



The following time corrigendum is hereby made for the Tender “Engagement of Agency for Van Activation and Promotion to create mass awareness on Energy Conservation”, dated – 18/01/19.

Letter Inviting Tender

Subject: Engagement of Agency for Van Activation and Promotion to create mass awareness on Energy Conservation

Dear Sir / Madam,

Bureau of Energy Efficiency invites Tenders from competent and experienced parties in **TWO BID SYSTEMS** on lump sum rate basis for Conducting Van Activation and Promotion Programs to create mass awareness on energy conservation by **12 Van Activation and Promotion Program in region/s for a period of 30 days, covering 2000 KMs.** each Launching of Van from capital of all the states. The vehicle should be TATA 407 or equivalent in size. The program is likely to start by the end of February 2019. The Terms and Conditions, Scope of Work and Vehicle Specifications attached.

Purpose of the Van Publicity program is to spread awareness on energy Conservation. The campaign should include conservation, tips, Nukkad Natak, quiz shows with giveaway gifts/prizes screening of video films, distribution of literature/ pamphlets to generate awareness level among the masses specially for school children, housewives, Office goers, businessman etc.

The enclosed tender document set shall be submitted duly signed by the authorized signatory of the bidder. this is a mandatory condition that the entire tender document is submitted along with the bid as token of acceptance of all tender conditions.

The Earnest Money Deposit (EMD) and tender fee has also to be submitted along with technical bid. The instrument for EMD and tender fee should be put in envelope with the following message super scribed on envelope “DO NOT OPEN, EMD and tender fee for Van Activation and Promotion Programs”.

The bid has to reach the following address before closure of bid submission time as contained in the RFP.

Secretary
Bureau of Energy Efficiency

(Ministry of Power, Government of India)
Sewa Bhawan, R K Puram-I, New Delhi -110006
Thanking you,

For and on behalf of BEE

1 INTRODUCTION

1.1 Background

BEE is a statutory body under Ministry of Power, Govt of India. BEE has been mandated to promote and create awareness about energy conservation.

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

The Energy Conservation Act came into force in March 2002. The setting up of Bureau of Energy Efficiency (BEE) provides a legal framework for energy efficiency initiatives in the country. The Act empowers the Central Government and in some instances the State Government to:

- 1) Notify energy intensive industries, other establishment, and other commercial buildings as designed consumers.
- 2) Establish and prescribe energy consumption norms and standards for designed consumers.
- 3) Direct designated consumers to –Designate or appoint certified energy managers in charge of activities for efficient use of energy and its conservation.
- 4) Get an energy audit conducted by an accredited energy auditor in the specified manner and intervals of time.
- 5) Furnish information with regards to energy consumed and action taken on the recommendation of the accredited energy auditor to the designated agency.
- 6) Comply with energy consumption norms and standards, and if not so, to prepare and implement schemes for efficient use of energy and its conservation.
- 7) Prescribe energy conservation building codes for efficient use of energy and its conservation in commercial buildings.
- 8) State Governments to amend the energy conservation building codes to suit regional and local climatic conditions.
- 9) Direct owners or occupiers of commercial buildings to comply with the provisions of energy conservation building codes.
- 10) Direct mandatory display of label on notified equipment and appliance.
- 11) Prohibit manufacture, sale, purchase and import of notified equipment and appliances not conforming to standards.

The Energy Conservation Act, 2001 defines the powers of the State Government to facilitate and enforce efficient use of energy and its conservation with the Bureau of Energy Efficiency to coordinate, regulate and enforce the provisions of the Act in the State. Thus, the State Designated Agencies are the strategic partners for promotion of

energy efficiency and its conservation in the country.

2 Objective

To create mass awareness on energy conservation.

