



## Request for Proposal for

***Selection of an Agency to provide public relations, print and digital media content production services for Gwalior Smart City Development Corporation Limited***

Ref Number: [GSCDCL/023/2017]

Date: [14 Nov 2017]

**Gwalior Smart City Development Corporation Limited**

**Nagar Nigam Office, City Centre, GWALIOR, Madhya Pradesh, 474003**

**Ph. No.: 0751 2438386; E-mail: gscdcltender@gmail.com**

**Website: [www.smartcitygwalior.org](http://www.smartcitygwalior.org)**



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## **NOTICE INVITING REQUEST FOR PROPOSAL (RFP)**

RFP No. GSCDCL/023/2017

Date: 14 Nov 2017

Gwalior Smart City Development Corporation Limited ("GSCDCL") invites online **Lump Sum** bid from eligible Bidders through [www.mpeproc.gov.in](http://www.mpeproc.gov.in) for "**Selection of an Agency to provide public relations, print, supporting key events and digital media content production services for GSCDCL**".

The details are as under.

<b>RFP INFORMATION SHEET</b>		
<b>Sr. No.</b>	<b>Event's Name</b>	<b>Information</b>
1.	Estimated Cost of the work	Rs.2,00,00,000/- (Rupees Two Crores only)
2.	RFP document Fee	Rs.12,500/- (Rupees Twelve Thousand Five Hundred only) to be paid only through Online e-Tendering s Gateway
3.	Earnest Money Deposit (EMD)	Rs.2,00,000.00/- (Rupees Two Lakh only)
4.	Last date for sending pre-bid queries	23 Nov, 2017 till 17:30 hrs. at <a href="mailto:gscdcltender@gmail.com">gscdcltender@gmail.com</a>
5.	Date, Time & Place of Pre-bid Meeting	24 Nov, 2017 at 15:00 hrs. Venue: GSCDCL, Nagar Nigam Office, City Centre, GWALIOR, Madhya Pradesh, 474003 Ph. No.: 0751 2438386; E-mail: <a href="mailto:gscdcltender@gmail.com">gscdcltender@gmail.com</a>
6.	Last date for Online Purchase of RFP Document	14 Dec, 2017 till 17:30 hrs.
7.	Last date of Online Submission of Bids	15 Dec, 2017 till 17:30 hrs.
8.	Last date of EMD + Hard Copy (Pre-Qualification and Technical Proposal)Submission of Bids	18 Dec, 2017 till 15:00 hrs.
9.	Date and Time for Opening of Pre-Qualification and Technical Proposal	19 Dec, 2017 at 16:00 hrs.
10.	Date and Time for Opening of Financial Proposals	Will be intimated later to the technically qualified Bidders

1. The Bidders intending to participate in this RFP are mandatorily required to get enrolled/ registered on the e-procurement web site i.e. <https://www.mpeproc.gov.in/>.
2. RFP documents are available only online and can be purchased from <https://www.mpeproc.gov.in/> by making online payment as provided in RFP information sheet. The Bidders should submit their bids online. The relevant documents should be uploaded within the timelines in adherence to the RFP information sheet.
3. Conditional proposal will not be accepted and liable to be rejected. GSCDCL reserves the right to accept or reject any or all tender without assigning any reasons thereof.
4. Since the bids are being submitted online, it should be duly signed by the digital signature of the authorized signatory. Hence, the Bidders are advised to obtain the same at the earliest.

-sd-  
**Executive Director**  
**Gwalior Smart City Development**  
**Corporation Limited**

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## Table of Contents

<b>Disclaimer .....</b>	<b>6</b>
<b>1. Instruction to Bidders.....</b>	<b>8</b>
1.1. General Information and Guidelines.....	8
1.1.1. Purpose .....	8
1.1.2. Consortium & Sub-contracting .....	8
1.1.3. Completeness of Bid .....	8
1.1.4. Proposal Preparation Costs.....	8
1.1.5. Pre-bid Meeting and Queries.....	8
1.1.6. Amendment of RFP Document .....	8
1.1.7. Supplementary Information to the RFP .....	9
1.1.8. GSCDCL’s Right to Terminate the Process .....	9
1.1.9. Verification of Information .....	9
1.2. Key Requirements of the Bid.....	9
1.2.1. RFP Document Fee .....	9
1.2.2. Earnest Money Deposit (EMD).....	9
1.3. Bid Submission Instructions.....	9
1.3.1. Bid Submission Format .....	9
1.3.2. Bid Submission Instructions .....	9
1.3.3. Late Bid and Bid Validity Period.....	10
1.3.4. Modification and Withdrawal of Bids .....	11
1.3.5. Non-conforming Bids .....	11
1.3.6. Language of Bids .....	11
1.3.7. Authentication of Bid .....	11
1.3.8. Acknowledgement of Understanding of Terms .....	11
1.4. Evaluation Process .....	11
1.4.1. Bid Opening.....	12
1.4.2. Evaluation of Pre-Qualification Proposals .....	12
1.4.3. Evaluation of Technical Proposal .....	12
1.4.4. Financial Proposal Evaluation .....	13
1.4.5. Pre-Qualification Criteria .....	13
1.4.6. Technical Evaluation Criteria.....	15
1.4.7. Evaluation of Financial Proposal .....	17
1.4.8. Combined and Final Evaluation .....	17

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1.4.9	Formula for determining the financial score .....	17
1.5.	Award of Contract.....	18
1.5.1.	Award Criteria .....	18
1.5.2.	Letter of Acceptance (LOA) .....	18
1.5.3.	Signing of Contract.....	18
1.5.4.	Failure to Agree with the Terms & Conditions of the RFP / Contract.....	18
1.5.5.	GSCDCL’s Right to accept any Bid and to reject any or All Bids.....	18
1.6.	Performance Bank Guarantee.....	18
<b>2.</b>	<b>Scope of Work and Terms of Reference.....</b>	<b>20</b>
2.1.	Background .....	20
2.2.	Scope of Work .....	20
2.3.	The Key Deliverables: Description .....	21
2.4.	Key Outputs.....	23
2.5.	Key Deliverables: Milestone .....	25
2.6.	Other Instructions to the Agency.....	25
2.7.	Remuneration .....	26
2.8.	Team and deployment.....	27
2.9.	Payment Schedule .....	28
<b>3.</b>	<b>General Conditions of Contract (GCC) .....</b>	<b>30</b>
3.1.	Governing Law.....	30
3.2.	Confidential Information .....	30
3.3.	Change in Laws and Regulations .....	30
3.4.	Force Majeure.....	30
3.5.	Settlement of Disputes .....	30
3.6.	Termination .....	31
3.7.	Payment upon Termination.....	32
3.8.	Assignment.....	32
3.9.	Other Conditions.....	32
3.10.	Risk Purchase.....	32
<b>Annexure 1</b>	<b>Pre-Qualification Proposal.....</b>	<b>33</b>
Annexure 1.1	- Check-list for the Pre-Qualification Proposal.....	34
Annexure 1.2	- Pre-Qualification Cover Letter.....	35
Annexure 1.3	- Format to share Particulars of the Bidder .....	37
Annexure 1.4.	- Format for Project Citation.....	38
Annexure 1.5	- Format for Declaration by the Bidder for not being Blacklisted / Debarred	39

Annexure 1.6 – Format of Power of Attorney for Signing of Proposal .....	40
Annexure 1.7 – Format for Annual Turnover .....	41
<b>Annexure 2 Technical Proposal .....</b>	<b>42</b>
Annexure 2.1 - Check-list for the documents to be included in the Technical Proposal .....	42
Annexure 2.2. - Technical Bid Cover Letter .....	43
Annexure 2.3 Details of past assignments .....	45
Annexure 2.4 A: Team Composition .....	46
Annexure 2.4 B: Curriculum Vitae (CV) of Key Personnel.....	47
<b>Annexure 3. Write up of five pages.....</b>	<b>49</b>
<b>Annexure 4: Commercial Proposal.....</b>	<b>50</b>
Annexure 4.1: Financial Proposal Covering Letter .....	50
Annexure 4.2: Price Bid.....	51
<b>Annexure 5: Proposed Key Personnel.....</b>	<b>52</b>
<b>Annexure 6 Format for EMD / Proposal Security (Bank Guarantee) .....</b>	<b>54</b>
<b>Annexure 7 Format for Project Undertaking .....</b>	<b>56</b>
<b>Annexure 8: Format for Monthly Report .....</b>	<b>57</b>
<b>Annexure 9: Performance Bank Guarantee.....</b>	<b>59</b>
<b>Annexure 10: Format of sending pre-bid queries.....</b>	<b>63</b>

## **Disclaimer**

Gwalior Smart City Proposal (**SCP**) was selected to implement the Area Based Development (**ABD**) and pan-city proposals by Government of India under Smart City Mission. Gwalior SCP proposes smart solutions in ABD and cross pan-city providing various smart feature/infrastructure.

To implement Smart City projects in Gwalior, Gwalior Municipal Corporation (**GMC**) and Madhya Pradesh Urban Development Corporation formed an SPV called Gwalior Smart City Development Corporation Ltd. (**GSCDCL**)

GSCDCL has prepared this Request for Proposal for Selection of an Agency to provide public relations, print, supporting key events and digital media content production services for GSCDCL (RFP). This RFP is a detailed document which specifies terms and conditions on which the Bidder is expected to work. GSCDCL has taken due care in preparation of information contained herein and believes it to be accurate. However, neither GSCDCL or any of its authorities or agencies nor any of their respective officers, employees, agents, or advisors give any warranty or make any representations, express or implied as to the completeness or accuracy of the information contained in this document or any information which may be provided in connection or arising out of it.

The information provided in this document is to assist the Bidder(s) preparing their proposals. However, this information is not intended to be exhaustive, and interested parties are expected to make their own inquiries to supplement and verify information in this document. The information is provided on the basis that it is non-binding on GSCDCL or any of its authorities or agencies, or any of their respective officers, employees, agents, or advisors. Each Bidder is advised to consider the RFP as per its understanding and capacity. The Bidders are also advised to do appropriate examination, enquiry and scrutiny of all aspects mentioned in the RFP before bidding. The Bidders are encouraged to take professional help of experts on financial, legal, technical, taxation, and any other matters/ sectors appearing in the document or specified work. The Bidders should go through the RFP in detail and bring to notice of GSCDCL any kind of error, misprint, inaccuracy or omission.

GSCDCL reserves the right not to proceed with the Project, to alter the timeline reflected in this document and or to change the process or procedure to be applied. It also reserves the right to decline to discuss the Project further with any party submitting a proposal. No reimbursement of cost of any type will be paid to persons or entities submitting a proposal by under or pursuant under this RFP.

# Instructions to Bidders

## **1. Instruction to Bidders**

### **1.1. General Information and Guidelines**

#### **1.1.1. Purpose**

GSCDCL seeks the services of an agency to provide public relations, print and digital media content production services and key events support for GSCDCL". This document provides information to enable the Bidders to understand the broad requirements to submit their Proposals for a period of 2 years which could be extended by one year. The detailed scope of work is provided in [Section 2.0](#) of this RFP document.

#### **1.1.2. Consortium & Sub-contracting**

Up to three parties may associate together to form consortia. However, no company or entity shall be permitted to participate in more than one consortium or bid. All participating parties of a consortium shall execute an agreement to jointly participate in the bid and a power of attorney nominating a single individual representing a lead firm to sign documents for and on behalf of the consortium.

#### **1.1.3. Completeness of Bid**

The Bid should be complete in all respects. Failure to furnish all information required by the RFP document or submission of a proposal not substantially responsive to the RFP document in every respect will be at the Bidder's risk and may result in rejection of its Bid and forfeiture of the earnest money deposit (EMD).

#### **1.1.4. Proposal Preparation Costs**

The Bidder shall submit the bid at its cost and expense. GSCDCL shall not be held responsible for any cost incurred by the Bidder. Submission of a bid does not entitle the Bidder to claim any cost and rights over GSCDCL and GSCDCL shall be at liberty to cancel any or all bids without giving any notice.

All materials submitted by the Bidder shall be the absolute property of GSCDCL and no copyright etc. shall be entertained by GSCDCL.

#### **1.1.5. Pre-bid Meeting and Queries**

1. GSCDCL will host a Pre-Bid meeting as per the date mentioned in the RFP information sheet. The representatives, limited to two individuals, of the interested organizations may attend the pre-bid meeting at their own cost. The purpose of the meeting is to provide Bidders with information regarding the RFP. Pre-Bid meeting will also provide each Bidder with an opportunity to seek clarifications regarding any aspect of the RFP and the project.
2. The Bidder shall e-mail their queries to [gscdcltender@gmail.com](mailto:gscdcltender@gmail.com) in the form and manner as prescribed in [Annexure 10](#). The queries submitted through any other mode shall not be accepted. The response to the queries will be published on [www.mpeproc.gov.in](http://www.mpeproc.gov.in). No queries will be entertained thereafter. This response of GSCDCL shall become integral part of this RFP document. GSCDCL shall not make any warranty as to the accuracy and completeness of responses.
3. GSCDCL shall endeavor to respond to the questions raised or clarifications sought by the Bidders. However, GSCDCL reserves the right not to respond to any question or provide any clarification, in its sole discretion, and nothing in this clause shall be taken or read as compelling or requiring GSCDCL to respond to any question or to provide any clarification.
4. GSCDCL may also on its own motion, if deemed necessary, issue interpretations and clarifications to all Bidders. All clarifications and interpretations issued by GSCDCL shall be deemed to be part of the Bidding Documents. Verbal clarifications and information given by GSCDCL or its employees or representatives shall not in any way or manner be binding on GSCDCL.

