earnest Money Deposit (EMD)	The bidders should, furnish as Earnest Money Deposit (EMD) by way of Demand Draft from a Nationalized/ Scheduled Bank as stated.	Attach the original Demand Draft.		

ANNEXURE 4: Compliance sheet for Technical Evaluation

Bidders are required to submit their response in below provided form for Technical Evaluation.

Sl. No	Technical Evaluation Criteria – A	Marks
1	Experience of comprehensive communication Management including 360-degree media campaign c) Up to 3 assignment- 5 marks d) More than 3 assignments-10 marks	10
2	Proposed Methodology and Approach	20
3	Submission of Presentation with the technical Bid: Parameters to be judged - understanding of the campaign from the perspective of communication. Bidder have to submit sample creative's, AV script, etc.	20
4	Key Experts' qualifications and competence for the Assignment: e) Position K-1: Content Creator -1 (5marks) f) Position K-4: Graphic Designer -1 (3 marks) g) Position K-3: Translator -1 (2 marks)	10
5	Bidder experience in designing and executing comprehensive media management through media/advertising contents such as Audio/video, banners, posters etc. and online media platforms. 1. 2 or more Projects (10 marks) 2. 1 Project (5 marks)	10
6	Experience of working in any Similar project for any National level/State level election process satisfactorily 1. 2 or more Projects (10 marks) 2. 1 Project (5 marks)	10
7	Experience of working with any project either Government organisation or private organizations with minimum 1.5 lakh followers in last three years for at least one project (ongoing projects will be considered) 3. 2.5 lacs or more (10 marks) 4. 1.5 lacs – 3 lacs (5 marks)	10

8	Registration with DAVP (BOC)	10
Total = (A + B)		100

ANNEXURE 5: Format for CV

S/N	Detail	Response								
1	Proposed Position									
2	Name of Firm									
3	Name of Staff									
4	Date of Birth									
5	Education	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 15%;">S No</th> <th style="width: 20%;">Degree</th> <th style="width: 30%;">Institution</th> <th style="width: 35%;">Date</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>	S No	Degree	Institution	Date				
S No	Degree	Institution	Date							
6	Membership of Professional Associations/Societies, if Any									
7	No. of Years of Experienceyears								
8	Summary of key training and certifications									
9	Language Proficiency	English, Assamese, Bodo & Bodo								
10	Employment record									
11	Details of Tasks Assigned									
12	Highlight of similar assignment handled									
13	Project									
	Client									
	Key project features in brief									
	Location of the project									
	Designation									
	Responsibilities and activities									

ANNEXURE 6: Financial Indicators of the Bidder Company (in Rupees)

(all fig. must be quoted as per audited financial statements, any deviation will lead to rejection of the proposal)

Category	2017-18	2019-19	2019-20
Total income			
Net Profit			

(Name and Designation)

For and on behalf

Seal

ANNEXURE 7: Format of Financial Bid

To

 Election Department, Government of Assam
 'C' Block, 4th Floor, Janata Bhawan,
 Dispur, Guwahati – 781006, Assam

Dear Sir,

We, the undersigned on behalf of (name of the firm), offer to respond to (title of project) in accordance with your Request for Proposal (RFP reference) dated (insert Date). We also understand that the following resources would be required:

S/N	Job Profile
1	Content creator (Full Time)
2	Translator (Full Time)
3	Graphic designer - (Full Time)

Our Financial Proposal against the scope of service defined in the above referred RFP is the following:

- i) Engagement of an Agency for Systematic Voters' Education and Electoral Participation (SVEEP) for Election Department, Government of Assam for 3 months as per the scope of work (The selected Bidder will be required to deploy the resources as mentioned in Scope of Work mentioned in the RFP)

S/N	Manpower Category	Rate per Month (A)	Manpower (B)	Indicative Duration (C)	Total = AxBxC (in INR)
1	Content creator (Full Time)			3 Months	
2	Translator (Full Time)			3 Months	
3	Graphic designer - (Full Time)			3 Months	
Total					
Taxes (Applicable GST rates)					
Total in Rupees word					

ii) Media production costs for Deliverables

Please provide the design costs for the media products listed below.

SI No	Category/Deliverables	Unit Price	Number of Quantity	Total Cost
1	Development of motion videos of 5 mints length or video streaming		10	
2	Creation of Content in form of infographic or posters		20	
3	Video Films with celebrities		6	
4	Visual Campaign using animation		5	
5	Campaigns using Banners, Posters, Flyers in printable forms		Banners- 10 Posters - 10 Flyers - 10	
6	Jingle & Slogan		Jingle -4, Slogan - 4	
7	Media Monitoring Tool for extensive monitoring of the social media platforms Digital Medium		For 3 months	
8	Theme Song (Audio & Video)		1	
Total				
Taxes (Applicable GST rates)				
Total in Rupees word				

Total Amount in Figure & words [(i) + (ii)]:

.....
.....

Our proposal shall be binding upon us up to period of validity as indicated in Clause No. 2.1, under Procedure, Terms & Conditions.

We understand you are not bound to accept any proposal you receive. Further, we also agree that the price quoted by us for period mentioned can be converted into monthly price.

Yours sincerely,

Authorized Signature [In full and initials] Name and Title of Signatory
Name of Firm

Address Date: Seal: