



**SUCHITWA MISSION
LOCAL SELF GOVERNMENT DEPARTMENT,
GOVERNMENT OF KERALA**

**REQUEST FOR PROPOSAL
FOR SELECTING START-UP AGENCIES FOR CREATIVE CONTENT
DEVELOPMENT OF VARIOUS TYPES AND FOR VARIOUS MEDIA AS PART
OF ITS INFORMATION, EDUCATION AND COMMUNICATION ACTIVITIES
FOR SUCHITWA MISSION
RFP No. 1157/D1/2024/SM(1)**

RFP FACT SHEET

Sl. No.	Particulars	Details
1.	Name of Issuing Authority	The Executive Director, Suchitwa Mission
2.	Name of Engagement	Request for Proposal for selecting Start-Up Agencies for Creative Content Development of various types and for various media as part of its Information Education and Communication Activities for Suchitwa Mission
3.	Availability of the Document	The RFP Document is available and downloadable on following website: www. suchitwamission.org <i>All Subsequent changes to the RFP Document shall be published on the above-mentioned website</i>
4.	RFP Publish Date	25.03.2024
5.	Pre-Bid Meeting date and place	19.04.2024 (10:00 AM) (online mode)
6.	Proposal Submission Start Date	22.04.2024
7.	Last Date and Time for Submission of Proposals	06.05.2024
8.	Date, Time and Place of opening of Proposals	08.05.2024
9.	Date, Time and Place of Presentation of Technical Bid	Will be communicated to the Applicant
10.	Proposal validity	Proposal should remain valid for 120 days from the last date of submission
11.	For any Queries Contact Person Details	The Executive Director Suchitwa Mission Email: sanitationkerala@gmail.com

DISCLAIMER

This RFP is not an agreement or an offer by the Authority to the prospective Applicants or any other person. The purpose of this RFP is to provide interested parties with information that may be useful to them in the formulation of their proposals pursuant to this RFP. This RFP includes statements, which reflect various assumptions and assessments arrived at by the Authority. Such assumptions, assessments and statements do not purport to contain all the information that each Applicant may require. This RFP may not be appropriate for all persons, and it is not possible for the Authority, to consider the objectives, technical expertise and particular needs of each party who reads or uses this RFP. The assumptions, assessments, statements and information contained in this RFP, may not be complete, accurate, adequate or correct. Each Applicant should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments and information contained in this RFP and obtain independent advice from appropriate sources. Information provided in this RFP to the Applicants may be on a wide range of matters, some of which may depend upon interpretation of law. The Authority accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on the law expressed herein.

The Authority makes no representation or warranty and shall have no liability to any person including any Applicant under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this RFP or otherwise, including the accuracy, adequacy, correctness, reliability or completeness of the RFP and any assessment, assumption, statement or information contained therein or deemed to form part of this RFP or arising in any way in this Selection Process. The Authority also accepts no liability of any nature whether resulting from negligence or otherwise however caused arising from reliance of any Applicant upon the statements contained in this RFP. The Authority may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumption contained in this RFP. The issue of this RFP does not imply that the Authority is bound to select an Applicant or to appoint the Selected Applicant, as the case may be, and the Authority reserves the right to reject all or any of the Proposals without assigning any reasons whatsoever and cancel the entire bidding process. The Applicant shall bear all its costs associated with or relating to the preparation and submission of its proposal including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by the Authority or any other costs incurred in connection with or relating to its proposal. All such costs and expenses will remain with the Applicant and the Authority shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by an Applicant in preparation for submission of the Proposal, regardless of the conduct or outcome of the Selection Process

1. Background & Objective

1.1. Background

Suchitwa Mission, the Technical Support Group (TSG) in Waste Management sector under the Local Self Government Department, Government of Kerala invites technical & financial bids from start-up agencies for social media management & creative content development of various types and for various media as part of its information, education and communication activities targeting general public. Despite many efforts from the part of the Government and Suchitwa Mission, there is a very passive demand from people for waste management infrastructure, both at household level and community level. Implementation at the ground level poses numerous challenges due to public protests based on various reasons.