#### **1.1.6. Amendment of RFP Document**

1. All the amendments made in the document would be published on the e-Tendering Portal only and shall be part of RFP.
2. The Bidders are advised to visit the e-tendering portal on regular basis to check for necessary

updates. GSCDCL also reserves the right to amend the dates mentioned in this RFP.

#### **1.1.7. Supplementary Information to the RFP**

If GSCDCL deems it appropriate to revise any part of this RFP or to issue additional data to clarify an interpretation of provisions of this RFP, it may issue supplements to this RFP. Any such corrigendum shall be deemed to be incorporated by this reference into this RFP.

#### **1.1.8. GSCDCL's Right to Terminate the Process**

GSCDCL may terminate the RFP process at any time and without assigning any reason. GSCDCL reserves the right to amend/ edit/ add/ delete any clause of this RFP Document. This will be informed to all and will become part of the RFP and information for the same would be published only on [www.mpeproc.gov.in](http://www.mpeproc.gov.in).

#### **1.1.9. Verification of Information**

The Bidder are encouraged to obtain for itself, at its own responsibility and risk, all information that may be necessary for submission of the bid and entering into the Contract.

### **1.2. Key Requirements of the Bid**

#### **1.2.1. RFP Document Fee**

RFP can be downloaded from the website [www.mpeproc.gov.in](http://www.mpeproc.gov.in). RFP Document Fee of Rs.12,500/- (Rupees Twelve Thousand Five Hundred Only) shall be paid only through online-Tendering Payment Gateway. The RFP document fee shall be non-refundable. Without the payment of tender fee the bids will be taken as incomplete and non-responsive and shall not be considered.

#### **1.2.2. Earnest Money Deposit (EMD)**

1. In terms of this RFP, a Bidder is required submit EMD of Rs.200,000/- (Rupees Two Lakh Only) in the form of Fixed Deposit Receipt(s) / Bank Guarantee issued by any nationalized/ scheduled commercial bank in favor of "Executive Director, GSCDCL", payable at Gwalior.
2. The EMD of the Unsuccessful Bidder will be returned within 180 (One Hundred Eighty) days from the date last date of Bid Submission. The Bid Security, for the amount mentioned above, of the successful Bidder would be returned upon submission of Performance Bank Guarantee for an amount equal to 10% of Total Contract Value in the format provided in Annexure 9 of the RFP.
3. No interest will be paid by GSCDCL on the EMD amount and EMD will be refunded to the all Bidders (including the successful Bidders) without any accrued interest on it.
4. The Bid submitted without EMD, mentioned above, will be summarily rejected
5. The EMD may be forfeited:
  - a. If a Bidder withdraws its bid or increases/decreases its quoted prices during the period of bid validity or its extended period, if any.
  - b. In case of a successful Bidders, if the Bidder fails to sign the contract in accordance with the terms and conditions.
  - c. If during the bid process, a Bidder indulges in any such deliberate act as would jeopardize or unnecessarily delay the process of bid evaluation and finalization.
  - d. If, during the bid process, any information is found false/ fraudulent/ *mala fide*, and then GSCDCL shall reject the bid and, if necessary, initiate action.
6. The decision of GSCDCL regarding forfeiture of the EMD shall be final and binding upon Bidders.
7. In case the bidding process is not completed within the period of 180 Days, GSCDCL may request for extending the validity of EMD and accordingly EMD should be extended by the Bidder.

### **1.3. Bid Submission Instructions**

#### **1.3.1. Bid Submission Format**

The entire Bid shall be submitted strictly as per the format specified in this RFP. Bids with any deviation from the prescribed format are liable for rejection.

#### **1.3.2. Bid Submission Instructions**

1. Complete bidding process will be online (e-Tendering) in three covers system. Submission of bids

shall be in accordance to the instructions given in the Table below:

Particulars	Instructions
<b>Cover 1</b>	Proof of submission of RFP Document Fee and Scanned copy of EMD  The original hard copy of the EMD should also be submitted as prescribed in RFP information sheet
<b>Cover 2: Pre- Qualification Proposal</b>	The Pre-Qualification Proposal shall be prepared in accordance with the requirements specified in this RFP and the formats are prescribed in <a href="#">Annexure 1</a> of the RFP  Pre-Qualification Proposal should be submitted through online bid submission process and also in Hard Copy as per mentioned in the RFP Information Sheet.
<b>Cover 3: Technical Proposal</b>	The Technical Proposal shall be prepared in accordance with the requirements specified in this RFP and the formats are prescribed in <a href="#">Annexure 2</a> of the RFP  Technical Proposal should be submitted through online bid submission process and also in Hard Copy as per mentioned in the RFP Information Sheet.
<b>Financial Proposal</b>	The Financial Proposal shall be prepared in accordance with the requirements specified in this RFP and in the formats prescribed in <a href="#">Annexure 4</a> of the RFP.  Financial Proposal should be submitted through online bid submission process <u>only</u> .

**Note: GSCDCL will conduct the bid evaluation based on documents submitted through online e-tendering portal. In case of any discrepancy between the document submitted online and hard copy, the particulars submitted online shall prevail.**

2. The following points shall be kept in mind for submission of bids;
  - a. GSCDCL shall not accept delivery of Bids in any manner other than that specified in this RFP. Bid delivered in any other manner shall be treated as defective, invalid and rejected.
  - b. The Bidder is expected to price all the items and services sought in the RFP and proposed in the technical proposal. The Bid should be comprehensive and inclusive of all the services to be provided by the Bidder as per the scope of work and in accordance with the terms and conditions as set out in the Contract.
  - c. GSCDCL may seek clarifications from the Bidder on the technical proposal. Any of the clarifications by the Bidder on the technical proposal should not have any commercial implications. The Financial Proposal submitted by the Bidder should be inclusive of all the items in the technical proposal and should incorporate all the clarifications provided by the Bidder on the technical proposal during the evaluation of the technical offer.
  - d. Technical Proposal shall not contain any financial information.
  - e. If any Bidder does not qualify the pre-qualification criteria stated in [Section 1.4.5](#) of this RFP, the technical and financial proposals of the Bidder shall not be opened in the e-Tendering system. Similarly, if the Bidder does not meet the technical evaluation criteria, the financial proposal of the Bidder shall be unopened in the e-Tendering system.
  - f. It is required that the all the proposals submitted in response to this RFP should be unconditional in all respects, failing which GSCDCL reserves the right to reject the proposal.

### **1.3.3. Late Bid and Bid Validity Period**

Bids received after the due date and the specified time (including the extended period if any) for any reason whatsoever, shall not be entertained and shall not be opened in the e-Tendering system. The validity of the bids submitted before deadline shall be till 180 (one hundred and eighty) days from the last date of submission of Bid.

#### **1.3.4. Modification and Withdrawal of Bids**

No bid shall be withdrawn in the interval between the deadline for submission of bids and the expiration of the validity period specified by the Bidder on the bid form. Entire EMD shall be forfeited if any of the Bidders withdraw their bid during the validity period.

#### **1.3.5. Non-conforming Bids**

A Bid may be construed as a non-conforming proposal and ineligible for consideration:

- a. If it does not comply with the requirements of this RFP
- b. If the Bid does not follow the format requested in this RFP or does not appear to address the particular requirements of GSCDCL.

#### **1.3.6. Language of Bids**

The Bids should be submitted in English language only. If any supporting documents submitted are in any language other than English, then the translation of the same in English language is to be duly attested by the Bidder and submitted with the bid, and English translation shall be validated at GSCDCL's discretion.

#### **1.3.7. Authentication of Bid**

- a. Authorized person of the Bidder who signs the bid shall obtain the authority letter from the Bidder, which shall be submitted with the Bid. All pages of the bid and its annexures, etc. shall be signed and stamped by the person or persons signing the bid.
- b. The Bidder should submit a Power of Attorney as per the format set forth in Annexure 1.6, authorizing the signatory of the Bid to commit the Bidder.

#### **1.3.8. Acknowledgement of Understanding of Terms**

By submitting a Bid, each Bidder shall be deemed to acknowledge that he has carefully read all sections of this RFP, including all forms, schedules, annexure, corrigendum and addendums (if any) hereto, and has fully informed itself as to all existing conditions and limitations.

### **1.4. Evaluation Process**

- a. GSCDCL will constitute a Bid Evaluation Committee (BEC) to evaluate the responses of the Bidders
- b. The BEC constituted by GSCDCL shall evaluate the responses to the RFP and all supporting documents/ documentary evidence. Inability to submit requisite supporting documents/ documentary evidence, may lead to rejection.
- c. A firm 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 formula mentioned in Section 1.4.9. In QCBS, the total score is calculated by weighting the technical and financial scores and adding them as per the formula and instructions in the Section 1.4.9. Firm achieving the highest combined technical and financial score will be considered for further process.
- d. The decision of the BEC in the evaluation of responses to the RFP shall be final. No correspondence shall be entertained outside the process of negotiation/ discussion with the BEC.
- e. The BEC may ask for meetings with the Bidders to seek clarifications on their proposals and may visit Bidder's client site to validate the credentials/ citations claimed by the Bidder.
- f. The BEC reserves the right to reject any or all proposals on the basis of any deviations.
- g. Each of the responses shall be evaluated as per the promotional criteria and requirements specified in this RFP.
- h. Please note that BEC may seek inputs from their professional, external experts in the Bid evaluation process.

#### **1.4.1. Bid Opening**

- a. Total transparency shall be observed and ensured while opening the Bids. All Bids shall be opened in the presence of Bidder's representatives who choose to attend the Bid opening sessions on the specified date, time and address.
- b. GSCDCL reserves the rights at all times to postpone or cancel a scheduled Bid opening.
- c. Bid opening shall be conducted in the following;
  - Initial screening – whether RFP Document fee and Bid Security/ EMD has been paid
  - Whether the bidder has the necessary pre-qualifications as stipulated in the document
  - Whether the proposal submitted by the bidder meets technical standards and qualifies on the basis of evaluation parameters set forth in this RFP;
  - Opening of financial proposal
- d. The venue, date and time for opening the Pre-qualification Proposal are mentioned in the RFP Information Sheet. The date and time for opening the Financial Proposals would be communicated to the technically qualified Bidders.
- e. The Financial Proposals of only those Bidders will be opened who score at least 70 (Seventy) marks in the Technical Evaluation.
- f. The Bidder's representatives who are present shall sign a register evidencing their attendance. In the event of the specified date of Bid opening being declared a holiday for GSCDCL, the bids shall be opened at the same time and location on the next working day. In addition to that, if the representative(s) of the Bidder remains absent, GSCDCL will continue process and open the bids of the all Bidders.
- g. During Bid opening, preliminary scrutiny of the Bid documents shall be made to determine whether they are complete, whether required EMD has been furnished, whether the Documents have been properly signed, and whether the bids are generally in order. Bids not conforming to such preliminary requirements shall be prima facie rejected. GSCDCL has the right to reject the bid after due diligence is done.

#### **1.4.2. Evaluation of Pre-Qualification Proposals**

- a) GSCDCL shall open Cover 1 marked "RFP Document Fee and Earnest Money Deposit (EMD)". If the contents of the **Cover 1** are as per requirements of the RFP, GSCDCL shall open **Cover 2** marked "Pre-Qualification Proposal". Each of the Pre-Qualification condition mentioned in [Section 1.4.5](#) of the RFP is mandatory. In case the Bidder does not meet any one of the conditions, the Bidder will be disqualified.
- b) The Pre-Qualification proposal must contain all the documents in compliance with instructions given in the [Annexure 1](#).
- c) Response to the Pre-Qualification Requirements shall be evaluated in accordance with the requirements specified in this RFP and in the manner prescribed in [Section 1.4.5](#) of the RFP.

#### **1.4.3. Evaluation of Technical Proposal**

The evaluation of the Technical Proposals will be carried out in the following manner:

- a) GSCDCL will review the technical bids of the short-listed Bidders to determine whether the technical proposals are substantially responsive. Bids that are not substantially responsive are liable to be disqualified at GSCDCL's discretion.
- b) Bidders' technical solutions proposed in the bid document will be evaluated as per the requirements and guidelines specified in the [Annexure 2](#) and technical evaluation criteria as mentioned in [Section 1.4.6](#) of the RFP.
- c) Bidders shall make the technical presentation and showcase proposed products to GSCDCL as per the agenda mentioned in [Section 1.4.6](#) of the RFP.

