



GUIDANCE, TAMIL NADU
Department of Industries, Government of Tamil Nadu

Request for Proposal (RFP) for Selection of partner for Public Relations and Social Media Engagement for Investment Promotion

Tender documents can be downloaded from:-

- a) www.tenders.tn.gov.in
- b) www.investingtamilnadu.com
- c) www.easybusiness.tn.gov.in

March 2020

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9. Guidance reserves the right to reject all or any of the Proposals without assigning any reasons whatsoever.
10. The Applicant shall bear all costs associated with or relating to the preparation and submission of its Proposal. Guidance shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by an Applicant in preparation or in submission of the Proposal, regardless of the conduct or outcome of the selection process.

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1. RFP Data Sheet

1	RFP Number	IP/RFP/2020-1
2	Name of Agency	Guidance, Tamil Nadu
3	Purpose for selection	Selection of partner for Public Relations and Social Media Engagement for Investment Promotion
4	Date of issue of RFP	13-03-2020
5	Date of Pre-Bid meeting for raising queries, if any	20-03-2020 5 PM
6	Last date & time for submission of Proposal (Bid Due Date)	20-04-2020 3 PM (Hard Copy)
7	Submission Details	<ul style="list-style-type: none"> ○ Applicants must submit hard copies of the proposal comprising one original and an additional copy of Technical proposal and one original copy with an additional copy of the Financial Proposal in one envelope labelled "RFP – Selection of partner for Public Relations and Social Media Engagement for Investment Promotion" and submit it to the address below on or before the date and time specified for submission of hard copy in (6) Tamil Nadu Industrial Guidance and Export Promotion Bureau 19-A, Rukmani Lakshmi pathy Salai, Egmore, Chennai - 600 008, INDIA ○ Additionally, the Applicant shall email a soft copy of the technical proposal to guidance@tn.gov.in with the subject "RFP – Selection of partner for Public Relations and Social Media Engagement for Investment

		<p>Promotion” on or before the date and time specified in (6). Financial proposals should not be submitted electronically.</p> <ul style="list-style-type: none"> ○ Only complete hard copy submissions sets will be considered.
8	Date & time for opening of Technical Proposal	21.04.2020 3 PM
9	Date and time of opening of Financial Proposal	Will be instructed to applicants in due course
10	Method of Selection	<p>The selection shall be based on two-stage bidding process i.e., technical qualification followed by evaluation of financial bids, on a “Quality cum Cost Based Selection (QCBS)” with weight of Technical Evaluation – 80% and that of Financial Evaluation - 20%</p> <p>Conditions:</p> <ul style="list-style-type: none"> i. The Applicants should meet the minimum eligibility criteria for inclusion in technical evaluation. ii. Technical proposals of Applicants who meet the minimum eligibility criteria shall be evaluated. Applicants shall also have to make a presentation during the technical evaluation. iii. The financial bids of only those firms whose technical proposals are accepted will be opened and the bid with the highest combined - technical plus commercial - score shall be awarded the contract.
11	Earnest Deposit Money	Rs 1,00,000/-
12	Validity of the Proposal	120 days from Bid Due Date (6)

2. INTRODUCTION

Tamil Nadu Industrial Guidance and Export Promotion Bureau (Guidance) was established as a non-profit registered society on 15th July 1992 with the objective of attracting major investment proposals into Tamil Nadu.

Guidance is the nodal agency for investments, partnerships and collaboration with the state of Tamil Nadu. It is also responsible for promoting Tamil Nadu as the preferred investment destination in the country.

Promotion of Tamil Nadu is undertaken by Guidance through its website www.investingintamilnadu.com and traffic to the website is generated through offline advertising campaigns and both organic and inorganic online promotions.

Guidance understands the importance of social media and public relations in creating positive perception of Tamil Nadu's investment climate among domestic and international firms, portray Tamil Nadu's sustainable and consistent economic growth amongst the investor community and enhance image, competitiveness and growth prospects of the state of Tamil Nadu.

The state also wishes to position itself as India's leading state for manufacturing, capital and resources through sustained and elaborate communication efforts.

2.1 Proposal

Guidance propose to select Social Media and Public Relations Agencies on retainer basis for assisting in public relations and social media related activities at the offices of Guidance.

- i. Detailed description of the objectives, scope of services, deliverables and other requirements relating to this Contract are specified in this RFP. In case an applicant firm possesses the requisite experience and capabilities required for undertaking the assignment, it may participate in the Selection Process either individually or as a consortium in response to this invitation. The manner in which the Proposal is required to be submitted, evaluated and accepted is explained in this RFP.
- ii. The period of contract will be for a period of 1 year from date of award subject to continued satisfactory performance of the selected agency. Accordingly, proposals are invited from the eligible national and

international firms for the same.

- iii. Applicants are advised that the selection of Agency shall be on the basis of an evaluation by Guidance through the selection process specified in this RFP. Applicants shall be deemed to have understood and agreed that no explanation or justification for any aspect of the Selection Process will be given and that the Guidance's decisions are without any right of appeal whatsoever.
- iv. The Applicant shall submit its Proposal in the form and manner specified in this Section of the RFP. Upon selection, the Applicant shall be required to enter into an agreement with the Guidance and will be referred to as the "Agency" hereafter.

3. SCOPE OF WORK

The scope of work to be undertaken by the Agency is given hereinafter and the same is merely illustrative and not exhaustive. The Agency shall thus have to consider the required output and include all further incidental activities that may be necessary for efficient and successful implementation and for achieving the ultimate purpose of the assignment. The Scope of Work for formulating an integrated communications strategy (public relations and social media) and work-plan to execute the integrated communications strategy, shall include the following:

The Integrated Communication Strategy and implementation should focus on trade, investment and development of Tamil Nadu with a specific emphasis on activities and initiatives undertaken by Guidance.

3.1 Integrated Communications Strategy

- i. The task is to formulate an Integrated Communications Strategy (public relations and social media) for Tamil Nadu in general and Guidance in particular
- ii. The Integrated Communications Strategy should include the following items:

Public Relations

Public Relations includes defining the brand image of Guidance and convincing investors that Tamil Nadu has an attractive and competitive environment for industrialization.

The agency should not only position Tamil Nadu as India's preferred investment destination but also enhance the state's position in the global marketplace by portraying important factors such as Tamil Nadu's sustainable and consistent economic growth among the investor community.

The agency should use advertorials, press conferences, events, interviews, media familiarization trips, industry stories, quotes, articles, op-eds to effectively communicate with investors, domestic and international.

The aim of public relations for Guidance is to persuade the public, investors, partners, and other stakeholders to maintain a certain point of view about the state of Tamil Nadu, its leadership, and commitment to the cause of investments and job creations.

Activities include:

- a. Communications workshop
- b. Mapping of target media and stakeholders and develop a local national media list
- c. Dissemination of information
- d. Relationship meetings
- e. Familiarization trips
- f. Interviews
- g. Articles, industry stories & op-eds
- h. Media monitoring
- i. Media queries
- j. Collaterals for Public Relations Activities

Social Media

Social Media includes tools and platforms that allow Guidance to facilitate the creation or sharing of information regarding Tamil Nadu's investment climate, policies, ecosystem and competitiveness. The Agency might use blogs, social networks, forums, microblogs, mobile networks and video networks to share information, interact and foster engagement with stakeholders and citizens. The agency should help Guidance use social media monitoring tools to monitor, track, and analyze online conversations on economic development, investments, growth and investor opinion.

