



# Request for Proposal for Selection of Media Agency for Communication & Public Outreach

August 2024



**Bureau of Energy Efficiency  
Ministry of Power, Govt. of India**



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## Data Sheet

S.No	Particulars	Details
1	Document Reference Number	Media/1/2020-BEE (Part-1)
2	Date of Issue of Request for Proposal	27.08.2024
3	Pre-Bid Meeting (Physical)*	11.09.2024 by 11AM
4	Last Date and Time for Submission of Technical Bids	26.09.2024 by 4 PM
5	Opening of Technical Bids	26.09.2024 by 4:30 PM
6	Last Date and Time for Submission of Presentation	To be informed
7	Opening of Financial bids	To be informed
8	Earnest Money Deposit	INR 5,00,000 (Rs. Five Lakh Only)
9	Address for Bid Submission	Online Submission on GeM Portal  Hard copies of the documents uploaded on GeM portal are to be submitted at the following address: The Secretary, Bureau of Energy Efficiency, 4 <sup>th</sup> Floor, Sewa Bhawan, R K Puram, New Delhi-110066 Note : Bids may be superscribed "Bid for Media Agency for Communication & Public Outreach"
10	Website	<a href="http://www.beeindia.gov.in">www.beeindia.gov.in</a>
11	Method of Selection	The bidders securing the lowest quote (L1) as per their financial bid will be adjudicated as the most responsive bidder for award of the project/work, subject to clearing the technical evaluation by securing a minimum 70 marks in technical evaluation.

\*Note – Those who are willing to attend the pre bid meeting may intimate their names ,email id, phone number and organization name on [atripathi@beeindia.gov.in](mailto:atripathi@beeindia.gov.in), [sweta.mandilwar@beeindia.gov.in](mailto:sweta.mandilwar@beeindia.gov.in) and [anil.sharma09@beeindia.gov](mailto:anil.sharma09@beeindia.gov) by 10.09.2024 before time 5PM.



## Section 1: Invitation for Proposal

### 1.1 Letter of Invitation

BEE invites Proposal/Bids from INS accredited, DAVP/BOC empaneled (A-Category) Advertising/Media agencies for Communication and Public Outreach. The details about BEE activities and scope of work are annexed with the document.

The response is requested from the agencies having relevant experience for providing communication support. The Bidder securing the Lowest Quote (L1) as per their financial bid would be considered for award of work.

Interested agencies are requested to submit Bid sealed and placed in an envelope superscribed with **“Bid for Media Agency for Communication & Public Outreach”** within stipulated time to:

The Secretary,  
Bureau of Energy Efficiency  
4th Floor, Sewa Bhawan  
Sector 1, R.K Puram, New Delhi



## 1.2 Background Information

### The Mission

The mission of the Bureau of Energy Efficiency is to develop policy and strategies with a thrust on self-regulation and market principles, within the overall framework of the Energy Conservation Act, 2001 (EC Act) with the primary objective of reducing energy intensity of the Indian economy. This will be achieved with active participation of all stake holders, resulting in accelerated and sustained adoption of energy efficiency in all sectors of the economy.

### The Objectives of BEE and its Role Objectives of BEE

- To provide policy framework and direction to national energy conservation activities.
- To establish systems and procedures to measure monitor and verify energy efficiency improvements, in individual sectors as well as at the National level.
- To leverage multi-lateral, bi-lateral and private sector support in implementations of programs and projects on efficient use of energy and its conservation.
- To coordinate policies and programs on efficient use of energy and its conservation with the involvement of stakeholders.
- To plan, manage and implement energy conservation programs as envisaged in the Energy Conservation Act.
- To demonstrate energy efficiency delivery mechanism as, envisaged in the Energy Conservation Act, through private- public partnership.

### Role of BEE

BEE coordinates with designated agencies, designated consumers and other organizations working in the field of energy conservation/efficiency to recognize and utilize the existing resources and infrastructure in performing the functions assigned to the Bureau under the Energy Conservation Act.

The Act provides regulatory mandate for: standards & labeling of equipment and appliances; energy conservation building code for commercial buildings; and energy consumption norms for energy intensive industries.

The EC Act was amended in 2010 to incorporate few additional provisions required to better equip BEE to manage ever evolving sphere of energy efficiency in the country. The main amendments made to the original Act are given below:

- The Central Government may issue the energy savings certificate to the designated consumer whose energy consumption is less than the prescribed norms and standards in accordance with the procedure as may be prescribed.
- The designated consumer whose energy consumption is more than the prescribed norms and standards shall be entitled to purchase the energy savings certificate to comply with the prescribed norms and standards



- The Central Government may, in consultation with the Bureau, prescribe the value of per metric ton of oil equivalent of energy consumed
- Commercial buildings which are having a connected load of 100 kW or contract demand of 120 kVA and above brought under the EC Act.

In addition to activity for Energy Conservation & Efficiency, Bureau under Section 13(e) of EC Act is also mandated to take all measures necessary to create awareness and disseminate information for efficient use of energy and its conservation.

### **Promotional Role**

The major promotional role of BEE includes:

- Creating awareness and disseminating information on energy efficiency and conservation.
- Arranging and organizing training of personnel and specialists for efficient use of energy and its conservation.
- Strengthening consultancy services in the field of energy conservation
- Promoting research and development.
- Developing testing and certification procedures and promote testing facilities.
- Formulating and facilitating implementation of pilot projects and demonstration projects.
- Promoting use of energy efficient processes, equipment, devices and systems.
- Take steps to encourage preferential treatment for use of energy efficient equipments or appliances.
- Promoting innovative financing of energy efficiency projects.
- Providing financial assistance to institutions for promoting efficient use of energy and its conservation.
- Preparing educational curriculum on efficient use of energy and its conservation
- Implementing international co-operation programs relating to efficient use of energy and its conservation.