- d) Each Technical Proposal shall be assigned a technical score out of a maximum of 100 points. (Refer Section 1.4.6 of the RFP). In order to qualify for the opening of financial proposal, the Bidder must get a minimum overall technical score of 70 (Seventy).
- e) The Bidders are required to submit all required documentation in support of the evaluation criteria specified (e.g. Detailed Project citations and copy of work order, client contact information for verification, and all others components) as required for technical evaluation.
- f) At any time during the Bid evaluation process, BEC may seek oral/ written clarifications from the Bidders. The Committee may seek inputs from their professional and technical experts in the evaluation process.
- g) GSCDCL reserves the right to do a reference check of the past experience stated by the Bidder. Any feedback received during the reference check shall be taken into account during the technical evaluation process.
- h) The Financial Proposals of Bidders who do not qualify technically shall be kept unopened in the e-Tendering system.
- i) GSCDCL reserve the right to accept or reject any or all bids without giving any reasons thereof.
- j) GSCDCL shall inform to the technically shortlisted Bidders about the date and venue of the opening of the financial proposals.

**1.4.4. Financial Proposal Evaluation**

- a) All the technically qualified Bidders will be notified to participate in Financial Proposal opening process.
- b) Financial Proposals for the technically qualified Bidders will then be opened on the notified date and time and reviewed to determine whether the financial proposals are substantially responsive. Bids that are not substantially responsive are liable to be disqualified at GSCDCL's discretion.
- c) Financial Proposals that are not meeting the condition mentioned in Annexure 4 shall be liable for rejection.
- d) Total Cost of Bid (TCB) shall be calculated based on the financial format given in Annexure 4.2 of the RFP.
- e) If there is a discrepancy between words and figures, the amount in words shall prevail. For any other calculation/ summation error etc. the bid may be rejected.

**1.4.5. Pre-Qualification Criteria**

The proposal failing to meet all of the below pre-qualification eligibility criteria shall be disqualified and will not be considered for technical evaluation process.

S No	Basic Requirement	Specific Requirements	Documents Required
1	Legal Entity	The Bidder, whether a single entity or a consortium (in which case, all members therein) should be a legal person, which may be: <ul style="list-style-type: none"> <li>- A company, incorporated under Companies Act, 2013 or 1956, amended till date; or</li> <li>- A society, established under Societies Registration Act, 1860 or any analogous law enacted by a State Government;</li> <li>- A cooperative society, established under Cooperative Societies Act, 1912, Multi-State Cooperative Societies Act, 1984 or any analogous law enacted by a State Government, or</li> <li>- A Limited Liability Partnership Firm, incorporated under Limited Liability Partnerships Act, 2008, or</li> </ul>	Copy of certificate of incorporation and/or registration under the relevant law.  Proof of existence of bidder/ each of the consortium members highlighting number of years

S No	Basic Requirement	Specific Requirements	Documents Required
		<ul style="list-style-type: none"> <li>- A partnership firm registered under Partnership Act, 1932, or</li> <li>- A Trust established under Indian Trusts Act, 1882 or Bombay Public Trusts Act, 1950, or any analogous law enacted by a State Government.</li> </ul> <p>In the case of a consortium, each member of the consortium should have been in operation for at least 3 (three) years as on date of submission of the bid.</p>	
2	Turnover	The Bidder (or lead member of the consortium) should have average annual Turnover of Rs. 1,00,00,000 (Rupees One Crore only) for at least three consecutive financial years between 01 April 2014 and 31 March 2017. This is applicable to the lead bidder in case of the consortium, and to the sole entity in case of a single member bid.	Annual audited financial statements including notes to accounts for the lead member of the consortium/ single member for the years covered in the statement. Certified and attested statement from the statutory auditor(s) of the lead bidder stating the annual turnover for the lead member of the consortium/ single member.
3	Experience	<p>The bidder (or any member of the consortium) should have successfully implemented <b>at least two assignments comprising of offer of similar services</b> between 01 April 2014 and 31 March 2017, to a single Client or to two Clients.</p> <p>Provided that at least one such assignment should have been carried out for a Central Government/ State Government Department, public sector undertaking, local Government (municipal or panchayat body) or a specific entity such as a special purpose vehicle constituted under a fast track or Mission mode scheme such as Smart Cities Mission.</p> <p>The minimum cumulative fees received from these two assignments between 01 April 2014 and 31 March 2017 should be at least Rupees One Crore.</p>	<ul style="list-style-type: none"> <li>• Copy of Work Order/ agreement which should have been signed between 01 April 2014 and 31 March 2017 and;</li> <li>• On-going work/ work completed certificate for these two assignments.</li> </ul>
4	Blacklisting	The Bidder (or any member of the consortium) should not have been blacklisted by Central Government/ any State Government/ Public Sector Undertaking in India or similar agencies globally for unsatisfactory past performance, corrupt, fraudulent or any other unethical business practices as on date of submission of the proposal.	<ul style="list-style-type: none"> <li>• Undertaking by the authorized signatory as per the format given as <a href="#">Annexure 1.5</a></li> </ul>

**Note:**

For the above purposes, the term “similar services” shall imply any combination of the following activities:

- a. Public Relations account management;

- b. Development of communication plans, monitoring of communication outcomes, review and restructuring as required.
- c. Production of digital content for dissemination on the Internet (including social media)
- d. Handling of social media accounts
- e. Overseeing the production of audio-visual content for web & electronic distribution (not production; that may be done by third parties)
- f. Overseeing the conduct of specific events for brand promotion by third parties.

**1.4.6. Technical Evaluation Criteria**

Sr. No.	Evaluation Criteria	Marks
<b>TQ.1.0</b>	<b>Assignments involving provision of similar services within the last ten financial years</b> <i>See definition of similar services as above. The more number of activities from the above are included, the more marks are secured for such engagement. Up to ten assignments will be evaluated.</i>	<b>21 marks</b>
	Each assignment can fetch up to 3 marks, so if an assignment contains all the six activities as above, it will secure 3 marks, if it has five activities, it will secure 2.5 marks, if it has four activities, it will secure 2 marks and so on. i.e Each of the above six activities described in the note above will carry 0.5 marks totaling 3 marks per assignment for a maximum of 7 assignments.	
<b>TQ2.0</b>	<b>Curriculum Vitae of proposed staff members</b>	<b>44 marks</b>
	<b>Account Director (10 marks)</b>	
	Qualification	If masters or equivalent (e.g. diploma) in PR/ mass communications, then 2 marks Else 1 mark
	Relevant Assignments	If six assignments or more, 6 marks If five assignments, 5 marks If four assignments, 4 marks If three assignments, 3 marks If two assignments, 2 marks If one assignment, 1 marks
	Experience	If 10 years or more, 2 marks If 8 years or more but less than 10 years, 1.5 marks If 4 years of more but less than 8 years, 1 mark If less than 4 years, 0.5 marks
	<b>Project Manager/Communications Expert (10 marks)</b>	
	Qualification	If masters or equivalent (e.g. diploma) in PR/ mass communications, then 2 marks Else 1 mark
	Assignments	If six assignments or more, 6 marks If five assignments, 5 marks If four assignments, 4 marks If three assignments, 3 marks If two assignments, 2 marks If one assignment, 1 marks
	Experience	If 8 years or more, 2 marks If 6 years or more but less than 8 years, 1.5 marks If 4 years of more but less than 6 years, 1 mark If less than 4 years, 0.5 marks
	<b>PR Expert (8 marks)</b>	
	Qualification	If masters or equivalent (e.g. diploma) in PR/ mass communications, then 2 marks Else 1 mark
	Assignments	If four or more assignments, 4 marks

Sr. No.	Evaluation Criteria	Marks						
	<table border="1"> <tr> <td></td> <td>If three assignments, 3 marks If two assignments, 2 marks If one assignment, 1 marks</td> </tr> <tr> <td>Experience</td> <td>If 7 years or more, 2 marks If 3 years or more but less than 7 years, 1.5 marks If less than 3 years, 1 mark</td> </tr> </table>		If three assignments, 3 marks If two assignments, 2 marks If one assignment, 1 marks	Experience	If 7 years or more, 2 marks If 3 years or more but less than 7 years, 1.5 marks If less than 3 years, 1 mark			
	If three assignments, 3 marks If two assignments, 2 marks If one assignment, 1 marks							
Experience	If 7 years or more, 2 marks If 3 years or more but less than 7 years, 1.5 marks If less than 3 years, 1 mark							
<b>Content designer (English &amp; Hindi) (8 marks)</b>								
	<table border="1"> <tr> <td>Qualification</td> <td>If masters or equivalent (e.g. diploma) literature, then 2 marks Else 1 mark</td> </tr> <tr> <td>Assignments</td> <td>If four or more assignments, 4 marks If three assignments, 3 marks If two assignments, 2 marks If one assignment, 1 marks</td> </tr> <tr> <td>Experience</td> <td>If 5 years or more, 2 marks If 3 years or more but less than 5 years, 1.5 marks If less than 3 years, 1 mark</td> </tr> </table>	Qualification	If masters or equivalent (e.g. diploma) literature, then 2 marks Else 1 mark	Assignments	If four or more assignments, 4 marks If three assignments, 3 marks If two assignments, 2 marks If one assignment, 1 marks	Experience	If 5 years or more, 2 marks If 3 years or more but less than 5 years, 1.5 marks If less than 3 years, 1 mark	
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Experience	If 5 years or more, 2 marks If 3 years or more but less than 5 years, 1.5 marks If less than 3 years, 1 mark							
<b>Web developer/Social Media Administrator (8 marks)</b>								
	<table border="1"> <tr> <td>Qualification</td> <td>If having requisite qualification such as BE/MCA/DCA with knowledge of ASP/.NET/ Java/ J2EE etc., then 2 marks Else 1 mark</td> </tr> <tr> <td>Assignments related to website maintenance</td> <td>If four or more assignments, 4 marks If three assignments, 3 marks If two assignments, 2 marks If one assignment, 1 marks</td> </tr> <tr> <td>Experience</td> <td>If 5 years or more, 2 marks If 3 years or more but less than 5 years, 1.5 marks If less than 3 years, 1 mark</td> </tr> </table>	Qualification	If having requisite qualification such as BE/MCA/DCA with knowledge of ASP/.NET/ Java/ J2EE etc., then 2 marks Else 1 mark	Assignments related to website maintenance	If four or more assignments, 4 marks If three assignments, 3 marks If two assignments, 2 marks If one assignment, 1 marks	Experience	If 5 years or more, 2 marks If 3 years or more but less than 5 years, 1.5 marks If less than 3 years, 1 mark	
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Assignments related to website maintenance	If four or more assignments, 4 marks If three assignments, 3 marks If two assignments, 2 marks If one assignment, 1 marks							
Experience	If 5 years or more, 2 marks If 3 years or more but less than 5 years, 1.5 marks If less than 3 years, 1 mark							
<b>TQ 3.0</b>	<b>Approach and methodology</b>	<b>20 marks</b>						
	<p>The bidder shall be required to submit a write-up not exceeding five pages stating the following:</p> <p>a) Understanding of the engagement, including (i) the Smart Cities Mission &amp; media/ communication requirements thereof, (ii) Specific understanding of Gwalior Smart City (bidders may peruse the Gwalior Smart City plan/ proposal from <a href="#">this link</a>)</p> <p>b) Any innovative approach that may be adopted by the bidder with respect to the engagement</p> <p>c) Case study for similar engagement along with results achieved (before and after, along with media clips, if available)</p>							
<b>TQ 3.0</b>	<b>Presentation</b>	<b>15 marks</b>						
	<p>After evaluation of the proposal, bidders shall be required to make a presentation to GSCDCL on their proposals. Kindly note that NO FINANCIAL INFORMATION REGARDING THE PROPOSAL SHOULD BE DISCLOSED DURING THE PRESENTATION. The presentation shall also be used to assess the bidder's familiarity with vernacular media and quality of past outputs such as media releases, digital content, websites maintained etc. The presentation will be evaluated on the following criteria:</p> <table border="1" style="width: 100%;"> <thead> <tr> <th style="width: 80%;">Evaluation criteria</th> <th style="width: 20%;">Marks</th> </tr> </thead> <tbody> <tr> <td>Quality of past outputs such as media releases, digital content, websites maintained</td> <td style="text-align: center;"><b>10</b></td> </tr> <tr> <td>Familiarity with providing such services in vernacular media including Hindi</td> <td style="text-align: center;"><b>5</b></td> </tr> </tbody> </table>		Evaluation criteria	Marks	Quality of past outputs such as media releases, digital content, websites maintained	<b>10</b>	Familiarity with providing such services in vernacular media including Hindi	<b>5</b>
Evaluation criteria	Marks							
Quality of past outputs such as media releases, digital content, websites maintained	<b>10</b>							
Familiarity with providing such services in vernacular media including Hindi	<b>5</b>							

Sr. No.	Evaluation Criteria	Marks
	Total marks for the presentation	15
	<b>Total</b>	<b>100 marks</b>

**Note: GSCDCL reserves right to visit or enquire from Bidder's clients/ customers where such a similar project execution has taken place.**

**# The Bidders, whose bids are responsive, based on minimum qualification criteria as in Pre-Qualification Criteria and technical score at least 70 (Seventy) marks from the technical evaluation criteria would be considered as technically qualified.**

#### 1.4.7 Evaluation of Financial Proposal

1. The Bidders, whose bids are responsive, based on minimum qualification criteria as in Pre-Qualification Criteria and technical score at least 70 (Seventy) marks based on the technical evaluation criteria would be considered as technically qualified and would be eligible for opening of financial bids.
2. In the second stage, the financial evaluation will be carried out as per this Clause.
3. For financial evaluation, the total lump sum fee indicated in the Financial Proposal FIN-2 given in Annexure 4.2 only shall be considered. On financial evaluation, the shortlisted Consultants will be given total score which will be determined as under:
  - (a) 70% weight-age will be given to the Technical Score.
  - (b) 30% weight-age will be given to the financial score.

