

Request for Proposal (RFP) for Selection of Public Relations & Media Agency



सत्यमेव जयते

September 2023

Gujarat Livelihood Promotion Company Ltd.,

3rd Floor, Block No. 18, UdyogBhavan, Gandhinagar, Gujarat - 382011.
Phone : +91 79 2324 8512 - 13 - 14, Fax: +91 79 2324 8515

website: www.glpcc.co.in

General Terms and Conditions:-

- Bidders can download the tender document from the www.gem.gov.in website.
- Bidders have to follow the two bids System as requirement in tender.
- Bidders have to submit Price-bid in Electronic form only on GeM website till the Last Date& time for submission.
- Bidders who wish to participate in online tenders will have to procure/ should have legally valid Digital Certificate as per Information Technology Act-2000 using which they can sign their electronic bids. Bidders can procure the same from any of license certifying Authority of India or can contact GeM (Government E Marketplace).
- All bids should be digitally signed, for details regarding digital signature certificate related training involved the below mentioned address should be contacted:

GeM (Government E Marketplace)

E-mail: helpdesk-gem@gov.in

Website: <https://gem.gov.in/>

TollFree: 1800-419-3436, 1800-102-3436

Other Terms and Conditions are as per detailed tender documents.

Disclaimer	5
Interpretation	6
1. Information to Bidders	8
1.1 General Conditions	8
1.2 Clarifications and Amendment of RFP Documents	9
1.3 Bidding Schedule	10
1.4 Preparation of Bids	11
1.5 Submission, Receipt and Opening of Bids	13
1.6 Bid Evaluation	14
1.7 Negotiations	19
1.8 Award of Work	19
1.9 Confidentiality	19
1.10 Right of Rejection	20
1.11 Liquidated Damages and Penalties	21
1.12 Documents prepared by the Agency to be the property of the Authority	21
2. Terms of Reference	22
2.2 Scope of Work	23-26
2.3 Payment Terms	27
3. Technical Bid Forms	28
3.1 Technical Submission Checklist	28
Form 1: Technical Bid Submission Form	29-31
Form 2: Format for Power of Attorney for Authorised Representative	32-33
Form 3: Format for Financial Summary of the Bidder	34
Form 4: Format for Letter of Undertaking	35-36
Form 5: Format for Showcasing Experience	37-38
Form 6: Format for Bank Guarantee	39-42
Annexure 1: Financial Bid Submission Form	43-44
Annexure 2: List of Banks	45
Annexure 3: "NOCLAIM" CERTIFICATE	46
Annexure 4: Self Declaration Form	47

1. Disclaimer

- i) The Request for Proposal (RFP) is issued by Gujarat Livelihood Promotion Company Ltd (GLPC) (the "Authority").
- ii) The information contained in this Request for Proposals document (the "RFP") or subsequently provided to Bidder(s), whether verbally or in documentary or any other form by or on behalf of the Authority or any of its employees or advisors, is provided to Bidder(s) on the terms and conditions set out in this RFP and such other terms and conditions subject to which such information is provided.
- iii) This RFP is neither an agreement nor an offer by the Authority to the prospective Bidders or any other person. The purpose of this RFP is to provide interested parties with information that may be useful to them in making their financial offers (Bids) pursuant to this RFP. This RFP includes statements, which reflect various assumptions and assessments arrived at by the Authority in relation to the Project. Such assumptions, assessments and statements do not purport to contain all the information that each Bidder may require. This RFP may not be appropriate for all persons, and it is not possible for the Authority, its employees or advisors to consider the investment objectives, financial situation and particular needs of each Bidder who reads or uses this RFP. The assumptions, assessments, statements and information contained in the Bidding Documents, may not be complete, accurate, adequate or correct. Each Bidder should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments, statements and information contained in this RFP and obtain independent advice from appropriate sources.
- iv) Information provided in this RFP to the Bidder(s) is on a wide range of matters, some of which may depend upon interpretation of law. The information given is not intended to be an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. The Authority accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on law expressed herein.
- v) The Authority, its employees and advisors make no representation or warranty and shall have no liability to any person, including any applicant or Bidder under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this RFP or otherwise, including the accuracy, adequacy, correctness, completeness or reliability of the RFP and any assessment, assumption, statement or information contained therein or deemed to form part of this RFP or arising in any way for participation in

this bid stage.

- vi) The Authority also accepts no liability of any nature whether resulting from negligence or otherwise howsoever caused arising from reliance of any Bidder upon the statements contained in this RFP.
- i) The Authority may in its absolute discretion prior to the Bid Due Date, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumptions contained in this RFP at any time during the Bidding Process.
- ii) The issue of this RFP does not imply that the Authority is bound to select a Bidder or to appoint the Selected Bidder or Agency, as the case may be, for the Project and the Authority reserves the right to reject all or any of the Bidders or Bids without assigning any reason whatsoever. Mere submission of a responsive Bid does not ensure selection of the bidder as Preferred Bidder.
- iii) The Bidder shall bear all its costs associated with or relating to the preparation and submission of its Bid including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by the Authority or any other costs incurred in connection with or relating to its Bid. All such costs and expenses will remain with the Bidder and the Authority shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by a Bidder in preparation or submission of the Bid, regardless of the conduct or outcome of the Bidding Process.

2. Interpretation:

In the interpretation of this RFP, unless the context otherwise requires:

- i) The singular of any defined term includes the plural and vice versa, and any word or expression defined in the singular has the corresponding meaning used in the plural and vice-versa;
- ii) Reference to any gender includes the other genders;
- iii) Unless otherwise stated, a reference to a Clause, Sub-Clause, Paragraph, Subparagraph, Annex, Exhibit, Attachment, Schedule or Recital is a reference to a Clause, Sub-Clause, Paragraph, Subparagraph, Annex, Exhibit, Attachment, Schedule or Recital of this RFP;
- iv) A reference to any agreement is a reference to that agreement and all annexes, attachments, exhibits, schedules, appendices and the like incorporated therein, as the same may be amended, modified, supplemented, waived, varied, added to, substituted, replaced, renewed or extended, from time to time, in accordance with the terms thereof;
- v) The terms “include” and “including” shall be deemed to be followed by the words “without limitation”, whether or not so followed;
- vi) Any reference to a person shall include such person’s successors and permitted assigns;
- vii) A reference to a “writing” or “written” includes printing, typing, lithography and other means of reproducing words in a visible form;
- viii) Any date or period set forth in this RFP shall be such date or period as may be extended pursuant to the terms of this RFP;
- ix) A reference to “month” shall mean a calendar month, a reference to “week” shall mean a calendar week and a reference to “day” shall mean a calendar day, unless otherwise specified.
- x) The terms “hereof”, “herein”, “hereto”, “hereunder” or similar expressions used in this RFP mean and refer to this RFP and not to any particular Article, Clause or Section of this RFP. The terms “Article”, “Clause”, “Paragraph” and “Schedule” mean and refer to the Article, Clause, Paragraph and Schedule of this RFP so specified;
- xi) In the case of any conflict, discrepancy or repugnancy between the provisions of the RFP documents, provisions of the Agreement shall prevail over and supersede the provisions of other documents; The descriptive headings of Articles and Sections are inserted solely for convenience of reference and are not intended as complete or accurate descriptions of content thereof and shall not be used to interpret the provisions of the Agreement; and
- xii) All capitalized words and expressions used in the RFP but not defined therein shall have the same meaning as ascribed to them in the Agreement.

3. Brief Introduction

1. Gujarat Livelihood Promotion Company (GLPC) is the executive arm of Mission Mangalam, the implementation agency for NRLM. GLPC works through strategic partnership between large industries and SakhiMandals / Self Help Groups / Producer Groups / Service Groups / Collectives of the poor, through decentralized Micro Enterprise Ventures. The promoting companies / entrepreneurs redesign the process where intensive tasks as job-works are undertaken by Self Help Groups in their respective homes or villages as self-employment activities. Main objectives of GLPC are

- Empowering the Poor by organizing them into SHGs/Federations/other Collectives.
- Empower the poor through ensuring access to Financial Services.
- Augmenting existing livelihoods and enhancing incomes
- Explore livelihood opportunities through newer ventures in rural service sector
- Developing Inclusive Value Chains

GLPC has been creating and promoting livelihood avenues for the rural population whilst boosting up their capacities in their livelihood areas. To achieve these objectives, GLPC has formed more than 2 lakh SHG and followed by upto 1 lakh cash credit to each of the SHGs through several banks to initiate any types of livelihood activities with the finance support to skill building to production to marketing its products.

The rural SHGs lack professional information about strand of the market and as producer and consumers they need access to market. GLPC is instrumental in guaranteeing to create ability to operate in local, national and export markets (regional and international). However, poor SHGs physical access to markets (distance between villages to urban markets) which increases cost of transaction and communication between producers and consumers. They are unaware of market related skills which are needed to survive in competitive markets. Furtherance to these SHGs are usually less informed about markets and its opportunities. In order to reach SHGs belong to in remote areas where digital and non-digital means of communication through radio, TV, Newspapers even the internet in order to increase their chances of identifying and undertaking profitable and sustainable livelihood.