Activities include:

- a. Drive traffic to website
- b. Maintain social media accounts
- c. Development of content
- d. Plan, develop and manage organic and inorganic media campaigns:
- e. Moderation
- f. Conversation tracking
- g. Crisis Management
- h. Translation
- i. Reports
- j. Tagging and & linkages

3.2 Public Relations Engagement

- a. **Communications workshop:** The agency should conduct a communications workshop with key governmental stakeholders including key spokesperson from Guidance and other relevant departments to develop key, focused and consistent messaging for communication within 2 weeks of signing the contract. The Agency should develop a communications statement, Unique Selling Propositions & develop consistent messaging across Public Relations & Social Media
- b. **Mapping of target media and stakeholders and develop a local national media list:** The agency should prepare a detailed mapping of target media including writers, journalists, editors, columnists, opinion leaders and update the list periodically. The agency should map the top editors, journalists and columnists from reputed national and international wires, dailies, financial dailies, magazines, journals, TV media including wires and regional newspapers of relevance to the state of Tamil Nadu.
- c. **Dissemination of information:** The agency should disseminate information to media of national and international repute on major initiatives, achievements, developments of the Government of Tamil Nadu, as per requirements from time to time. This information dissemination should be in the form of media statements, quotes of spokesperson and press releases on key developments including MoUs, investment and fund related announcements, companies, presence in national/international forums and investors' meets, investment partnerships, setting up of new plants, policy-related announcements and other critical developments in the state.
- d. **Relationship Meetings:** The agency should facilitate monthly relationship building meetings/calls for spokespersons of Guidance with senior journalists and editors of national and international repute covering business, policy, investments and industry.
- e. **Familiarization trips:** The agency is required to facilitate familiarization trips for media/opinion leaders/thought leaders/investment influencers to industrial clusters/parks/hubs or any other strategic locations of interest in Tamil Nadu as directed by Guidance for media on national and international repute. The agency is also required to suggest themes of strategic interest to Guidance from time to time.

- f. **Interviews:** The agency should assist in interviews of spokespersons, senior officials, ministers and investors with journalists and editors of newspapers, magazines, journals and TV channels of national and international repute. The topics could include, but are not limited to Ease-of-doing business in Tamil Nadu, favorable investment climate, economic development, infrastructure, investment opportunities and experiences of industry players who have invested in Tamil Nadu.
- g. **Articles, industry stories & op-eds:** The agency should suggest themes and topics that are contextual for Tamil Nadu and write articles, industry stories and op-eds and publish them in newspapers, financial dailies, wires, journals and magazines of national and international repute. The agency should also write press releases, quotes and any other collateral as specified by Guidance from time to time
- h. **Media monitoring:** The Agency should track and analyze media coverage of trade, business and general press based on keywords provided by Guidance and send daily alerts. The Agency is also expected to submit a weekly progress report and a monthly audit on media coverage of Tamil Nadu vis-à-vis competing states.
- i. **Media queries:** The agency should respond to media queries, after getting approval/authorization from Guidance and news dissemination through press releases and translation.
- j. **Organize pre & post event press conferences and media briefings in tier 1 cities as per requirement of Guidance:** The Agency is required to organize pre and post event press conferences in tier 1 cities as recommended by Guidance
- k. **Develop a media information kit:** The agency should create a media information kit with research-based inputs for press conferences & press briefings
- l. **Perception audit:** The agency should undertake a perception audit of Tamil Nadu vis-à-vis competing states. This should include share of voice, sentiment analysis and perceptions among key stakeholders and highlights during the month
- m. Any other public relations engagement as specified by Guidance

3.3 Social Media Engagement

- a. **Drive traffic to website:** The agency should through social media tools & platforms drive traffic to the Guidance website.
- b. **Create and maintain social media accounts:** The agency should create and maintain accounts on social media platforms for Guidance, but not limited to Facebook, Twitter, YouTube, LinkedIn, WeChat, Kakao, Instagram & Medium. Separate accounts for focus countries shall feature content in their respective languages. The Agency should update social media pages regularly by putting up new creative features, themes based on events or as suggested by Guidance. The agency should publicize all events, meetings, conclaves, roadshows, speaking opportunities and forums attended, participated or sponsored by Guidance on relevant social media platforms. Content shared online must be copyright protected and unauthorized use of this must be monitored. The agency should ensure that there is an increase in followers and engagement on Twitter, Facebook, Instagram and LinkedIn
- c. **Followers & Engagement:** The Agency should share with Guidance the list of investment influencers that Guidance should follow on Facebook, Twitter, Instagram and LinkedIn. The agency should also identify companies, associations, think-tanks, research bodies that Guidance should follow on respective social media platforms. The strategy that investment influencers should follow, retweet and engagement with Guidance should be part of the Integrated Communications Strategy.
- d. **Development of content:** The agency will be responsible for developing all content posted to various social media accounts. These include, but not limited to promotion presentations, static creatives, posters, infographics and dynamic content such as videos, gifs, podcasts and interviews. The agency should create status updates, posters, infographics, videos, bytes (text and video) and post them on social media platforms. The agency should suggest content for infographics, videos, bytes, status updates and posters to Guidance in advance for review and approval. The agency might be required to share live-videos on social media platforms from time to time.

- e. **Plan, develop and manage organic and inorganic media campaigns:** The agency needs to plan organic and inorganic social media campaigns on all digital platforms keeping in mind the attributes of stakeholders in consultation with Guidance. The agency should also indicate the number of inorganic campaigns it wishes to undertake in a month across various platforms
- f. **Moderation:** The Agency should moderate all platforms with a frequency of at least 5 times a day in order to deal with requests for information, queries, spam, unauthorized advertisements and inappropriate content. All requests for information and queries received on all platforms must be replied within 24 hours in consultation with Guidance
- g. **Influencer marketing campaigns:** The agency should create and manage two influencer marketing campaigns in consultation with Guidance
- h. **Conversation tracking:** The agency should use a monitoring tool for analyzing comments, remarks, user engagements of various social media channels and recommend/suggest new campaigns/course correction, if any.
- i. **Crisis management:** The agency should also assist Guidance during times of crisis by countering situations and negative news, incidents with a well thought out plan
- j. **Translation:** The Agency should translate content and creatives in Tamil as desired or any language as requested by Guidance
- k. **Tagging and linkages:** The Agency should resort to tagging & linkages of content on all platforms.
- l. **Communication report:** The agency should submit weekly and monthly 'effectiveness analysis and MIS reports' to Guidance on public relations and social media. A detailed analysis of each communication tool, tactic and platform must be shared with Guidance. It includes a summary of conversation around Tamil Nadu in general and Guidance in particular.

4. DELIVERABLES AND PAYMENT TERMS

The Agency shall prepare the following deliverables after undertaking the activities listed in the Tasks listed above. The deliverables shall include the following:

Deliverables and Payment Schedule

Sl. No	Tasks	Deliverable	Delivery Date
3.1	Communications Strategy and rollout plan with month wise activities proposed	Integrated Communications Strategy with a detailed work-plan indicating the tasks	4 weeks from the date of award of contract
3.2a	Communications Workshop	One visioning workshop	2 weeks from the date of award of contract
3.2b	Mapping of target media stakeholders	List of target media stakeholders	Monthly and updated as and when required
3.2 c	Dissemination of information	5 media statements in media of national & international repute 5 unique items for positive press coverage a month in media of national and international repute; along with a detailed report on coverage in the media	Monthly
3.2 d	Relationship meetings	3 meetings/calls along with report on coverage in the media	Monthly
3.2 e	Familiarization trips	2 familiarization trips along with report on coverage in the media	Monthly

Sl. No	Tasks	Deliverable	Delivery Date
3.2 f	Interviews	2 interviews in media of national and international repute along with a report on coverage of the interview	Monthly
3.2 g	Industry stories & op-eds	1 industry story/op-ed along with a report on coverage of the industry story/op-ed	Monthly
3.2 h	Media monitoring	Daily media monitoring report on key words as recommended by Guidance	Daily
3.2 i	Media queries	Continuous support	Monthly
3.2 j	Organize pre & post event press conferences and media briefings	1 pre and post event press conference along with report on the coverage	Quarter
3.2 k	Media information kit	1 media information kit	4 weeks after the award of contract
3.2 l	Perception audit	1 audit per month	Monthly
3.3a	Drive traffic to the website	Improve rank of www.investingintamilnadu.com to 100,000 in global rankings by March, 2021 as per Alexa ranking by the end of year 2020	Daily
3.3 b	Create and maintain social media accounts	Maintain at least 4 social media accounts in different platforms and ensure that following number of real followers: Twitter: 75,000; LinkedIn: 20,000; Instagram: 10,000	Within 4 weeks of signing of contract
3.3 c	Followers and Engagement	Suggest 5000 Investment Influencers that Guidance should follow on Twitter, LinkedIn, Facebook and Instagram. 2000 for Twitter, 1000 for LinkedIn, 1000 for Facebook and 1000 for Instagram	From 6 weeks from the signing of contract

Sl. No	Tasks	Deliverable	Delivery Date
3.3 d	Development of content	<ul style="list-style-type: none"> a) 200 unique posts across social media channels b) 15 infographics c) 4 original blogposts a month for publication on several platforms (including the website of Guidance) d) 5 corporate/industry bytes (could be text or video) e) 2 videos of 3 minutes of length (either graphically illustrated or live interviews/ industry bytes of studio quality) 	Monthly
3.3 e	Plan, develop and manage organic and inorganic media campaigns	Continuous support	Monthly
3.3 f	Moderation	5 times daily	Daily
3.3 g	Influencer marketing campaigns	2 campaigns a month	Continuous support
3.3 h	Conversation tracking	Report on conversations every 2 days (Twitter, Facebook, Instagram & LinkedIn)	Continuous support
3.3 i	Crisis management	As and when required	Continuous support
3.3 j	Translation	As and when required	Continuous support
3.3 k	Tagging and linkages	As and when required	Continuous support
3.3 l	Communication report	A detailed communications report	Monthly

The proposed deliverables timeframe and payment terms for the assignment are provided in the following Table 4.1. Deliverables & Payment Schedule.