GSCDCL will determine whether the Financial Proposals are complete, and unconditional. 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 firm to be compensated and the liability to fulfill its obligations as per the TOR within the total quoted price shall be that of the Consultant.

#### 1.4.8 Combined and Final Evaluation

1. Proposals of the post qualified applicant consultants during the process of evaluation of the technical bid will finally be ranked according to the total score (Technical Score + Financial Score).
2. The Successful Bidder shall be the first ranked Bidder (whose total score as per para 1.4.8.1 is the highest). The second ranked Bidder shall be kept in reserve and may be invited for negotiations in case the first ranked Bidder withdraws, or fails to comply with the requirements specified hereinabove.

#### 1.4.9 Formula for determining the financial score

$S_f = 100 \times F_m / F$ , in which  $S_f$  is the financial score,  $F_m$  is the lowest price and  $F$  the price of the proposal under consideration.

The weight age given to the Technical and Financial Proposals are:

$T = 0.70$ , and  $P = 0.30$

Combined total score (S) =  $(S_t \times 0.7) + (S_f \times 0.3)$

## **1.5. Award of Contract**

### **1.5.1. Award Criteria**

Post the evaluation process indicated in Section 1.4 above, the GSCDCL will award the Contract to the Bidder selected as per the provisions of clause 1.4.8, hereby referred to as the 'Successful Bidder'.

### **1.5.2. Letter of Acceptance (LOA)**

Prior to the expiration of the period of bid validity, GSCDCL will notify the successful Bidder in writing or by fax or email, to be confirmed in writing by letter, that its bid has been accepted. LOA will constitute the formation of the contract. Upon the successful Bidder's furnishing of Performance Bank Guarantee, GSCDCL will promptly notify each unsuccessful Bidder.

### **1.5.3. Signing of Contract**

GSCDCL shall notify the successful Bidder that its bid has been accepted. The successful Bidder shall enter into contract agreement with GSCDCL within the time frame mentioned in the Letter of Acceptance issued to the successful Bidder by GSCDCL.

### **1.5.4. Failure to Agree with the Terms & Conditions of the RFP / Contract**

Failure of the successful Bidder to agree with the Terms & Conditions of the RFP/ Contract shall constitute sufficient grounds for the annulment of the award, in which event GSCDCL may invite the next best Bidder for negotiations or may call for fresh RFP.

### **1.5.5. GSCDCL's Right to accept any Bid and to reject any or All Bids**

GSCDCL reserves the right to accept or reject any Bid, and to annul the bidding process and reject any or all Bids at any time prior to award of Contract, without thereby incurring any liability to the affected Bidder or Bidders or any obligation to inform the affected Bidder or Bidders of the grounds for GSCDCL's action.

## **1.6. Performance Bank Guarantee**

- a) Within fifteen (15) working days from the date of issuance of LOA, the Successful Bidder shall at its own expense submit unconditional and irrevocable Performance Bank Guarantee (PBG) an amount equivalent to 10% of contract value to GSCDCL.
- b) The PBG shall be from a Nationalized Bank or a Scheduled Commercial Bank in the format prescribed in Annexure 9, payable on demand, for the due performance and fulfilment of the contract by the Bidder.
- c) All charges whatsoever such as premium; commission etc. with respect to the PBG shall be borne by the Successful Bidder.
- d) The PBG shall be valid for at least 180 (one hundred and eighty) days post completion of the Contract period However, no interest shall be payable on the PBG.
- e) In case the project is extended after the project schedule as mentioned in the RFP, the PBG shall be accordingly extended by the Successful Bidder.
- f) In the event of the Successful Bidder being unable to service the contract for whatever reason GSCDCL would invoke the PBG. Notwithstanding and without prejudice to any rights whatsoever of GSCDCL under the contract in the matter, the proceeds of the PBG shall be payable to GSCDCL as compensation for any loss resulting from the Bidder's failure to complete its obligations under the Contract. GSCDCL shall notify the Bidder in writing of the exercise of its right to receive such compensation within 14 (fourteen) days, indicating the contractual obligation(s) for which the Bidder is in default.
- g) GSCDCL shall also be entitled to make recoveries from the Successful Bidder's bills, PBG, or from any other amount due to him, the value equal to any payment made to it due to inadvertence, error, collusion, misconstruction or misstatement.
- h) On satisfactory performance and completion of the order in all respects and duly certified to this effect by GSCDCL, Contract Completion Certificate shall be issued and the PBG would be returned to the Successful Bidder.

# Scope of Work

## **2. Scope of Work and Terms of Reference.**

### **2.1. Background**

Cities play an important and critical role in the development procedure of the nation. They are engines of growth and sources of energy and are catalyst for economic development. Most of the Indian cities can barely cope up with steadily increasing population and many are stretched to breaking point trying to meet the energy, water and transport and communication demands of the population. Cities want to provide their economy a thriving economy, a great quality of life, and to do this with a reduced environmental impact. Making this possible is a big opportunity for India's economic growth.

A city can be defined as "Smart" when investments in human and social capital and traditional and modern communication infrastructure fuel sustainable economic development and a high quality of life, wise management of natural resources through participatory process. Consider a global city that needs to generate momentum in trade, tourism, IT and architecture, would require working to help shape its future growth and success – compare to other cities – with Media campaigns and technology footprint. These demands establishing a repeatable, smart-city infrastructure that may be used to streamline civic planning, spur economic growth, and improve the quality of life for citizens. To propagate the transformation of Gwalior City into a Smart City, it is important to engage the services of an Agency to provide public relations, print and digital media content production services who can work with Gwalior Smart City Development Corporation Limited (GSCDCL) in creating this awareness and engagement, through focused communication campaigns to brand these campaigns. The appointment of agency is to create awareness among all stakeholders, and get them to be engaged participants in Gwalior's transformation into a Smart Gwalior City.

The main objective of the comprehensive communication agency shall be to manage all its existing and future public relations and social media activities, and communication campaigns. The broad objective for the 360-degree communications campaigns to be taken up by the selected agency will include the following:

- a) To successfully 'brand' Smart City campaign of GSCDCL through increased visibility, using effective channels of communication, and enhancing the 'top of mind' recall across various stakeholders, to establish a collective 'Urban Transformation' brand- GSCDCL.
- b) To effectively disseminate information about various smart city initiatives taken by GSCDCL to local, national and international media.

### **2.2. Scope of Work**

The selected agency will be responsible for the following streams of work:

#### **1. Public relations & brand building of GSCDCL & Smart City Plan**

The agency will develop a series of campaigns for letting the public-at-large and other stakeholders know what the Smart Cities Mission is all about, how Gwalior proposes to utilize the Mission to realize its aspirations, and how GSCDCL is helping Gwalior realize its aspirations of becoming a Smart City. This will entail a series of work(s), including, but not limited to:

- a. Serving as the focal point of press liaison between GSCDCL and the media;
- b. Advising CEO, GSCDCL as well as other authorized functionaries as to how to interact with the media, including development & release of media bytes, press releases duly vetted by CEO, GSCDCL.
- c. Promotion of articles and news coverage in the media (at least 3 print articles and 1 post on social media per week)
- d. Respond appropriately within 48 hours in consultation with GSCDCL to any issues or questions raised in the media with regard to the Smart City project.
- e. Maintaining the presence of GSCDCL in social media, viz. Facebook, Twitter, Google+, YouTube, Instagram etc. Moderator to moderate posts and comments prior to their being posted on social media.
- f. Maintenance & upkeep of GSCDCL's website: [www.gwaliorsmartcity.org](http://www.gwaliorsmartcity.org).

- g. Optimization of search engine to provide high accessibility and recall value to the website and its content.

## **2. Content development and digital dissemination with respect to specific areas**

A number of thematic areas are covered within the Smart City Plan, viz. sustainability, improved livelihoods and inclusiveness – which govern several initiatives included in the Smart City Plan. The agency will produce content for and online (web) dissemination to build a case for why such initiatives are needed (e.g. why it makes more sense to invest into public transport and bicycle sharing system than build more and more parking areas, how it is more beneficial in the long run to invest more in the creation of quality infrastructure which reduces overall project life cycle costs or how rationalization of user charges for water supply/ wastewater disposal actually reduces costs for the city and the household).

**Note:** The agency will ensure that content developed as well as media coverage is made available on GSCDCL's website: [www.gwaliorsmartcity.org](http://www.gwaliorsmartcity.org) apart from social media such as FaceBook, LinkedIn, Blogger or such other site as deemed appropriate by GSCDCL. The agency will be granted rights of site administration, and will require to get the content vetted from an authorized representative of GSCDCL or GSCDCL itself. The content and posts on social media will be moderated continuously by a moderator appointed by the agency as part of this scope of work to ensure appropriateness of the same in line with the vision of Gwalior Smart City.

## **3. Supporting the overall brand promotion of GSCDCL and overseeing communication activities**

Given the large mandate of GSCDCL, it will also engage in a significant amount of communication activities to promote its mandate and initiatives. Such activities and initiatives may include, inter-alia events, audio-visual media, radio jingles, banners, billboards, public meetings, investor meetings etc. All necessary content for these activities will be prepared by the agency within the scope of the present RFP.

These items will however be sourced from a variety of vendors and contractors being empaneled in parallel by GSCDCL. These events will (1) require being duly planned out, (2) assigned to specific vendors and monitored and managed for quality and meeting the desired communication outcomes.

The agency shall be tasked with the following activities:

- (1) preparation of the annual or quarterly plan,
- (2) planning & budgeting out the event,
- (3) procure the appropriate vendor to produce/ organize the event through reverse bidding,
- (4) monitor the event with respect to the communication outcomes, and
- (5) report the event in terms of its effectiveness in meeting the communication outcomes.

### **2.3. The Key Deliverables: Description**

#### **I. Development of a (quarterly/ half-yearly/ annual) communications and branding plan for and on behalf of GSCDCL**

Upon on-boarding, the selecting agency will be assigned a communications budget for a specified duration of time (quarter/ half-yearly/ annual), based on which the agency shall prepare a communications plan comprising of the following:

- a. Communication and branding objectives to be met during such period.
- b. Media outreach activities – bytes, articles & placement
- c. Media policy – how should GSCDCL interact with the media and vice versa; press contact protocol
- d. Brand building activities
- e. Social media strategy – presence, frequency of posts, nature of posts etc.
- f. Activities related to content development & deployment
- g. Promotional media to be created in line with the above.
- h. Power point presentation for mission progress reporting and other governance activities
- i. Estimated budget for activities such as events, creation of promotional media and all such activities that require specific expenses.
- j. Crisis response – responding to negative coverage

**[Note:**

- a. The (quarterly/ half-yearly/ annual) communications and branding plan will be approved by the Board of Directors of GSCDCL, following which expenditure can be booked from the budget allocation.
- b. The (quarterly/ half-yearly/ annual) communications and branding plan will be reviewed or renewed (as and when required).]

**II. Development and deployment of a brand/ communication strategy effectiveness tool**

In order to determine whether the brand promotion and communication strategy is meeting its desired goals, the agency will develop a tool, which will comprise of a series of indicators that will show, inter-alia, if the appropriate message(s) have been received by the concerned stakeholders, and whether the brand perception of GSCDCL, the Smart City Plan and all such initiatives taken up by GSCDCL is positive or not; and if not, what are the problem areas that require corrective action – from the agency. The tool will be deployed at suitable intervals amongst a selected group of stakeholders, preferably every quarter and/or six months (depending on the metric or the indicator) and the results will be used to determine the future branding and communications strategy.

**III. Monthly report**

The agency, on or before the 2nd working day of every month, shall present a report of all activities undertaken by it with respect to GSCDCL in a format agreed to by GSCDCL. The report also must contain relevant media extracts, print-outs, press statements, proceedings of events held within the prior month and other reports of events. The report will also present an outline of events and activities planned for the month ahead. (Refer Annexure 8 for the report format). In addition, there will be a section indicating analytics and measurement of traffic on all social media sites as used during the course of this project.

**IV. Quarterly report**

In addition to the monthly report, the agency will, in every third month, provide a readout of the metrics determined as part of the brand communication/ strategy effectiveness tool as listed in task 2 above. This will indicate, inter-alia:

- I. Initiatives that have achieved their purpose with respect to the strategic objectives;
- II. Initiatives that have not achieved their purpose with respect to the strategic objectives;

- III. Deficient areas along with an understanding of what is wrong and what needs to be done to improve it;
- IV. Corrective measures, if any.