### **1.3 Invitation to Bidders**

The invitation is for selection of a Firm/Agency to carry out 360-degree media campaign to enhance level of awareness about energy conservation among general public, bring about requisite social mobilization for energy conservation, in order to transform it into a social movement.

- a) BEE may, at its own discretion, extend the date for submission of proposals. In such a case, all rights and obligations of BEE and Bidders previously subject to the deadline will thereafter be subject to the deadline as extended.
- b) All Banker's Cheque/ Demand Draft should be in Indian Rupees and from any Nationalized/ Scheduled Bank in favour of 'Bureau of Energy Efficiency' (Payable at New Delhi).



## **Section 2: Instruction to Bidders (ITB)**

### **2.1 Conflict of Interest**

- a) The selected Firm/Agency provide professional, objective and impartial service and hold BEE's interest paramount.
- b) The selected Firm/Agency shall not deploy former employees who have served BEE/Ministry of Power in last six months.
- c) The selected Firm/Agency shall not downstream or outsource any part of the scope of work.
- d) Non-disclosure of such an association will lead to termination of Agency's contract.

### **2.2 Validity of Proposal**

The following will be considered for the validity of the proposals deemed submitted:

- a) Proposal shall remain valid for a period of 120 days from the date of opening of Proposal.
- b) In exceptional circumstances, BEE may solicit the Bidder's consent to an extension of the period of validity. The request and the response thereto shall be made in writing.

### **2.3 Right to Accept or Reject any Proposal**

BEE reserves the right to annul the Request for Proposal process, or to accept or reject any or all the proposals in whole or part at any time without assigning any reasons and without incurring any liability to the affected Bidder(s) or any obligation to inform the affected Bidder(s) of the ground of such decision.

### **2.4 Fraud & Corruption**

It is required that the Bidders submitting Proposal and Agency selected through this Request for Proposal must observe the highest standards of ethics during the process of selection and during the performance and execution of the Work Order.

For this purpose, definitions of the terms are set forth as follows:

- a) "Corrupt practice" means the offering, giving, receiving, or soliciting of anything of value to influence the action of BEE or its personnel in Work Order executions.
- b) "Fraudulent practice" means a misrepresentation of facts, to influence selection process or the execution of the Work Order, and includes collusive practice among Bidders (prior to or after Proposal submission)
- c) "Unfair trade practice" means supply of devices different from what is ordered on, or change in the scope of work.
- d) "Coercive practice" means harming or threatening to harm, directly or indirectly, persons or their property to influence their participation in the selection process or execution of the Work Order.

BEE will reject a proposal for award, if it determines that the Bidder recommended for the award, has been determined to have been engaged in corrupt, fraudulent, or unfair trade practices.



BEE will declare a Firm/Agency ineligible, either indefinitely or for a stated period, for awarding the Work Order, if it any time determines that the Firm/Agency has engaged in corrupt, fraudulent, and unfair trade practice in competing for, or in executing the Work Order.

## 2.5 Clarifications & Amendment to Request for Proposal

- a) During the process of evaluation of Proposals, BEE may, in its discretion, ask Bidders for clarification on their proposal. The Bidders are required to respond within the prescribed time frame.
- b) BEE may for any reason, modify the Request for Proposal from time to time. The amendment(s) to the Request for Proposal would be clearly spelt out and the Bidders may be asked to amend their proposal due to such amendments.

## 2.6 MSME Guidelines

As per General Financial Rules (GFR'S) 2017, Micro and Small Enterprises (MSEs) and the firms registered with concerned Ministries/Departments are exempted from submission of Bid Security/EMD, Ministries/Departments may ask bidders to sign "Bid Security Declaration" accepting that if they withdraw or modify their bids during period of validity etc. they will be suspended for the specified in the tender documents. The successful bidder would be required to submit the Bid security/EMD Declaration Form given in RFP.

## 2.7 Earnest Money Deposit (EMD)

- a) The Bidder shall furnish an Earnest Money Deposit (EMD) amounting to Rupees 5,00,000 (Rs. Five Lakh Only) along with Technical Bid in **Envelope 1**.
- b) The EMD shall be in Indian Rupees and shall be in the form of Bankers Cheque or Demand Draft from any of the Nationalized/Scheduled Bank in favour of 'Bureau of Energy Efficiency' payable at New Delhi.
- c) The earnest money of the unsuccessful Bidders shall be returned on request by the Bidder after final award of the Work Order.
- d) Non submission of EMD may lead to disqualification of bid.

## 2.8 Bid Processing Fees

All proposals must be accompanied by a bid processing fee of INR 5000/- (INR Five Thousand only) in the form of a crossed demand draft drawn on any nationalized/scheduled bank payable at par in New Delhi, in favour of Bureau of Energy Efficiency, New Delhi. The RFP document can be downloaded from website: [www.beeindia.gov.in](http://www.beeindia.gov.in)

## 2.9 Performance Security (PS)

Performance Security @3% of the contract value shall be deposited by the successful bidder by the way of Banker's cheque/Demand Draft drawn in favour of Bureau of Energy Efficiency payable at New Delhi. PS shall remain valid for a period of 60 days beyond the date of completion of all contractual obligation of successful bidder.