These activities primly decided to eradicate poverty from cross the societies whether belong under privileged or privileged section of the societies with creating sustainable livelihood. GLPC experience has been reflected in the form of electronic media, articles, video clips and success stories but still GLPC exploring the ways and means to bring tail ended villages SHGs production into main stream of market through below cited activities:

- Execution of Village Haat & Gram Haat Schemes
 - Support SHGs and artisans to participate at the local, National and International fairs
 - Execution of the MoUs in between marketing vertical
 - Implementation of Pilot projects
2. As part of its endeavour, GLPC intends to appoint an agency for providing services related to Public Relations & Media activities. The broad objectives of the same are:

- a. The GLPC, while working towards the challenging vision of empowerment of poor women, has to ensure realization of this vision through participatory means and by convergence of prevalent government developmental schemes. The mission of the company could be stated as : "GLPC strive to serve the underprivileged women as well as members of vulnerable communities/groups in the state by organizing and capacitating their Groups and creating sustainable livelihoods.
- b. GLPC ensure convergence of prevalent development programmes and schemes as well as forge partnerships with other non-government organizations and corporate houses for inclusive growth and the empowerment of the members of the groups served.
- c. In order to provide quality member-services, GLPC strive to remain financially sound and secure. We will work towards establishing ourselves as a unique organization with deep abiding human values and maintaining the same."
- d. Strengthening the position of the GLPC as one of the most important destination across the globe by increasing visibility and enhancing 'top of the mind' recall.
- e. Provide maximum media exposure to all the activities/schemes provided by GLPC in the State amongst local, national and international media with a focus on right kind of messaging and establishing brand GLPC
- f. To effectively disseminate information (in the form of press note, press release and press statement) about various activities undertaken / being undertaken / proposed to be undertaken to all regional, national and international media (Print, Broadcast, Digital media).

More details on the scope of Services are provided in the Terms of Reference (Section 5).

1. A Bidder will be selected under Quality and Cost Based Selection method (QCBS) and in a Proposal format as described in this RFP, in accordance with the policies of the Government of Gujarat and as per terms and conditions as contained in this RFP.
2. Details on the proposal's submission date, time and address are provided in Section 4.4 and 4.7.
3. Bidders who wish to participate in online tender will have to procure / should have legally valid Digital Certificate as per Information Technology Act - 2000 using which they can sign their electronic bids. Bidders can procure the same from any of the license certifying Authority of India or can contact GeM (Government E-Marketplace).
4. In case bidders need any clarifications or if training required to participate in online tenders, they can contact GeM Support team:-
GeM (Government E Marketplace)

E-mail: helpdesk-gem@gov.in

Website: <https://gem.gov.in/>

Toll-Free: 1800-419-3436, 1800-102-3436

5. Tender documents can be downloaded from the websites: (i) <https://gem.gov.in> (ii) <https://www.glpco.co.in> before the Bid Due Date. The bidders are requested to submit the EMD in the form of Demand Draft along with the Bids. (list of applicable banks placed at Annexure 2). Bidders are required to submit their Technical Bids in the hard copy on the communication address as mentioned below:

To,

Managing Director
Gujarat Livelihood Promotion Company Ltd
3rd Floor, Block No. 18,
Udyog Bhavan, Gandhinagar, Gujarat - 382011.

6. Bidders are required to submit their technical bids in the hard copy on the communication address as mentioned above, and the Price Bid, to be submitted online only, on the website as mentioned. The Price Bid shall not be submitted with the Technical Bids. If Price Bid is submitted along with Technical Bid, it will lead to disqualification of the Bidder.

4. Information to Bidders

4.1 Definitions

1. "**Agreement**" means the agreement signed by the Parties, including recitals, schedules and attachments that may be amended, supplemented or modified in accordance with the provisions hereof.
2. "**Agreement Period**" is the period commencing from the date of execution of the Agreement for a period of **2 (two) years, extendable to another 1 (one) year** subject to continuous satisfactory performance on mutually agreeable terms and conditions. **The extension would be at the same price quoted in this tender.**
3. "**Applicable Laws**" means all laws, brought into force and effect by Government of India and / or Government of Gujarat including rules, ordinances, notifications, regulations, bye-laws, directives, guidelines or other governmental restriction or any guidelines and regulations of any concerned regulatory authority made thereunder, and judgments, decrees, injunctions, writs and orders of any court of record, applicable to this Agreement and the exercise, performance and discharge of the respective rights and obligations of the Parties hereunder, as may be in force and effect on the date of this Agreement and during the subsistence thereof;
4. "**Applicable Permits**" means all clearances, licenses, permits, authorizations, no objection certificates, consents, Approvals and exemptions required to be obtained or maintained by the Agency under Applicable Laws during the subsistence of this Agreement.
5. "**Approvals**" means all clearances, licenses, permits, authorizations, no objection certificates, consents, approvals of or from any Competent Authority and exemptions required to be obtained or maintained under Applicable Laws in connection with the Project during the subsistence of this Agreement.
6. "**Associate(s)**" means any person(s) or entity with whom the selected agency delivers / provides any part of the Services.
7. "**Authority / Employer**" or "**GLPC**" means Gujarat Livelihood Promotion Company Ltd and its representatives.
8. "**Bidder**" means any firm / agency / organization who is technically eligible for providing services to the Authority as per the scope of work under the Project.
9. "**Day**" means calendar day.
10. "**Employer's Representative**" means the person / personnel of the Authority, who acts as the Employer's representative to oversee the activities of Selected Agency from time to time and as directed by **Managing Director, GLPC.**
11. "**Government**" means the Government of Gujarat.
12. "**Information to Bidders**" (**Section 4** of the RFP) means the document, which provides Bidders with all information needed to prepare their Proposals.
13. "**LOI**" means the Letter of Invitation
14. "**Personnel**" means professionals and support staff provided by the Agency and their associates and assigned to perform the Services or any part thereof. "Local Personnel" means such professionals and support staff who at the time of being so provided had their domicile headquarters in Gandhinagar.
15. "**RFP**" means the Request for Proposal prepared by the Authority for the selection of Agency.
16. "**Services**" means the work to be performed by the Agency pursuant to the signing of Agreement.

17. "**Terms of Reference**" (ToR) means the document included in the RFP as **Section 5** which explains the objectives, scope of work, activities, tasks to be performed, respective responsibilities of the Authority and the Bidders, and expected results and deliverables of the assignment.

4.2 General Conditions

The agreement period shall be for a period of **2 years** further extendable to another **1 year** provide the Authority is satisfied with the performance of the Agency.

The proposal will be rejected for award if it is determined that the Agency recommended for award has, directly or through an agent, engaged in corrupt, fraudulent, collusive or coercive practices in competing for the project in question.

A Bidder will be declared ineligible, either indefinitely or for a stated period of time, to be awarded a project if Authority at any time determines that the Bidder has engaged in corrupt or fraudulent practices in competing for or in executing, a project; and

A Bidder may be declared ineligible and / or blacklisted from further bidding with GLPC for a period as deemed fit by GLPC, in case any misrepresentation of facts / details is found in the bid as submitted by them at any point of time.

The Authority will have the right to require that a provision be included requiring agency to permit GLPC to inspect their accounts and records relating to the performance of the Project and to have them audited by authorized representatives of GLPC .

Bidders shall not be under a declaration of ineligibility for corrupt and fraudulent practices. Furthermore, the Bidders shall be aware of the provisions on fraud and corruption stated in the Agreement.

Bidders shall furnish all relevant information, as per the formats provided in the RFP.

Proposals as submitted by the Bidders shall have a Bid Validity of 180 days from the last date of Bid Submission. During this period, Bidders shall maintain the availability of Professional staff nominated in the Proposal.

The Authority will make its best effort to complete negotiations within this period. Should the need arise, however, the Authority may request Bidders to extend the validity period of their proposals.

Bidders who agree to such extension shall confirm that they maintain the availability of the Professional staff nominated in the Proposal, or in their confirmation of extension of validity of the Proposal, Bidders could submit CV of new staff, being proposed in replacement, who would be considered in the final Agreement, after the evaluation of the Curriculum Vitae (CV). Bidders who do not agree have the right to refuse to extend the validity of their Proposals.

4.3 Clarifications and Amendment of RFP Documents

Bidders may request clarification on any of the points contained in RFP documents up to the number of days indicated in Section 4.5. Any request for clarification must be sent in writing by paper, mail, facsimile, or electronic mail to the Authority's address as indicated. The Authority will

upload response to all such requests received by it on websites www.gem.gov.in & www.glpc.co.in.

At any time before the submission of Proposals, the Authority may for any reason, whether at its own initiative or in response to a clarification requested by a Bidder, modify the RFP documents by amendment. Any such amendment shall be issued in writing through Corrigenda. Corrigenda shall be uploaded in GLPC and / or N-procure website and shall be binding on all Bidders. The Authority may at its discretion extend the deadline for the submission of Proposals.