One of the main reasons is the lack of knowledge as well as awareness of scientific and environmentally sound waste management systems and techniques. Hence Suchitwa Mission plans multiple media campaign to educate and popularise various environment friendly measures, create an enabling environment to bring about an attitudinal and behavioural change and thereby creating demand and acceptance for various waste management projects

1.2. Objective

The objective of issuing this Request for Proposal (RFP) is to solicit proposals from qualified Start-up agencies capable of providing comprehensive support and services for the implementation of Information, Education, and Communication (IEC) activities of Suchitwa Mission. This includes activities aimed at disseminating information, conducting awareness programs and implementing communication strategies. The goal is to identify a partner who can effectively collaborate with Suchitwa Mission to enhance IEC initiatives, promote awareness, and achieve our organizational objectives in these areas.

2. Scope of Work

2.1. Public relation and media tools management services for Suchitwa Mission includes: -

a) Broad frame work of requirements

- Ideation and conceptualisation of design elements starting from logo and theme selection till the dissemination tool selection for various campaigns targeting diverse target groups
- Creation of advertisements for various media platforms as per the requirement demanded by each campaign. This encompasses print, audio and visual media

- Deployment of a team which can closely associate with the IEC wing at the state office to generate creatives for various media as and when requirement arrives.
- Daily monitoring to enhance Mission's presence on all popular social media platforms and expanding the footfall.
- Managing Mission's response on social media channels on issues/topics identified through social media analysis and/or as indicated by the Mission
- Producing quality content such as Posters, Info-graphics, graphics, motion graphics, videos, GIFs, trolls, animations, selected power point presentations, audio jingles and print designs for use on various media
- Editing and post production of the various creative contents gathered by the mission from different sources.
- Conception and execution of on ground event activation and management with in person interactions and group mobilisation.
- Coordination of all the above activities at district level in all 14 districts by engaging experts required after acquiring concurrence from the state

b) Requirements

- Posters of various sizes
- Single/multi-page handouts, pull out and flyer designing
- Layout and designing of publications, banners, standees, stickers and wall paintings
- Additional designs in any format to be created on a case-to-case basis
- 2D White Board Animation
- Scripting of audio jingles
- Production of reel videos
- Production of video advertisements
- Generation of video messages
- Editing and post-production of videos from other sources
- Subtitling of videos
- Generation of social media posts and promotion
- Management of social media platforms, creative elements of website and YouTube channel.

Most of the posts & creative-content to be created is in Malayalam but there will be occasions that demands frequent creation of English translations of the same content.

The content may be adapted as per the need and should be compatible to be shared on Instagram (Posts & stories), Face book and Twitter posts (video/picture + text). The Mission may request editing of content which the agency should be able to do it

immediately and should be capable to deliver the same on time after making necessary changes.

Posts will be uploaded by the agency's social media team after getting approval from Suchitwa Mission. Many of the daily posts will be scheduled days or weeks in advance, which others may be required just a few hours in advance

3. Period of Engagement

- 3.1. The engagement of the selected agency will be for a period of 3 years' subject to satisfactory annual review. The agency will also be evaluated periodically on quarterly and / or on campaign basis.

4. Payment Terms

- 4.1. Payment will be based on monthly basis subject to the actual deliverables during the corresponding month
- 4.2. Bills shall be submitted before 5th of each month
- 4.3. No advance payment or interest will be made by Suchitwa Mission.
- 4.4. Suchitwa Mission will make payment of a correctly rendered invoice on undisputed work within 30 working days after receiving the invoice.
- 4.5. If an invoice is found to have been rendered incorrectly after payment, any underpayment or over payment will be recoverable by or from the Agency, as the case may be, and, without limiting recourse to other available means, may be offset against any amount subsequently due by Suchitwa Mission to the Agency under the contract.
- 4.6. Suchitwa Mission reserves the right to temporarily withhold payments and impose penalty, if it is not satisfied with progress made during that period or if there is a delay in activity timelines.
- 4.7. Suchitwa Mission shall make payments in Indian Rupee (INR) on receipt of invoices, after deduction of penalties and applicable taxes at source from the agreed price to the selected Agency.
- 4.8. The agency is also duty bound to report to Suchitwa Mission about any short recovery of taxes, cess, etc. at source. Such reporting to Suchitwa Mission should also happen at the earliest. In case, agency fails to inform Suchitwa Mission about such short recoveries of tax, cess, etc. at source, Suchitwa Mission will have the right to recover all short recoveries of tax, related cess and surcharges, interest and penalties as per the demand note of Income Tax dept. or any other govt. body or regulator.
- 4.9. The agency shall be solely responsible to make payment to third parties contracted by them and media owners.
- 4.10. Payment towards any additional/change orders will be due only if any change orders is exercised & approved by Suchitwa Mission and delivered by the Agency.