## 2. 10 Preparation of Proposal

The bidder must comply with the following instructions during preparation of Proposals:

- a) The bidder is expected to carefully examine all the instructions, guidelines, terms and conditions and formats of the Request for Proposal. Failure to furnish all the necessary information as required by the Request for Proposal or submission of a proposal not substantially responsive to all the requirements of the Request for Proposal shall be at Bidder's own risk and will be liable for rejection.
- b) The Proposal and all associated correspondence shall be written in English and shall conform to prescribed formats. Any interlineations, erasures or overwriting shall be valid only if they are initialed by the authorized person signing the Proposal.
- c) The proposal shall be in indelible ink and shall be signed by the Bidder or duly authorized person(s). The letter of authorization shall be indicated by written power of attorney and shall accompany the proposal.
- d) In addition to the identification, the envelopes containing the Proposals shall mention the name and address of the Bidder to enable the proposal to be returned in case it is declared late pursuant and for mailing purposes.
- e) Only detailed proposals, complete in all respect and in the forms indicated, shall be treated as valid.
- f) The bidder has to upload all necessary details and documents on GeM Portal. The details/documents submitted on GeM portal shall only be considered.
- g) No bidder is allowed to modify, substitute, or withdraw the proposal after its submission.



### 2.11 Pre-bid Clarification

A prospective Bidder may participate in the Pre-Bid meeting to be held at BEE's Office on **11 September 2024 at 11:00 AM**. The bidder must provide the details of name, email id, phone number and organization name: Mr. Ajay Tripathi ([atripathi@beeindia.gov.in](mailto:atripathi@beeindia.gov.in)), Ms. Sweta Mandilwar ([sweta.mandilwar@beeindia.gov.in](mailto:sweta.mandilwar@beeindia.gov.in)) and Mr. Anil Sharma ([anil.sharma09@beeindia.gov.in](mailto:anil.sharma09@beeindia.gov.in)) by **10<sup>TH</sup> Sept 2024 before 5 PM**.

### 2.12 Submission of Proposal

Bidders have to upload all necessary details and documents on GeM Portal. Hard copy of the proposals should be submitted at the BEE's office address on or before the last date and time mentioned in the Data Sheet.

- i. Proposal should be bound with no loose sheets. Each page of all parts should be page numbered and in conformance to the eligibility qualifications indicated in the index page. The proposals should not contain any irrelevant or superfluous documents.
- ii. Bidder shall be required to submit 1 hard copy of the complete to the media division in a sealed envelope.
- iii. Every page of the documents shall be submitted by the Bidder must be duly signed by the authorized signatory of the Firm/ Agency along with the Agency's seal.

The proposal should be in two parts, as follows:

1. **Technical Proposal (Envelope-1)** - The envelope containing Technical Proposal comprising of Form 1T (Covering Letter) and Form 2T (Technical Form) shall be sealed and superscripted as:  
"Technical Proposal- Selection of Media Agency for Communication and Public Outreach".
2. **Financial Proposal (Envelope-2)** - The envelope would have Form 1F (Covering Letter), Form 2F (Financial Proposal Format) and Form 3F (Additional Cost Breakup) and shall be sealed and superscripted as:  
"Financial Proposal –Selection of Media Agency for Communication and Public Outreach"

**Note:** Envelope 1 & 2, along with other relevant documents, should be sealed in a master envelope superscripted as "Proposal- Selection of Media Agency for Communication and Public Outreach"

### 2.13 Evaluation of Proposals

The bid will be opened as per the schedule mentioned in the Data Sheet. BEE may constitute Evaluation Committee to evaluate the Proposals submitted by Bidders for a detailed scrutiny. A two-stage process as explained below will be adopted for evaluation of Technical Proposal submitted by the specified date and time.

Financial proposals of only those firms who secure a minimum Technical Score (TS) of 70 out of 100 shall be opened on the date and time specified in the Data Sheet.



## 2.14 Eligibility

The Bidders must be INS accredited and empaneled (A-Category) with DAVP/BOC/CBC. Proposals not conforming to the above requirements shall be rejected.

## 2.15 Evaluation of Technical Proposal

**Stage I:** The bidders are requested to submit technical bids in 01 hard copy (all pages should be numbered as per Form-2T) and one soft copy in support of their proposal. The bids should comprise of the following:

S. No.	Technical Evaluation Parameters	
1	Experience of working with Central/State Govt. organizations/International organizations/sector specific organizations and other relevant documents to be enclosed.	25
2	Description of direct exposure to the sectors related to Energy, Power, Environment, Climate Change etc. Creatives designed as well as proof of published creatives to be enclosed.	25
	<b>Total</b>	<b>50</b>

### **Note:**

- The marks (out of 50) for the above-mentioned pointers will be awarded as per approved parameters.
- The Technical Proposal must not include any financial information failing which the Proposal will be rejected.

**Stage II:** Among the eligible bidders, top 10 agencies may be shortlisted who have to submit a proposal with hard copy of detailed campaign/creative presentation within **10 days of confirmation sent through email**. The presentation should include communication strategy, comprehensive campaign on general awareness about energy conservation and energy efficiency, action plan, and the log frame of deliverables.

The shortlisted agencies would be required to submit 01 hard copy of the creative strategy/concept along with precise (as possible) time frame of deliverables along with a soft copy by the due date, at the Office superscripted as **“Campaign/Creative Presentation - Selection of Media Agency for Communication and Public Outreach”**. The agencies, if required, may be called up for presentation. The campaign will be evaluated as per the following details:



S.No	Parameters	Maximum Score
1.	Overall Communication Strategy for promoting energy efficiency and energy conservation using Print, Outdoor, Electronic, Social/Digital and Folk Media	25
2.	A Comprehensive Campaign on General Awareness about Energy Efficiency and Energy Conservation	25
<b>Total</b>		<b>50</b>

**Note:** A total of minimum 70 marks (Stage I & II) out of 100 are required become eligible for further evaluation.

- The evaluation of technical bid will be done based on credentials submitted by the agency as given in eligibility criteria and Technical Form-2T.
- Evaluation Committee may, at its discretion, call for additional information from the Bidder(s). Such information must be supplied within the given time frame, otherwise the Evaluation Committee shall make its own reasonable assumptions at the total risk and cost of Bidders / Consortium of Bidders. Seeking clarifications cannot be treated as acceptance of the Proposal.
- For verification of the information submitted by the Bidders/ Consortium of Bidders, the Committee may visit Bidder's office at its own cost. The Bidders/ Consortium of Bidders shall provide all the necessary documents, samples, and reference information as desired by the Committee. The Bidders/ Consortium of Bidders shall also assist the Committee in getting relevant information from the Bidders/ Consortium of Bidder's references, if desired.
- For calculating the Technical Score (TS), the individual scores specified above will be summed up. To qualify technically, a proposal must secure minimum TS of 70 out of 100.
- Only Technically Qualified Proposals shall be considered for Financial Bid Opening.