The agency must submit a plan that includes cost of running an inorganic/paid campaigns each month, the expected leads/ impressions and the rationale behind the campaign tactic. The agency must include the cost of inorganic campaigns across Facebook, Twitter, LinkedIn and Instagram in the financial proposal to meet the targets as specified 3.3 b. The financial proposal must include a break-up of organic and inorganic engagement.

The deliverables based on the scope of work in Section 3.1, 3.2 and 3.3 shall be prepared based on inputs from Guidance.

The payment is provided as a monthly retainer for public relations and social media.

Invoices shall be raised for a retainer fee on a monthly basis till the end of contract period. Payment for Integrated Communications Strategy will be the first deliverable due in one month and ongoing support for public relations and social media on a monthly retainer basis.

Guidance may conduct a monthly review of the deliverables to gauge the quality of output and to approve payments and activities for the forthcoming period.

5. ELIGIBILITY CRITERIA

5.1 Minimum Qualification Criteria for Evaluation

1. To be eligible for the qualification and short-listing, the Agency must fulfill the following conditions of eligibility
 - a. All Agency shall have a registered office in India. For proof of registration the Applicant needs to submit a copy of the Certificate of Incorporation as per the Companies Act 1956/2013 or other duly registered documents indicating the incorporation/existence of the said entity and a copy of the PAN card issued to them by Income Tax Department, Government of India. The company should have been operating in India for at least the last 5 (five) years.
 - b. The Agency should have completed or should be working on cumulatively at least 5 (five) Retainer Assignments or 2 (two) Assignments with a project duration of 1 year each or more with a Government Agency (Central/State/Public Sector Undertaking) in the last 5 (five) years on or before the due date for submission of proposals.
 - c. The agency should have completed or should be working on at least 1 (one) assignments for public relations and social media for Investment Promotion or an international or national company which is a Fortune 500 Company in India. Out of these, at least 1 (one) project should have been completed in the last 3 (three) years on or before the due date for submission of proposals.
 - d. The agency should have executed at least one project in the area of economic development or investment promotion having worked with or providing services as public relations agency or social media agency for an investment summit or support to the Industries Department (or equivalent thereof) for any Central/ State/ Public Sector Undertakings in India or abroad by deploying a team of three or more members for at least one year.
 - e. The Agency should have at least one office each in two of the four cities: New Delhi, Mumbai, Bangalore, Chennai.
 - f. The agency/ lead agency in case of a consortium (shall have minimum Annual Total Turnover of Rs. 10 crore (Rupees Ten Crore

only) from Public Relations or Social Media in each of the 3 (three) financial years preceding the on or before the due date for submission of proposals.

5.2 Project Team

There shall be two project teams deployed simultaneously for the tasks specified in Section 3.1 respectively based on the following guidelines:

5.2.1 Public Relations Team

The Public Relations Team shall be responsible for undertaking the tasks specified in Section 3.2 of this RFP. This team should include a Team Leader and three dedicated professionals for the Public Relations engagement as specified below:

- Team leader (PR): Must have educational qualification of Post Graduate in PR or Journalism with at least 10 years post qualification experience in capacity of Manager & above in any advertising, marketing & public relations agency/MNC/PSU/ Reputed Corporate House/ Leading Print & Electronics Media House
- At least 3 dedicated professionals in field of journalism, public relation and creatives development: Must have educational qualification of Post Graduate in respective domain with at least 5 years post qualification experience in capacity of Manager & above in any Advertising, marketing & public relations agency/ MNC/ PSU/ Reputed Corporate House/ Leading Print & Electronics Media House in relevant domain. 2 dedicated professionals should be Public Relations Managers having 7 years of experience and 1 professional should have 10 years of experience in Media Relations

5.2.2 Social Media Team

The Social Media team shall be responsible for undertaking the tasks specified in Section 3.3 of this RFP. This team shall include a Team Leader, 2 Social Media Managers, illustrators and a video editor

- Team leader (Social Media): Must be a post graduate in PR or Journalism or MBA with at least 10 years in an advertising agency, public relations agency or social media agency leading and managing digital campaigns
- Social Media Manager: Must have educational qualification of Post Graduate degree with at least 7 years post qualification experience in

capacity of Manager and above points above in a good digital marketing agency/ MNC/ nodal agency/ reputed corporate house with a demonstrable experience leading and managing SEO/SEM, email campaigns, social media campaigns and/or digital advertising campaigns. Demonstrated experience in identifying target audiences and devising digital campaigns that engage, inform and motivate, experience in optimizing landing pages and user funnels, experience with A/B and multivariate experiments, Solid knowledge of website analytics tools, Working knowledge of ad serving tools, Experience in setting up and optimizing Google Adwords campaigns, Working knowledge of HTML, CSS, and JavaScript development and constraints. One Social Media Manager should be equipped to create content and should be able to create blog posts, posts on social networking platforms and be able to write content as requested by Guidance.

- Illustrator: Three years of work experience and possess drawing skills with an attention to detail (both by hand and digital pen). Knowledge of image editing and digital sketching software, like Photoshop, Indesign and Adobe Illustrator. He/she should have a degree in visual arts.
- Video Editor: 3 years of working experience in an agency and production house with experience in digital technology and editing software packages (e.g. Avid Media Composer, Lightworks, Premiere, After Effects and Final Cut)
- The members of the Project Team shall be employees of the Agency. They shall not be changed during the contract period without prior permission of Guidance.
- The timelines provided for the time-bound deliverables in Section 4 are sacrosanct and it is the responsibility of the Agency to ensure timely delivery of the deliverables. The Agency shall propose the number of personnel to be included in the team, wherever indicated.
- The Agency should change the team if found unsatisfactory by Guidance without any change in the financial bid.

The minimum and preferred qualification details are mentioned in section 6.2 under Evaluation of Technical Proposal – Project Team.

5.3 Other conditions

- i. The Agency shall enclose with its Proposal, certificate(s) from its Statutory Auditors stating its Annual Total Turnover during each of the last 3 (three) financial years up to FY 2018-19. In the event that the Agency does not have a Statutory Auditor, it shall provide the requisite certificate(s) from the firm of Chartered Accountants that ordinarily audits the annual accounts of the Agency. In case the annual accounts for the latest financial year are not audited and therefore the Applicant cannot make the said certificate available, the Agency shall provide the Annual Total Turnover for the last 3 (Three) financial years up to FY 2017-18.
- ii. Any entity which has been barred by the Central Government/ any State Government/ a statutory authority / a public sector undertaking of India, as the case may be, from participating in any project and the bar subsists as on the date of Proposal, would not be eligible to submit a Proposal either by itself or through its Associate or as part of consortium, in which case the entire consortium becomes ineligible to bid.
- iii. Agency or its Associate should have, during the last three years, neither failed to perform on any agreement, as evidenced by imposition of a penalty by an arbitral or judicial authority or a judicial pronouncement or arbitration award against the Agency or its Associate, nor been expelled from any project or agreement nor have had any agreement terminated for breach by such Agency or its Associate and shall submit an undertaking to this effect.
- iv. While submitting a Proposal, the Agency shall attach clearly marked and referenced continuation sheets in the event that the space provided in the specified forms in the Appendices is insufficient. Alternatively, Agency may format the specified forms making due provision for incorporation of the requested information.