- 4.11. The Amount against Penalties, if any, will be recoverable from the Payment OR from any other payment due to the Agency OR from Performance Bank Guarantee.
- 4.12. Deduction of Taxes at Source: Suchitwa Mission will deduct taxes from the amounts due and payable to the agency wherever applicable. Suchitwa Mission will provide agency with the statement of any taxes deducted by Suchitwa Mission on payments under the contract. The agency agrees to reimburse and hold Suchitwa Mission harmless from any deficiency including penalties and interest relating to taxes including recovery of any tax retrospectively that are its responsibility under this clause. For purposes of the contract, taxes shall include taxes incurred on transactions between Suchitwa Mission and the agency.

5. General terms and conditions

- 5.1. Start-ups are hereby invited to submit their Request for proposal (RFP) for providing their services to Suchitwa Mission. Proposal so submitted shall form the basis for future negotiations and ultimately a contract between the selected Start-up Agency and Suchitwa Mission will be signed
- 5.2. Suchitwa Mission is not bound to accept any of the proposals submitted. Suchitwa Mission may reject any and / or all the proposals without assigning any reasons thereof
- 5.3. The RFP document shall be available from the advertisement date till the bid due date on the website of Suchitwa Mission at www.suchitwamission.org, which can be obtained by the Bidders by way of downloading from the website
- 5.4. Bidders are advised to submit their proposal in the appropriate formats specified in this document
- 5.5. At any time before the submission of proposals, Suchitwa Mission may, for any reasons, whether at its own initiative or in response to a clarification requested by a bidder modify the document by amendment. The amendment will be notified in the website of Suchitwa Mission and revised documents / clarification if any shall also be uploaded on the website.
- 5.6. The proposals shall be valid for acceptance by Suchitwa Mission for a period of 120 days from the Bid Due Date.
- 5.7. Suchitwa Mission will carry out the evaluation of all responsive proposals in the manner stipulated in the RFP document
- 5.8. Work will be awarded to the agency following a QCBS process. Bids shall be evaluated both in terms of 'Quality' as well as 'Price - Quoted' i.e. Quality & Cost Based Selection (QCBS) methodology. The weightage for 'Quality' is 70 (seventy) and the weightage for price - quoted is 30. (thirty)

6. Pre-bid Meeting (Online)

To address the queries, clarification of Bidders on the assignment and RFP document, a pre-bid meeting will be held.

The date and time of Pre-Bid Meeting shall be:

Date: 19.04.2024

Time: 10:00 AM

Mode: Online

Google Meet link: meet.google.com/esk-ezny-spt

Bidders are advised to submit their queries addressed to the Executive Director, Suchitwa Mission by 15.04.2024 (before 5:00 PM). The responses to the queries shall be uploaded in the website of Suchitwa Mission.

7. Jurisdiction

- 7.1. The court of Thiruvananthapuram alone shall have the jurisdiction to try any matter of dispute or reference between the parties arising out of this RFP or agreement

8. Pre-Qualification/Minimum Eligibility Criteria

- 8.1. Legal Entity: The Bidder should be a Start-up registered with Government of Kerala or Government of India.
- 8.2. The Agency must have been rendering services for designing, development and implementation of IEC activities for last FIVE years, and;
- 8.3. In the last 5 years, the bidder should have experience in relevant IEC activities in any State or at National level for Govt. Departments/PSUs, either directly or through any development partners & at least one of them should have the value of minimum Rs. 15 lakhs or above.
- 8.4. The bidder should have achieved a minimum annual average turnover of Rs. 25 lakhs during last three financial years (FY 2020-21, 2021-22 & 2022-23). *(Copy of Audited Financial Statement to be enclosed)*
- 8.5. Agency should have a Permanent Account Number (PAN), GST registrations *(copies to be enclosed)*.
- 8.6. Blacklisting: The Bidder should not have been blacklisted/banned/debarred/under investigation by any State Government or Central Government entity/ PSU in the last 3 years by self-certification.