**Note:** A total of minimum 70 marks (Stage I & II) would be required to qualify for Financial Evaluation.

## 2.16 Evaluation of Financial Proposal

Financial proposals of only those firms who scored technical score of 70 shall be opened on GeM on the date and time specified in the Data Sheet, in the presence of firm's representatives who chose to attend.

After opening of financial proposals, appropriate selection method shall be applied to determine the Firm who will be declared winner and be eligible for award of the work. The method of selections is described in the Data Sheet and Section 2.12, Section 2.13, Section 2.14 and Section 2.15.



## 2.17 Payment Terms

The annual cost towards engagement of Agency would include Annual Retainership Fee and cost towards activities relating to production of creative for various media indicated in the indicative list given in Section 3 relating to 'Scope of Work & Terms of Reference' for Media Agency for Communications and Public Outreach. No advance payment would be made to the Agency. The amount towards Retainership fee would be paid to the Agency on quarterly basis on production of invoice along with a report for the quarter having details of work done with satisfactory performance and deliverables.

The amount towards the items under Section C of the Scope of Work will be paid as per the rates approved by DAVP/BOC/CBC. The payment for items which are not listed under Section A & B of Scope of Work, but have DAVP/BOC/CBC approved rates, will be considered as per the DAVP/BOC /CBC approved rates for release after satisfactory work is done.

## 2.18 Integrity Pact

In order to ensure transparency, equity and competitiveness in public procurement, as mandated by the Central Vigilance Commission, as a part of this RFP document, BEE has provided an Integrity Pact which is required to be furnished by the Bidder as an essential preliminary qualification requirement under this RFP.

An Integrity Pact on plain paper as per the format at [Appendix- 1](#) of this RFP document shall be duly signed and sealed by the authorized signatory of the Bidder and submitted as a part of the Technical Bid. However, the actual execution of the Integrity Pact on non-judicial stamp paper of requisite value will be done at the time of execution of the Agreement/ Contract by the Selected Bidder with the BEE. If the Bidder is a Joint Venture or Consortium, then this Pact must be signed by all partners or members.

The Integrity Pact shall be read as an integral part and parcel of the RFP document and the Contract/ Agreement to be signed between the Successful Bidder and BEE. The Integrity Pact shall be operative from the date it is signed by both the Parties till the final completion of the contract. Any violation of the same at any stage i.e. during bidding process and during contract execution stage, would entail disqualification of the Bidder and exclusion from future bidding dealings.

The Bidder shall also furnish an undertaking on its letterhead as per the format attached in [Appendix- 1](#) duly signed and sealed by the authorised signatory of the Bidder and submitted as a part of the Technical Bid under this RFP Document. In case the Bidder is a Joint Venture or Consortium, then this Undertaking shall be provided by the Lead Member/ Partner of the Joint Venture or Consortium Bidder on behalf of all the partners/ members.



### Section 3: Scope of Work & Terms of Reference

#### Scope of Work

The scope of work for the Agency would be to undertake 360-degree media campaign for promotion of the cause of Energy Efficiency and Energy Conservation and shall be inclusive but not limited to the following:

#### A. Retainership fee/charges will include the following Items:

**A1. Media Strategy** including media plan and its implementation - Development of overall Communication & Creative Strategy for promoting energy conservation & energy efficiency and its implementation.

**A2. News Monitoring and Reporting** (print/electronic/digital/online) on daily basis

**A3. Deployment of two mid-level executives at BEE for the contract period –**

1. **Service Executive**: : A Science Graduate and Masters in communication or a Postgraduate with a diploma in Advertising/Communication/Journalism/Media with a minimum of 5 years of working experience. He/She should be able to create content for various purposes.
2. **Graphic Designer**: Must have an experience of minimum 5 years of graphic designing and have the knowledge of Corel Draw, Adobe Photoshop, Illustrator, Premier Pro, etc.

#### A4. Content Creation and Creative Development

Content creation and creative designing for Social Media, Print Advertisements, Corporate Calendars, Brochures, Leaflets/Flyers/Pamphlets, Posters, Signage (for walls, windows, vehicles, mobiles or free standing), Hoardings, Banners, Standees, Billboards, etc.

