Request for Proposal (RFP)

for

"Appointment of Creative Agency on Retainership basis for Amplification of IPDS Awareness activities"

INVITATION TO BIDS

Reference Number: 1/03/2020/PR/IPDS Agency dated 28.10.2020

POWER FINANCE CORPORATION LIMITED
(A Govt. of India Undertaking)
Corp. Office: Urjanidhi, 1 Barakhamba Lane, Connaught Place,
New Delhi-110001, India

No: 1/03/2020/PR/IPDS Agency **Date: 28th October 2020**

To

All PFC Empanelled Advertising Agencies

Sub: Invitation of bids for "Appointment of Creative Agency on Retainership basis for Amplification of IPDS Awareness activities".

Sir,

PFC intends to appoint creative agency for amplification/publicity of GOI funded Power distribution schemes by formulating and implementing a creative strategy for national audience, increasing social media presence through creative content. You are requested to quote your lowest competitive rates for the above-mentioned work as per scope of work, terms and conditions as per details furnished below:

Cost of Tender Document	NA
Earnest Money Deposit **(Through PFC E-payment system only)**	₹91,000/- (Rupees Ninety One Thousand only)
Availability of RFP at **https://www.mstcecommerce.com/eprochome/pfcl**	**28.10.2020**
Date of commencement of sales of Offer Document	**28.10.2020**
Last date of sale of RFP **(from https://www.mstcecommerce.com/eprochome/pfcl/**	**11.11.2020** up to **10:30 hrs**
Last date & time for receipt of Bid through e-portal **(on https://www.mstcecommerce.com/eprochome/pfcl/**	**11.11.2020** up to **11:00 hrs**
Date & Time of Opening of Technical Bids through e-procurement	**11.11.2020** at **11:30 hrs**
Date & time of Opening of Price Bids	To be intimated later on to the eligible bidders
Place of submission of Bids	https://www.mstcecommerce.com/eprochome/pfcl/
Address for communication	PFC Ltd. 1, Urjanidhi, Barakhamba Lane, CP, New Delhi
Contact No.	Tel. No. 011- 23456743

Description of Tender Documents to be submitted through E-Tendering Mode

Sr. No.	Description		Documents to be uploaded
1	Instructions to Bidders	Annexure I	Technical - Scanned copy through e-tendering.
2	General Terms & Conditions	Annexure II	Technical - Scanned copy through e-tendering.
3	Price Bid	Annexure III	To be submitted online only through e-tendering
4	Bidder's guide for PFCL Portal	Annexure IV	NA

This tender is being called through e-tendering process; bidders are requested to register themselves at https://www.mstcecommerce.com/eprochome/pfcl/ for participation in the tender and procure the

tender documents from the above website before the last date of sale of tender documents and submit the bid online through https://www.mstcecommerce.com/eprochome/pfcl/

In order to ensure timely submission of bid along with requisite documents, bidders are advised to go through the tender in details (for which a free copy is available on www.pfcindia.com, www.eprocure.gov.in and further, in case, they wish to seek any information/enquiry relating to this tender they can contact the undersigned at 011-23456000/23456743 on any working day (Monday to Friday) between 10.00 AM and 04.00 PM or may contact e-tender helpdesk of MSTC for any assistance in regard to submission / upload of e-tenders at 03322901004, 01123212357, 01123215163, 01123217850 between 10 AM to 5:30 PM on all working days.

Changes, if any, in the date of opening of Technical Bid etc., will be intimated to the bidders. Please submit your competitive offer as per the details furnished above.

Physical copies of only the following shall be accepted in separate sealed envelopes:

1. Envelope I - E-payment Details of EMD of ₹91,000/- (scanned copy to be submitted through on-line also)
2. Envelope II - Presentation in hard copy including a copy of same in Pen Drive (presentation to be submitted through on-line mode also) **as mentioned at S.No.5.1 at Annexure-I**

The above hard copies are to be put in a sealed envelope and super-scribed as "Bid Documents for Appointment of Creative Agency on Retainership basis for Amplification of IPDS Awareness activities" and submitted before the stipulated date/time as indicated above. The envelope will be addressed to:

Senior General Manager (PR),
Power Finance Corporation Ltd.
"Urjanidhi", 1 Barakhamba Lane, Connaught Place,
New Delhi-110001

The above sealed envelope is to be dropped in the Tender Box, placed on the Ground Floor, PFC (near the Reception) before the last date /time as mentioned above.