9. Technical Proposal

The Technical proposal should be provided with following information using the format in format section of the technical proposal of the RFP document:

- i. Letter of proposal – *Annexure A1*

- ii. Particulars about the Bidder – *Annexure A2*
- iii. Financial capacity of the Bidder – *Annexure A3*
- iv. Experience of Bidder in similar projects – *Annexure A4*
 - a. Experience in preparation of Promotion Plan & execution of similar assignments.
 - b. Experience in event management of similar nature.

(All the projects cited needs to be submitted by supporting credentials like work orders/completion certificates from clients.)

- v. Approach, methodology and work plan – *Annexure A5*

10. Financial Proposal

The financial proposal shall be submitted in the format provided as *Annexure A6*

11. Technical Proposal Evaluation

- 11.1. Technical proposal evaluation shall be carried out on a 100-mark scale based on their credentials submitted with respect to relevant past project experience
- 11.2. Bidders scoring 60 or above in credential score shall be qualified for opening of their Financial Proposal.

Evaluation credentials of the firm will be done as per the following system

Sl. No	Details	Maximum Marks	Basis of Marks to be allotted
	EXPERIENCE: Experience in last five years in designing, development and implementation of IEC activities in any State or National level for Government Departments either directly or through any development partners or in Non Govt. Sectors. (Work Order Copy along with the Work Completion certificate shall be submitted along with the Bid)	30	State or National level for Govt. Departments/PSUs, either directly or through any development partners (turnover 15 Lakh or more) 01(one) project: 5 marks 02 (two) Projects: 10 marks 03 Projects: 15 marks Above 3 Projects: 20 marks Non-Govt. Sector (two projects worth 10 Lakhs or above): 02 (two) Projects: 5 marks Above 02 Projects: 10 marks
	Work Experience in IEC Activity 1. Production of minimum 05 (five) audio spots/05 (five) TV Spots 2. Printing of minimum 01 (one) Lakh Leaflets/10,000 Posters/01 (one) lakh Sq ft flex Banners 3. Display of hoardings for minimum 20,000 sqft	30	1. 5 audio spots/5 TV Spots & above - 5 Marks 2. Printing of leaflet 1 Lakh & above - 5 Marks 3. Printing of 10000 poster & above-5 Marks 4. Printing of 1 lakh sq.ft. flex Banner & above-5 Marks

Sl. No	Details	Maximum Marks	Basis of Marks to be allotted
	4. Photography/videography in any one Govt./PSUs/non-Government sector (The bidder is required to submit work order in support of work completion along with displayed copies)		5. Display of Hoardings for minimum 20,000 sq.ft. & above - 5marks 6. Photography/videography in any one Govt./PSUs/non-Government sector & above-5 Marks
	Average annual turnover of the firm in financial year 2020-21, 2021-22 & 2022-23	10	>Rs. 25 lakhs ≤ Rs. 50 lakhs: 10 marks >Rs. 50 lakhs ≤ Rs. 1 crore: 15 marks >Rs. 1 crores: 20 marks
	Approach, Methodology and Work plan – Describe your approach / methodology and work plan to provide the required services and the compliance of your methodology and work plan to the terms of reference mentioned at <i>Annexure-A5</i>	10	The approach section should highlight the issues and current thinking on best practice that will indicate the manner in which the team will approaches this project. The methodology section should provide insight and consideration of each of the main task areas specified in the terms of reference. This section should highlight each of the main task area, specify what activities will be undertaken by whom & at what stage in the project and should clearly set out the specific deliverables. The work plan section should show the task area, the activities to be undertaken and the timing of deliverables
	Technical Presentation	20	
	TOTAL	100	