**V. Proceedings of events/ event reports (as and when held)**

For events such as workshops, conferences, public meetings & other miscellaneous events, the agency shall present, within ten days of having held such an event, an event report in a specified format agreed to between the GSCDCL and the agency.

**2.4. Key Outputs**

The deliverables shall be based on the following work packages

SI	Work	Unit	Per Month requirement (per programme)	Total for contract period
1	Press releases carried in newspapers	Nos	12 <i>(out of that at least 3 releases per month should be in any of the top 20 newspapers as per Audit Bureau of Circulations)</i>	288
2	One on one interviews in TV/ Radio/ Magazines/ youTube	Nos	1 per quarter	8
3	Facebook Posts (with at least 75% of posts having infographics/image) (GSCDCL shall not reimburse the cost of preparing any infographics, irrespective of the number)	Nos	12 posts per Month	288
4	Tweets (with at least 80% of tweets having infographics/image) (GSCDCL shall not reimburse the cost of preparing any infographics, irrespective of the number)	Nos	120 (4 tweets per day)	2880
5	Designing of digital, print and outdoor creatives	Sq cm	1000	24000
6	Designing of Brochures or official document	Pages (A4)	5	120

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SI	Work	Unit	Per Month requirement (per programme)	Total for contract period
7	Scripts for Radio/ Audio Jingle (of 10 seconds each)	No.s	1 per quarter	8

*\*It may be noted that the number of deliverables is indicative and can be carried over if not fully used in a particular month or for a particular programme. Any excess work in the above categories (over and above the requirement for the contract period) shall be done by the agency, for which payment will be done by GSCDCL on mutually agreed terms. It may also be noted that part of the deliverables allocated to the individual programmes might be utilized for overall GSCDCL branding/communication.*

- a) **Social media:** creation of official properties for each programme, and Channel Management; Social media content management; Social media advertising (including developing and executing campaigns across social media channels through advertorial spaces) to achieve the stated objectives in communication plan.
- b) Analytics and measurement of traffic on all social media properties (to be included in monthly report)

## Request for Proposal for Selection of an Agency to provide public relations, print and digital media content production services for GSCDCL

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### 2.5. Key Deliverables: Milestone

The Agency will deliver the following items in the same manner as defined in the following table:

Deliverable	By when
Inception report	Two weeks of on-boarding
Communications plan	First draft within four weeks of on-boarding; final within two weeks of receiving feedback from GSCDCL.
Brand/ communication strategy effectiveness tool	<p>First draft within six weeks of on-boarding; final within two weeks of receiving feedback from GSCDCL</p> <p>The indicative Table Of Content for Communication and Branding Strategy shall be as follows:</p> <p><b>Approach to communication and branding strategy:</b></p> <ul style="list-style-type: none"> <li>• Situation analysis</li> <li>• Strategic direction</li> <li>• Branding messaging</li> <li>• Roll-up branding</li> </ul> <p><b>Communication framework:</b></p> <ul style="list-style-type: none"> <li>• Understanding audiences and issues</li> <li>• Desired outcome</li> <li>• Communication content</li> <li>• Communication matrix and channels</li> <li>• Social and behaviour change communication</li> <li>• Monitoring indicators</li> </ul> <p><b>Branding framework</b></p> <ul style="list-style-type: none"> <li>• Understanding messaging and long-term vision</li> <li>• Branding outcomes and monitoring</li> </ul> <p><b>Action plan</b></p> <ul style="list-style-type: none"> <li>• Quarterly action plan for branding and communications</li> </ul> <p><b>Infrastructure branding</b></p> <ul style="list-style-type: none"> <li>• Branding and Design of core infrastructure to be created for GSDCL</li> </ul>
Organisation of events & proceedings/ reports	The events will be organised as determined in communication plan; with an event report submitted within ten days of conduct of the event; in case the event is held less than 10 days away from the end of the month; the event report will be filed as part of the subsequent monthly report
Monthly report	From 1 <sup>st</sup> Month onwards
Quarterly report	With every third monthly report

**[Note:**

- c) Social media: Creation of official properties for each programme, and Channel Management; Social media content management; Social media advertising (including developing and executing campaigns across social media channels through advertorial spaces) to achieve the stated objectives in communication plan.
- d) Analytics and measurement of traffic on all social media properties (to be included in monthly report)]

### 2.6. Other Instructions to the Agency

- a) The agency should have the resource to handle multi-media, multilingual publicity campaigns, with proficiency, Hindi translator and proof reading facilities in major Indian languages. **The content received to be in vernacular particularly Hindi in most cases.**

- b) The agency should be able to offer comprehensive communication services like development of corporate identity aids, exhibitions, advertisement campaigns for the Press and electronic media etc.
- c) The agency should be able to meet a diversity of communication requirements at short notice.
- d) The agency will be required to provide Designs, Artworks, for campaigns and other publicity materials and scripts for Video, jingles for Radio, Ad films etc.
- e) No advance payment will be made to Agency for carrying out campaigns or preparing artwork, designs etc.
- f) The approval of creative work submitted by Agency for Gwalior Smart City would be the sole discretion of the GSCDCL.
- g) The GSCDCL reserves the right to accept or reject any creative art work at its sole discretion. No charges will be paid to the agency for their unapproved work.
- h) No charges will be paid for preparing artwork, designs, processing, adaptations, etc. for print media advertisements released through the agency.
- i) Artwork/Commercials once selected will be the property of the GSCDCL and it can be repeatedly used in different media like print, outdoor, electronics etc. without seeking permission from the concerned Advertising Agency or paying any commission. Agency has to provide the original soft copy of the open file to the GSCDCL. The agency cannot use the concept artwork, picture, film and jingle for other clients once the GSCDCL selects it. GSCDCL reserves the right to make necessary modification in the selected Artwork, concept or film.

## **2.7. Remuneration**

- a) The contract will be for an initial period of up to Twenty Four (24) months and may be extended by an additional 24 months; the tenure being subject to reduction or extension based on business needs of GSCDCL.
- b) Fees due to the agency shall accrue on a monthly basis; while payments shall be made against payment milestones indicated below in section 2.9.
- c) The agency shall quote a single, consolidated monthly fee rate which may take into consideration:
  - i. Professional fees for staff or resources deployed on the said engagement;
  - ii. All out of pocket expenses that may be incurred in connection with this engagement.
  - iii. Such other expenses that are not associated with any event or dissemination, but which are incidental to the discharge of services.
- d) No additional expenses for maintenance of the agency's presence shall be paid by GSCDCL.
- e) Goods and Service Tax shall apply separately over and above the fees quoted in 'c' above and reimbursements claimed under e above as per actual rates; the Agency may

claim input tax credit on expenses made by it whilst conducting events and other such claims.

- f) **The “contract value” shall comprise of the consolidated monthly rate quoted by the bidder as per c above, multiplied by twenty four, exclusive of Goods and Service Tax.**

## 2.8. Team and deployment

In order to discharge the obligations under this contract, the team shall require the services of the following professionals:

Position	Qualifications, experience, role and deployment
<b>Core Team</b>	
Account Director	Senior manager/ Director level professional with an appropriate or related qualification in PR and/or marketing with an experience of having delivered budgets of at least Rupees One Crore per annum; experience in organising large format events such as investment promotion or brand promotion will be an advantage. <b>This individual shall require spending at least five days a month in Gwalior for each month over the entire duration of the contract, and will be responsible for providing an oversight to quality &amp; delivery.</b>
Project Manager/ Communications Expert	Senior manager with an appropriate or related qualification in PR with an experience of having delivered budgets of at least Rupees One Crore per annum; experience in organising large format events such as investment promotion or brand promotion will be an advantage. <b>This individual shall require being resident in Gwalior over the entire duration of the contract, and will be responsible for day to day activities of the team and shall be the point of contact with GSCDCL.</b>
PR Expert	Post Graduate in media studies / journalism, preferably from institutes of national importance in India / reputed institutes abroad and minimum of seven years' experience in media and PR. S/he shall be responsible for all public relations, media relations activities and shall be the first point of contact for both print as electronic media. Such person shall also be responsible for crisis management and responses to adverse media coverage. <b>This individual shall require being resident in Gwalior for a period of fifteen days a month over the entire duration of the contract, but may require being in Gwalior beyond the above period, based on demand.</b>
<b>Support Team</b>	
Web developer/ Social Media administrator	IT/ web development professional with an experience in managing similar websites with an experience of at least five years. This individual shall manage the content that is hosted on <a href="http://www.gwalior-smartcity.org">www.gwalior-smartcity.org</a> , and linking with social media activity apart from search engine optimisation. <b>While it is preferable that the individual is based in Gwalior, a suitable arrangement may be developed jointly between GSCDCL and the Agency so that the services of this individual are available as and when required.</b>
Content designer (English & Hindi)	Individual with qualification in literature, and able to produce crisp, concise content for dissemination in both print and web format, in both English as well Hindi. Required experience of at least five

Position	Qualifications, experience, role and deployment
	<p>years in producing content for similar organisations/ developmental activity/ advocacy.</p> <p><b>While it is preferable that the individual is based in Gwalior, a suitable arrangement may be developed jointly between GSCDCL and the Agency so that the services of this individual are available as and when required.</b></p>

### 2.9. Payment Schedule

Payment to selected agency will be as per the schedule below based on achievement of agreed deliverables, demonstrated in the monthly/quarterly reports and subject to approval of nodal person/ evaluation committee for each of the programs separately.

S.No.	Deliverable	Payment accrued in terms of months	Due when
1.	Inception report	<b>No payments will be made against Inception report.</b>	Two weeks of on-boarding as per section 2.5.
2.	Communications plan	<b>No payments will be made against communications plan.</b>	First draft within four weeks of on-boarding; final within two weeks of receiving feedback from GSCDCL as per section 2.5.
3.	Brand/ communication strategy effectiveness tool	<b>No payments will be made against Bran/communication strategy effectiveness tool.</b>	First draft within six weeks of on-boarding; final within two weeks of receiving feedback from GSCDCL as per section 2.5.
4.	Monthly Status Report	<b>No payments will be made against monthly report</b>	From first month onwards, as per 2.3 (III) above.
5.	Quarterly Report	<b>Payments will be made for months included within the quarter for which report is submitted.</b>	From month 3 onwards, as per 2.3 (IV) above, subject to: <ul style="list-style-type: none"> <li>i. Acceptance of GSCDCL to the content and progress of the agency as regards its brand promotion. All event reports, press &amp; media releases being duly filed with GSCDCL.</li> </ul>
6.	Event completion reports	<b>Included in above for the quarter during which such events are held.</b> <b>No payments will be made against monthly report</b>	From first month onwards, as per 2.3 (V) above.

# General Contract Conditions (GCC)

### **3. General Conditions of Contract (GCC)**

#### **3.1. Governing Law**

The Contract shall be governed by and interpreted in accordance with the laws of the India.

#### **3.2. Confidential Information**

- a) GSCDCL and the Successful Bidder shall keep confidential and shall not, without the written consent of the other party hereto, divulge to any third party any documents, data, or other information furnished directly or indirectly by the other party hereto in connection with the Contract, whether such information has been furnished prior to, during or following completion or termination of the Contract.
- b) The Successful Bidder shall not use the documents, data, and other information received from GSCDCL for any purpose other than the Services required for the performance of the Contract.

#### **3.3. Change in Laws and Regulations**

Unless otherwise specified in the Contract, if after the last date of the submission of Bids, any law, regulation, ordinance, order or bylaw having the force of law is enacted, promulgated, abrogated, or changed that subsequently affects the timeline for delivery of Services and/or the Contract Price, then such timeline for delivery of Services and/or Contract Price shall be correspondingly increased or decreased, to the extent that the Successful Bidder has thereby been affected in the performance of any of its obligations under the Contract.

#### **3.4. Force Majeure**

- a) The Successful Bidder shall not be liable for termination for default if and to the extent that it's delay in performance or other failure to perform its obligations under the Contract is the result of an event of Force Majeure.
- b) For purposes of this Clause, Force Majeure means an event or situation beyond the control of the Successful Bidder that is not foreseeable, is unavoidable, and its origin is not due to negligence or lack of care on the part of the Successful Bidder. Such events may include, but not be limited to, acts of GSCDCL in its sovereign capacity, wars or revolutions, fires, floods, epidemics, quarantine restrictions, and freight embargoes.
- c) If a Force Majeure situation arises, the Successful Bidder shall promptly notify GSCDCL in writing of such condition and the cause thereof. Unless otherwise directed by GSCDCL in writing, the Successful Bidder shall continue to perform its obligations under the Contract as far as it is reasonably practical, and shall seek all reasonable alternative means for performance not prevented by the Force Majeure event.