#### A5. Digital Newsletter (Monthly)

#### B. Activities to be undertaken on additional cost basis

Activities which are required to be undertaken in addition to the activities under retainership fee shall be considered for payment. This may be claimed with the quarterly invoice of retainership charges. Indicative list of items that may be required to be produced through Media Agency during the contract period are as follows:

#### B1. Printing of Books

- a) Annual Report - 300 copies each in Hindi and English (upto - 130 Pages)
- b) BEE Line Quarterly Newsletters/Journals - 500 copies each (upto - 40 Pages) - 4 issues
- c) Bachat Ke Sitare (Griah Patrika) - 500 copies (upto – 60 Pages)
- d) A4 Any other Books – 200 copies (upto 200 pages)

The specifications for printing of above books are as given below:



- a) Book Size- 280mm X 210 mm
- b) Paper Quality- Indian Art Paper
- c) Outer Cover page 4 Pages – 300 GSM (Indian Art Paper with full finish lamination)
- d) Inside pages paper quality – 130 GSM (Indian Art Paper)
- e) Matt Varnish – Cover & Back
- f) Printing – 4 color offset
- g) Binding – Perfect
- h) Delivery Period – 5 days from date of final approval
- i) Translation – English to Hindi (including Typesetting and Proofreading)
- j) Soft Copy: Soft copy with fonts + 2 CD (PDF File & Soft Copy with fonts)

## **B2. Printing of Brochures/Leaflets/Posters/Banners/Standees –**

- a. **Printing of A4 Brochures** - The specifications for printing A4 brochures are as given below:
  - Number of Pages: 08
  - Quantity: 15 x 200 no.each
  - Paper Quality: Indian Art Paper (Matt Varnish)
  - Paper grammage – 300 GSM
  - 4 color
  - Digital Printing
- b. **Printing of A5 Leaflets** – The specifications for printing A5 leaflets are as given below:
  - Number of Pages: 04
  - Quantity: 15
  - Paper Quality: Indian Art Paper (Matt Varnish)
  - Paper grammage – 300 GSM
  - 4 color
  - Digital Printing
- c. **Printing of Banners** – The specifications for printing banners are as given below:
  - Number of Banners: 20
  - Size: 4x8 ‘
  - Material: Flex
- d. **Printing of Posters** - The specifications for printing posters are as given below:
  - Number of Posters: 30
  - Size: 18’x23 ‘
  - Paper: Indian Art Paper – 300 GSM
- e. **Printing of Standees** - The specifications for printing standees are as given below:
  - Number of Standees: 15
  - Size: 3 ft x 6f
  - Material: flex with rolling stand
  - Kit bag



### **B3. Generation of QR Code embedded with required video/print content**

The media agency will be responsible for generating QR (Quick Response) codes that embed relevant video or print content to enhance user engagement and provide seamless access to additional information. The agency should adhere to the following guidelines while designing/embedding the QR codes:

- a) Ensure each QR code corresponds to specific content (video, print, or web).
- b) Test QR codes to ensure they work correctly.
- c) Verify that the linked content aligns with the campaign's messaging.
- d) Share details on QR code placement and usage guidelines.
- e) Specify the purpose of each QR code (e.g., educational, promotional, etc.)

### **B4. PR Activities**

A complete PR solution that includes content/article, Drafting of Press releases, Translation, Publishing News, articles, success stories, case studies, interviews, editorial, media scanning/monitoring etc. for print, electronic and social media. Writing/editing for media specific Content as per requirement.

- **Press Conference** - A complete PR solution for managing the press conference that includes press release, 100 press kits containing folders, notepad, pen etc. 100 giveaway items (Rs. 1000 each), media Invite to PIB, Doordarshan, Newspapers /channels etc., and Coverage Report.

### **B5. Physical Event Management**

This includes event management on behalf of BEE in all aspects related to the event which may include preparing invitee list, invitation, logistics, venue management, reception, Dias management, hall and sitting arrangement etc. Travel cost of the team and material purchased/supplied for the event with prior approval shall be reimbursed as per actuals. The event management shall be inclusive but not limited to the following:

- a. Per.square. meter Fixed Cost (one time) for Fabrication of stall, pavilion, registration counter, exhibition area/tableau including required numbers of panels as per prescribed/approved interior.
- b. One Science Graduate Male Usher (Per day)
- c. One Science Graduate Female Usher( Per day)
- d. One Helper (Per Day)
- e. Rent for Furniture (1 Table 3 Chair) Per day
- f. 1 LED Screen for video display (40") per day
- g. 1 Water Dispenser with 100 disposable glasses per day
- h. 1 Tea/Coffee dispenser with 100 disposable glasses per day
- i. Misc. activities like visitor book, give away gifts (100 nos per day of Rs 100





- each), PR activity for the event including press release, social media content and post).
- j. Photography - Submission of soft copies in hard disk or pen drive and hard copies of 100 photographs (5x7')
  - k. Videography - Submission of video (up to 3 hours) in 1 TB hard disk in HD Format.
  - l. Any other activity required for the event (write name, if any)

**Note :** Separate and complete report of event to be submitted within 2-3 days of completion.

## **B6. Virtual Event Management**

This includes preparing invitee list, invitation, online registration, virtual venue management, conducting webinars, production and showcasing of videos and creative etc. The event management shall be inclusive but not limited to the following:

- i. Video conference set up through platforms like Cisco/Webex/Teams etc. Invitation and registration up to 500 participants.
- ii. Virtual stall, exhibition area/tableau including 5 panels/banners/boards etc. as per prescribed/approved interior
- iii. Complete setup of the virtual stall including exhibition area/tableau panels/banners/boards/ebooks/videos etc. as per prescribed/approved interior
- iv. PR Activity for the event including live social media coverage, press release, social media content and post.
- v. Live on BEE's Social Media handles like Facebook, Twitter, YouTube etc.
- vi. Any other activity required for the event (write name, if any)

**Note:** Separate and complete report of event to be submitted within 2-3 days of completion.

## **C. Activities to be undertaken as per DAVP/BOC/CBC approved rates**

### **C1. Traditional Media such as Nukkad Natak**

This includes scripting, performance using recommended properties for approx. 30-minute duration. On a pilot basis, video recording of the performance to be submitted in digital format.