3 Documents

- A) The RFP document shall be available on BEE website (www.beeindia.gov.in) and also on website <https://eprocure.gov.in/eprocure/app>. The bidding documents are and shall remain the exclusive property of BEE without any right of the Bidder to use them for any purpose except bidding and for use by successful Bidder with reference to the work.
- B) Bidders are advised to submit their proposal in the appropriate formats specified in this document.
- C) The bidding document that is downloaded from the website shall be submitted as stipulated. The bidding document shall not be transferred to any other agency.
- D) **Study of Tender Documents:** Before tendering, the bidder shall carefully study all the clauses and specification of the tender documents. If bidder have any doubt for the meaning of any portion of the tender specifications or find discrepancies or omissions in the tender documents issued are incomplete or needs clarification in technical aspects, scope of work, van specification, etc., he/she shall at once contact the authority inviting tender or clarification before submission of tender. No arguments on this account whatsoever shall be entertained after last date and time of submission of tender. In order to obtain any further information, if required on the proposed job, the Tenderer may contact Director (SD), BEE, Sewa Bhawan New Delhi –110 066. (e-mail: sdiddi@beenet.in).
- E) A non-refundable tender fee **of Rs.5000 (Rupees five thousand only)** is to be deposited by the bidders enclosed in the same cover as the Technical Bid. This tender fee is to be submitted through Banker's Cheque/Demand Draft drawn in favor of **"Bureau of Energy Efficiency", payable at New Delhi**. If a bid is received without the tender fee, such a bid would be rejected.
- F) Tender should be clearly written on the sealed envelope (super scribed on envelope **"DO NOT OPEN, EMD and tender fee for Engagement of agency for Van Activation and promotion to create mass awareness on energy conservation"**).
 - a) **Earnest Money Deposit:** An Earnest Money Deposit (EMD) of Rs. 5,00,00 (Rupees fifty thousand only) is to be deposited by the bidders by way of Banker's Cheque/ Demand Draft drawn in favor of **"Bureau of Energy**

Efficiency”, payable at New Delhi. This should be enclosed in the same cover as that of the Technical Bid.

- i. EMD will not carry any interest.
- ii. EMD will be forfeited if:
 - A bidder withdraws from the tender, or amends its tender, or impairs, or derogates from the tender in any respect within the validity period of his tender.
 - If a bidder having been notified of the acceptance of his tender by BEE during the period of its validity:
 - Fails to furnish the performance security within the specified period for the due performance of the contract, or
 - Fails or refuses to accept/execute the contract.
- iii. EMD furnished by the unsuccessful bidders would be returned without any interest on completion of the tender process, i.e., after award of the contract.
- iv. Bids received without EMD will be rejected.

G) **Bid Validity:** The Bid shall remain valid for acceptance for a period of 06 (six) months from the last date of submission of the bid/ revised bid (if any). The bidder shall not be entitled to modify, vary, revoke or cancel his bid during the said period. The validity of the bid shall be extended as and when required for the period as requested by BEE in writing and agreed by the bidder.

4 Pre-bid Meeting

To address the queries of Bidders on the project scope and bid document, a pre-bid meeting is scheduled to be held at BEE at below mentioned schedule.

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

Date: 30/01/19

Time: 11:00 Hrs

Venue: Sewa Bhawan, RK Puram-I, New Delhi – 110006

Bidders are advised to submit their queries addressed to the Director (SD), sdiddi@beenet.in

Bureau of Energy Efficiency, by 28th January 2019. The responses to the queries shall be uploaded in the website of BEE after the pre-bid meeting.

All the interested bidders who wish to attend the Pre-bid meeting kindly confirm their presence one day in advance via mail to atripathi@beenet.in with a copy to sdiddi@beenet.in.

5 Communication

All communications including the submission of Proposal should be addressed to:

To,

Secretary

Bureau of Energy Efficiency

(Ministry of Power, Government of India)

Sewa Bhawan, R K Puram-I, New Delhi -110006

6 Schedule of processes

Details of the Tender are following:

1	TENDER NO	BEE/Van/2018-19/
2	TYPE OF TENDER	Open Tender
3	START DATE OF TENDER	18/1/2019 from 16:00 Hours
4	PRE BID MEETING	30/1/2019 at 11:00 Hours
5	BID SUBMISSION	18/1/2019 from 14:00 Hours

	START DATE	
6	TENDER SUBMISSION END DATE	18/2/2019 up to 16:00 Hours
7	DATE & TIME OF OPENING OF TECHNICAL BID	18/2/2019 up to 17:00 Hours thereafter
8	COST OF TENDER DOCUMENT	A non-refundable tender fee of Rs.5000 (Rupees five thousand only) is to be deposited by the bidders enclosed in the same cover as the Technical Bid. This tender fee is to be submitted through Banker's Cheque/Demand Draft drawn in favor of "Bureau of Energy Efficiency", payable at New Delhi . If a bid is received without the tender fee, such a bid would be rejected.
9	EARNEST MONEY DEPOSIT	Rs 50000/- The Demand Draft for EMD should be issued in favour of "Bureau of Energy Efficiency", Payable at New Delhi The EMD in Sealed Envelope (Super Scribed on envelope "DO NOT OPEN, EMD for Van Publicity Programs") should be enclosed as part of technical bids.
10	VALIDITY OF RATES	180 days after tender opening and up to completion of work upon finalization.