Thanking you,

Yours faithfully,

Sd/-
(S.S. RAO)
SGM (PR)

ANNEXURE-I

INSTRUCTIONS TO BIDDERS

1 .0 SCOPE OF WORK

1.1 Formulating and implementing Creative Strategy for National audience.

1.2 Assist in developing all communication to be disseminated to media/stakeholders/publics.

1.3 Designing of creatives for print, digital and electronic media and facilitating the designing of panels, display boards, signage, tableau, mobile exhibition units etc.

1.4 Designing and preparation of brochures, promotional materials, booklets, seminar kits, newsletters etc. under supervision of PFC.

1.5 To creatively develop content that may include packaging information in modern formats apt for various mobile mediums and social media amplification.

1.6 Creating posters/content using studies and researches by Ministry of Power or its associates/representatives and repackaging the content to make it suitable for dissemination to public/media.

1.7 Designing content (text/images/videos/infographics) about various achievements/new initiatives/highlighting activities of IPDS/other GOI funded Urban Power Distribution Schemes.

1.8 Information material should also be produced in various Regional languages, as and when required, to spread the message/information in various regions of the Nation.

1.9 Production of short films promoting GOI schemes. In addition, sector specific short videos on success stories.

1.10 Any other creative work that may be assigned from time to time.

2 .0 ***The appointed agency has to depute its creative personnel (at least two) at PFC office along with Laptop/PC having all the necessary software for designing, colour printer and other requisite peripherals/. The deputed staff will be working in sync with various departments of PFC and will report to authorized officials of PFC.***

3.0 METHODOLOGY AND CRITERIA FOR BID EVALUATION

3.1 The evaluation is to be done on ***Quality and Cost Based Selection (QCBS) Method*** with two stages of evaluation.

3.2 In the First Stage, bidders will be evaluated on the basis of presentations/document submitted. The marking would be done on following parameters:

- Creativity and out-of the box thinking to disseminate the information to target audience.
  Marks will be awarded on the basis of samples designs of posters/ infographics/ brochure/ newsletter/ newspaper advertisement etc. **(25 Marks)**

- Proposed Strategy, ideas & innovations for future Public outreach Programmes of GOI/MOP. Agency has to explain how they intend to carry forward the mandate of reaching out to public at large through ideas. **(25 Marks)**

- Concept note on image building. How the agency proposes to build the image of IPDS going forward. Agency has to write a detailed note on how they propose to build the image or brand of IPDS in future. **(25 Marks)**

- Agency's professionalism/ability of handling creative campaigns of GOI schemes/initiatives. Marking will be on the basis of creative campaigns handled by agency for Ministries/PSUs/State Government/Autonomous bodies during last 05 years. **(25 Marks)**

  **Marking Parameters: Outstanding – 25 Marks, Very Good – 20 Marks, Good – 15 Marks and Average – 10 Marks*

  Agencies scoring 60% marks or more in the Technical Evaluation (i.e. 60 out of 100), will be shortlisted for opening of financial bids. 70% weightage will be given to the Second Stage evaluation.

3.3 In the Second Stage i.e. the financial evaluation would have 30% weightage. It shall be based in accordance with the following criteria.

- The bidder quoting the lowest total cost (L1) in financial bid in Annexure-IV will be awarded a 100% score.

- Scores of other bidders will be evaluated using the following formula.
  Score of a Bidder = {lowest total cost of L1/ lowest total cost of the bidder) X 100} (adjusted to 2 decimals).

3.4 The technical and financial scores secured by each bidder will be added with weightages of 70:30 respectively and a Composite Bid Score arrived at. The bidder securing the highest Composite Bid Score will be adjudicated as the Best Value Bidder for award of the contract. In the event the composite bid scores are 'tied', the bidder securing the highest technical score will be adjudicated as the Best Value Bidder for award of the Contract.

3.5 **FINAL EVALUATION -** For the final evaluation, proposals will be ranked according to their combined **Technical (Ts) and Financial (Fs) scores**, using the weights given to Ts and Fs (T=0.70, the weight given to the Technical Proposal; F=0.30, the weight given to the Financial Proposal). Thus, the total score of a bid, H=Tsx0.70 + Fsx0.30. The firm achieving the Highest score (H1) combined technical and financial score will qualify

4.0 EARNEST MONEY DEPOSIT (EMD)

4.1 Each bid shall be accompanied by details of E-payment made in lieu of EMD/Bid Guarantee amounting to **₹91,000/- (Rupees Sixty Thousand only) paid <u>through PFC E-Payment System</u> towards Appointment of Creative Agency on retainer ship basis"."**

4.2 Quotation without EMD will out rightly be rejected. SSI/ NSIC/ MSME Industries are exempted from submission of EMD and must enclose the SSI/NSIC/ MSME registration certificate for the same products/Services in this contract. If the SSI certificate does not contain the item as listed in our NIT and no EMD is found enclosed, the offer shall be rejected.