4.4 Bidding Schedule

S. No	Event	Key Date and Time
1	Bid issue date	5/09/2023
2	Last date for sending Bid Queries	13/09/2023 up to 6:00 pm
3	Pre-Bid Meeting	15/09/2023 at 12:30 pm
4	Last date of online submission of Financial Bid	29/09/2023 up to 3:00 pm
5	Last date of physical submission of Technical Bid	29/09/2023 up to 3:00 pm
6	Date and time of opening of Technical Bid	29/09/2023 up to 5:00 pm
7	Presentation by the Bidders	Will be intimated to the Qualified Bidders
8	Opening of Financial Bids	Will be intimated to the Qualified Bidders

4.5 Pre-Bid Meeting

- 4.5.1 Queries, if any, proposed to be raised at the pre-bid conference by the Bidder should be submitted **in writing** over email at least two (2) working days before the date of the pre-bid conference to the Official as below:

Mr. Manoharsinh Gohil
General Manager (Marketing)
E- mail: gmmarketing@glpc.co.in & pmarketing.glpc@gmail.com
Phone : 079-23248513/14

Pre-Bid meeting shall be held at the Committee Room, Gujarat Livelihood Promotion Company Limited Block No. 18, 3rd Floor, Udyog Bhavan, Sector 11, Gandhinagar – 382011

on the designated date and time. A maximum of two representatives of each Bidder shall be allowed to participate on production of Authority letter from the Bidder.

4.6 Preparation of Proposal

The Bidders are required to submit the proposal in two parts in two separate envelopes / parts and put together in one single outer envelope. The two parts shall be captioned as follows on the respective envelopes:

- (a) Part 1: EMD and
- (b) Part 2: Technical Proposal (both Original and Copy).
- (c) Part 3: The Financial Proposal needs to be submitted online on gem.gov.in only

The proposal shall be written in English only.

The Part-1 submission (Cover-1) shall contain the required information as described in ensuing sections

PART 1: EMD

Earnest Money Deposit: Bidder has to furnish, as part of its proposal, Bid Security (EMD) amounting to **Rs. 50,000/-** (i.e. **Rupees Fifty thousand only**). The Bidders will have an option to provide the Bid Security in the form of a Demand Draft drawn in the favour of **“Gujarat Livelihood Promotion Company Limited.”** payable at Gandhinagar or an unconditional, irrevocable bank guarantee, from a bank acceptable to the Authority in favour of **“Gujarat Livelihood Promotion Company Limited.”** as per the format at **Annexure 3** of RFP, which can be invoked at any of the bank's branch located at Gandhinagar. The validity period of the Bid Security, in case of DD shall not be less than 85 (eighty-five) days from the Bid Due Date (which shall be extended on mutual agreement) and in case of a Bank Guarantee, shall not be less than 180 (one hundred and eighty) days

from the Bid Due Date, inclusive of a claim period of 60 (sixty) days, and may be extended as may be mutually agreed between the Authority and the Bidder from time to time. The Bank Guarantee shall be **payable** at any Scheduled Bank having its Branch at Gandhinagar and in the form of Bank Guarantee issued by any Bank acceptable to the Authority (List of applicable banks placed at **Annexure 2**). The EMD of the unsuccessful bidders shall be returned by the Authority preferably within 15 days of the signing of the Agreement with the **Successful Bidder**. The EMD of the successful bidder shall be returned upon submission of the Performance Guarantee.

PART 2: TECHNICAL PROPOSAL – (To be submitted in physical copy only)

In preparing the technical proposal, Bidders are expected to examine the submission documents / format / enclosures etc., comprising this RFP in detail. **Material deficiencies in providing the information requested may result in rejection of the proposal.**

During preparation of the technical proposal, Bidders must give particular attention to the following:

- a) It is desirable that the majority of the key professional staff proposed should preferably be permanent staff. The permanent staff would be considered those employed / working with the Bidder for at least one year.
- b) Alternative professional staff shall not be proposed and only one Curriculum Vitae (CV) must be submitted for each position, and proposed professional staff must, have the relevant experience as required for the assignment.
- c) A good working knowledge of the local language that is Gujarati is preferable for key professional staff on this assignment.
- d) It is desirable that the Key professional staff have area acquaintance.-

The technical proposal must provide the following information, using but not limited to the formats from Form 1 to Form 7.

- Form 1: Technical Proposal Submission Form
- **Form 2: Format for Power of Attorney for Authorised Representative**
- **Form 3: Financial Summary of the Bidder**
- Form 4: Format for Letter of Undertaking
- Form 5: Format for Showcasing Experience
- Form 6: Team Profile
- **Form 7: Format for CV of Key Personnel**

The technical proposal must not include any financial information.

PART 3: FINANCIAL PROPOSAL – to be strictly submitted online only.

In preparing the Financial Proposal, Bidders are expected to take into account the requirements and conditions of the RFP documents. It should include all costs associated with the Assignment, including (a) remuneration to the staff and (b) reimbursable such as subsistence (per diem, housing), transportation (for mobilization and demobilization), services and equipment, insurance, etc. as components of this assignment.

Bidders are also requested to take note that there will be no revision in the monthly fee during the Agreement Period.

The Financial Proposal should clearly identify and include all the taxes, duties, fees, levies and other charges imposed under the applicable law, on the Bidders, and their personnel, and include as part of their offer, and show only GST separately.

Bidders have to express the price of their services in Indian Rupees only. A sample format of the same is placed at **Annexure 1: Financial Proposal Submission Form (to be submitted online only on n-procure website).**

The financial bid approved by the client and shown in the agreement is fixed and shall not be increased under any circumstances.

Financial Bids to be submitted on-line only

Conditional Tenders / bids shall not be accepted.

4.7 Submission, Receipt and Opening of Proposals

The original proposal shall be prepared in indelible ink. It shall contain no inter-lineation or overwriting, except as necessary to correct errors made by the Bidder. Any such corrections must be initiated by the person who signs the Proposals.

Each of the proposals, along with their relevant enclosures should be bound, paginated, with an index of submission on the first page. Unbounded submissions are liable to be treated as non-responsive.

An authorized representative of the Bidder shall initial all pages of original Technical Proposal. The representative's authorization shall be in the form of a written power of attorney accompanying the Proposal, or in any other form demonstrating that the representative has been duly authorized to sign. The (original) signed Technical proposal shall be marked "ORIGINAL"

Bidders must submit one original and 1 (one) copy of technical proposal only.

EMD must be in one Envelope (cover-1) and Technical Proposal (1 original + 1 copy) must be in one envelop (Cover-2). The envelope must be clearly marked on top as "Technical Proposal". One soft copy of Technical Proposal, in PDF format on pen drive, should also be placed in the cover containing technical proposals.

The two separate envelopes containing the EMD in one envelope and Technical Proposals in other, should be placed in one cover and addressed to **Managing Director, Gujarat Livelihood Promotion Company Limited** (as per the given detailed address) and labelled “**Proposal for Selection of Public Relations & Media Agency**”.

To,
Managing Director
Gujarat Livelihood Promotion Company Limited
Block No. 18, 3rd Floor, Udyog Bhavan,
Sector 11, Gandhinagar – 382011, Gujarat, India

The completed proposals must be delivered / submitted on or before the submission time and date as stated Section 4. The Authority shall not be responsible for misplacement, losing or pre-matured opening, if the outer envelope is not sealed and / or not marked as stipulated. After the deadline for submission of proposals, the Technical Bid envelope shall be opened in the presence of the Bidders / their Authorized Representatives who choose to attend on the date and time indicated in the Section 4.4.

4.8 Proposal Evaluation

The responsive proposals shall be evaluated on a **Quality cum Cost Based (QCBS)** Basis in the ratio of **70:30** (70% weightage to Technical Proposal and 30% weightage to the Financial Proposal)

Stage 1: Test of responsiveness

Prior to evaluation of the documents contained in the Technical Bid envelope, the Authority shall determine whether each Bid is responsive to the requirements set out in this tender. A Bid shall be considered responsive only if:

- It is received as per the formats prescribed in the **Section 6 – Technical Proposal Forms** of the Request for Proposal document.
- It is received by the Bid due date including any extensions thereof. It is signed, sealed, bound together and marked as stipulated in this Request for Proposal document.
- It contains information in formats same as those specified in this Request for Proposal document.
- It contains the necessary documentary proof as specified in the checklist mentioned in Request for Proposal document.
- It does not contain any condition or qualifications, and it is not non-responsive in terms hereof.
- It fulfils the Pre-qualification Criteria as given in the RFP.