#### **3.5. Settlement of Disputes**

1. Performance of the contract is governed by the terms and conditions of the contract, in case disputes arise between the parties regarding any matter under the contract, either Party of the contract may send a written Notice of Dispute to the other party. The Party receiving the Notice of Dispute will consider the Notice and respond to it in writing within 30 (thirty) days after receipt. If that party fails to respond within 30 (thirty) days, or the dispute cannot be amicably settled within 60 (sixty) days following the response of that party, clause GCC 3.5 (2) shall become applicable.
2. **Arbitration:**
  - a) In the case of dispute arising, upon or in relation to, or in connection with the contract between GSCDCL and the Successful Bidder, which has not been settled amicably, any party can refer the dispute for Arbitration under Indian] Arbitration and Conciliation Act, 1996. Such

disputes shall be referred to an Arbitral Tribunal consisting of three arbitrators, one each to be appointed by the GSCDCL and the Successful Bidder, the third arbitrator shall be chosen by the two arbitrators so appointed by the parties and shall act as Presiding Arbitrator. In case of failure of the two arbitrators, appointed by the parties to reach a consensus regarding the appointment of the third arbitrator within a period of 30 (thirty) days from the date of appointment of the two arbitrators, the Presiding arbitrator shall be appointed by the CEO, GSCDCL. The Arbitration and Conciliation Act, 1996 and any statutory modification or re-enactment thereof, shall apply to these arbitration proceedings.

- b) Arbitration proceedings shall be held in Gwalior, India and the language of the arbitration proceedings and that of all documents and communications between the parties shall be English.
- c) The decision of the majority of arbitrators shall be final and binding upon both parties. The expenses of the arbitrators as determined by the arbitrators shall be shared equally by GSCDCL and the Successful Bidder. However, the expenses incurred by each party in connection to the preparation, presentation shall be borne by the party itself. All arbitration awards shall be in writing and shall state the reasons for the award.

### 3.6. Termination

- 1. GSCDCL may, without prejudice to any other remedy for breach of Contract, terminate this Contract in case of the occurrence of any of the events specified in paragraphs (1) through (10) of this GCC Clause 3.6. In such an occurrence, GSCDCL shall give a not less than 30 (thirty) days' written notice of termination to the Successful Bidder.
- 2. If the Successful Bidder does not remedy a failure in the performance of its obligations under the Contract, within 30 (thirty) days after being notified or within any further period as GSCDCL may have subsequently approved in writing.
- 3. If the Successful Bidder becomes insolvent or goes into liquidation, or a receiver is appointed whether compulsory or voluntary.
- 4. If, in the judgment of GSCDCL, the Successful Bidder has engaged in corrupt or fraudulent practices in competing for or in executing the Contract.
- 5. If, as the result of Force Majeure, the Successful Bidder is unable to perform a material portion of the Services for a period of not less than 60 (Sixty) days.
- 6. If the Successful Bidder submits to the GSCDCL a false statement which has a material effect on the rights, obligations or interests of GSCDCL.
- 7. If the Successful Bidder places itself in a position of conflict of interest or fails to disclose promptly any conflict of interest to GSCDCL.
- 8. If the Successful Bidder fails to provide the quality services as envisaged under this Contract, GSCDCL may make judgment regarding the poor quality of services, the reasons for which shall be recorded in writing. GSCDCL may decide to give one chance to the Successful Bidder to improve the quality of the services.
- 9. If the Successful Bidder fails to comply with any final decision reached as a result of arbitration proceedings.
- 10. If GSCDCL, in its sole discretion and for any reason whatsoever, decides to terminate this Contract.
- 11. In the event GSCDCL terminates the Contract in whole or in part, pursuant to this GCC Clause 3.6, GSCDCL may procure, upon such terms and in such manner as it deems

appropriate, services similar to those undelivered or not performed, and the Successful Bidder shall be liable to GSCDCL for any additional costs for such similar services. However, the Successful Bidder shall continue performance of the Contract to the extent not terminated.

### **3.7. Payment upon Termination**

Upon termination of this Contract pursuant to GCC Clauses 3.6, the GSCDCL shall make the following payments to the Successful Bidder:

- a) If the Contract is terminated pursuant to GCC Clause 3.6 (10), remuneration for Services satisfactorily performed prior to the effective date of termination.
- b) If the agreement is terminated pursuant of GCC Clause 3.6 (1), (2), (3), (4), (5), (6), (7), (8) and (9) the Successful Bidder shall not be entitled to receive any agreed payments upon termination of the contract. However, the GSCDCL may consider making a payment for the part satisfactorily performed on the basis of *quantum merit* as assessed by it, if such part is of economic utility to the GSCDCL. The GSCDCL may also impose liquidated damages. The Successful Bidder will be required to pay any such liquidated damages to GSCDCL within 30 days of termination date.

### **3.8. Assignment**

If Successful Bidder fails to render services in stipulated timeframe and as per schedule, GSCDCL, at its discretion and without any prior notice to Successful Bidder, may discontinue or minimize scope of work or procure/board any other similar agency to render similar services to complete project in stipulated timeframe.

### **3.9. Other Conditions**

- a) The successful bidder should comply with all applicable laws and rules of Government of India and Government of Madhya Pradesh.
- b) Support Executive/ Supervisor deployed by the successful bidder shall not have right to demand for any type of permanent employment with the Authority or its allied Offices and shall not be treated as the employee of the Authority at any time.
- c) CEO, GSCDCL reserves the right to withdraw/ relax any of the terms and condition mentioned in the RFP, so as to overcome the problem encountered at a later stage for the smooth and timely execution of the project.

### **3.10. Risk Purchase**

In case the successful bidder fails to deliver the project due to inadvertence, error, collusion, incompetency, termination, misconstruction or illicit withdrawal, the CEO- GSCDCL reserves the right to procure the same or similar services from the alternate sources at risk, cost and responsibility of the successful bidder.

# Annexures

## Annexure 1 Pre-Qualification Proposal

### Annexure 1.1 - Check-list for the Pre-Qualification Proposal

S No.	List of Document	File Name	Submitted (Y / N)	Description
1.	Proof of Tender Fee and EMD submitted (In case of Bank Guarantee as per Annexure 6)			Date: EMD Mode: Reference No:
2.	Pre-Qualification Cover Letter As per format provided at Annexure 1.2			Reference No: Date of Letter:
3.	Bidders' Particulars  As per format provided at Annexure 1.3			Name of Bidder(s):
4.	Power of Attorney in favor of Authorized signatory As per format provided at Annexure 1.6			Date of PoA: Name of Authorize Person:
5.	Copy of certificate of incorporation and/or registration under the relevant law			Identity Number: Date of Incorporation/registration:
6.	Copy of Certificate from the Statutory Auditor for the last 3 (Three) financial years 2014-15, 2015-16 and 2016-17  As per format provided at Annexure 1.7			Year-wise details of turnover Average Turnover:
7.	The bidder (or any member of the consortium) should have successfully implemented <b>at least two assignments comprising of offer of similar services</b> between 01 April 2014 and 31 March 2017, to a single Client or to two Clients.  Provided that at least one such assignment should have been carried out for a Central Government/ State Government Department, public sector undertaking, local Government (municipal or panchayat body) or a specific entity such as a special purpose vehicle constituted under a fast track or Mission mode scheme such as Smart Cities Mission.  The minimum cumulative fees received from these two assignments between 01 April 2014 and 31 March 2017 should be at least Rupees One Crore.			Customer Name: Work Order/ Agreement Number: Date of Work Order/ Agreement: Project Value: Completion Date:
8.	Declaration for not blacklisted by Central Government/ any State Government/ Public Sector Undertaking entity in India for unsatisfactory past performance, corrupt, fraudulent or any other unethical business practices as on date of submission of the proposal.  As per format provided at Annexure 1.5			Reference No: Date of Letter:

## Annexure 1.2 - Pre-Qualification Cover Letter

(To be submitted on the Letterhead of the Bidder)

Date:

To

Executive Director

Gwalior Smart City Development Corporation Limited (GSCDCL)

Nagar Nigam, City Centre,

Gwalior, Madhya Pradesh, 474003

Subject: Bid for "Selection of an Agency to provide public relations, print and digital media content production services for GSCDCL"

RFP Reference No: XXXX

Dear Sir/Madam,

Having examined the RFP, the receipt of which is hereby duly acknowledged, we, the undersigned, offer to provide the professional services as required and outlined in the "Request for Proposal for Selection of an Agency to provide public relations, print and digital media content production services for GSCDCL" (hereinafter referred to as the "Project"), we hereby submit our Prequalification Proposal, Technical Proposal, and Financial Proposal, for the same.

We hereby declare that:

We hereby acknowledge and unconditionally accept that the GSCDCL can at its absolute discretion apply whatever criteria it deems appropriate, not just limiting to those criteria set out in the RFP and related documents, in short listing of Bidder for providing services.

We have submitted EMD of INR [ ] in the form of [.....] and Tender fee of INR [ ] online through e-Tendering Portal ([www.mpeproc.gov.in](http://www.mpeproc.gov.in)),

We hereby declare that all information and details furnished by us in the Bid are true and correct, and all documents accompanying such application are true copies of their respective originals.

We confirm that the information contained in this proposal or any part thereof, including its exhibits, schedules, and other documents and instruments delivered or to be delivered to GSCDCL is true, accurate, and complete. This proposal includes all information necessary to ensure that the statements therein do not in whole or in part mislead GSCDCL as to any material fact.

We have carefully read and understood the terms and conditions of the RFP and the conditions of the contract applicable to the RFP. We do hereby undertake to provision as per these terms and conditions.

In the event of acceptance of our bid, we do hereby undertake:

To commence Services as stipulated in the RFP document

To undertake the Project for entire contract period from the date of signing of the contract as mentioned in the RFP document.

We affirm that the prices quoted are inclusive of design, development, delivery, installation, commissioning, training, providing facility management and handholding support, and inclusive of all out of pocket expenses, taxes, levies discounts etc.

We do hereby undertake, that, until a formal contract is prepared and executed, this bid, together with your written acceptance thereof and notification of award of contract, shall constitute a binding contract between us.

We understand that the GSCDCL may cancel the bidding process at any time and that GSCDCL is not bound to accept any bid that it may receive without incurring any liability towards the Bidder.

We fully understand and agree to comply that on verification, if any of the information provided in our bid is found to be misleading the selection process, we are liable to be dismissed from the selection process or termination of the contract during the project, if selected to do so

In case of any clarifications please contact \_\_\_\_\_ email at \_\_\_\_\_

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Thanking you,

Yours sincerely,

(Signature of the Bidder)

Printed Name

Designation

Seal

Date:

Place:

Business Address:

### **Annexure 1.3 - Format to share Particulars of the Bidder**

The Table below provides the format in which general information about the Bidder must be furnished.

<b>S No</b>	<b>Information</b>	<b>Details</b>
1.	Name of Bidder	
2.	Address and contact details of Bidder:	
3.	Registration Number and Year of Registration	
4.	Web Site Address	
5.	EPF Registration No	
6.	GSTIN	
7.	Permanent Account Number (PAN)	
8.	Revenue for the last 3 years (Year wise)	
9.	Name, Designation and Address of the contact person to whom all references shall be made regarding this RFP:	
10.	Telephone number of contact person:	
11.	Mobile number of contact person:	
12.	Fax number of contact person:	
13.	E-mail address of contact person:	

Please submit the relevant proofs for all the details mentioned above along with your Bid response

Authorized Signatory

Name

Seal

#### Annexure 1.4. - Format for Project Citation

S No	Item	Details	Attachment Ref. Number
1.	Name of the Project		
2.	Date of Work Order		
3.	Client Details		
4.	Scope of Work		
5.	Contract Value		
6.	Completion Date		

Note: The Bidder is required to use above formats for all the projects referenced by the Bidder for the Pre-Qualification criteria and technical bid evaluation.

## Annexure 1.5 - Format for Declaration by the Bidder for not being Blacklisted / Debarred

(To be submitted on the Letterhead of the Bidder)

Date: dd/mm/yyyy

To

Executive Director Gwalior Smart City Development Corporation Limited (GSCDCL)  
**Nagar Nigam, City Center,  
Gwalior - 474003**

**Madhya Pradesh**

**Subject:** Declaration for not being debarred/ black-listed by Central Government/ any State Government/ Public Sector Undertaking in India or similar agencies globally as on the date of submission of the bid

RFP Reference No: XXXX

Dear Sir/ Ma'am,

I, authorized representative of \_\_\_\_\_, hereby solemnly confirm that \_\_\_\_\_ (" Company") is not debarred/ black-listed by the Central Government/ any State Government/ Public Sector Undertaking in India or similar agencies globally for unsatisfactory past performance, corrupt, fraudulent or any other unethical business practices or for any other reason as on last date of submission of the Bid. In the event of any deviation from the factual information/ declaration, GSCDCL reserves the right to reject the bid or terminate the Contract without any compensation to the Successful Bidder.

Thanking you,

Yours faithfully,

\_\_\_\_\_  
Signature of Authorized Signatory (with official seal)

Date :

Name :

Designation :

Address :

Telephone & Fax :

E-mail address:

**Annexure 1.6 – Format of Power of Attorney for Signing of Proposal**

(On a non-judicial stamp paper of appropriate value duly attested by notary public)

**Power of Attorney**

Know all men by these presents, we (name and address of the registered office of the Sole Applicant) do hereby constitute, appoint and authorize Mr. / Ms.

----- R/o (name and address

attorney, to do in our name and on our behalf, all such acts, deeds and things ----- as our of residence) who is presently employed with us and holding the position of \_\_\_\_\_, necessary in connection with or incidental to the bid for Selection of an Agency to provide public relations, print and digital media content production services for GSCDCL (the “Project”), including signing and submission of all documents and providing information/ responses to GSCDCL representing us in all matters in connection with our bid for the said Project.