7 Submission of Proposal

The RFP bids must be submitted, in two separate envelopes:

- (i) Technical Proposal – Envelope I
- (ii) Financial Proposal – Envelope II

A) **Technical Proposal:** (Marked **"Technical Proposal for Engagement of Agency for Van Activation and Promotion to create mass awareness on Energy Conservation for Bureau of Energy Efficiency** at the top of the envelope) should contain all the details sought by BEE as per the tender document.

The Technical Proposal should be provided with the following information, using the format for technical proposal provided in Annexures - Format of this tender 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 Past Projects – As per Pre-qualification requirement
- (v) Registration Certificate indicating the category of agency
- (vi) Audited balance sheet of last 3 financial years indicating turnover of the agency
- (vii) Details of registration
- (viii) Manpower Details -
 - Two Project Head
 - Team Leader/ supervisor
 - Driver
 - Helper
 - Recce Person
 - Nukkad Natak team
- (ix) Tender fee and EMD to be submitted
- (x) Giveaway suggestions– the budget of the gift should be Rs. 25 each for children, ladies and gents

B) Financial Proposal: (Marked “**Financial Proposal for Engagement of Agency for Van Activation and Promotion to create mass awareness on Energy Conservation for Bureau of Energy Efficiency** at the top of the envelope) should contain all the details sought by BEE as per prescribed format in the tender document.

- (i) The financial proposal should include remuneration for staff/ manpower, travel, accommodation, transportation and equipment, printing of documents/ materials, giveaway production and all other expenses related to the assignment
- (ii) Giveaway Production– 50 gifts to be given per location. The budget of the gift should be Rs. 25 each for children, ladies and gents
- (iii) The financial proposal should include fixed and variable cost of Van activation including items like LCD screens (55 inch; 1 in each van), GPS, PA System Set (One cordless microphone + One microphone with cord, Two Horn + 160W amplifier), Silent generator set with fuel, Fire extinguisher (2 nos. in each van), Laptop with UPS and internet connectivity, Kiosk with one table and chair
- (iv) In the Financial Proposal, the Agency shall quote an item-wise rate for all elements in the scope.
- (v) All rates must be expressed in Indian rupees only.

c) Both the envelopes shall be placed in an outer sealed cover marked as **Engagement of Agency for Van Activation and Promotion to create mass awareness on Energy Conservation for Bureau of Energy Efficiency.**

- (i) The Bidders are advised in their own interest to ensure that completed proposal reaches the office of BEE at the address mentioned on or before the date stipulated in the tender document.
- (ii) BEE will not be responsible for loss of proposal or for any kind of delay in transit.
- (iii) Proposals shall be submitted in the prescribed Performa along with other documents and placed in sealed cover addressed to:

To,

Secretary

Bureau of Energy Efficiency

(Ministry of Power, Government of India)

Sewa Bhawan, R K Puram-I, New Delhi -110006

8 Proposal Submission Deadlines

The Bidders shall submit the proposals as per the timelines stated in tender document.

9 Late Proposals

Proposals received after the date stipulated in this document for submission mentioned in this RFP shall not be considered and shall be summarily rejected.

10 Scope of Work

Scope of Work and Vehicle Specifications:

Conducting Van Activation and promotion Programs to create mass awareness on Energy Conservation as per the details given below:

- 1) **Flag – off Ceremony** – The Agency will be responsible for the event management of the ceremony including small setup, photography/ videography etc.

2) **Van Publicity Program in 2 Regions (12 Vans) for a period of 30 days, covering 2000 Kms each.**

Launching of Van from State Capital. The vehicle should be TATA 407 or equivalent in size

(Detailed specifications are given in Specifications for publicity van)

3) **Recce of the location to be done by the agency** – Every van should have 1 recce person to submit photographs of the location 2 days prior to the activity day, to the BEE and van activation team.