6. EVALUATION AND SELECTION PROCESS

6.1 Selection Process

- i. The selection shall be based on two-stage bidding process i.e., technical qualification followed by evaluation of financial bids, on a "Quality cum Cost Based Selection (QCBS)" with Technical component and Financial component in the ratio of 80:20
- ii. A pre-bid meeting shall be held for raising queries with reference to the RFP as indicated in the Section 1. RFP Data Sheet
- iii. The proposal comprising technical and financial proposals to be submitted in 2 (two) separate sealed envelopes. The financial proposal must include separate bids for Public Relations and Social Media. In the first stage, a Technical Evaluation will be carried out as specified in this RFP.
- iv. The list of supporting documents required for Technical Evaluation and Financial Evaluation are mentioned in the Annexure.
- v. Based on this Technical Evaluation, a list of short-listed Qualified Agency shall be prepared and published.
- vi. In the second stage, a Financial Evaluation of the Proposal will be carried out in line with the procedures established by the Tamil Nadu Transparency in Tenders Act and Rules.
- vii. Proposals will finally be ranked according to their combined technical and financial scores.
- viii. The "Selected Agency" will be invited to enter into Agreement with Guidance through issuance of Letter of Award (the "LoA"), while the other ranked Agency's will be kept in "Reserve".

6.2 Instructions for Technical Proposal

- i. Agency's shall submit the Technical Proposal in the formats provided under Annexures to this RFP (8A – 8H).
- ii. While submitting the Technical Proposal, the Agency shall, in particular, ensure that it contains:
 - a. Copy of Certificate of Incorporation/related registered documents of the Agency

- b. Copy of Agency's PAN card
 - c. All forms in the Annexure are in the prescribed formats and signed by the prescribed signatories;
 - d. Power of Attorney for the Authorized Signatory is executed as per Applicable Laws, if applicable or Board Resolution;
 - e. CVs of all Key Personnel have been included;
 - f. Key Personnel have been proposed only if they meet the Conditions of Eligibility laid down in this RFP;
 - g. No alternative proposal for any Key Personnel is being made and only one CV for each position has been furnished;
 - h. The CVs have been recently signed and dated by the respective Key Personnel and countersigned by the Agency's Authorized Signatory.
 - i. The CVs shall contain an undertaking from the respective Key Personnel about his/her availability for the Period of Contract specified in the RFP; Key Personnel proposed have good working knowledge of English language; Key Personnel proposed would be available for the Period indicated in the Terms of Reference;
- i. Failure to comply with the requirements spelt out in this RFP shall make the Proposal liable to be rejected.
 - ii. If an individual Key Personnel makes a false averment regarding his/her qualification, experience or other particulars, or his/her commitment regarding availability is not fulfilled at any stage after signing of the Agreement, he/she shall be liable to be debarred for any future assignment of the Guidance for a period of 5 (five) years. The award of this Contract to the Agency may also be liable to cancellation in such an event.
 - iii. The Technical Proposal shall not include any financial information relating to the Financial Proposal.
 - iv. The proposed team shall comprise Key Personnel specified in this RFP.
 - v. Other competent and experienced personnel in the relevant areas of expertise and support personnel may be added as required for successful completion of this Contract. The CV of each such Key Personnel and additional personnel, if any, shall be submitted in the

format specified in the Annexure. In case of additional personnel, the per diem billable rate shall be specified.

- vi. Guidance reserves the right to verify all statements, information and documents, submitted by the Agency in response to the RFP. Any such verification or the lack of such verification by the Guidance to undertake such verification shall not relieve the Agency of its obligations or liabilities hereunder nor will it affect any rights of the Authority thereunder.
- vii. In case it is found during the evaluation or at any time before signing of the Agreement or after its execution and during the period of subsistence thereof, that one or more of the eligibility conditions as mentioned in this RFP have not been met by the Agency or the Agency has made material misrepresentation or has given any materially incorrect or false information, the Agency shall be disqualified forthwith, if not yet appointed as the Agency Firm either by issue of the LoA or entering into of the Agreement, and if the Selected Agency has already been issued the LoA or has entered into the Agreement, as the case may be, the same shall, notwithstanding anything to the contrary contained therein or in this RFP, be liable to be terminated, by a communication in writing by Guidance without the Guidance being liable in any manner whatsoever to the Agency as the case may be.

6.3 Instructions for Financial Proposal

- i. Agency shall submit separate financial proposal in the format at Annexure (8I-8J) clearly indicating the total cost per month of the Retainer in both figures and words, in Indian Rupees (INR), and signed by the Agency's Authorized Signatory. In the event of any difference between figures and words, the amount indicated in words shall prevail. In event of difference between the arithmetic total and the total shown in the Financial Proposal, the lower of the two shall prevail.
- ii. While submitting the Financial Proposal, the Agency shall and account for the following:
 - a. The cost of services (PR and Digital Marketing combine) must not exceed than 25,00,000 INR per month.
 - b. All the costs associated with the Communications Strategy and implementation shall be included in the Financial Proposal. These shall

normally cover remuneration for all the Key Personnel and activities undertaken with respect to activities of Guidance, equipment, printing of documents, etc. The total amount indicated in the Financial Proposal shall be without any condition attached or subject to any assumption and shall be final and binding. In case any assumption or condition is indicated in the Financial Proposal, it shall be considered nonresponsive and liable to be rejected. All costs with respect to organic and inorganic campaigns must be included in the Financial Proposal.

- c. Expenses incurred for investment promotion activities other than the days to day activities such as expenses related to national and international road shows including expenses on economy class air fare, boarding and lodging of the team travelling from India will be reimbursed subject to the travel and daily allowances as per the applicable rules of Government of Tamil Nadu. The Financial Proposal shall exclude such expenses. Other related claims will be considered after examination.
- d. No escalation on the cost of Financial Bid will be provided after the issue of the contract. The contract is renewable for 1 years subject to the satisfactory performance of the selected firm, as assessed by Guidance and on mutual agreement. The Agency shall provide an Annual Financial Bid cost that remains fixed and unchanged, should the contract be renewed.
- e. The Financial Proposal shall take into account all expenses and tax liabilities (except Goods and Services Tax) as per Applicable Laws. Further, all payments shall be subject to deduction of taxes at source as per Applicable Laws. The applicable Goods and Services Tax Rate shall be indicated separately.
- f. Costs (including break down of costs) shall be expressed in INR

6.4 Evaluation of Technical Proposal

Criteria	Max Marks
Firm Qualification	10
Team Qualification	50
Work Plan, Approach, Methodology	20
Technical Presentation	20
Total Technical Proposal Score	100

The criteria for evaluation of the technical proposal comprising firm qualification, team qualification, work plan, approach and methodology, and technical presentation is provided below. For team qualification, personnel that do not meet the minimum criteria will not qualify for scoring.

The Public Relations agency is required to submit in addition to their CVs, press releases, articles, op-eds and interviews of national and international clients as part of the portfolio. The agency should mention the client name and campaign for which they created the collateral.

The Social Media agency is required to submit graphics, posters, illustrations, infographics, videos and text for unique campaigns as a part of technical evaluation. The agency should mention the client name & campaign for which they created the collateral.

Guidance will request for additional collateral from the Public Relations agency and Social Media Agency at the time of evaluation of the technical proposal.

Firm Qualification – 10 Marks	
Criteria	Max Marks
i. Public Relations Campaigns - Number of Projects (capped to 5)	3
ii. Public Relations – 1 project for any Investor Summit by Central or State Government	2
iv. Social Media Campaigns – Number of Projects (capped to 5)	4
v. Social Media – 1 project for Central/State/Public Sector Undertaking in India	1