12. Rights of Suchitwa Mission

- 12.1. Suchitwa Mission reserves the right to accept / reject the offers received, or call for any additional information /clarification, or modify / cancel the bidding process, if so required, without assigning any reason whatsoever
- 12.2. Suchitwa Mission reserves the right to cancel/terminate the agreement any time without assigning any reason or failing to submit the report within stipulated time or unsatisfactory report or any reason as deemed fit

13. Arbitration Clause

- 13.1. All matters of dispute arising out of this shall be governed by Indian law and subject to the jurisdiction of Courts at Thiruvananthapuram
- 13.2. All Disputes between the Parties arising out of or relating to or in connection with this Agreement, including the performance or non-performance of the obligations set out herein shall, so far as is possible, be settled amicably between the Parties within thirty (30) days after written notice of such Dispute has been given by one Party to the other Party. The venue of the amicable settlement proceeding shall be the Head Office of Suchitwa Mission at Thiruvananthapuram
- 13.3. If any dispute or difference of any kind whatsoever shall arise in connection with or arising out of this contract or the execution of work or maintenance of the works there under, whether before the commencement or during the progress of works or after the termination, abandonment or breach of contract, and it is not amicably settled within 60 days of the notice being served on the other party, it shall be referred to arbitration before a Sole Arbitrator as per the existing laws.

ANNEXURE A1 –COVER LETTER

Date

To

The Executive Director
Suchitwa Mission
4th Floor, Revenue Tower
Public Office Compound, Trivandrum,
Pin - 695 033

Sub: "Proposal for selecting an Agency to manage the IEC Activities for Suchitwa Mission" – Reg.

Dear Sir,

With reference to the RFP No. 1157/D1/2024/SM dated 25.03.2024 for the above captioned assignment issued by Suchitwa Mission, I _____, having examined all relevant documents and understood their contents, hereby submit our Proposal for the selection of Agency for providing IEC services to Suchitwa Mission. The proposal is unconditional.

1. All information provided in the Proposal and in the Annexures are true and correct and all documents accompanying such Proposal are true copies of their respective originals.
2. I shall make available to Suchitwa Mission any additional information it may deem necessary or require for supplementing or authenticating the Proposal.
3. I acknowledge the right of the Suchitwa Mission to reject our application without assigning any reason or otherwise and hereby waive our right to challenge the same on any account whatsoever.
4. I certify that in the last three years, we have neither failed to perform on any contract, as evidenced by imposition of a penalty by an arbitral or judicial authority or a judicial pronouncement or arbitration award against the Bidder, nor been expelled from any project or contract by any public authority nor have had any contract terminated by any public authority for breach on our part.

I declare that:

- a. I have examined and have no reservations to the RFP Documents, including any Addendum issued by the Suchitwa Mission;
- b. I have not directly or indirectly or through an agent engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice, in respect of any tender or request for proposal issued by or any agreement entered into with the Suchitwa Mission or any other public sector enterprise or any government, Central or State; and

- c. I hereby certify that we have taken steps to ensure that, no person acting for us or on our behalf will engage in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice.
 - d. I understand that you may cancel the Selection Process at any time and that you are neither bound to accept any Proposal that you may receive nor to select the Agency, without incurring any liability to the Bidders.
- 5. If our Firm is qualified on the basis of minimum eligibility criteria, we shall make a presentation on Approach & Methodology and work plan to Suchitwa Mission on the date specified in the intimation received from Suchitwa Mission.
 - 6. The undersigned is authorized to sign the documents being submitted through this RFP.
 - 7. In the event our firm is selected as the Agency for this project we shall enter into a contract with Suchitwa Mission.
 - 8. The Financial Proposal is being submitted in a separate cover. This Technical Proposal read with the Financial Proposal shall constitute the Application which shall be binding on us.
 - 9. The information provided herewith is true and correct to our best knowledge. If any discrepancies are found in the information provided or if the information provided is not correct, our firm would be fully responsible for that. We understand in such cases our bids are liable to be rejected.