Stage 2: Technical qualification Criteria

Bidders who comply with the following basic criteria are eligible for participation in this tender:

- Bidder should be a company registered, currently working primarily in the field of PR, Marketing, Media, Advertising etc under the Companies Act of India, 1956 (or later) OR a registered partnership firm (including LLP) OR a

proprietorship firm and should be in **existence for at least 3 years as on the Bid Due Date.**

- Bidder should have had a Minimum Annual Average Turnover of INR 10 Lakh in any 3 years out of last 5 financial years (FY 2018-19, 2019-20, 2020-21, 2021-22, 2022-23) from services related to Public relation and media planning.
- The Bidder should have completed at least two projects related to Public relation and media planning, in the last 3 years (from Bid Due Date), with a minimum average fee of each project being Rs. 1.00 lakh per annum (exclusive of taxes), for government clients (State / Central Governments, including Boards, Institutes, PSU, Corporation, Department, Ministries) or Private sector. Preference may be given to Government sector experience holder in similar nature of work.

Stage 3: Technical Proposal Evaluation:

The Authority will undertake evaluation of Technical Proposals as per technical qualification criteria. The Bidders are required to give a presentation detailing their understanding of the Terms of Reference, work plan, methodology, past experience etc as per the details included in the Table below. Marks out of 100 shall be awarded as per the Technical Proposal Evaluation and the presentation before the Evaluation Committee. **The Technical Proposal should score at least 60% marks to be considered responsive for Financial Evaluation.**

Note:

1. For all the submitted projects, documentary evidence to substantiate the scope of work, duration, Fee in the form of Work Order, Agreement, Completion Certificate from the client is mandatory.
2. Successful bidder will be required to provide one trained, qualified and experienced PR Coordinator having minimum qualification as given below. Coordinators will be reliable to coordinate between the department and would act as a single point of contact for overall execution of work. The coordinators will work at / stationed at Head Office of GLPC at Gandhinagar and should have a sound knowledge of Gujarat.
- 3.

S. No.	Position	Qualification
1	PR & Media Coordinator	Bachelor / Masters' Degree in Literature/ Journalism / Public Relations / Communication or equivalent with a minimum experience 3 years in handling PR & Media works

Note: The CVs of the relevant staff at point 2 above shall be submitted in the format placed at Form 7.

4. The team is required to be well versed in English, Hindi and Gujarati.
5. Agency is expected to have their own established Office in Ahmedabad / Gandhinagar. In case agency doesn't have an office in Ahmedabad / Gandhinagar, they are required to establish a local office in Ahmedabad / Gandhinagar at its own cost.

Stage 4: Financial Proposal Evaluation:

After the evaluation of technical proposal is completed, the Authority may notify those Bidders whose Technical proposals were considered non-responsive and not qualifying as per RFP Terms of Reference, indicating that their Financial Proposals will not be opened.

The Authority shall inform the Bidders who have qualified in the Technical Proposal after the evaluation of Technical Proposal before the date of financial bid opening.

The Financial Proposals shall be opened from n-procure website in the presence of the Bidders / authorized representatives who choose to attend. The name of the Bidders, the technical scores, and the quoted prices shall be read aloud and recorded when the Financial Proposals are opened.

It is expected that Bidders shall determine the costs appropriately and shall take necessary care in allocating budgets adequately to major components of study.

The price bid to be considered for evaluation shall exclude GST, but shall include all the other taxes, if any.

The Evaluation Committee shall consider the evaluated financial offer and / or total proposal cost and the score on price quote will be calculated in the following manner.

Sf = 100 x Fm / F in which,

Sf is the 'Financial Score' of the Financial Proposal being evaluated.

Fm is the computed lowest financial proposal (inclusive of all taxes but excluding GST).

F is the Computed Price of the bidder under evaluation (inclusive of all taxes but excluding GST).

The weights given to the Technical and Financial Proposals are:

T = 0.7 (70%)

P = 0.3 (30%)

Proposals will be ranked according to their combined Technical Scores (St) and Financial Scores (Sf) using the weights indicated above. Final scores will be calculated as under:

S = St x T + Sf x P

T = the weight given to the Technical Proposal;

P = the weight given to the Financial Proposal;

and S = Score

The bidder getting Highest Score (technical plus financial) would be awarded the bid (the "H1 Bidder")

4.9 Negotiations

- Prior to the expiration of period of validity of proposal, Authority shall notify the successful Bidder who has emerged the H1 bidder and invite them to negotiate.
- The invited agency will, as a pre-requisite for attending negotiations, confirm availability of all nominated experts / key personnel and satisfy other pre-negotiation requirements as may be specified by Authority. The aim is to reach agreement on all points and initial a draft Agreement by the conclusion of negotiations.
- Negotiations shall commence with discussions on the proposed methodology (work plan), staffing and any suggestions, which may have been made to improve the ToR. Agreement must then be reached on the final ToR, the staffing, logistics and reporting. These documents then can be incorporated in the Agreement as "description of services". Special attention shall be paid to clearly defining the required inputs and facilities required from the Authority to ensure satisfactory implementation of the assignment.
- Unless there are exceptional reasons, the financial negotiations will not involve any discussion on the remuneration rates for staff.
- If negotiations fail, Authority will invite the second ranked bidder, whose proposal received the second highest score, to negotiate

4.10 Award of Work

- After completion of negotiations with the preferred bidder, the Authority shall award the work to the selected Agency by Issuing a Letter of Invitation.
- The successful Bidder with whom the Agreement is signed is expected to commence the assignment on the date and at the location specified as indicated by the Authority during the negotiation meeting.

4.11 Confidentiality

- 4.11.1 Information relating to evaluation of proposals and recommendations concerning awards shall not be disclosed to the Bidders who submitted the proposals or to other persons not officially concerned with the process without the consent of the appropriate Authority.

4.12 Force Majeure - Obligations of the Parties

Force Majeure shall mean any event beyond the control of Authority or of the Agency, as the case may be, and which is unavoidable notwithstanding the reasonable care of the party affected, and which could not have been prevented by exercise of reasonable skill and care and good industry practices and shall include, without limitation, the following:

- a. War, hostilities, invasion, act of foreign enemy and civil war;
- b. Rebellion, revolution, insurrection, mutiny, conspiracy, riot, civil commotion and terrorist acts;
- c. Strike, sabotage, unlawful lockout, epidemics, quarantine and plague;
- d. Earthquake, fire, flood or cyclone, or other natural disaster.

As soon as reasonably practicable but not more than 48 (forty-eight) hours following the

date of commencement of any event of Force Majeure, an Affected Party shall notify the other Party of the event of Force Majeure setting out, inter alia, the following in reasonable detail:

- e. The date of commencement of the event of Force Majeure;
- f. The nature and extent of the event of Force Majeure;
- g. The estimated Force Majeure Period,
- h. Reasonable proof of the nature of such delay or failure and its anticipated effect upon the time for performance and the nature of and the extent to which, performance of any of its obligations under the Agreement is affected by the Force Majeure.
- i. The measures which the Affected Party has taken or proposes to take to alleviate/mitigate the impact of the Force Majeure and to resume performance of such of its obligations affected thereby.
- j. Any other relevant information concerning the Force Majeure and / or the rights and obligations of the Parties under the Agreement.

4.13 Termination

The Agreement may be terminated forthwith by either party by giving written notice to the other if:

- a. The other party is in material breach of its obligations under this Agreement and / or, in the case of such breaches capable of being remedied, fails to remedy that breach within thirty days of receiving notice of such breach; or
- b. The Agreement may be terminated forthwith by the Authority by giving written notice to the Agency, if:
 - i. In case of breach of any of terms and conditions of the Agreement by the Agency, the Competent Authority of the Authority shall have the right to terminate the Agreement without assigning any reason thereof, and nothing will be payable by the Authority and in that event the security deposit in the form of Performance Security shall be forfeited and encashed.
 - ii. The Agency does not provide services as per the Scope of Work / Requirements
 - iii. The Agency goes bankrupt and becomes insolvent.

4.14 Fraud and Corrupt Practices

- The Bidders and their respective officers, employees, agents and advisers shall observe the highest standard of ethics during the Bidding Process and subsequent to the issue of the LOI and during the subsistence of the Agreement. Notwithstanding anything to the contrary contained herein, or in the LOI or the Agreement, the Authority may reject a Bid, withdraw the LOI, or terminate the Agreement, as the case may be, without being liable in any manner whatsoever to the Bidder or Agency, as the case may be, if it determines that the Bidder or Authority, as the case may be, has, directly or indirectly or through an agent, engaged in corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice in the Bidding Process. In such an event, the Authority shall be entitled to forfeit and appropriate the Bid Security or Performance Security, as the case may be, as Damages, without prejudice to any other right or remedy that may be available to the Authority under the Bidding Documents and/or the Agreement, or otherwise.