We hereby agree to ratify all acts, deeds and things lawfully done by our said attorney pursuant to this Power of Attorney and that all acts, deeds and things done by our aforesaid attorney shall and shall always be deemed to have been done by us.

For (Signature)

(Name, Title and Address)

Accept

..... (Signature)

(Name, Title and Address of the Attorney)

Notes:

- To be executed by the Applicant.
- The mode of execution of 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.
- Also, wherever required, the executant(s) should submit for verification the extract of the charter documents and 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 executant(s).

## Annexure 1.7 – Format for Annual Turnover

### ANNUAL TURNOVER

Requirements: The Average Annual Turnover to be provided in the following format for the last 3 Financial Years (2014-15, 2015-16 and 2016-17).

Financial Information			
Financial Year	2014 - 2015	2015 – 2016	2016- 2017
Annual Turnover (in Crore)			
<b>AVERAGE ANNUAL TURNOVER</b>			
Note: Annual turnover should be certified by the Statutory Auditors.			

Annexure 2 Technical Proposal

Annexure 2.1 - Check-list for the documents to be included in the Technical Proposal

S No.	List of Documents	Name of File Name	Submitted (Y / N)	Description
1.	Technical Bid Covering Letter As per Annexure 2.2			Reference No: Date of Letter:
2.	Project Undertaking As per Annexure 7			Reference No: Date of Letter:
3.	Assignment details As per Annexure 2.3			
4.	Team Composition As per Annexure 2.4A			-
5.	Curriculum Vitae (CV) of Key Personnel As per Annexure 2.4B			-
6.	Technical Approach (five pages) The bidder shall be required to submit a write-up not exceeding five pages stating the following: a) Understanding of the engagement, including (i) the Smart Cities Mission & media/ communication requirements thereof, (ii) Specific understanding of Gwalior Smart City (bidders may peruse the Gwalior Smart City plan/ proposal from this link) b) Any innovative approach that may be adopted by the bidder with respect to the engagement c) Case study for similar engagement along with results achieved (before and after, along with media clips, if available) As per Annexure 3			-

## **Annexure 2.2. - Technical Bid Cover Letter**

(To be submitted on the Letterhead of the Bidder)

Date: dd/mm/yyyy

To

Executive Director

Gwalior Smart City Development Corporation Limited (GSCDCL)  
**Nagar Nigam, City Center,  
Gwalior - 474003**

**Madhya Pradesh**

Subject: Bid for "Selection of an Agency to provide public relations, print and digital media content production services for GSCDCL"

RFP Reference No: XXXX

Dear Sir/Madam,

Having examined the RFP, the receipt of which is hereby duly acknowledged, we, the undersigned, offer to provide the professional services as required and outlined in the RFP for "Selection of an Agency to provide public relations, print and digital media content production services for GSCDCL".

We attach hereto the technical response as required by the RFP, which constitutes our proposal. We undertake, if our proposal is accepted, to adhere to the implementation plan (Project schedule) for providing Professional Services in "Selection of an Agency to provide public relations, print and digital media content production services for GSCDCL", put forward in RFP or such adjusted plan as may subsequently be mutually agreed between us and GSCDCL or its appointed representatives.

If our proposal is accepted, we will obtain a Performance Bank Guarantee issued by a nationalized bank in India, for a sum of equivalent to 10% of the contract value for the due performance of the contract.

We agree for unconditional acceptance of all the terms and conditions set out in the RFP document and also agree to abide by this tender response for a period of 180 (one hundred and eighty) days from the last date of submission of Bid and it shall remain binding upon us with full force and virtue, until within this period a formal contract is prepared and executed, this tender response, together with your written acceptance thereof in your notification of award, shall constitute a binding contract between us and GSCDCL.

We confirm that the information contained in this proposal or any part thereof, including its exhibits, schedules, and other documents and instruments delivered or to be delivered to GSCDCL is true, accurate, and complete. This proposal includes all information necessary to ensure that the statements therein do not in whole or in part mislead GSCDCL as to any material fact.

We agree that you are not bound to accept any tender response you may receive. We also agree that you reserve the right in absolute sense to reject all or any of the products/ services specified in the tender response.

It is hereby confirmed that I/We are entitled to act on behalf of our company/ corporation/ firm/ organization and empowered to sign this document as well as such other documents, which may be required in this connection.

Date:  
(Signature)  
(Name)  
(In the capacity of )  
[Seal / Stamp of Bidder]

**Annexure 2.3 Details of past assignments**

Name of the assignment	
Month, year of commencement	
Month, year of completion [State 'ongoing' if still ongoing]	
Client name	
Client address including liaison and contact number & e-mail	
Contract value [may be left confidential except in cases where value of the assignment is of material importance in the pre-qualification]	
Objective of assignment <i>[State the desired expectations of the Client and the ground conditions at the time of being commissioned.]</i>	
Scope of work <i>[List the activities to performed as part of the contract; refer to the activities that qualify as 'similar services' above.]</i>	
Results achieved <i>[List the results achieved as a result of the activities performed. A before/after approach may be used to illustrate this.]</i>	

Name of the agency which performed the services: [applicable for consortia]

For each assignment, please furnish a copy of work order/ contract/ completion/ on-going certificate.

### Annexure 2.4 A: Team Composition

Organization and Staffing. In this section the Bidder should propose the structure and composition of its team. The Bidder should list the main disciplines of the assignment, the key expert responsible, and proposed technical staff.

<b>Name of Staff with Qualification and Experience</b>	<b>Area of Expertise</b>	<b>Position Assigned</b>	<b>Task Assigned</b>	<b>Time Committed for the Engagement</b>

Note: In this section, the Bidders should indicate resources as per Team Structure as well as additional resources as may be deemed fit by the Bidder for completing the deliverables and achieving objectives of the assignment, for example, Advisory Board, Quality Assurance, Experts, International Small and Medium Enterprises etc.

The key personnel proposed must compulsorily be compliant with the minimum requirements indicated, failure to be compliant of the same will lead to zero (0) mark being given in technical evaluation for that resource.

## Annexure 2.4 B: Curriculum Vitae (CV) of Key Personnel

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1. **Proposed Position** [*only one candidate shall be nominated for each position Expert*]: \_\_\_\_\_
  
2. **Name of Firm** [*Insert name of firm proposing the staff*]: \_\_\_\_\_
  
3. **Name of Staff** [*Insert full name*]: \_\_\_\_\_
  
4. **Date of Birth:** \_\_\_\_\_ **Nationality:** \_\_\_\_\_
  
5. **Education** [*Indicate college/university and other specialized education of staff member, giving names of institutions, degrees obtained, and dates of obtainment*]: \_\_\_\_\_
  
6. **Total No. of years of experience:** \_\_\_\_\_
  
7. 

	<b>Total</b>	<b>No.</b>	<b>of</b>	<b>years</b>	<b>with</b>	<b>the</b>	<b>firm:</b>
_____							
_____							
  
8. **Areas of expertise and no. of years of experience in this area (as required for the Profile - mandatory):** \_\_\_\_\_  
\_\_\_\_\_
  
9. **Certifications and Trainings attended:** \_\_\_\_\_  
\_\_\_\_\_
  
10. **Details of Involvement in Projects** (*only if involved in the same*): \_\_\_\_\_  
\_\_\_\_\_
  
11. **Languages** [*For each language indicate proficiency: good, fair, or poor in speaking, reading, and writing*]:
  
12. **Membership of Professional Associations:**
  
13. **Employment Record** [*Starting with present position and last 2 firms, list in reverse order, giving for each employment (see format here below): dates of employment, name of employing organization, positions held.*]:

From (Year):

To (Year):

Purchaser:

Positions held: \_\_\_\_\_

<p><b>14. Detailed Tasks Assigned</b></p> <p><i>[List all tasks to be performed under this assignment]</i></p>	<p><b>15. Relevant Work Undertaken that Best Illustrates the experience as required for the Role (provide maximum of 6 citations of 10 lines each)</b></p> <p><i>(Among the assignments in which the staff has been involved, indicate the following information for those assignments that best illustrate staff capability to handle the tasks listed under point 14 and as required for the role as listed in 'List of the key professional positions whose CV and experience would be evaluated')</i></p> <p>Name of assignment or project: _____</p> <p>Year: _____</p> <p>Location: _____</p> <p>Purchaser: _____</p> <p>Main project features: _____</p> <p>Positions held: _____</p> <p>Value of Project (approximate value or range value): _____</p> <p>Activities performed: _____</p>
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**16. Certification:**

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience. I understand that any wilful misstatement described herein may lead to my disqualification or dismissal, from the assignment if engaged.

\_\_\_\_\_  
*(Signature of staff member or authorized representative of the staff)* Date: \_\_\_\_\_  
*Day/Month/Year*

Full name of Authorized Representative: \_\_\_\_\_

**Annexure 3. Write up of five pages**

*[Not to exceed five A4 pages, any sans-serif font of 10pt size, one and a half spaced]*

Please submit a write-up not exceeding five pages stating the following:

- a) Understanding of the engagement, including (i) the Smart Cities Mission & media/ communication requirements thereof, (ii) Specific understanding of Gwalior Smart City (bidders may peruse the Gwalior Smart City plan/ proposal from [this link](#)) *(no more than 3 pages)*
- b) Any innovative approach that may be adopted by the bidder with respect to the engagement *(no more than 1 page)*
- c) Case study for similar engagement along with results achieved (before and after, along with media clips, if available) *(no more than two pages, including excerpts from media clips)*

## **Annexure 4: Commercial Proposal**

[Please submit in different envelope.]

### **Annexure 4.1: Financial Proposal Covering Letter**

<Location, Date>

To

Executive Director

Gwalior Smart City Development Corporation Limited (GSCDCL)

**Nagar Nigam, City Center**

**Gwalior - 474003**

**Madhya Pradesh**

Sub : Bid for " Selection of an Agency to provide public relations, print and digital media content production services for GSCDCL"

RFP Reference No: XXXX

Dear Sir/Madam,

We, the undersigned, offer to provide the Services in accordance with your Request for Proposal dated [Date] and our Proposal - Technical and Financial Proposals. The amount is inclusive of out of pocket expenses, miscellaneous expenses and applicable GST. All the fee quoted in this bid shall be valid for the entire contract duration, and no escalation will be payable.

Our Financial Proposal shall be binding upon us subject to the modifications resulting from Contract negotiations, up to expiration of the validity period of the Proposal, i.e., <<Date>>.

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

Yours sincerely,

Authorized Signature:

Name and Title of Signatory:

Name of Bidder:

Address:

---

**Annexure 4.2: Price Bid**

Name of the Bidder :

Sr No	Description	Per Month Fee (INR)	Months 24 (Twenty Four)	Total (INR)
1	Selection of an Agency to provide public relations, print and digital media content production services for Gwalior Smart City Development Corporation Limited			
	Total Price in words (excluding GST)			

**Note:** The price is all inclusive of the remuneration of Key personnel/Support personnel, Transportation cost, report writing, communication expenses, rental of office, all the profits, overheads, all the taxes( Except GST) and any other miscellaneous expenses not covered.

Date:

Name

Designation

Seal

## Annexure 5: Proposed Key Personnel

The selected agency will mandatorily depute the following personnel for the duration of the contract with GSCDCL;

Position	Qualifications, experience, role and deployment
<b>Core Team</b>	
Account Director	<p>Senior manager/ Director level professional with an appropriate or related qualification in PR and/or marketing with an experience of having delivered budgets of at least Rupees One Crore per annum; experience in organising large format events such as investment promotion or brand promotion will be an advantage.</p> <p><b>This individual shall require spending at least five days a month in Gwalior for each month over the entire duration of the contract, and will be responsible for providing an oversight to quality &amp; delivery.</b></p>
Project Manager/ Communications Expert	<p>Senior manager with an appropriate or related qualification in PR with an experience of having delivered budgets of at least Rupees One Crore per annum; experience in organising large format events such as investment promotion or brand promotion will be an advantage.</p> <p><b>This individual shall require being resident in Gwalior over the entire duration of the contract, and will be responsible for day to day activities of the team and shall be the point of contact with GSCDCL.</b></p>
PR Expert	<p>Post Graduate in media studies / journalism, preferably from institutes of national importance in India / reputed institutes abroad and minimum of seven years' experience in media and PR. S/he shall be responsible for all public relations, media relations activities and shall be the first point of contact for both print as electronic media. Such person shall also be responsible for crisis management and responses to adverse media coverage.</p> <p><b>This individual shall require being resident in Gwalior for a period of fifteen days a month over the entire duration of the contract, but may require being in Gwalior beyond the above period, based on demand.</b></p>
<b>Support Team</b>	
Web developer/ Social Media administrator	<p>IT/ web development professional with an experience in managing similar websites with an experience of at least five years. This individual shall manage the content that is hosted on <a href="http://www.gwaliorsmartcity.org">www.gwaliorsmartcity.org</a>, and linking with social media activity apart from search engine optimisation.</p> <p><b>While it is preferable that the individual is based in Gwalior, a suitable arrangement may be developed jointly between GSCDCL and the Agency so that the services of this individual are available as and when required.</b></p>
Content designer (English & Hindi)	<p>Individual with qualification in literature, and able to produce crisp, concise content for dissemination in both print and web format, in both English as well Hindi. Required experience of at least five years in producing content for similar organisations/ developmental activity/ advocacy.</p> <p><b>While it is preferable that the individual is based in Gwalior, a suitable arrangement may be developed jointly between GSCDCL and the Agency so that the services of this individual are available as and when required.</b></p>

# In addition, the successful Bidder shall deploy requisite resources as may be required to complete the deliverables in a time-bound fashion as per the Scope of Work and Deliverables given in this RFP. The type of resources indicated above are only illustrative, it shall be the sole responsibility of the successful Bidder to deploy additional resources at no extra cost to GSCDCL, if required to complete indicated deliverables on time.