### **C2. Designing/Art work and Release of Advertisement on Website**

### **C3. Production of Audio Spots/Jingles**

### **C4. Production of Video Spots**

### **C5. Designing/Artwork and Adaptation of Print Advertisement**

### **C6. Translation of Audio/Video**



## **C7. Campaign Evaluation/Impact Assessment Studies**

## **C8. Installation of Selfie Points all over India**

### **Note:**

1. The amount towards the items under Section C of the Scope of Work will be paid as per the rates approved by DAVP/BOC/CBC. The payment for items which are not listed under Section A B & C of Scope of Work (as above), but have DAVP/BOC/CBC approved rates, will be considered as per the DAVP/BOC/CBC approved rates for release after satisfactory work is done.
2. Release of Advertisement must be done through NFDC/DAVP/BOC/CBC. In case of urgency, release of advertisement may also be done by the agency at the NFDC/DAVP/BOC/CBC approved rates.
3. All expenses required for completion of a task/activity (e.g. photography, travelling, if required) will be done as per DAVP/BOC/CBC norms.



#### Section 4: General Terms & Conditions

**Note:** Bidders should read these conditions carefully and comply strictly while submitting the Proposals

- I. Rate shall be written both in words and figures. There should not be errors and / or over-writings and corrections, if any, should be made clearly and initialed with dates. The rates should mention elements of the service charges or any other charges separately.
- II. Agency shall not assign or sublet the Work Order or any substantial part thereof to any other agency, nor can the agency have arrangement with other company for bidding purpose.
- III. Rates quoted will be valid up to 120 days from the issue of bid date.
- IV. In the event of any loss /damage to BEE, the Bidder shall be liable to make good such loss found. No extra cost on such shall be admissible.
- V. Direct or indirect canvassing on the part of the Bidder or his representative will lead to disqualification.
- VI. If a Bidder imposes conditional bids are liable to summary rejection.
- VII. BEE reserves the right to accept or reject one or all bids without assigning any reasons and accept bid for all or anyone. BEE also reserves the right to award the work to more than one company.
- VIII. The Agency shall not use any Govt. Emblems and/or BEE logo in any unauthorized, illegal or inappropriate way which may deceive the public to believe unsolicited, unauthorized content. The said logos and emblems shall only be used after approval of competent authority of BEE.
- IX. The Agency shall also monitor the virtual space for any individual or organization which may be operating platforms/applications/webpages/websites and deceiving the public to believe that they are in anyway associated with the BEE. Upon discovery of such entity, the Agency shall provide necessary information of such entity to the BEE for immediate prosecution.
- X. The Agency must maintain uniformity while uploading of content on the platform. Any content which is replaced, renewed or removed from any platform shall be simultaneously modified on the other platform instantly.
- XI. The Agency's contract is liable to be immediately terminated if it is found responsible for uploading any defamatory, seditious, gender prejudiced or obscene content. The Agency shall promptly remove any content of the aforementioned malicious nature



uploaded by a member of the public and inform BEE of the same to provide BEE opportunity to prosecute such an individual or group.

- XII No interest shall be paid by BEE on Performance Security (3% of the contract value).
- XIII The PS shall be refunded within two months after the satisfactory completion of the work.
- XIV Termination: The Work Order can be terminated at any time by the BEE, if the services are not up to satisfaction after giving an opportunity to the selected Agency of being heard and recording of the reasons for repudiation.
- XV Liquidated Damages: In case of delay in supply of services to be provided within the prescribed period in the Work Order, liquidated damages will be charged, as per govt. norms.
- XVI Recoveries: Recoveries of liquidated damages shall be from Vendor's quarterly invoice(s) and/or PBG available with BEE.
- XVII BEE may enforce forfeiture of PBG (in full or part) in the following cases:
- i. Failure of agency to perform satisfactorily despite repeated warnings and consistent failure to improve services.
  - ii. Breach of contract terms and conditions especially those relating to IPR, Knowledge Management, etc.
  - iii. Any other circumstance at the sole discretion of BEE.
- XVIII If the Agency requires an extension of time in completion of the work order period on account of occurrence of any hindrance, he shall apply in writing to the authority, which has placed the supply order, for the same immediately on occurrence of the hindrance but not after the stipulated time. The case will be examined and permission in writing will be necessary for the Bidder.
- XIX Service Delivery period may be extended with or without liquidated damages if the delay in the services is on account of hindrances beyond the control of the Bidder.
- XX If any dispute arises out of the Work Order with regard to the interpretation, meaning and breach of the terms of the Work Order, decision of Director General, BEE, shall be binding.
- XXI All legal proceedings, if necessity arises to institute, by any of the parties needs to be lodged in courts situated in Delhi.



### **Section 5: Opening of Proposal**

- i. Proposals shall be opened as per Data Sheet at BEE Office in the presence of bidders or their authorized representatives who choose to attend the opening of bids.
- ii. The date of opening of the Bid will be intimated to the qualified bidders in advance.
- iii. The Evaluation Committee shall determine whether the Financial Bids are complete, unconditional, and free from any computational error.
- iv. The cost indicated in the Bid (Cumulative of Section A and B of the Scope of Work) shall be treated as final and reflecting the total cost of services.

### **Section 6: Award of Work**

- i. Work shall be awarded to the bidder with the lowest quote (L1) as per their financial bid. The decision of BEE shall be final & binding.
- ii. BEE reserves the right to accept or reject any or all the proposals without assigning any reason thereof.
- iii. BEE also reserves the right to call for additional information from the bidders.

Notification on Award of Work for bidder shall be made in writing to the successful bidder. The successful bidder will sign a contract with BEE for a period of one year. BEE may extend the contract on yearly basis subject to a maximum of 2 such extensions (maximum 3 years) on the same terms and conditions, and with mutual agreement.