- Without prejudice to the rights of the Authority under Clause 4.14.1 hereinabove and the rights and remedies which the Authority may have under the LOI or the Agreement, or otherwise if a Bidder or Authority, as the case may be, is found by the Authority to have directly or indirectly or through an agent, engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice during the Bidding Process, or after the issue of the LOI or the execution of the Agreement, such Bidder or Authority shall not be eligible to participate in any tender or RFP issued by the Authority during a period of 2 (two) years from the date such Bidder or Agency, as the case may be, is found by the Authority to have directly or indirectly or through an agent, engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practices, as the case may be. For the purposes of this Clause, the following terms shall have the meaning hereinafter respectively assigned to them:
 - a. **corrupt practice** means (i) the offering, giving, receiving, or soliciting, directly or indirectly, of anything of value to influence the actions of any person connected with the Bidding Process (for avoidance of doubt, offering of employment to or employing or engaging in any manner whatsoever, directly or indirectly, any official of the Authority who is or has been associated in any manner, directly or indirectly, with the Bidding Process or the LOI or has dealt with matters concerning the Agreement or arising therefrom, before or after the execution thereof, at any time prior to the expiry of 1 (one) year from the date such official resigns or retires from or otherwise ceases to be in the service of the Authority, shall be deemed to constitute influencing the actions of a person connected with the Bidding Process); or (ii) save and except as permitted in this RFP, engaging in any manner whatsoever, whether during the Bidding Process or after the issue of the LOA or after the execution of the Agreement, as the case may be, any person in respect of any matter relating to the Project or the LOA or the Agreement, who at any time has been or is a legal, financial or technical adviser of the Authority in relation to any matter concerning the Project;
 - b. **fraudulent practice** means a misrepresentation or omission of facts or suppression of facts or disclosure of incomplete facts, in order to influence the Bidding Process;
 - c. **coercive practice** means impairing or harming, or threatening to impair or harm, directly or indirectly, any person or property to influence any persons participation or action in the Bidding Process;
 - d. **undesirable practice** means (i) establishing contact with any person connected with or employed or engaged by the Authority with the objective of canvassing, lobbying or in any manner influencing or attempting to influence the Bidding Process; or (ii) having a Conflict of Interest; and
 - e. **restrictive practice** means forming a cartel or arriving at any understanding or arrangement among Bidders with the objective of restricting or manipulating a full and fair competition in the Bidding Process.

4.15 Right of Rejection

- 4.15.1 Authority reserves the right to reject any or all proposals, to waive any informality in such proposals, to request new proposals, to revise the RFP prior to, and including, the pre-proposal meeting date, to proceed to do the work otherwise, withdraw this RFP, not award the work, or not award a portion of work at any time. The receipt of proposals shall not in any way, obligate the Authority to enter into a Agreement, or any other agreement of

any kind with the Bidder. All submitted copies of the proposals shall become the property of Authority.

4.16 Roles and Responsibilities of Parties

Role of Authority

- a. Receive and appraise proposals / suggestions from the Agency for project implementation.
- b. Provide necessary guidance, support, approvals and strategic suggestions as and when required, through periodic review during the entire duration of the contract.
- c. Ensure that the Agency conducts work as specified in the scope of work.
- d. Extend necessary non-financial support, on best efforts basis, to ensure framework is in place for smooth conduct of the activities.
- e. Validate the work performed by the Agency based on the terms and conditions of the Agreement and make regular payments.

Role of Agency

Over and above the mentioned pre-requisites of the Firm in 'Scope of Work' (**Section 5.3**), the Firm shall have to ensure optimal performance by dispersing key responsibilities as follows:

- a. The Agency will appoint professional resources as per the requirements of the RFP and Agreement.
- b. The person(s) identified must be available over phone at all the times after office hours.
- c. The Agency will provide all relevant clippings, AV recordings, CDs and other necessary details and data as and when required by the Authority.
- d. The Agency is solely responsible for managing the activities of its personnel and will hold itself responsible for any misdemeanours.
- e. The Agency will treat as confidential all data and information obtained during execution of his responsibilities, in strict confidence and will not reveal such information to any other party without the prior written approval of Authority.

5. Terms of Reference

5.1 About GLPC

Gujarat Livelihood Promotion Company (GLPC) is the executive arm of Mission Mangalam, the implementation agency for NRLM. It has been registered under The Companies Act, 1956.

GLPC works through strategic partnership between large industries and SakhiMandals / Self Help Groups / Producer Groups / Service Groups / Collectives of the poor, through decentralized Micro Enterprise Ventures. The promoting companies / entrepreneurs redesign the process where intensive tasks as job-works are undertaken by Self Help Groups in their respective homes or villages as self-employment activities. Main objectives of GLPC are

- Empowering the Poor by organizing them into SHGs/Federations/other Collectives.
- Empower the poor through ensuring access to Financial Services.
- Augmenting existing livelihoods and enhancing incomes
- Explore livelihood opportunities through newer ventures in rural service sector
- Developing Inclusive Value Chains

As part of reaching out to the larger audience and creating awareness amongst stakeholders across the nation, about GLPC and various schemes within State, GLPC intends to appoint an agency for promotion on various platforms through Public Relation (PR) and Media activities. The activities / task includes:

- **PR Activities**
- **GLPC Brand Building**
- **Media Engagement**
- **Crisis/ Issues Mapping & Management**

5.2 Objectives

GLPC intends to appoint a PR Firm to effectively propagate and publicize all initiatives and achievements of GLPC across India and the globe. The objectives of the same are as under:

1. To strengthen the position of GLPC across the nation by increasing visibility and enhancing 'top of the mind' recall.
2. Position and Develop Brand GLPC as an important company Undertaken by Govt. of Gujarat and provide maximum media exposure to all the activities/events/schemes of GLPC in the State to the national and international media with a focus on right kind of messaging in National and Regional Publication along with broadcast media.
3. To effectively disseminate information (in the form of press note, press release and press statement) about various activities undertaken / being undertaken / proposed to be developed to all regional, national and international media (Print, Broadcast, Digital media).

5.3 Scope of Work

In order to help shape media highlights on various public initiatives, both nationally as well as internationally, the Firm shall perform, inter - alia, in consultation with the top authorities / Nodal Officer at GLPC, the following tasks:

Communication

- Planning and organizing media meets
- Preparing and dissemination of press releases / briefs on major initiatives / achievements / exhibitions/ events by GLPC as per requirements. Agency will draft all the press releases, advertorial content, creatives and by-lined articles, backgrounder and spokesperson messages on behalf of the organisation and would submit to the top authorities / nodal officers at GLPC for final approval for sharing with the media.
- Arranging articles for advertorials / Question & Answers in magazines and newspapers Preparation of print and electronic materials in the form of PR kits to the media, as required.
- Enhance visibility and awareness through unpaid means of communication.

Public Relations

- Preparation of PR strategy for raising the profile and media presence of GLPC.
- Organizing official meet-ups to exhibitions/events/scheme implementation functions for the media / bloggers / influencers and other dignitaries to different parts of the state in consultation with GLPC. **The expenses for the visit of such meet-ups will be reimbursed by GLPC on the submission of actual bills by the firm who is solely responsible for arranging such official meet-ups. Agency will be required to get the cost / budget of the same pre-approved by GLPC.**
- Arrange for press conferences, one - on - one meets, telephonic interviews, road - shows, media FAM trips as and when instructed by top authorities / Nodal Officer.
- Undertaking Press Releases Creation and Release Management
- Media management of various seminars, workshops, exhibitions and events to be organized and participation by GLPC. The number of media personnel for any event shall be decided by top authorities / Nodal Officer at GLPC after deliberation on the scale of the event.
- Crisis communication – It is expected that the PR agency will help to counter any adverse publicity.

Media Tracking, Monitoring & Reporting:

- Monitor the presence of, and discussions about, GLPC in social and industry stakeholders circles.
- This can be achieved through, among other activities, continuously monitoring and tracking all national and regional newspapers, magazines, TV channels, the inter-web, blogs and other channels of external communication at regular intervals.
- Track all relevant social media - Facebook pages, Twitter handles, Instagram, YouTube channel and WhatsApp groups and generate reports for appropriate action.
- Report the above findings to the top authorities / Nodal Officer through an efficient feedback system.
- Submission of compiled reports every month (Hard Copy as well as Soft Copy) with

cost analysis.

5.4 Change Orders

Authority may at any time, by written order given to the Agency, make changes within the general scope of the Contract in place of delivery; and/or the Services to be provided by the Agency

The Agency should be ready to accommodate additional equipment / services at later stages.

If any such change causes an increase or decrease in the cost of, or the time required for, the Agency's performance of any provisions under the Agreement, equitable adjustments shall be made in the Agreement Price or delivery schedule, or both, and the Agreement shall accordingly be amended. Any claims by the Agency for adjustment under this clause must be asserted within thirty (30) days from the Date of the agency's receipt of the Authority's change order.

5.5 Payment Terms

- The Firm shall be paid on a monthly basis for its services at the completion of each month based on the actual work performed by it. The payment will be based on rates finalized for the award of contract to the successful Firm.
- All payments will be subject to TDS and any other statutory deductions.
- The Firm shall furnish the Nodal Officer at GLPC with the bills of expenses it incurred for the travel / accommodation / food for the journalists or any other expenses incurred in the arrangement of events. The reimbursements of such bills shall be made by the Nodal Officer at GLPC.
- The top authorities / Nodal Officer shall evaluate the performance of the firm based on the quality of the services rendered as well as feedback received by the officials concerned at the Trust. The decision of the top authorities / Nodal Officer at GLPC shall be binding in this regard.