Yours faithfully,

(Signature, name and designation of
the authorized signatory)

(Name and seal of the Bidder)

ANNEXURE A2 – PARTICULARS OF THE BIDDER

General Information about the Firm:

- a. Name of Company or Firm:
- b. Legal status (e.g. incorporated private company, unincorporated business, partnership etc.):
- c. Country of incorporation:
- d. Registered address:
- e. Year of Incorporation:
- f. Year of commencement of business:
- g. Principal place of business:
- h. Brief description of the Company including details of its main lines of business

Name, designation, address and phone numbers of authorized signatory of the Bidder:

- a. Name:
- b. Designation:
- c. Company:
- d. Address:
- e. Phone No.:
- f. Fax No.:
- g. E-mail address:

(Signature, name and designation of
the authorized signatory)

ANNEXURE A3- FINANCIAL CAPACITY OF THE BIDDER

Sl. No	Financial Year	Annual Turnover in Lakhs
1	2020-21	
2	2021-22	
3	2022-23	

Certificate from the Statutory Auditor

This is to certify that(name of the Applicant) has received the payments shown above against the respective years on account of professional fees And the Average Turnover of the Firm in the last three years is Rs. (In words)

Name of the audit firm:

Seal of the audit firm:

Date:

(Signature, name and designation of the authorized signatory)

In case the Applicant does not have a statutory auditor, it shall provide the certificate from its chartered accountant that ordinarily audits the annual accounts of the Applicant.

ANNEXURE A4 – EXPERIENCE OF THE BIDDER

The following information should be provided in the format below for each Eligible Project for which your firm was legally contracted by the Client stated as a single entity.

Applicants are advised to provide the information for only those assignments qualifying projects in IEC activities and Event Management Activities separately.

I	Assignment Name	
II	Name, email of the Client Representative:	
III	Time when the assignment was carried out: Date of Commencement: Date of Completion:	
IV	Location of the Event	
V	Contract Value	
VI	Narrative Description of the Scope of work of the assignment	
VII	Description of Actual Services provided by your Organisation.	
VIII	Status of the assignment	

IMPORTANT:

(I) Use separate sheet for each Eligible Project.

Please provide a copy of completion certificate from the client. The submitted testimonial MUST contain detail description of work (Scope of Work and TOR) carried out by the Bidder. Only those would be considered for the evaluation for which the documentary proof client's completion certificate, have been provided.

(Signature, name and designation of the authorized signatory)

ANNEXURE A5 – APPROACH, METHODOLOGY AND ACTION PLAN

Approach, Methodology & Work Plan

The approach section should highlight the issues and current thinking on best practice that will indicate the manner in which the team will approach this assignment.

The methodology section should provide insight and consideration of each of the main task areas specified in the RFP document.

The work plan section should show the methodology graphically in a recognized project management tool, showing the task area, the activities to be undertaken and the timing of deliverables

Authorized Signatory

Name and Title of Signatory:

Name of Firm:

(Company Seal)

ANNEXURE A6 - PRICE SCHEDULE

(to be submitted in a separate envelope super scribed as “Financial Bid for the selection of agency for IEC activities for Suchitwa Mission”)

Sl. No.	Work Specification	No. of Units*	Amount
1.	Posters	400-500	
2.	Motion Posters	50	
3.	Animation Videos of 30 sec. (2 Characters)	20	
4.	Animation Videos of 10 sec. (1 Character)	20	
5.	Troll Videos	50	
6.	Troll Posts	50	
7.	Info-Graphics	50	
8.	White Board Animation	30	
9.	Testimonials from eminent personalities	50	
10.	Posts on emulative practices of ordinary people	200	
11.	Posts on emulative practices of eminent personalities /celebrities	50	
12.	Live Streaming of events	12	
13.	Social Media Management (FB, Insta, x, Linkedin & Youtube		
14.	Non-Organic Promotion (Amount must be recommended by agency to ensure 2 lakh followers in FB and 1 lakh subscribers for Youtube in 1 year period)	Daily 5-6 posts from among the creative content developed by the agency or from among the hand-picked posts shared by district-missions in whatsapp groups.	

NOTE: *The number of units shown above are indicative. The payment will be based on the actual number of units produced/successfully delivered.