Every Van should also have a local person for flag-off ceremony.

4) **The Project Head** should be able to travel to locations for pre-briefing meeting at Nodal Centers before the launch of the campaign for proper briefing and understanding. He should travel to at least 10% of the assigned locations during the campaign for surprise checks and submit timely report. S/he should also be required to make quick visits to locations if any dispute/crisis arises during the campaign.

5) Recce of the location should be done 2 days prior to the activity day and recce person will share the photos with BEE and van publicity team. For commencement/inauguration of the van activity a senior official/sarpanch official to be present for the ceremony. Reporting in location & set up. Announcement on mic, information/briefing audience, Demo on Van LCD/ AVs on Energy Conservation, Nukkad Natak (15-20 mins), Games activity for promotion of Energy conversation /Quiz, Leaflets distribution, Gift distribution (50 gifts per location), Feedback, Volunteer registration and Attendees / database generation.

6) BEE official or SDA of the area may visit during the activity.

7) Along with the daily report, 5-10 photos per location have to be submitted to the BEE team as activity proof.

8) **Distance Covered by Vehicle:** Total number of Kms to be covered by each van publicity shall be 2000 Kms inclusive of starting and returning to base station. A logbook for the same should be maintained & submitted along with the bills.

9) **Route of Publicity Van:** The route of each van shall be chalked out subsequently by BEE. Exact time & program shall be conveyed.

10) **Publicity Van:** The Publicity Van shall be a presentable one along with GPS fitted in vehicle and history too. The entire van would be branded. If necessary and depending upon the requirements, repainting /reprinting could be done during the van publicity. The body of the vehicle and under chassis should be well washed and clean. The rate quoted includes all such provisions and no escalation of rate at any stage of contract shall be entertained.

11) **Flag-off ceremony of each Publicity Van:** Decoration of flowers on vehicle during flag-off ceremony. The items required for the Flag Off Ceremony, i.e. Flag, Scissor, Flowers, Ribbon with

stand, Tray, Route Plan Display boards, White Cloth Sheet, misc. expenditure (lining up, stationary) etc.

- 12) **Purpose of Publicity Van:** Purpose of the Van Publicity programme is to spread awareness on Energy Conservation. The campaign should include conservation tips, screening of video films, and distribution of literature / pamphlets to generate awareness level among the masses especially for school children, housewives, drivers & farmers in remote villages. 2 van activity programs to be done in a day. In each van publicity program, the supervisor shall speak about various messages/tips of conservation of petroleum products, screening of films, and distribution of literature, generate awareness level among the masses especially for better understanding of the participants. Submission of report along with 5-10 photographs of each program soft copy of photo must be sent to Media Manager on daily basis on e-mail/ or mobile messaging app. Hard copy of photographs will be submitting after completion of entire job along with report. The report shall be counter-signed by any local well-known person or authority etc. as applicable with official stamp and address etc. The Supervisor should be graduate from any recognized university.
- 13) **Route of Publicity Van:** The successful bidder agency in receipt of the work order shall submit in advance a detailed schedule and route plan after discussion with BEE of each van for approval.
- 14) The van operator must follow all rules of NGT, State and Centre maintaining pollution norms.
- 15) All charges for payable Taxes such as TOLL, permit etc. should be included in bid, in case of any challan, law breaker of any Govt. rules, no extra payment will be given.
- 16) The responsibility for all safety measures lies with the bidder. Bidder shall ensure that safety rules are observed to avoid accident, which may cause loss of life or any damages. Entire responsibility will be on the contractor for safety. The contractor shall insure at his own cost all his manpower and vehicle against accidents and any damages, loss or injury due to fire, accidents, thefts and all other risks including flood, storms, earthquakes, riots, malicious damages etc. BEE shall not be liable for any damages or compensation payable by law in respect of or in consequence of any accident or injury to any manpower and vehicle or other person in the employment of the bidder. No claim for any type of loss shall be entertained by BEE.
- 17) If at any time during the continuance of the contract, the performance in whole or in part any either party of any obligations under this contract, shall be prevented or delayed by reasons of any war, hostilities, acts of the public enemy, civil commotion, sabotage, fires, floods,

explosion, epidemic quarantine restrictions, or Act of God (hereinafter referred as events). If due to any reasons other than mentioned above, if total Kms coverage will be less than 2000 Kms for each van, deduction will be made @ Rs 20/- per Km. In each publicity van, the total days will not be less than 30 days. In case of any deviation in days the Deduction for days will be made on pro rate basis i.e. total work order value divided by 30 days.