5.6 Reporting

- The Firm is expected to provide the top authorities / Nodal Officer with the following reports on the activities undertaken and completed by it in order to achieve the objectives stated above:
 - Details of media coverage handled by the Firm upon completion of any event, press- conference or any other activity undertaken to be sent to the top authorities / Nodal Officer within a week of its completion.
 - Other reports of events / BTL activities as and when ordered by the Nodal Officer
- The selected Agency will be required to make submissions / deliverables as under:

No.	Deliverables	Frequency
1	Annual Rollout plan with month wise activities proposed. To be submitted within 30 Days of selection	Once in a year

2	<p>Identification of 10 communication pillars in sync with GLPC strategies, various event campaigns, Brand building activities etc</p> <p>To be submitted within 30 days of selection</p>	Once in a year
3	<p>Mapping of target media and stakeholders and develop a local / national media list</p> <p>To be done within 30 days of selection</p>	Once in a year and to be updated frequently
4	<p>Develop Media Information Kit and research based inputs for sharing with media and GLPC</p> <p>To be done within 30 days of selection</p>	Once in a year and to be updated, as and when required
5	<p>Press releases in Gujarati, Hindi, English and any other three regional languages (As per suggestion of GLPC) based on new initiatives and activities of GLPC, events, schemes etc</p>	<p>10 press releases in every month in local media and national media.</p> <p>At the time of special events the numbers to be increased.</p>
6	<p>Story generation based on GLPC activities, SHG activities, events, crafts, Culture, cuisine etc...</p>	At least 8 stories in every month to be shared with local and national media
7	<p>Event based PR support: For pre event promotion and post event coverage of event organized by the GLPC. in national media, Similar coverage of various events/SHG activities organized by GLPC and other events in which GLPC participates actively</p> <p>Action plan to be submitted 15 days prior to the event</p>	As per annual calendar of SHG activities and events
8	<p>Organize pre & post event press conferences and media briefings at events/ SHG activities in big cities within/outside State as per requirement of GLPC (Expenses on Logistic arrangements to be borne by the GLPC)</p> <p>Action plan to be submitted 15 days prior to the event</p>	<p>Local press conferences as and when instructed by GLPC</p> <p>At least 3 such Press Conferences in a year to be organized outside Gujarat</p>

9	PR around celebrity presence / visit to Gujarat: Film, Sports, Fashion related and other celebrities visit Gujarat frequently. Media can be approached to publish Stories/Interviews around their visioral community/GLPC event/ SHGs sites, if any(Expenses on Logistic arrangements to be borne by Department)	At least 2 Stories / Interviews / blogs around such visits to be prepared and disseminated / published in a month
10	Conceive and Create one day (4 to 6 hours) media / Influencer / blogger / RJs/ writer's meet and media networking events in metro cities as per requirement of the GLPC (Expenses on Logistic arrangements to be borne by GLPC) Action plan and requirements to be submitted 30 days prior to the event	At least four such events in a year to be organized
11	PR support in Crisis and other emergent situations: countering situations and negative news, incidents with well thought out plan	As per requirement of situation
12	Pitch for interviews by senior Journalists / Editors / Influencers with Minister / officials. Key messages, FAQs, list of anticipated questions and answers, sound- bites and quotes to be prepared for these interviews. (Expenses on Logistic arrangements, travel expense etc of journalists etc to be borne by GLPC)	Arrange at least one such interview in each month
13	Schedule and organize journalists / blogger's / influencer's visits to various zones in Gujarat: Event/activities trips to various SHG activities and handle all necessary groundwork, research and follow up. (Expenses on Logistic arrangements to be borne by GLPC)	Minimum three in a quarter (ideally during or before a major event or SHG programme participation)
14	Regular reporting department	<ul style="list-style-type: none"> ▪ Monthly report and submission of next month plan ▪ Quarterly in person meeting with senior officials
15	Coordination with other agencies of Department: Agency is required to work in close coordination with other agencies engaged by the GLPC. for promotional and marketing activities for seamless Promotion	

16	Submission of news clips highlighting Gujarat/SHG activities/ GLPC activities / events	Daily or twice a day by mail
----	--	------------------------------

5.7 Resolution of Complaints

- Any complaints notified by GLPC to the Firm / Agency shall have to be replied to in written along with the suggested course of action to be taken in order to resolve the complaint by the Firm within 10 working days of the complaint being notified.
- The suggested course of action by the Firm shall then be reviewed by GLPC and the final modifications (if) shall have to be implemented in a manner and time frame suggested by GLPC.

5.8 Data Confidentiality

- The Firm shall maintain full confidentiality of the data provided to it or data generated while providing services. Under no circumstances will the Firm divulge / reveal / share such data for the purpose other than for meeting the GLPC's requirements. Any violation of this confidentiality clause may result in instant termination of the contract and blacklisting of the Firm's services from the Government of Gujarat.
- The decision of the Authority shall be final in this regard and binding on the Firm.

5.9 Setting up of Local Office

- Bidder is expected to one office setup in Gujarat. Selected bidder, if does not have an office setup in Gujarat, will be required to open the same at Gandhinagar / Ahmedabad within three months of issuance of LoA.
- The Bidder has to provide necessary tools/equipments/software such as high resolution cameras to the man power deployed at GLPC office.
 - The Bidder is responsible to create & design the info graphics or relevant media as & when required or instructed by GLPC
 - Bidder has to visit event/exhibitions at his own cost & no reimbursement will be provided for lodging or boarding by GLPC if it will be in Ahmedabad/Gandhinagar. Reimbursement will be done by GLPC in case of out of station travel for events/exhibitions or any other GLPC activities (based on actual cost for which receipts has to be submitted by agency to GLPC) Without receipt , no reimbursement will be made by GLPC to agency.

6. Technical Proposal Forms

6.1 Technical Submission Checklist

Bids must be accompanied with the following documents:

Sr. No.	Enclosures to the Technical Bid	Status (Submitted / Not Submitted)	Page Number
1.	Technical Proposal Submission Form (As per Form 1)		
2.	Power of Attorney for Authorized Representative (As per Form 2)		
3.	Financial Summary of the Bidder (As per the Form 3)		
4.	Audited Balance Sheet, Profit and Loss Statements and Annual Reports		
5.	Format for Letter of Undertaking (As per Form 4)		
6.	A copy of Registration / Incorporation certificate of Bidder		
7.	A copy of PAN of Firm		
8.	A copy of Tax Registrations/ Income Tax Return Statement of Bidder		
9.	Format for Showcasing Experience (As per Form 5)		
10.	Details of Staff (As per Form 6 & 7)		

Form 1: Technical Proposal Submission Form

(on the letterhead of the firm)

Date:

To,

Managing Director

Gujarat Livelihood Promotion Company Limited

Block No. 18, 3rd Floor, Udyog Bhavan,
Sector 11, Gandhinagar – 382011, Gujarat, India

Sub: Submission of proposal for the Selection of Public Relations & Media Agency - Technical Proposal.

Sir,

We, the undersigned, offer to provide the services for the captioned project in accordance with your Request for Proposal dated _____, and our Proposal. We are hereby submitting our Proposal which includes this Technical Proposal sealed under an envelope.

If negotiations are held during the period of validity of the Proposal, we undertake to negotiate on the basis of the proposed staff. Our Proposal is binding upon us and subject to the modifications resulting from negotiations.

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

Our organization details are as follows:

S. No	Particulars	Details
1.	Basic Information of Bidder	
a)	Name of Firm	
b)	Country of incorporation	
c)	Address of the corporate headquarters and its branch office(s), if any, in India	
d)	Offices in Gujarat, if yes, provide details	
e)	Date of incorporation and / or commencement of business	
f)	Bidder is a Partnership or registered under The Companies Act. Please give details & enclose relevant papers / certificates	
g)	Details of Income Tax Registration (Enclose PAN / GST Details)	

S. No	Particulars	Details
h)	Ownership of the Organization (List of stakeholders / members who own 10% or more stocks & their interest in the company)	1. 2. 3.
i)	List of Current Directors	
j)	Other key management personnel	
2.	Brief description of the Company including details of its main lines of business.	
3.	Proposed role and responsibilities of the Company in this project	
4.	Details of individual (s) who will serve as the point of contact/ communication within the Company: (a) Name (b) Designation (c) Address (d) Telephone Number / Mobile (e) E-Mail Address (f) Fax Number	

Yours Sincerely,

Authorized Signature (in Full and Initials)

Name and Title of Signatory:

Name of Firm:

Address:

Form 2: Format for Power of Attorney for Authorised Representative

Know all men by these presents, We, [name of organization and address of the registered office] do hereby constitute, nominate, appoint and authorise Mr / Ms **[name]**, son/ daughter/ wife of **[name]**, and presently residing at **[address]**, who is presently employed with/ retained by us and holding the position of **[designation]** as our true and lawful attorney (hereinafter referred to as the “**Authorised Representative**”), with power to sub- delegate to any person, to do in our name and on our behalf, all such acts, deeds and things as are necessary or required in connection with or incidental to submission of our Proposal for **Selection of Public Relations & Media Agency** issued by **GLPC**, (the “Authority”) including but not limited to signing and submission of all applications, proposals and other documents and writings, participating in pre-bid and other conferences and providing information / responses to the Authority, representing us in all matters before the Authority, signing and execution of all Agreement and undertakings consequent to acceptance of our proposal and generally dealing with the Authority in all matters in connection with or relating to or arising out of our Proposal for the said Project and / or upon award thereof to us until the entering into of the Agreement with the Authority.