# While GSCDCL will be providing seating space to the team; all software and hardware (including laptops, data cards/ router with internet connection, software for creative design, etc.) required for executing the job will be provided by the successful Bidder themselves at its own cost.

## Annexure 6 Format for EMD / Proposal Security (Bank Guarantee)

### UNCONDITIONAL AND IRREVOCABLE BANK GUARANTEE

Bank Guarantee No.: \_\_\_\_\_ Dated: \_\_\_\_\_

Issuer of Bank Guarantee:

\_\_\_\_\_

(Name of the Bank)

\_\_\_\_\_

\_\_\_\_\_

(herein after referred to as the "Bank")

Beneficiary of Bank Guarantee:

To

**Executive Director  
Gwalior Smart City Development Corporation Limited Nagar Nigam, City Center  
Gwalior - 474003**

**Madhya Pradesh**

Dear Sir/ Ma'am,

BANK GUARANTEE for Earnest Money Deposit – For <Project Name>

Whereas <<Name of the bidder>> (hereinafter called "the Bidder") has submitted the bid to Gwalior Smart City Development Corporation Limited (GSCDCL) for "Request for Proposal for Selection of an Agency to provide public relations, print and digital media content production services for GSCDCL" (hereinafter called "the bid").

Know all Men by these presents that we <<... >> having our office at <<Address>> (hereinafter called "the Bank") are bound to **Gwalior Smart City Development Corporation Limited** (hereinafter called "the Authority") for a sum of Rs. <<Amount in figures>> (Rupees <<Amount in words>> only).

The Bank binds itself, its successors and assigns by these presents. Sealed with the Common Seal of the said Bank this <<Date>>.

The conditions of this obligation are:

1. If the bidder withdraws its bid during the period of bid validity specified by the bidder on the Bid Form; or
2. If the bidder, having been notified of the acceptance of its bid by the Authority during the period of validity of bid

(a) Withdraws its participation from the bid during the period of validity of bid document; or

(b) Fails or refuses to participate in the subsequent process after having been shortlisted;

We undertake to pay to the Authority up to the above amount upon receipt of its first written demand, without the Authority having to substantiate its demand, provided that in its demand the Authority will note that the amount claimed by it is due to it owing to the occurrence of one or both of the two conditions, specifying the occurred condition or conditions.

This guarantee will remain in force up to <<insert date>> and including <<extra time over and above mandated in the RFP>> from the last date of submission and any demand in respect thereof should reach the Bank not later than the above date.

NOTWITHSTANDING ANYTHING CONTAINED HEREIN:

I. Our liability under this Bank Guarantee shall not exceed Rs. <<Amount in figures>> (Rupees

<<Amount in words>> only)

II. This Bank Guarantee shall be valid up to <<insert date>>)

III. It is condition of our liability for payment of the guaranteed amount or any part thereof arising under this Bank Guarantee that we receive a valid written claim or demand for payment under this Bank Guarantee on or before <<insert date>>) failing which our liability under the guarantee will automatically cease.

(Authorized Signatory of the Bank Seal:

Date

**Annexure 7 Format for Project Undertaking**  
(On the Letterhead of the Bidder)

PROJECT UNDERTAKING

Date:

To:

Executive Director,

Gwalior Smart City Development **Corporation** Limited (GSCDCL)

**Nagar Nigam, City Center**  
**Gwalior - 474003**

**Madhya Pradesh**

Subject: Selection of an Agency to provide public relations, print and digital media content production services for GSCDCL

Dear Sir/Madam,

We have read and understood the Request for Proposal (RFP) in respect of the captioned Project provided to us by GSCDCL.

We hereby agree and undertake as under:

We abide by guidelines and procedures for Selection of an Agency to provide public relations, print and digital media content production services for GSCDCL and we agree to bind ourselves by the Bid Documents.

We shall abide by the scope of work mentioned under Section 2.0 and all the terms and conditions stipulated in this RFP.

We have gone through the scope of work and have made our independent assessment of expenses involved in operation and management based on the assessment are submitting our bid.

Any direct or indirect deviations from the terms of the Bid Documents, if any in our Proposal, are hereby revoked unconditionally.

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

Dated this.....Day of .....2017.

Name of the Bidder

Signature of the Authorized Person

Name of the Authorized Person

**Annexure 8: Format for Monthly Report**

**Format of Monthly Report (approved copy(s) of relevant reporting period(s) to be submitted with all invoices)**

<b>Name of Assignment:</b>	
<b>Report for:</b>	<b>Reporting Date:</b>
<b>Month:</b>	<b>Year:</b>

<b>Deliverables for reporting period</b>	<b>Status</b>	<b>Narrative</b>
1.		
2.		
3.		
4.		

<b>Progress Report on Continued Activities:</b>			
<b>Activity (Submit separately for each of the five programs)</b>	<b>Target for reporting period</b>	<b>Actual</b>	<b>Narrative</b>
Newspaper impressions of press releases			
Press Briefings			
Interviews			
Story Pitches			
Facebook posts			
Tweets			
Social Media Property Performance			
Publications			
Other dissemination activities as per communication and branding plan			
Website/ Portal Activity/ies			
Any other			
<i>Social Media and Website Analytics Report to be appended separately</i>			

**Other Updates for the Reporting Period:**

**Final Acceptance and Approval:**

(Signature)

Name

*NB: This format is indicative and may change during the course of the engagement as per advice from GSCDCL from time to time.*

## Annexure 9: Performance Bank Guarantee

For Contract Performance Bank Guarantee

**Ref :** < --- >

Date: \_\_\_\_\_

Bank Guarantee No.: \_\_\_\_\_

To

**Executive Director**

**Gwalior Smart City Development Corporation Limited (GSCDCL)**

**Nagar Nigam, City Center**

**Gwalior - 474003**

**Madhya Pradesh**

Dear Sir/ Ma'am,

PERFORMANCE BANK GUARANTEE – For <Project Name>

WHEREAS

M/s. (name of Bidder), a -----registered under -----, having its registered office at (address of the Bidder), (hereinafter referred to as “our constituent”, which expression, unless excluded or repugnant to the context or meaning thereof, includes its successors and assigns), agreed to enter into a Contract dated ..... (Hereinafter, referred to as “Contract”) with you for “**Request for Proposal for Selection of an Agency to provide public relations, print and digital media content production services for GSCDCL**”, in the said Contract.

We are aware of the fact that as per the terms of the Contract, M/s. (name of the bidder) is required to furnish an unconditional and irrevocable Bank Guarantee in your favour for an amount of \_\_-% of the Total Contract Value, and guarantee the due performance by our constituent as per the Contract and do hereby agree and undertake to pay any and all amount due and payable under this bank guarantee, as security against breach/ default of the said Contract by our Constituent.

In consideration of the fact that our constituent is our valued customer and the fact that he has entered into the said Contract with you, we, (name and address of the bank), have agreed to issue this Performance Bank Guarantee.

Therefore, we (name and address of the bank) hereby unconditionally and irrevocably guarantee you as under:

In the event of our constituent committing any breach / default of the said Contract, and which has not been rectified by him, we hereby agree to pay you forthwith on demand such sum/s not exceeding the sum of ---% of the Total Contract Value i.e.,.....<in words> without any demur.

Notwithstanding anything to the contrary, as contained in the said Contract, we agree that your decision as to whether our constituent has made any such default(s) / breach(es), as aforesaid and the amount or amounts to which you are entitled by reasons thereof, subject to the terms and conditions of the said Contract, will be binding on us and we shall not be entitled to ask you to establish your claim or claims under this Performance Bank Guarantee, but will pay the same forthwith on your demand without any protest or demur.

This Performance Bank Guarantee shall continue and hold valid till 180 (one hundred and eighty) days after completion of the Contract Period, subject to the terms and conditions in the said Contract.

We bind ourselves to pay the above said amount at any point of time commencing from the date of the said Contract until 180 (one hundred and eighty) days after the completion of Contract Period.

We further agree that the termination of the said Contract, for reasons solely attributable to our constituent, virtually empowers you to demand for the payment of the above said amount under this guarantee and we would honor the same without demur.

We hereby expressly waive all our rights: Requiring to pursue legal remedies against GSCDCL; and for notice of acceptance hereof any action taken or omitted in reliance hereon, of any defaults under the Contract and any resentment, demand, protest or any notice of any kind.

We, the Guarantor, as primary obligor and not merely Surety or Guarantor of collection, do hereby irrevocably and unconditionally give our guarantee and undertake to pay any amount you may claim (by one or more claims) up to but not exceeding the amount mentioned aforesaid during the period from and including the date of issue of this guarantee through the period.

We specifically confirm that no proof of any amount due to you under the Contract is required to be provided to us in connection with any demand by you for payment under this guarantee other than your written demand.

Any notice by way of demand or otherwise hereunder may be sent by special courier, telex, fax, registered post or other electronic media to our address, as aforesaid and if sent by post, it shall be deemed to have been given to us after the expiry of 48 hours when the same has been posted. If it is necessary to extend this guarantee on account of any reason whatsoever, we undertake to extend the period of this guarantee on the request of our constituent under intimation to you.

This Performance Bank Guarantee shall not be affected by any change in the constitution of our constituent nor shall it be affected by any change in our constitution or by any amalgamation or absorption thereof or therewith or reconstruction or winding up, but will ensure to the benefit of you and be available to and be enforceable by you during the period from and including the date of issue of this guarantee through the period.

Notwithstanding anything contained hereinabove, our liability under this Performance Guarantee is restricted to ---% of the Contract Value, and shall continue to exist, subject to the terms and conditions contained herein, unless a written claim is lodged on us on or before the aforesaid date of expiry of this guarantee.

We hereby confirm that we have the power/s to issue this Guarantee in your favor under the Memorandum and Articles of Association / Constitution of our bank and the undersigned is / are the recipient of authority by express delegation of power/s and has / have full power/s to execute this guarantee under the Power of Attorney issued by the bank in your favor.

We further agree that the exercise of any of your rights against our constituent to enforce or forbear to enforce or any other indulgence or facility, extended to our constituent to carry out the contractual obligations as per the said Contract, would not release our liability under this guarantee and that your right against us shall remain in full force and effect, notwithstanding any further arrangement that may be entered into between you and our constituent, during the entire currency of this guarantee.

Notwithstanding anything contained herein:

Our liability under this Performance Bank Guarantee shall not exceed ---% of the Total Contract Value. This Performance Bank Guarantee shall be valid only from the date of signing of Contract to 180 (one hundred and eighty) days after the End of Contract Period; and

We are liable to pay the guaranteed amount or part thereof under this Performance Bank Guarantee only and only if we receive a written claim or demand on or before 180 (one hundred and eighty) days after the completion of Contract Period.

Any payment made hereunder shall be free and clear of and without deduction for or on account of taxes, levies, imports, charges, duties, fees, deductions or withholding of any nature imposts. This Performance Bank Guarantee must be returned to the bank upon its expiry. If the bank does not receive the Performance Bank Guarantee within the above-mentioned period, subject to the terms and conditions contained herein, it shall be deemed to be automatically cancelled.

This guarantee shall be governed by and construed in accordance with the Indian Laws and we hereby submit to the exclusive jurisdiction of courts of Gwalior for the purpose of any suit or action or other proceedings arising out of this guarantee or the subject matter hereof brought by you may not be enforced in or by such court.

Dated ..... this ..... day ..... 20....

Yours faithfully,

For and on behalf of the ..... Bank,

(Signature)

Designation

(Address of the Bank)

Note:

This guarantee will attract stamp duty as a security bond.

A duly certified copy of the requisite authority conferred on the official/s to execute the guarantee on behalf of the bank should be annexed to this guarantee for verification and retention thereof as documentary evidence in the matter.

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## Annexure 10: Format of sending pre-bid queries

RFP Reference No: XXXX

Bidder's Request For Clarification				
Name and complete official address of Organization submitting query / request for clarification			Telephone, Fax and E-mail of the organization Tel: Fax: Email:	
Sr. No.	Clause No.	Page No.	Content of RFP Requiring Clarification	Change Requested/ Clarification required
1				
2				

Signature:

Name of the Authorized signatory:

seal:

Date and Stamped:

Note: Bidder(s) are requested to send the queries in PDF with Sign and Seal also in MS Excel for making consolidation process easy.