## Section 7: Proposal Formats

BEE invites the Proposals from Firms /Agencies for 'Media Agency for Communication and Public Outreach'. Bidders are required to submit Proposals in the formats as given under:

S. No.	Form	Description
<b>Technical Form</b>		
1.	Form-1T	Covering Letter
2.	Form-2T	Technical Form
<b>Financial Form</b>		
3.	Form-1F	Covering Letter
4.	Form-2F	Financial Proposal Format
5.	Form-3F	Breakup for Particulars/Activity



## **Form-1T: Covering Letter**

[Bidders are required to submit the covering letter as given here on their letterhead]

To,

Sub: Proposal for Selection of Media Agency for Advocacy, Communications and Public Outreach’.

Dear Sir,

Enclosed herewith is our financial bid for Selection of our Media Agency for Communications and Public Outreach as per the Request for Proposal.

We, the undersigned, having carefully examined the referred Request for Proposal, offer to provide the required services, in full conformity with the said Request for Proposal.

1. We have read all the provisions of Request for Proposal and confirm that these are acceptable to us.
2. We further declare that additional conditions, variations, deviations, if any, found in our proposal shall not be given effect to.
3. We agree to abide by this Proposal, consisting of this letter and Commercial Proposals, and all attachments, for a period of 120 days from the date fixed for submission of Proposals as stipulated in the Request for Proposal and modifications resulting from Work Order negotiations, and it shall remain binding upon us and may be accepted by you at any time before the expiration of that period.
4. Until the formal final Work Order is prepared and executed between us, this Proposal, together with your written acceptance of the Proposal and your notification of award, shall constitute a binding Work Order between us.
5. We declare that we do not have any interest in downstream business, which may ensue from the Request for Proposal, prepare through this assignment.
6. We hereby declare that all the information and statements made in this proposal are true and accept that any misrepresentation or misinterpretation contained in it may lead to our disqualification.
7. We understand that BEE is not bound to accept the lowest offer and it reserves the right to reject any or all offers without assigning any reason.
8. Banker’s Cheque/Demand Draft No. .... dated .....drawn on .....for Rs. 5,00,000/- is enclosed towards EMD.
9. Banker’s Cheque/Demand Draft No. .... dated .....drawn on .....for Rs. 5,000/- is enclosed towards Bid Processing Fee.
10. We enclose herewith the DAVP Empanelment letter and confirm that the empanelment is valid as on date.
11. Encl: (i) EMD  
(II) Valid DAVP Empanelment letter

Yours faithfully,

Date:

Signature:

Name:

Designation:



### **Form 2T: Technical Form**

Bidders are required to submit the following documents along with the Covering Letter (1T) as labelled below:

<b>S. No.</b>	<b>Item</b>	<b>To be Labelled as:</b>
<b>1</b>	<b>DAVP/BOC/CBC empanelment letter</b>	<b>A</b>
<b>2</b>	<b>Past experience of working with Central or State Govt./Govt. organizations/International organizations/sector specific organizations</b>	<b>B</b>
<b>3</b>	<b>Description of direct exposure to the sectors related to Energy, Power, Environment, Climate Change etc</b>	<b>C</b>
<b>4</b>	<b>Self-certification by the agency of not been blacklisted by the Central/State Government &amp; PSUs</b>	<b>D</b>





## Form 1F: Covering letter

[Bidders are required to submit the covering letter as given here on their letterhead]

To,

### **Sub: Financial Proposal for Selection of Media Agency for Communication & Public Outreach**

Dear Sir,

Enclosed herewith is our Financial bid for Selection of our Media Agency for Communication & Public Outreach as per the Request for Proposal.

We agree to abide by the offer for 120 days from the date of opening of the Financial Proposal and after signing of Work Order, our offer shall remain binding upon us till completion of the project.

We understand that BEE is not bound to select any agency and it reserves the right to reject any or all offers without assigning any reason.

Yours faithfully

Date:

Signature:

Name:

Designation:

**Encl:** Form 2F & 3F



## Form 2F: Financial Bid Format

SN	Item	Tentative no of units as annual requirement	Cost		Annual Cost (excluding GST)
			Per unit cost (in words)	Per unit cost (in figure)	
1	2	3	4	5	6 =(3x4)
A	<b>Retainership Fee (Monthly) in respect of retainership items listed in Scope of Work</b>	12			
B1	<b>Printing of Books</b>				
a	Annual Report (Hindi & English - 300 copies each)	600			
b	Quarterly Newsletters/Journals (1 unit = 500 copies )	4 units			
c	Bachat Ke Sitare (Griah Patrika)	500			
d	Any other books (A4) (1 Unit of 50 books)	4 units			
B2	<b>Printing of Brochures/Leaflets/Posters/ Banners/Standess</b>				
a	Printing of A4 size Brochures * 1 Unit = 200 Brochures	15			
b	Printing of A5 size Leaflets * 1 Unit = 200 leaflets	15			
c	Printing of Banners	20			
d	Printing of Posters	30			
e	Printing of Standees	15			
B3	<b>Generation of QR Code embedded with required video/print content</b>	10			
B4	<b>PR Activities</b>				
a	Interview	10			
b	Editorial/Article	10			
c	Press Conference	05			



d	Press Release	30			
B5	<b>Physical Event Management (per day cost) 1 Unit = 3 days</b> (as specified in Form-3F)	09 Units			
B6	<b>Virtual Event Management</b> (per day cost specified in Form-3F) (1 unit = 1 day)	05 Units			
	Total Cost (Excluding GST)		<b>X</b>		

\*Every unit may have different designs for print.