Team Qualification – 50 Marks			
Role	No	Minimum and Preferred Qualification/ Level of Effort	Max Marks
Team Leader – Public Relations (10 Marks)	1	<i>To oversee a team of PR agency</i>	
		Minimum Criteria Experience: 10 years’ experience in a public relations agency or corporate communications. The team leader must be present in office at all times.	
		Scoring Criteria	
		i. 5 years of experience in leading public relations campaigns	4
		ii. No of Investor Summits handled as communications partner (capped to 4 mega events)	4
		iii. No of PR engagements of at least 2 years for unique clients in banking, finance and manufacturing companies (capped to 2 companies)	2
Agency – Public Relations 2 Nos (10 Marks)	2	Minimum Criteria Experience: 7 years’ experience in a public relations agency.	
		Scoring Criteria <i>The score will be computed for each agency along the following criteria, provided the minimum criteria is met and an average score across all agencies will be taken as the score for this sub-section.</i>	
		i. Number of unique PR engagements managed for banking or finance or manufacturing (capped to 2 campaigns)	4
		ii. No of Investor Summits handled as communications manager (capped to 2 mega events)	4
		iii. At least 10 press releases, articles and op-eds on finance, banking, economy and investment climate in India (share	2

		links or writing samples along with the resume)	
Agency – Media Relations 1 Nos (5 Marks)	1	Minimum Criteria Experience: 10 years’ experience in a public relations agency in media relations	
		Scoring Criteria <i>The score will be computed for each agency along the following criteria, provided the minimum criteria is met and an average score across all agency will be taken as the score for this sub-section.</i> a. Managing media relations for companies in corporate or banking or manufacturing (capped to 3 companies) b. Experience of 5 years working in media relations in New Delhi c. Experience of 5 years working in media relations in Chennai	3 1 1
Team Leader – Social Media (10 Marks)	1	Minimum Criteria Experience: 10 years’ experience in leading and managing social media campaigns in an advertising agency/public relations agency or a social media agency	
		Scoring Criteria <i>The score will be computed for each agency along the following criteria, provided the minimum criteria is met and an average score across all agency will be taken as the score for this sub-section. The team leader must be present at Guidance office at all times.</i> i. Experience of leading and managing 6 social media campaigns of at least 1 year each (capped to 6) (one point for each campaign)	6 4

		ii. Number of social media campaigns managed for banking or finance or manufacturing (1 mark per campaign, capped to 2 campaigns per company)	
Agency – Social Media Manager (2 Nos) (5 Marks)	2	Minimum Score Qualification:	
		Experience: 7 years post qualification experience in capacity of Manager and above in a good digital marketing agency/ MNC/ nodal agency/ reputed corporate house with a demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns	
		Scoring Criteria <i>The score will be computed for each agency along the following criteria, provided the minimum criteria is met and an average score across all agency will be taken as the score for this sub-section. The content creator must be present at Guidance office at all times.</i>	
		i. Content-creation for social media platforms for international and national clients (capped to 6 clients) (half point for each client)	2
		ii. Managing social media accounts for national and international clients (capped to 2 clients) (half point for each client) iii. Experience in creating content for national/ state governments (for example tweets) and infographics (supporting the text)	1 2
Illustrator (5 Marks)	1	Minimum Score Qualification: Experience: 3 years of experience in an advertising agency/social media agency with	

		knowledge of image editing, digital sketching and knowledge of tools like photoshop, Indesign and Adobe Illustrator. He/she should have a degree in visual arts or mass communication. The illustrator needs to be present in the Guidance office at all times.	
		Scoring Criteria	
		Designing infographics for national and international clients (capped to 3, 1 for each client)	3
		Experience in creating banners, brochures, posters for national/ state governments (capped to 2 creatives, 1 for each client)	2
Video Editor (5 Marks)	1	Minimum Score Qualification: Experience: 3 years of working experience in an agency and production house with Solid experience with digital technology and editing software packages (e.g. Avid Media Composer, Lightworks, Premiere, After Effects and Final Cut) A degree in degree in cinematography or mass communication	
		Scoring Criteria Creating videos for clients – national/ international (capped to 10 unique videos, half point for each)	5
Work Plan, Approach, Methodology - 20 Marks			20
Technical Presentation - 20 Marks			20
Total Technical Score (Max) – 100 Marks			100

6.5 Evaluation of Financial Proposal

- i. In the second stage, the financial evaluation of agency who have scored at least 75 Marks in the Technical Proposal will be opened. The financial evaluation will be carried out by assigning a financial score
- ii. Guidance will determine whether the Financial Proposals are complete, unqualified or unconditional.
- iii. The cost indicated in the Financial Proposal shall be deemed as final and reflecting the total cost of services. Omissions, if any, in costing any item shall not entitle the agency to be compensated and the liability to fulfil its obligations as per the Terms of Reference within total quoted price shall be that of the agency.
- iv. The agency shall provide a joint financial proposal indicating disaggregated financial bids (costs) for Public Relations and Social Media. The total cost (F) shall be computed as follows:
$$FA = FA + FB$$
 where FA is the cost as per the financial bid for Public Relations and FB is the cost for financial bid for Social Media. For financial evaluation, the total weighted cost (FW) for Task A and Task B indicated in the Financial Proposal shall be considered as follows:
$$(FW = FA + FB)$$
 where FW is the cost of Public Relations and Social Media. The lowest FW will be assigned as FP.
- v. The lowest Financial Proposal (FP) will be given a financial score (FS) of 100 points.
- vi. The financial scores of other proposals (FS) will be computed as follows: $FS = 100 \times FP / FW$ where FW = Amount of Financial Proposal and FP is the amount of the lowest financial proposal.

The proposals must remain valid for a period of 120 days, as specified in this RFP. During this period, the agency is expected to keep available the professional staff proposed for the Project. The agency will make its best effort to complete negotiations, if any, within this period. If Guidance wishes to extend the validity period of the proposals, it may ask the agency to extend the validity of their proposals for a stated period. Agencies, who do not agree, have the right not to extend the validity of their proposals.

6.6 Combined and Final Evaluation

- i. Proposals will finally be ranked according to their combined technical score (TS) and financial (FS) score as follows: $S = TS \times TW + FS \times FW$
Where TW and FW are weightage assigned to Technical and Financial Score that shall be 0.8 and 0.2 respectively.
- ii. The Agency has to score minimum 75 Marks in the Technical Proposal Evaluation to be eligible for combined evaluation.
- iii. The Agency with top 3 (three) combined scores will be chosen for the purpose of this RFP. The Selected Agency with higher financial bids will be asked to match the lowest financial bid. In case the said Selected Agency do not agree to match with the lowest financial bid, the Authority can reject the said Agency and proceed with the Applicants with next highest combined score.
- iv. The Selected Agency will be the first three ranked Applicants (having the highest combined score). The other ranked Applicants shall be kept in Reserve. In case the financial bid of the of highest Selected Applicant exceeds the financial bid of the second highest Selected Applicant by 20% or more, the highest Selected Applicant will be asked to match the mean of the financial bids of the highest and second highest Selected Applicant.
- v. The second highest Selected Applicant shall be invited to enter into an Agreement with Guidance in case the highest Selected Applicants withdraw(s), or fail(s) to match the lower financial bid as mentioned in Clause above or fail(s) to comply with the requirements specified in this RFP, as the case may be.
- vi. The Applicants in Reserve shall be invited to enter into an Agreement with Guidance in case one or more of the Selected Applicants withdraw(s), or fail(s) to match the lower financial bid as mentioned in Clause above or fail(s) to comply with the requirements specified in this RFP, as the case may be.
- vii. Guidance may select lesser than 3 (three) Selected Agency, if after due process, it is found that lesser than 3 (three) Agency have qualified the Selection Process as laid down in this RFP.

- viii. Guidance reserves the right to cancel or reissue the tender if it is found than only one Agency has qualified the Selection Process as laid down in this RFP.
- ix. Guidance reserves the right to negotiate the financial bid with the Selected Agency.

7. GENERAL INFORMATION AND TERMS AND CONDITIONS

a. Number of Proposals

No Applicant shall submit more than one Proposal. An Applicant applying individually or as an Associate shall not be entitled to submit another application either individually or as a member of any consortium, as the case may be.

b. Language of the Proposal

All proposals and the supporting documents shall be in English language only.

c. Cost of Proposal

The Applicants shall be responsible for all of the costs associated with the preparation of their Proposals and their participation in the Selection Process including subsequent negotiations, visits to Guidance, if any, etc. Guidance will not be responsible or in any way liable for such costs, regardless of the conduct or outcome of the Selection Process.

d. Amendments

At any time prior to the deadline for submission of Proposal, Guidance may, for any reason, whether at its own initiative or in response to clarifications requested by an Applicant, modify the RFP document by the issuance of Addendum/ Amendment and posting it on the official website. At any time prior to the deadline for submission of Proposal, for any reason, Guidance may, in its sole discretion, extend the due date of submission on or before the due date for submission of proposals, by posting a notification in this regard on the official website.

e. Currency conversion rate and payment

For the purposes of evaluation of Proposals, all payments to the Agency shall

be made in Indian Rupee in accordance with the provisions of this RFP and the Agreement. The Agency may convert INR into any foreign currency as per Applicable Laws and the exchange risk, if any, shall be borne by the Agency.

f. Conflict of Interest

Guidance requires that Agency Firms and their Key Personnel provide professional, objective, and impartial advice and at all times hold Guidance's interest paramount, strictly avoid conflicts with other Projects or their own corporate interests and act without any consideration for future work. Without limitation on the generality of the foregoing, the Agency and any of their affiliates, shall be considered to have a conflict of interest and shall not be recruited

g. Acknowledgement by Applicant

It shall be deemed that by submitting the Proposal, the Applicant has:

- a) made a complete and careful examination of the RFP;
- b) received all relevant information requested from Guidance;
- c) acknowledged that it does not have a Conflict of Interest; and
- d) agreed to be bound by the undertaking provided by it under and in terms hereof.