4.4 The EMD may be submitted only **ONLINE through PFC E-Payment System.** The link to PFC E payment System is http://www.pfcapps.com/PaymentGateway/Default.aspx and proceed further to option – OTHER for making the payment.

4.3 No interest shall be payable by the Corporation on EMD.

4.4 The EMDs of the unsuccessful bidders will be returned after the award of contract. The EMD of successful bidder would be returned after successful completion of job.

4.5 Any bid, not accompanied by the EMD or ***EMD received in physical form i.e, DD/Bankers Cheque etc***. is able to be rejected by the Owner as non-responsive.

4.6 Earnest money shall be forfeited in case of followings:

I. On revocation of tender or increase in rates after opening of the tender but before validity of the quotation expires.

II. On refusal to enter into contract after the award of contract.

5.0 BID SUBMISSION

Technical Bid (A signed copy of this enquiry letter - Annexure I & II only, as token of acceptance of the terms and conditions) and Price Bid (annexure-III) must be uploaded on https://www.mstcecommerce.com/eprochome/pfcl/. Technical Bids will be opened on the specified date and time. Price Bids of technically qualified bidders will be opened online on https://www.mstcecommerce.com/eprochome/pfcl/ on a separate date and time which will be intimated to qualified bidders separately.

5.1 You are requested to submit your bid documents in ***physical form as mentioned below***:

Envelope I: Earnest Money Deposit (e-payment details/MSME Certificate),

Envelope II: Presentation and other relevant documents as concept note/samples designs of posters/infographics/brochure/newsletter/newspaper advertisement etc.

The bid documents as mentioned at 5.1 should be sent in the name of SGM (PR), PFC Ltd., Urjanidhi, 1, Barakhamba Lane, New Delhi in sealed envelopes super scribing **"Bid documents for Appointment of for Amplification of IPDS Awareness activities"** so as to reach this office latest by 11:00 AM on 11.11.2020. The technical bid will be opened on the same day, i.e. on 11.11.2020 at 11:30 AM. Your bid should be valid for 180 days.

6.0 Prices:

The offer must be made in Indian Rupees only, taxes should be mentioned separately.

6.1 The Prices shall be 'Firm' and final, excluding all taxes.

6.2 Taxes, duties and levies, as applicable Twenty eight (28) days prior to deadline for submission of bids, shall be included in Price Schedule i.e. Annexure-IV and paid accordingly. No concessional Forms C/D shall be issued by PFC.

7.0 DURATION OF CONTRACT

PFC proposes to appoint the agency for the period of SEVENTEN (17) MONTHS, subject to quarterly review. The appointment shall be, at the discretion of the PFC, the appointment can extended for a further period of 01 year on the same price and terms and conditions.

8.0 TERMS OF PAYMENT

Payment towards monthly retainership amount shall be made quarterly upon the completion of three months. No advance payment shall be made.

9.0 Preference to purchase from MSEs:

9.1 Purchaser reserves the right for providing preference to SSI/ NSIC/ MSME Industries in terms of "Public Procurement Policy for Micro and Small Enterprises (MSEs) Amendment Order 2018". Purchase preference for these SMEs will operate as follows:

a. This Public Procurement policy shall apply to Micro and Small Enterprises registered with District Industries Centers or Khadi and village Industries Commission or Khadi & Village Industries Board or Coir Board or National Small Industries Corporation or Directorate of Handicrafts and Handloom or any other body specified by Ministry of Micro, Small and Medium Enterprises.

b. 1) If the L-1 Agency is MSE vendor, than complete order will be awarded to this agency only.

2) If any MSE vendor quotes within price band of L1+15% and if L1 price is from someone other than a Micro and Small Enterprise then the complete order will be awarded to such MSE agency if they ready to match the L-1 price, subject to b(3) below.

3) In case of more than one such MSEs as explained above, the complete order will be awarded to agency who quoted lowest bid amount among them at L-1 Price. Further, preference will be given to such MSE owned by Women/SC/ST Entrepreneur if they ready to match L-1 price respectively.

4) In case none of the MSEs qualified in above, complete order will be placed on L-1 agency.

9.2 Specifications as described in Scope of Work at ***S.No.1 at Annexure-I*** are mandatory requirement and will not be relaxed for any reason.

9.3 Above preferences shall be applicable to only those vendors, whose SSI/NSIC/MSME certificate contains the item(s) as listed in this tender.