AND, we do hereby agree to ratify and confirm all acts, deeds and things lawfully done or caused to be done by our said Authorised Representative pursuant to and in exercise of the powers conferred by this Power of Attorney and that all acts, deeds and things done by our said Authorised Representative in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us.

IN WITNESS WHEREOF WE, [name of organization], THE ABOVE NAMED PRINCIPAL HAVE EXECUTED THIS POWER OF ATTORNEY ON THIS [date in words] DAY OF [month] [year in “yyyy” format].

For [name and registered address of organization]

[Signature]
[Name] [Designation]

Witnesses:

1.
[Signature, name and address of witness]

2.
[Signature, name and address of witness]

Accepted [Signature]
[Name] [Designation] [Address]

Notes:

1. The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executants and when it is so

- required the same should be under seal affixed in accordance with the required procedure.
2. Wherever required, the Applicant should submit for verification the extract of the charter documents and other documents such as a resolution / power of attorney in favour of the person executing this Power of Attorney for the delegation of power hereunder on behalf of the Applicant.
 3. For a Power of Attorney executed and issued overseas, the document will also have to be legalised by the Indian Embassy and notarised in the jurisdiction where the Power of Attorney is being issued.

Form 3: Financial Summary of the Bidder

Average Annual Turnover of Applicant (from Services related to PR & Media Activities)

S. No	Financial Year	Revenue from Services related to PR & Media Activities (INR)
1.		
2.		
3.		
	[Average Annual Turnover]	[indicate sum of above divided by 3]

Note: Bidders are required to provide data for last three years. Audited Balance Sheets are also required to be submitted for the same.

UDIN: _____

Certificate from the Statutory Auditor

This is to certify that [name of firm] [registered address] has received the payments shown above against the respective years.

Name of Authorized Signatory

Designation

Name of Bidding firm

Signature of Authorized Signatory
Seal of Audit firm

Form 4: Format for Letter of Undertaking

(Same should be furnished by the bidder on their letter head)

Date:

To,

The Managing Director

Gujarat Livelihood Promotion Company Limited

Block No. 18, 3rd Floor, Udyog Bhavan,

Sector 11, Gandhinagar – 382011, Gujarat, India

Sub: Submission of proposal for the Selection of Public Relations & Media Agency - Technical Proposal.

Sir,

With reference to this tender, I/We confirm the following:

1. Declaration for Not Blacklisted: I/We hereby confirm that our firm has not been banned or blacklisted by any government organisation / Financial institution / Court / Public sector Unit / Central Government / State Government as on the Bid Due Date.

2. Indemnity Undertaking:

a. I / We on behalf of our firm, hereby agree and undertake that I / We have understood all the rules, regulations, guidelines and procedures and all staff Technical & Non-Technical working on behalf of our firm will abide by all the rules, regulations, guidelines and procedures.

b. I / We also declare that our firm will be responsible for any safety violations / accident etc. in the project facilities allotted to me/us as per the Agreement. GLPC will not be responsible in case of any accident /incident and will not compensate financially or otherwise. I hereby declare that I am sole responsible on behalf of the firm for giving such declaration.

3. Anti-Collusion Certificate:

I / We hereby certify and confirm that in the preparation and submission of this Proposal, we have not acted in concert or in collusion with any other Bidder or any other person(s) and also not done any act, deed or thing which is or could be regarded as anti- competitive, restrictive or monopolistic trade practice.

We further confirm that we have not offered nor will offer any illegal gratification in cash or kind to any person or agency in connection with this Proposal.

4. History of Litigation: I / We hereby provide details / Information on any history of litigation or arbitration resulting from contracts in last five years or currently under execution/operation:

Year	Award for/ or against bidder	Name of Client	Litigation & Dispute Matter	Disputed Amount in Rs.

Dated this _____ Day of _____, 2021

Name of the Bidder

Signature of the Authorized Signatory

Name of the Authorized Signatory

Form 5: Format for Showcasing Experience

Summary Projects Sheet

	Name of the project	Duration (from DD/MM/YYYY to DD/MM/YYYY)	Fee	Client
1.				
2.				
3.				
4.				
5.				

Note: Add rows as required

Project Profile Sheet (each project to have a separate sheet)

1.	Name of the project	
2.	Client	State/Central Boards/ Institutes/ PSU/ Corporation/ Department/ Ministries/ Other (please specify)
3.	Project Scope	Brief details of scope, local /site office
4.	Location details	
5.	Year & duration of engagement	from DD/MM/YYYY to DD/MM/YYYY
6.	Fee	Details of fee structure (monthly, quarterly, lump sum, reimbursables etc)
7.	Resources deputed	Name, qualification and experience
8.	Relevance to the Current Project	

Note: Each project profile has to be duly supported by documentary evidence for being considered for marking. Projects without evidence shall be rejected. Only Projects which are either complete OR ongoing projects which have completed at least one year shall be considered for marking.

Form 6: Team Profile

Key Personnel

S. No.	Name	Position	Task
1		PR & Media Coordinator – 1	

Form 7: Format for CV of Key Personnel

1. Proposed Position:
2. Name of Staff:
3. Relationship with the bidding party: Clearly mention if the resources is on Payroll basis or Retainership basis or provides intermittent project wise inputs to the bidding party.
4. Brief Profile (highlighting the suitability for the said assignment and including details of similar experience)

(Write in about 150 words)

5. Date of Birth:
6. Years with Bidding Party (applying for the said project):
7. Nationality:
8. Languages known: indicate proficiency levels for reading, writing and speaking
9. Membership of Professional Associations:
10. Qualifications (Include details in a chronological order, latest first)
11. Employment Record (Include details in a chronological order, latest first)
12. Experience (Include details in a chronological order, latest first)

Duration	Name of the Organization	Name of the Project	Key Roles

Highlight projects which are most relevant to the current assignment

Certification:

I, the undersigned, certify that to the best of my knowledge and belief, these data correctly describes me, my qualifications, and my experience.

Date:

(Signature of staff member or authorized representative of the Firm) Day / Month / Year

Annexure 1: Financial Proposal Submission Form

Date:

To,
The Managing Director
Gujarat Livelihood Promotion Company Limited
Block No. 18, 3rd Floor, Udyog Bhavan,
Sector 11, Gandhinagar – 382011, Gujarat, India

Sub: Financial Bid for Hiring of Agency for the provision of Services related to Public Relations & Media Management

Sir,

I / We, the undersigned, offer to provide the services for the above in accordance with your Request for Proposal dated **[Date]**, and our (Technical and Financial Proposal). Our financial proposal in Terms of reference given in the RFP document of the GLPC, is as under:

No.	Deliverables	Total Cost (Per Month)
1	Service charges for PR activities/Media planning as per above scope of work	
	Total Cost (for 24 months)	

I hereby certify and accept the following:

1. The Agreement will be for a period of 2 years
2. Cost as indicated above is inclusive of all taxes excluding GST. Amount of GST, as applicable at the time of billing, shall be borne additionally by the Authority.
3. I certify that I have gone through the Tender document and I have understood and agree to the terms and conditions as mentioned in this Document and Management Agreement.

We declare that the information stated above and enclosed is complete and absolutely correct and any error or omission therein, accidental or otherwise, as a result of which our Bid is found to be non-responsive, will be sufficient for GLPC to reject our Bid and forfeit our EMD in full. I abide by the above offer/quote and terms & conditions of the tender document and the LOA if GLPC selects us as the Preferred Bidder.

Yours faithfully,

(Signature of Authorized Signatory/representative of Bidder) (Name, Title, Address, Date)

Note:

1. Financial Bid to be submitted online only on GeM website.
2. The format as given above is for representation purpose only. The format at n procure might vary. Bidders are requested to review the format as provided at n procure and submit financial bid after reading it thoroughly

Annexure 2: List of Banks

As per the GR No. EMD/10/2020/42/DMO dated 19th October 2020 from Finance Department, wherein the Government has decided that the banks and as given below are the approved Banks whose Bank Guarantees would be accepted in the financial year 2020-21.

- Guarantees issued by following banks will be accepted as SD / EMD on permanent basis.
 - 1) All National Banks.