Guidance shall not be liable for any omission, mistake or error on the part of the Applicant in respect of any of the above or on account of any matter or thing arising out of or concerning or relating to RFP or the Selection Process, including any error or mistake therein or in any information or data given by Guidance.

h. Right to Reject any or all Proposals

Notwithstanding anything contained in this RFP, Guidance reserves the right to accept or reject any Proposal and to annul the Selection Process and reject all Proposals, at any time without any liability or any obligation for such acceptance, rejection or annulment, and without assigning any reasons thereof.

Without prejudice to the generality of the above clause, Guidance reserves the right to reject any Proposal if:

- i. at any time, a material misrepresentation is made or discovered, or
- ii. the Applicant does not provide, within the time specified by Guidance, the supplemental information sought by Guidance for evaluation of the Proposal.
- iii. Misrepresentation by/ improper response by/delay or non-submission of supplemental information required from the Applicant may lead to the disqualification of the Applicant. If the Applicant is the Lead Member of a consortium, then the entire consortium may be disqualified/rejected. If such disqualification / rejection occurs after the Proposals have been opened and the Selected Applicants get disqualified/rejected, then Guidance reserves the right to consider the Applicant in Reserve, or take any other measure as may be deemed fit in the sole discretion of Guidance, including annulment of the Selection Process.

i. Earnest Money Deposit:

- i. An Earnest Money Deposit (EMD) in the form of a Demand Draft, from a scheduled Indian Bank in favour of "Tamil Nadu Industrial Guidance and Export Promotion Bureau", payable at Chennai, for the sum of Rupees One Lakh only (Rs.1,00,000 only) will be required to be submitted by each Applicant along with the technical proposal.
- ii. Bids received without the specified Earnest Money Deposit shall be summarily rejected.
- iii. Earnest Money Deposits of unsuccessful applicants shall be returned, without any interest, within three months after signing the contract with successful applicant or when the selection process is cancelled by the Client.
- iv. For the successful applicant the Earnest Money Deposit will be retained by the Client till the satisfactory achievement of all milestones prescribed in the RFP and submission of the final report complete in all respects.

j. Withdrawal of Proposals:

No modification or substitution of the submitted Proposal shall be allowed. A agency may withdraw its Proposal after submission, provided that the written notice of the withdrawal is received by Guidance before the due date of submission of Proposals. The withdrawal notice shall be prepared in original only and each page of the notice shall be signed and stamped by the Authorised Signatories. The copy of the notice shall be duly marked "WITHDRAWAL". No withdrawal will be permitted if the withdrawal request was received by Guidance after the last date of submission of proposal.

k. Performance Security:

The Successful agency shall, before entering into contract, furnish a performance guarantee for satisfactory execution of the agency in the form of a bank guarantee for an amount equivalent to 5% of the Agreement Value from a Scheduled Bank (for Public Relations and Social Media). The Bank Guarantee shall be valid till the close of the month in which the task is concluded, inclusive of renewals, if any.

l. Forfeiture of EMD:

- i. Failure by the Selected Agency to accept the order issued by the Client with respect to award of the Contract, within stipulated time from the date of receipt of the order makes the EMD liable for forfeiture at the discretion of Guidance. However, Guidance reserves its right to consider at its sole discretion the late acceptance of the order by Selected Agency.
- ii. Failure to execute the Contract within stipulated time of acceptance of the order by the Selected Agency makes the EMD liable for forfeiture at the discretion of Guidance. In such a case, Guidance at its discretion, may cancel the order placed on the Selected Agency without giving any notice.
- iii. Failure to submit the performance guarantee within stipulated period from the date of execution makes the EMD liable for forfeiture. In such

instance, Guidance at its discretion may cancel the order placed on the Selected Agency without giving any notice.

m. Force Majeure

The failure of a Party to fulfill any of its obligations shall not be considered to be a breach of, or default in so far so such inability arises from an event of Force Majeure, provided that the Party affected by such an event has taken all reasonable precautions, due care and reasonable alternative measures, all with the objective of carrying out the terms and conditions of the Contract. In the event of a Force Majeure event, the parties shall take the following measures:

- a) A Party affected by an event of Force Majeure shall take all reasonable measures to remove such Party's inability to fulfill its obligations hereunder with a minimum of delay.
- b) A Party affected by an event of Force Majeure shall notify the other Party of such event as soon as possible, and in any event not later than fourteen (14) days following the occurrence of such event, providing evidence of the nature and cause of such event, and shall similarly give notice of the restoration of normal conditions as soon as possible.
- c) The Parties shall take all reasonable measures to minimize the consequences of any event of Force Majeure.
- d) For the purposes of this RFP, "Force Majeure" means an event which is beyond the reasonable control of a Party, and which makes a Party's performance of its obligations hereunder impossible or so impractical as reasonably to be considered impossible in the circumstances by acts of God and includes, but is not limited to, war, riots, civil disorder, earthquake, fire, explosion, storm, flood or other adverse weather conditions, strikes, lockouts or other industrial action are within the power of the Party invoking Force Majeure to prevent), confiscation or any other action by government agencies. Force Majeure shall not include (i) any event which is caused by the negligence or intentional action of a Party or agents employees thereof, nor (ii) any event which

a diligent Party could reasonably have been expected to both (A) take into account at the time of conclusion of this Agreement and (B) avoid or overcome in the carrying out of its obligations hereunder. Force Majeure shall not include insufficiency of funds or failure to make any payment required hereunder.

n. Termination for Default:

The Guidance may terminate the contract if:

- a) The Agency fails to remedy any breach hereof or any failure in the performance of its obligations hereunder, within fifteen (15) days of receipt of notice of default or within such further period as the Guidance may have subsequently granted in writing;
- b) The Agency becomes insolvent or bankrupt
- c) If the Agency fails to comply decisions / mandate of the Guidance.
- d) Any document, information, data or statement submitted by the Agency in its Proposals, based on which the Agency was considered eligible or successful, is found to be false, incorrect or misleading; or
- e) If the acts of Agency are found to be unethical by Guidance.

The Agency may also terminate the Contract for Default if the Guidance is in material breach of its obligations pursuant to the Agreement and has not remedied the same within thirty (30) days (or such longer period as the Agency may have subsequently agreed in writing) following the receipt by the Guidance of the Agency's notice specifying such breach. In the event of termination for default, the party at default shall be liable to pay damages to the party not at fault. In addition, Guidance shall forfeit the Performance Security.

o. Termination without Default:

Guidance shall be at liberty to terminate the Agreement without assigning any reason by giving 30 days written notice to the other party.

p. Penalty for Delay:

- i. If progress of the assignment is not as per the agreed scope of work, the Selected Bidder shall be liable to pay penalty to Guidance. The agency shall pay to the Client as Liquidated Damages a sum of one

percent (1%) of the total contract value for each week of delay or part thereof if the delay is solely attributable to the Agency. The penalty will be deducted from the next due payment. This provision will be without prejudice to the right of Guidance to exercise its right to terminate the contract and claim damages.