ANNEXURE-II

GENERAL TERMS AND CONDITIONS

1.0 DEFINITION OF TERMS:

1.1 Contractor/ Agency shall mean the bidder whose bid will be accepted by the owner for the award of the works and shall include such successful bidder's legal representatives, successors and premised assigns.

1.2 'Officer' shall mean the officer appointed in writing by PFC to act as officer for the purpose of the contract.

1.3 Contractor shall in no case lease / transfer / sublet / appoint care taker for services.

1.4 No other person except contractor's authorized representative shall be allowed to enter PFC premises.

1.5 Within PFC premises, the contractor's personnel shall not do any private work other than their normal duties.

1.6 Contractor shall be directly responsible for any / all disputes arising between him and his personnel and shall keep PFC indemnified against all losses, damages and claims arising thereof.

1.7 The personnel engaged by the contractor shall be subject to security check by the PFC's security staff while entering / leaving the premises.

1.8 Contractor shall be solely responsible for payment of wages/salaries and allowances to his personnel that might become applicable under any order of Government. PFC shall have no liability whatsoever in this regard.

1.9 Contractor shall be fully responsible for theft, burglary, fire or any mischievous deeds by his staff.

1.10 All consumable & material used by the contractor shall be of standard make and approval of officer-in-charge shall be taken for the same.

2.0 LIQUIDATED DAMAGES (L.D.) FOR DELAY

The timely completion of the work is the essence of the contract and no delay is permitted in carrying out the job as the same is time bound. In the event of supplier fails to complete the various activities as per scope of work within the stipulated period, the liquidated damages are payable by the bidder @1/2 (half percent) per day of delay.

However, the total liability of the bidder under this clause shall not exceed 10% of total order value.

3.0 TERMINATION OF CONTRACT

If at any time the contractor makes any default in proceeding with the works with due diligence and continues to do so after the notice in writing of 7 days from the officer- in-charge or commits default in complying with any of the terms and conditions of the contract and does not remedy it or takes effective steps to remedy it within 7 days after the notice in writing is given to the contractors on that behalf by the officer –in-charge or fails to complete the work or items of work with individual dates of completion, on or before the date(s) of completion and does not complete them within the period specified in a notice given in writing on that behalf by the Officer –in-charge, PFC may without prejudice to any other right to remedy accrued or shall

accrue thereafter to the Corporation by written notice, terminate the contract as a whole or part of the contract.
All instructions, notices and communications etc. under the contract given in writing and if sent to the last known place of the business, shall deem to have been served on the date, even in ordinary course of post, these would have been delivered to the contractor.

PFC reserves the right to terminate the contract at any time or stage during the period of contract by giving 15 days notice without assigning any reason without any financial consideration / implication.

4.0 FORCE MAJEURE

The terms and conditions mentioned below shall be subject to Force Majeure which mean and shall include the following:

4.1 Any war or hostilities.

4.2 Any riot or civil commotion

4.3 Any earthquake, flood, tempest, lightning or other natural physical disaster, impossibility or the use of any Railway, port, airport, shipping services or other means of transport.

5.0 STANDARDS OF PERFORMANCE

The Agency shall perform the services and carry out their obligations under the Contract with due diligence, efficiency and economy in accordance with generally accepted professional standards and practices. The Agency shall always act in respect of any matter relating to this contract as faithful advisor to Ministry of Power. The Agency shall always support and safeguard the legitimate interests of Ministry of Power in any dealings with the third party. The Agency shall conform to the standards laid down in RFP in totality. All submissions made by the Agency after the award of contract must be countersigned by nodal officer of the Agency.

6.0 ASSIGNMENTS

The Agency shall not assign the project to any other agency, in whole or in part, to perform its obligation under the Contract, without the PFC prior written consent.

7.0 DISQUALIFICATIONS

PFC may at its sole discretion and at any time during the evaluation of Proposal, disqualify any bidder, if the bidder has: Submitted the Proposal documents after the response deadline; Made misleading or false representations in the forms, statements and attachments submitted in proof of the eligibility requirements; Exhibited a record of poor performance such as abandoning works, not properly completing the contractual obligations, inordinately delaying completion or financial failures, etc. in any project in the preceding three years; submitted a proposal that is not accompanied by required documentation or is non-responsive; Failed to provide clarifications related thereto, when sought; Submitted more than one Proposal; Declared ineligible by the Government of India or any other body for corrupt and fraudulent practices or blacklisted and submitted a proposal with price adjustment/variation provision.

ANNEXURE III

PRICE BID

Sr. No.	Description of Item	Rate (In ₹/month)	Amount (For 16 Months till March 2022)
1.	Retainership Fee		

Amount in words ……
……..