- Guarantees issued by following Banks will be accepted as SD / EMD for period up to March 31, 2021. The validity cut-off date in GR is with respect to date of issue of Bank Guarantee irrespective of date of termination of Bank Guarantee.
 - 1) The Mehsana Urban Co-Operative Bank Ltd.
 - 2) The Ahmedabad Mercantile Co-Op. Bank Ltd.
 - 3) Nutan Nagrik Sahakari Bank Ltd.
 - 4) The Kalupur Commercial Co-Operative Bank Ltd.
 - 5) RBL Bank
 - 6) AXIS Bank
 - 7) ICICI Bank
 - 8) HDFC Bank
 - 9) Kotak Mahindra Bank
 - 10) IndusInd Bank
 - 11) Yes Bank
 - 12) Gujarat State Cooperative Bank
 - 13) Sarswat Bank

All the eligible banks are instructed to collect the original documents / papers of guarantee from the concerned tendering authority.

GR can be downloaded from the following link:

https://financedepartment.gujarat.gov.in/Documents/DMO_2394_19-Oct-2020_439.pdf

Bidder are requested to refer to website <https://financedepartment.gujarat.gov.in/gr.html> for downloading the latest GR in this regard

Annexure 3: Format for Bank Guarantee

(On Requisite Stamp Paper)

This Deed of Guarantee is made on this _____ day of _____, 202_ at _____ by _____ Bank within the meaning of the Reserve Bank of India Act and constituted under the Banking Companies Acquisition and Transfer of Undertakings Act, 1970/1980 and having its Registered Office at _____ and inter alia an operational Branch Office at _____, Gandhinagar (hereinafter referred to as “**the Bank**” or “the Guarantor”, which expression shall unless it be repugnant to the subject or context hereof be deemed to include its successors and assigns) in favour of ‘Gujarat Livelihood Promotion Company Limited’ (hereinafter referred to as “**GLPC** ” which expression shall unless it be repugnant to the subject or context hereof be deemed to include its successors and assignees).

WHEREAS, GLPC has undertaken the process of competitive bidding for selection of an Agency for providing services related to “**Public Relations and Media Agency**” for which purpose GLPC issued a Request for Proposal (“**RFP**”) inviting Bids from the Bidders to execute the Scope of Work specified therein (“**Project**”);

WHEREAS, [name of Bidder] (hereinafter called “**the Bidder**”) has submitted his Bid dated [date] for the implementation of the Project (hereinafter called “**the Bid**”).

1. [name of the Bank] at the request of the Bidder, do hereby in terms of the RFP, irrevocably, unconditionally and without reservation guarantee the due and faithful fulfilment and compliance of the terms and conditions of the RFP by the said Bidder and unconditionally and irrevocably undertake to pay forthwith to GLPC an amount of Rs. (Rupees only) (hereinafter referred to as the “**Guarantee**”) as our primary obligation without any demur, reservation, recourse, contest or protest and without reference to the Bidder if the Bidder shall fail to fulfil or comply with all or any of the terms and conditions contained in the said RFP.
2. Any such written demand made by GLPC stating that the Bidder is in default of the due and faithful fulfilment and compliance with the terms and conditions contained in the RFP shall be final, conclusive and binding on the Bank.
3. We, the Bank, do hereby unconditionally undertake to pay the amounts due and payable under this Guarantee without any demur, reservation, recourse, contest or protest and without any reference to the Bidder or any other person and irrespective of whether the claim of GLPC is disputed by the Bidder or not, merely on the first demand from GLPC stating that the amount claimed is due to GLPC by reason of failure of the Bidder to fulfil and comply with the terms and conditions contained in the RFP including failure of the said Bidder to keep its Bid open during the Bid validity period as set-forth in the said RFP for any reason whatsoever. Any such demand made on the Bank shall be conclusive as regards amount due and payable by the Bank under this Guarantee. However, our liability under this Guarantee shall be restricted to an amount not exceeding Rs. (Rupeesonly).

4. We, the Bank, further agree that GLPC shall be the sole judge to decide as to whether the Bidder is in default of due and faithful fulfilment and compliance with the terms and conditions contained in the RFP including, inter alia, the failure of the Bidder to keep its Bid open during the Bid validity period set forth in the said Bidding Documents, and the decision of GLPC that the Bidder is in default as aforesaid shall be final and binding on us, notwithstanding any differences between GLPC and the Bidder or any dispute pending before any Court, Tribunal, Arbitrator or any other authority.
5. The Guarantee shall not be affected by any change in the constitution or winding up of the Bidder or the Bank or any absorption, merger or amalgamation of the Bidder or the Bank with any other person.
6. In order to give full effect to this Guarantee, GLPC shall be entitled to treat the Bank as the principal debtor. GLPC shall have the fullest liberty without affecting in any way the liability of the Bank under this Guarantee from time to time to vary any of the terms and conditions contained in the said RFP or to extend time for submission of the Bids or the Bid validity period or the period for conveying acceptance of Letter of Invitation by the Bidder or the period for fulfilment and compliance with all or any of the terms and conditions contained in the said RFP by the said Bidder or to postpone for any time and from time to time any of the powers exercisable by it against the said Bidder and either to enforce or forbear from enforcing any of the terms and conditions contained in the said RFP or the securities available to GLPC , and the Bank shall not be released from its liability under these presents by any exercise by GLPC of the liberty with reference to the matters aforesaid or by reason of time being given to the said Bidder or any other forbearance, act or omission on the part of GLPC or any indulgence by GLPC to the said Bidder or by any change in the constitution of GLPC or its absorption, merger or amalgamation with any other person or any other matter or thing whatsoever which under the law relating to sureties would but for this provision have the effect of releasing the Bank from its such liability.
7. Any notice by way of request, demand or otherwise hereunder shall be sufficiently given or made if addressed to the Bank and sent by courier or by registered mail to the Bank at the address set forth herein.
8. We undertake to make the payment on receipt of your notice of claim on us addressed to [name of Bank along with branch address] and delivered at our above branch which shall be deemed to have been duly authorised to receive the said notice of claim.
9. It shall not be necessary for GLPC to proceed against the said Bidder before proceeding against the Bank and the guarantee herein contained shall be enforceable against the Bank, notwithstanding any other security which GLPC may have obtained from the said Bidder or any other person and which shall, at the time when proceedings are taken against the Bank hereunder, be outstanding or unrealised.
10. We, the Bank, further undertake not to revoke this Guarantee during its currency except with the previous express consent of GLPC in writing.
11. The Bank declares that it has power to issue this Guarantee and discharge the obligations contemplated herein, the undersigned is duly authorised and has full power to execute this Guarantee for and on behalf of the Bank.

12. For the avoidance of doubt, the Bank's liability under this Guarantee shall be restricted to Rs.Lakhs (RupeesLakhs only). The Bank shall be liable to pay the said amount or any part thereof only if the Utility serves a written claim on the Bank in accordance with paragraph 8 hereof,
13. This Guarantee will remain in force up to 240 (Two hundred and forty) days from the Due Date (inclusive of due date) for submission of the Bid, inclusive of a claim period of 60 (sixty) days or for such extended period as may be mutually agreed between GLPC and the Bidder, and agreed to by the Bank, and shall continue to be enforceable till all amounts under this Guarantee have been paid.
14. The jurisdiction in relation to this Guarantee shall be the Courts at Gandhinagar, Gujarat and Laws in India shall be applicable.

IN WITNESS WHEREOF the Guarantor has executed this Guarantee on this____day of _____and year first herein above written.

Signed and delivered by the above named_____Bank by its Authorized Signatory as authorized by

Board Resolution passed on_____/Power of Attorney dated [.....]

Authorized SignatoryName:
Designation:

In the presence of:

- 1.
- 2

NB:

GLPC should be able to invoke this Bank Guarantee at any branch of the Bank located at Gandhinagar

No Claim Certificate

The Bidder shall not be entitled to make any claim, whatsoever, against the GLPC, under or by virtue of or arising out of this Contract, nor shall the GLPC LTD entertain or consider any such claim, if made by the Bidder and the Bidder shall have signed a “No Claim” Certificate in favors of the GLPC LTD in such forms as shall be required by him after the works are finally accepted.

Signature of the Bidder with Seal

Self-Declaration

Selection of Public Relation Agency

{Location, Date}

To
The Managing Director
GLPC,
Gandhinagar.

I/we, the undersigned do hereby declare that, I/we have never ever been blacklisted and/or there were no debaring actions against us for any default services/management in the performance of the contract entrusted to us in any of the Government/private sector organizations. Documents provided by us to GLPC are certified and verified by sector professionals.

In the event of any such information pertaining to the aforesaid matter found at any given point of time either during the course of the contract or at the bidding stage , my bid/contract shall be liable for truncation/cancellation/penalty/termination without any notice at the sole discretion of the Company.

Yours sincerely,

Authorized Signature{In full and initials}:

Name and Title of Signatory: _____

In the capacity of: _____

Address: _____

E-mail:

Signature of the Bidder with Seal