- ii. However, the total liability of the Agency / Bidder as per this clause shall not exceed 25% of the total contract value.

q. Discretionary Powers

Guidance, in its sole discretion and without incurring any obligation or liability, reserves the right, at any time, to:

- i. suspend and/or cancel the Selection Process and/or amend and/or supplement the Selection Process or modify the dates or other terms and conditions relating thereto;
- ii. consult with any Applicant in order to receive clarification or further information;
- iii. retain any information and/or evidence submitted to Guidance by, on behalf of and/or in relation to any Applicant; and/or
- iv. independently verify, disqualify, reject and/or accept any and all submissions or other information and/or evidence submitted by or on behalf of any Applicant.

r. Indemnity

It shall be deemed that by submitting the Proposal, the Applicant agrees and releases Guidance, its employees, Agency and advisers, irrevocably, unconditionally, fully and finally from any and all liability for claims, losses, damages, costs, expenses or liabilities in any way related to or arising from the exercise of any rights and/or performance of any obligations hereunder, pursuant hereto and/or in connection herewith and waives any and all rights and/or claims it may have in this respect, whether actual or contingent, whether present or future.

s. Confidentiality

All documents and other information supplied by Guidance or submitted by an Applicant shall remain or become, as the case may be, the property of

Guidance. Applicants are required to treat all such documents and information as strictly confidential. Guidance reserves the right to make inquiries with any of the clients listed by the Applicants in their previous experience record. The Applicant may retain such portion of the Confidential Information that is required for compliance with its statutory, regulatory or professional conduct obligations.

t. Period of Contract

The period for contract shall be one year from the date of commencement of work and can be renewed for another two years, one year at a time, post satisfactory performance by the agency at an increase of 5% per annum. The financial bid should take this possibility into account.

Confirmation regarding the same shall be given at least 15 days prior to the end of each year of contract by Guidance.

u. Commencement of Work

The entire project team shall commence the work within 15 days from the issue of letter of award of the contract.

v. Availability of Project Team

The Team Leader for Public Relations and the team leader for Social Media shall be expected to attend the monthly review meetings at the Guidance in Chennai.

The Public Relations Manager shall be located in the office of Guidance in Chennai.

The Social Media Manager, the content creator and the illustrator shall also be required to work from the office of Guidance in Chennai.

w. Replacement of the personnel

Change of personnel shall not be permitted in the first year. The Guidance may on specific application allow the Applicants to replace the personnel deployed with prior notice of at least 15 (fifteen) days in the subsequent years. It may be noted that Guidance may require the Applicant to replace any of the personnel deployed by said Applicant prior to relieving the personnel. The Agency shall then have to propose 3 (three) names for replacement duly

furnishing the qualifications and experience of the said personnel meeting the criterion in this document. The said qualifications and experience shall be as provided at the time of submission of RFP. Guidance will have the option of choosing from amongst them after due interaction, if considered necessary by Guidance and at the cost of the Agency. The personnel shall be only relieved after due knowledge transfer to the new personnel with an overlap period of 1 week.

x. Performance Reviews

Guidance shall review any or all the Key Personnel of the Agency, any or all of the documents, and advice forming part of the contract, in meetings and conferences which will be held by Guidance on a quarterly basis. The Project Lead and/or respective personnel shall be available as required by Guidance and make formal presentations to Guidance on the work done. They shall be available for periodic/regular review, as required by Guidance.

y. Payment Schedule

The payments will be made to the successful Agency Firms after completion of every month on submission of a monthly report of deliverables submitted to Guidance for that particular month, time and attendance statement for that particular month and invoice (in duplicate), by the said Agency Firms, within a period of 15 days.

z. Dispute Resolution

In case of any disputes, the Selected Applicant and Guidance shall try to resolve it amicably. The Selection Process and the Agreement shall be governed by, and construed in accordance with, the laws of India and the Courts of Chennai shall have exclusive jurisdiction in respect of all disputes arising under, pursuant to and/or in connection with the Selection Process and the Agreement.

aa. Liability

Notwithstanding anything contained in the contract, Guidance agrees that the Agency shall not be liable to Guidance, for any losses, claims, damages, liabilities, cost or expenses ("Losses") of any nature whatsoever, for an aggregate amount in excess of twice the fee paid under the contract for the services provided under the contract, except where such Losses are finally

judicially determined to have arisen primarily from fraud or bad faith of the Agency. In no event shall the Agency, be liable for any consequential (including loss of profit and loss of data), special, indirect, incidental, punitive, or exemplary loss, damage, or expense relating to the services provided pursuant to this Contract.

8. Annexures - Standard Forms for Technical & Financial Proposal

- 8A.** Technical Proposal submission form
- 8B.** Format for Power of Attorney for authorized signatory
- 8C.** Format for submission of information towards eligibility criteria
- 8D.** Format for providing a summary of experience of the Applicant
- 8E.** Format for providing experience of the agency for technical evaluation
- 8F.** Team composition and task assignments
- 8G.1.** Format of Curriculum Vitae of proposed professional staff
- 8G.2.** Self Assessment Form for Firm & Team Qualification
- 8H.** Description of the methodology and work plan for performing the assignment (5 pages)
- 8I.** Format for Financial Proposal Submission Form
- 8J.** Financial Proposal – Summary of Costs

8A. Technical Proposal Submission Form

[Location, Date]

From: (Name of Firm)

TO: (Guidance)

Subject: -----, Tamil Nadu– Appointment of partner for Public Relations and Social Media Engagement for Investment Promotion

Being duly authorized to represent and act on behalf of (hereinafter referred to as "the Applicant"), and having reviewed and fully understood all of the Proposal requirements and information provided and collected, the undersigned hereby submits the Proposal on behalf of _____ (Name of Applicant) for the captioned Project in one (1) original and one (1) copy, with the details as per the requirements of the RFP, for your evaluation. We confirm that our Proposal is valid for a period of **120 days** from _____ (insert Proposal Submission Date).

We also hereby agree and undertake as under:

Notwithstanding any qualifications or conditions, whether implied or otherwise, contained in our Proposal we hereby represent and confirm that our Proposal is unqualified and unconditional in all respects.

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

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

We remain,

Yours sincerely,

Authorized Signature:

Name and Title of Signatory:

Name of Firm:

8B. Format for Power of Attorney for Authorized Signatory¹

We..... (name of the firm and address of the registered office) do hereby irrevocably constitute, nominate, appoint and authorize Mr/Ms (name), son/daughter/wife of and presently residing at, who is presently employed with us/ the Lead Member of our Consortium and holding the position of , as our true and lawful attorney (hereinafter referred to as the "Attorney") 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 application for RFP and submission of our bid for the Project proposed or being developed by the (the "Client") including but not limited to signing and submission of all applications, bids and other documents and writings, participate in Pre Bid meeting and other conferences and providing information/ responses to the Client, representing us in all matters before the Client, signing and execution of all contracts and undertakings consequent to acceptance of our bid, and generally dealing with the Client in all matters in connection with or relating to or arising out of our bid for the said Project and/ or upon award thereof to us and/or till the entering into the Agreement with the Client.

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

IN WITNESS WHEREOF WE,, THE ABOVE NAMED PRINCIPAL HAVE EXECUTED THIS POWER OF ATTORNEY ON THIS DAY OF 2.....

For

¹ To be submitted in original.

(Signature, name, designation and address)

Witnesses:

1.

(Notarised)

2.

Accepted

.....

(Signature)

(Name, Title and Address of the Attorney)

Notes:

- *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 executant(s) and when it is so required, the same should be under common seal affixed in accordance with the required procedure.*
- *Wherever required, the Applicant should submit for verification the extract of the charter documents and documents such as a board or shareholders' 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.*
- *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. However, the Power of Attorney provided by Applicants from countries that have signed the Hague Legislation Convention 1961 are not required to be legalised by the Indian Embassy if it carries a conforming Appostille certificate.*

8C. Format for Submission of Information Towards Eligibility Criteria

(To be filled, signed and attached)

DETAILED INFORMATION ABOUT THE AGENCYS

Sl. No.	ITEMS	DETAILS	
i)	Name of the Company		
ii)	Legal Status		
iii)	(a)Postal address of the Registered (b)Telephone no.(s) (c)Fax No.(s) (d) Website, (e)Email	(a) (b) (c) (d) (e)	
iv)	(a) Name of the authorized representative (b) Designation and postal address (c) Telephone	(a) (b) (c)	
v)	Year of incorporation of the company under the Companies Act		
vi)	Banker's Name and Address		
vii)	Registration Number (under companies Act)		
viii)	Permanent Account Number (PAN) for Income Tax		
ix)	GST details		
x)	Annual turn over the last three completed financial years	Financial Year	Annual Turnover (Rs. Crore)
		FY2018-19	
		FY2017-18	
		FY2016-17	
		Avg. Annual Turnover	

Signature, Name & Designation of the Authorized Signatory

The following documents shall be provided to demonstrate eligibility

- Copy of registration certificate issued by registrar of companies/firms
- Copy of GST Certificate
- Copy of audited Balance Sheet along with Profit and loss Account statement of the firm for the last three financial years (Year 2015-16, Year 2016-17 & Year 2017-18)
- Auditor's certificate to verify the annual average turnover for the last three financial years in the following format
- Details of office location within and outside India

Certificate from the Auditor

This is to certify that (**NAME OF THE AGENCY**) has registered annual turnover against the respective years on account of fees from professional public relations and social media activities

Name of the audit firm:

Seal of the audit firm:

Date:

(Signature, name and designation of the authorized signatory)

8D. Format to Demonstrate Technical Eligibility

(To be filled, signed and attached)

Relevant Services Carried Out in the Last Ten Financial Years

Please list the experience in providing public relations and social media services in the areas of public relations and social media Section 5.1/Section 7.1

Sl. No.	Duration	Assignment name/ & brief description of main deliverables/ outputs	Name of Client & Country of Assignment	Approx. Contract value (in INR equivalent)/ Amount paid to your firm	Role on the Assignment

Signature of Authorized Representative of the Applicant

Note:

Documents verifying the claim as per technical eligibility including the letter of successful completion from the client shall be provided for all projects listed above. The certificates enclosed as proof should show the project completion year/date clearly.