Rates mentioned above are exclusive of GST. Applicable GST shall be charged extra.

Signature (With Seal)

Dated:

Place:

(Name & Address)

ANNEXURE IV

Bidder's guide for PFCL portal:

1. Use browser to go to https://www.mstcecommerce.com/eprochome/pfcl/

Digital Signatures

To login into the portal both Users (PFCL Officials) and Bidders will require a Class 2 or 3 Digital Signature. Bidders should have at least Signing type Digital Signatures.

A digital signature can be obtained from any Certifying Authority (CA) as per the List of CAs issued by Controller of Certifying Authorities, Ministry of Electronics and Information Technology. The list is available at http://www.cca.gov.in/cca/?q=licensed_ca.html.

The list is as under:

1. Safescrypt
2. IDRBT
3. National Informatics Centre
4. TCS
5. GNFC
6. e Mudhra CA
7. CDAC CA
8. Capricorn CA
9. NSDL e-Gov CA

System Settings

1. This portal is compatible with multiple browsers (Google Chrome, Mozilla Firefox, Internet Explorer, Opera etc.)
2. On the system where this portal is being used, the user may open the portal and click on Install Components button on the left side as shown below:

3. On clicking the button, a new window will open as shown below:

4. In this window, please save the MSTCSIGNER28082018_v2.exe file and install it.
5. Additionally, please click on Add to chrome button, to add the chrome extension, as shown below:

For other browsers please install the extension as applicable.

2. On the right side of the page click on Register as a Vendor:

3. Fill the form that appears to create username and password.

4. Once the registration is done, login with your user name and password:

5. System will ask you to verify your digital signature

6. Press Ok and select your digital signature from the List:

7. Your digital signature will be verified

8. Once login is complete, a bidder can access My Menu through the left side of the page:

9. Here click on Download NIT/Corrigendum button to download the NIT/Corrigendums. Select Event number and click on download to download the files:

10. To submit the bid a bidder can proceed to Bid Floor through the left side My menu. In Bid Floor click on live events to view a list of Live events. In live events select the tender number where you wish to submit a bid.

11. On clicking the event number, if the bidder has not paid transaction fee, system will prompt them to pay the transaction fee. They can pay the transaction fee by going to Transaction Fee payment link in their login, and pay the same through online payment (debit card, credit card, net banking etc) or RTGS/NEFT (Challan).

12. Tender can be of multiple types with price bid uploading in Excel or Technical-Price type. The bid floor for each type of event will change automatically.

On clicking the tender number one of the following screens will appear:
For 2 cover with price bid in excel

E-Tender Technical Cum Price Bid

13. For each type of event the event details including start time and close time the details will be given on the top of the page.
14. To submit the tender the bidder has to start from top left and submit the details one by one.
15. For 2 cover with price bid in excel, the bidder has to submit technical bid, by filling the details and clicking the save button.

a) After the technical bid is saved, a bidder can proceed to uploading documents through the link upload docs:

b) Please note that under no circumstance the price bid excel has to be uploaded here.

c) After the documents have been uploaded, the bidder can click on download excel to download the excel format.

d) Fill up the excel sheet as per the details given therein and tender document.

e) To upload the filled up excel click on Upload Price Button, click on browse to select the file and then click on Upload and Save encrypt file.

f) The bidder can then click on final submit to finally submit the bid. In case of any amendments after final submit, click on delete bid button to delete the techno-commercial and price bids and resubmit the same. Please note that at the end the bid must be final submit, otherwise the same will not be considered.

16. For E-Tender Technical Cum Price Bid:
    a. In the manner similar to above the bidder has to fill up Common terms, then press save button to submit.
    b. Then the bidder has to upload documents as per the list shown therein.
    c. Once the documents are uploaded the bidder has to submit the Technical and Price bids.
    d. The bidder can then click on final submit to finally submit the bid. In case of any amendments after final submit, click on delete bid button to delete the techno-commercial and price bids and resubmit the same. **Please note that at the end the bid must be final submit, otherwise the same will not be considered.**

Bidder's may note that in each case using the Delete bid button will only delete the bids and then the bidder can resubmit upload tender closing time.
Using the withdraw button the bid will be withdrawn and the bidder will not be allowed to submit any further bid in that event.

For any assistance regarding the Tender Document and/or term and conditions the bidders may contact at PFCL:

For any assistance during bid submission, system settings etc. bidders may contact at MSTC:

Phone Number
03322901004, 01123212357, 01123215163, 01123217850
Email
mstcnro@mstcindia.co.in Please mention "Helpdesk" as subject while sending emails
Availability
10 AM to 5:30 PM on all working days.