- Specifications for printing is given at relevant point B2 of Scope of Work.
- GST would be payable at the applicable rates as may be in force from time to time.
- For financial evaluation, total unit cost (excluding GST) i.e. "X" will be considered.
- Fixed Annual Fee will cover costs/expenses of the Media Agency for undertaking work as detailed in the Scope of Work.
- Break-up (including all expenses required for completion of a task/activity e.g. photography, travelling if required) of cost for each of the items or work listed in the Scope of Work are to be submitted on a separate sheet of paper. This break-up of individual costs will not be considered for financial evaluation.
- The amount towards the items under Section-C of the Scope of Work will be paid as per the rates approved by DAVP/BOC/CBC. The payment for items which are not listed under Section A & B of Scope of Work, but have DAVP/BOC/CBC approved rates, will be considered as per the DAVP/BOC/CBC approved rates for release after satisfactory work is done.
- Form-3F duly filled and signed is also required to be attached along with financial bid format. Bid without Form-3 F may not be considered for evaluation.

Name:

Seal & Signature and Date:



### Form-3F: Additional Cost Breakup

It is mandatory to submit break-up of the particulars/activity as per the format given below:

S. No.	Particulars	Item	Rate(INR) Excluding GST
<b>B1</b>	<b>Printing Books</b> As per specifications mentioned in Scope of Work at page 14,15		
<b>a</b>	<b>Annual Report</b>	Rate for ±4 Inside Pages of Books (as per requirement)	
<b>b</b>	<b>Quarterly Newsletters/Journals</b>	Rate for ±4 Inside Pages of Books (as per requirement)	
<b>c</b>	<b>Bachat Ke Sitare (Griah Patrika)</b>	Rate for ±4 Inside Pages of Books (as per requirement)	
<b>d</b>	<b>Any other books (A4) Books</b>	Rate for ±4 Inside Pages of Books (as per requirement)	
<b>B4</b>	<b>Press Conference</b>	100 Press Kits containing folders, notepad, pen, press release etc.	
		100 Giveaway items (Rs. 1000 each)	
<b>B5</b>	<b>Physical Event Management</b>	Per. Square. meter Fixed Cost (one time) for Fabrication of stall, pavilion, exhibition area/Tableau including required numbers of panels as per prescribed/approved interior	
		One Science Graduate Male Usher( per day )	
		One Science Graduate Female Usher (Per day)	
		One Helper (Per day)	
		Rent for Furniture ( 1 Table & 3 Chairs) Per day	
		1 LED Screen for video display (40") per day	
		1 Water Dispenser with 100 disposable glasses per day	
		1 Tea/Coffee dispenser with 100 disposable glasses per day	
PR Activity for the event including press release, social media content and post , 100 giveaway gifts per day of Rs. 100 each,			



		Photography	
		Videography	
		<b>Total</b>	
		Any other activity required for the event (write name, if any)	
<b>B6</b>	<b>Virtual Event Management</b>	Video conference set up through platforms like Cisco webex etc. Invitation and registration up to 500 participants.	
		Complete setup of the virtual stall including exhibition area/tableau panels/banners/boards/ebooks/videos etc. as per prescribed/approved interior	
		PR Activity for the event including live social media coverage, press release, social media content and post	
		<b>Total</b>	
		Any other activity required for the event (write name, if any)	

**Note:**

- The itemized cost (3F) will not be considered for financial evaluation.
- GST would be payable at the applicable rates as may be in force from time to time.
- The cost for ±4 inside pages to be quoted as per the specification given in Scope of Work (Section 3).

Name:  
Seal & Signature:  
Date:



**Appendix 1**  
**FORM OF UNDERTAKING**

*(to be given on the letter-head of the Bidder/ Lead Member)*

**To**

.....  
**BUREAU OF ENERGY EFFICIENCY (BEE),**  
4<sup>th</sup> Floor, Sewa Bhawan,  
R.K. Puram,  
New Delhi - 110066

**Subject: BID for the “.....”**

**Reference: RFP No..... dated: .....**

Dear Sir,

I/ we have taken note of the Integrity Pact (Appendix .....) appended to the aforesaid RFP. We understand that only those Bidders who commit themselves to such a Pact with BEE/ Principal, would be considered competent to participate in the bidding process; signing of this Integrity Pact and furnishing the same as a part of my/ our Bid, is an essential preliminary qualification requirement.

I/ We understand that the Integrity Pact shall be deemed to form a part and parcel of the RFP document and the contract/ agreement to be subsequently executed by the BEE with the Successful Bidder and we undertake to remain bound by its provisions.

I/ We hereby confirm and undertake that in the event I/ we commit any violation of the Integrity Pact it would entail disqualification from the bidding process and if the work has been awarded to me/ us, then it would lead to cancellation of the letter of award and termination of our contract/ agreement with BEE, and my/ our exclusion from future business dealings with BEE/ Principal as per the existing provisions of GFR 2017, Prevent of Corruption Act, 1988 and other Financial Rules/ Guidelines as may be applicable to BEE/ Principal.

I/ We further undertake that in case I/ we engage any subcontractor, if permitted under the RFP document and the contract/ agreement, I/ we as the Principal Contractor/ Consultant/ Vendor, shall take the responsibility ensuring adoption of the Integrity Pact by the subcontractor engaged by me/ us.

*{I/ We further certify that I am competent and authorized to give this undertaking on behalf of*



\_\_\_\_\_ (name of the Bidder). The duly signed Integrity Pact is enclosed with my/ or Bid.} <sup>1</sup>

Yours faithfully,  
(Signature of the Authorized Signatory of the Bidder/ Lead Members)  
Seal/ Stamp of Bidder

----End of Document----

<sup>1</sup> In case the Bidder is a Joint Venture or Consortium, then this should be modified as “I further certify that I am competent and authorized to give this undertaking on behalf of the Bidder comprising of \_\_\_\_\_ (name of the Lead Member), \_\_\_\_\_ (name of the second partner/ member) and \_\_\_\_\_ (name of the third partner/ member). The duly signed Integrity Pact is enclosed with our Bid.”