8E. Format for Providing Experience of the Agency for Technical Evaluation

Relevant Services Carried Out in the Last Ten Financial Years

(Using the format below, provide information on each reference assignment for which your firm/entity, either individually as a corporate entity or as one of the major companies within an association, was legally contracted.)

Assignment Name:		Country:
Location within Country:		Professional Staff Provided by Your Firm/entity (Profiles):
Name of Client:		No. of Staff:
Address:		No. of Staff-Months; Duration of Assignment:
Start Date (Month/Year):	Completion Date (Month/Year):	Approx. Value of Services (In Rs./US\$):
Name of Associated Agencies, if any:		No. of Months of Professional Staff, provided by Associated Agencies:
Name of Senior Staff (Project Director/Coordinator, Team Leader) involved and functions performed:		
Narrative Description of Project:		
Description of Actual Services Provided by Your Staff:		

Note: Completion Certificates shall be submitted along with the reference.

8F. Description of the Methodology and Work Plan for Performing the Assignment
(WITH DETAILED WORK SCHEDULE)

Please provide a description of the approach, methodology and work plan for performing the assignment, including a detailed description of the proposed methodology and staffing

Suggested structure of your Technical Proposal:

- a) Technical Approach and Methodology
- b) Work Plan
- c) Organization and Staffing}

- a) **Technical Approach and Methodology.** {Please explain your understanding of the objectives of the assignment as outlined in the Terms of Reference (TORs), the technical approach, and the methodology you would adopt for implementing the tasks to deliver the expected output(s), and the degree of detail of such output. Please do not repeat/copy the TORs in here.}
- b) **Work Plan.** Please outline the plan for the implementation of the main activities/tasks of the assignment, their content and duration, phasing and interrelations, milestones (including interim approvals by Guidance), and tentative delivery dates of the reports. The proposed work plan should be consistent with the technical approach and methodology, showing your understanding of the TOR and ability to translate them into a feasible working plan. A
- c) list of the final documents (including reports) to be delivered as final output(s) should be included here. The work plan should be consistent with the Work Schedule Form.
- d) **Organization and Staffing.** Please describe the structure and composition of your team, including the list of the Key Experts, Non-Key Experts and relevant technical and administrative support staff.

WORK SCHEDULE AND PLANNING FOR DELIVERABLES

	Deliverables ¹ (D-..)	Months					
		1	2	3	n	TOTAL
D-1	{e.g., Deliverable #1: Report A						
	1) data collection						
	2) drafting						
	3) inception report						
	4) incorporating comments						
	5) delivery of final report to Client}						
D-2	{e.g., Deliverable #2:.....}						

- 1 List the deliverables with the breakdown for activities required to produce them and other benchmarks such as the Client’s approvals. For phased assignments, indicate the activities, delivery of reports, and benchmarks separately for each phase.
- 2 Duration of activities shall be indicated in a form of a bar chart.
3. Include a legend, if necessary, to help read the chart.

8G.1. Format of Curriculum Vitae (CV) for Proposed Project Team

1. Name						Photo of the Expert	
2. Position							
3. Date of Birth							
4. Education	From	To	University/ College Name	Degree	Specialization	Grades Normalized to 100%)	
5. Employment Record	From	To	Company		Position Held		
6. Total Years of Experience							
7. Years of Experience Relevant to the proposed role							
8. Brief Profile							
9. Languages known with competency	Language	Read		Write		Speak	
10. Work Undertaken that Best Illustrates Capability to Handle the Task Assigned							
Name of assignment of project: Year: From: To: Location: Client: Main project features:							

Positions held: Activities performed:
Name of assignment of project: Year: From: To: Location: Client: Main project features: Positions held: Activities performed:
iii. List of Publications (if any)
<p>Certification</p> <p>I, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience. I understand that any willful misstatement described herein may lead to my disqualification or dismissal, if engaged.</p> <p>Additionally, I also certify that I shall be available for the entire duration of the contract.</p> <p>Signature of staff member Date:</p>

8G.2. Self Assessment Form for Firm & Team Qualification

Please indicate the self assessment score against the criteria mentioned and provide an explanation or supporting evidence for the self assessment score (example provided below for firm qualification).

Firm Qualification – 10 Marks					
Criteria			Max Marks	Self Assessment Score	Explanation/ Supporting Evidence
Team Qualification – 50 Marks					
Role	No	Minimum and Preferred Qualification/ Level of Effort	10		
Work Plan, Approach, Methodology - 20 Marks			20		
Technical Presentation - 20 Marks			20		
Total Technical Score (Max) – 100 Marks			100		

8H. Team Composition and Task Assignments

For Public Relations and Social Media separately

1. Key Staff

S. No	Name	Proposed Position	Summary of tasks to be performed in the assignment	Total time-input (in Months)
1.				
2.				
3.				
4.				
5.				
6.				
7.				

(Please add more rows if required)

Note:

Months are counted from the start of the assignment/mobilization. One (1) month equals twenty two (22) working (billable) days. One working (billable) day shall be not less than eight (8) working (billable) hours.

8I. Financial Proposal Submission Form

[Location, Date]

From: (Name of Firm)

To: (Guidance)

Subject:-----

We, the undersigned offer to provide the consulting services for the above in accordance with your Request for proposal dated **xxxxx** and our proposal (Technical and Financial proposal) dated xxxxx. Our attached financial proposal is for the sum of **Rs..... (Figures) (Rupees. Words only/-)**. This amount is inclusive of all applicable taxes and expenses estimated at INR (Figs) (Rupees. Words only/-) after careful analysis of cost involved for the performance of the complete work considering all parts of the Bidding Document. The Goods and Services Tax rate applicable is%.

Our financial proposal is binding upon us up to expiring of validity period of the proposal, **i.e. date xxx.**

We undertake that, in competing for and if the award is made to us, in executing the above contract, we will strictly observe the laws against fraud and corruption in force in India namely "Prevention of Corruption Act 1988".

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

The lump sum fee for providing services including out of pocket expenses and all other expenses, including all applicable taxes is provided below:

Public Relations	Social Media	Total
Col 1	Col 2	Col 3 = Col1 + Col 2
Fee in Rs. figure. (Rupees in words) for one year only	Fee in Rs. figure. (Rupees in words) for one year only	Fee in Rs. figure. (Rupees in words) for one year only

Yours sincerely,

Authorized Signature:

Name and Title of Signatory:

Name of the Firm:

Address:

8J. Financial Proposal – Summary of Costs

Item	Rate per Units (Rs)	Units	Total Cost (Rate per Units x Units)
Cost of the Financial Proposal Including:			
Remuneration	Person-month Remuneration Rate	Time Input in Person/Month (from 8H)	
Key Staff 1			
Key Staff 2			
....			
....			
(1) Total Remuneration			
Reimbursables	Per Trip/ Per Diem	No. of Trips/ Days	
Travel			
Accommodation			
Others			
(2) Total Reimbursables			
Sub-Total (1) and (2) {Should match the amount in 8I}			
Taxes	Rate	Sub Total (1) and (2)	
{insert tax type: e.g. sales tax}			
(3) Total Taxes			
Total Cost of Financial Proposal (1)+(2)+(3)			

Note: Please provide the break-up for Public Relations and Social Media separately.