- 18) The prices shall be firm and fixed at any point of time and shall be indicated in INR for each accounting unit on all inclusive basis, both in numerical digits as well as words in the offer as well as Contract. In case of any difference between the two, entries in the words will prevail.

11 Specifications for Publicity Van & Accessories requires as under:

1.	Type of Vehicle and Model	1) TATA 407 or equivalent in size 2) Vehicle should not be older than 4 years. The date of vehicle registration should be after 01.01.2015 3) All PUC checks done certified. 4) GPS (fitted in vehicle) enabled (USER ID along with PASSWORD / necessary software for monitoring through GPS system by BEE officials)
2.	State covered by vehicle	State Permits / National Permit should be available.
3.	No. of persons to accompany the Van	1) Supervisor – 1 (The Supervisor should be graduate from any recognized university) 2) Driver – 1 (must have valid license) 3) Helper – 1
4.	Equipment Required in Van	1) Generator Set / Battery back-up (Invertor) 2) PA System with Microphone, Amplifier 3) LCD Color TV 55" as per availability in fixed stand with DVD Player (Audio & Video) 4) Lights 5) Provision of Storage of publicity material

12 Activity Schedule

Time Slot	Activity
Recce of activity	Recce of the location should be done 2 days prior to the

location	activity day and recce person will share the photos with BEE and van publicity team. For commencement/inauguration of the van activity a senior official/sarpanch official to be present for the ceremony.
9:30 am	Reporting in location & set up
10:00am – 1:00 pm	Announcement on mic, information/briefing audience, Demo on Van LCD/ AVs on Energy Conservation, Nukkad Natak, Games activity for promotion of Energy conversation /Quiz, Leaflets distribution, Gift distribution (50 gifts per location), Feedback, Volunteer registration and Attendees / database generation
	Wrap up and travel to next location
4:00pm – 6:00pm	Above mentioned activities repeated on the next location

13 Activity setup Detail

Each of the mobile van units shall comprise of the following components:

- Branded vehicle (Preferably TATA 407 or equivalent in size)
- AV equipment - LCD TV, Sound System
- Laptop with UPS and Internet Connectivity
- GPS Navigation system with mobile tracking device
- PA system: two microphones, one amplifier, one horn fitted on top of the Van
- Generator/ Inverter
- Kiosk (Canopy) 6'x6'x7' with one table & chair
- Games/quiz/Nukkad Natak

14 Creative Design and Output

BEE will provide all the publicity material for the van activation

15 Operation Management

The agency will be responsible for Van Activity Planning and scheduling of the entire event including supervision, promotion, security, permission, insurance, maintenance, crew, first-aid, fire-fighting, reporting and communication etc.

16 Adequate Manpower

- The agency will be responsible for necessary manpower/staff (technical, skilled, local-such as supervisors, promoters, local street play artists, driver etc.
- They must be well versed with the local language and culture. The local Coordinators and the van Supervisors must be able to speak in local language.
- The Agency's personnel, preferably the Project Head, should be able to travel to locations for pre-briefing meeting at Nodal Centers before the launch of the campaign for proper briefing and understanding.
- The Agency will be responsible for arranging for appropriate backup of all human resources/staff so that at all times, the requisite crew strength is maintained during the entire itinerary.

17 Quality check and Monitoring

- This is mandatory for smooth running of the campaign. The Project Head should travel to at least 10% of the assigned locations during the campaign for surprise checks and submit timely report. S/he should also be required to make quick visits to locations if any dispute/crisis arises during the campaign.
- As such, agency is expected to arrange for appropriate backups of all display material for smooth replacement as and when required.
- Agency is to ensure that they would procure/hire all the necessary items required for operational activity which includes laptop, internet connectivity, peripherals, stationery, maintenance, housekeeping, first aid, connectivity, necessary insurance coverage, communication and reporting, uniform for staff, and periodic supervision by senior agency officials during the entire outreach activity period.
- Recce, daily and final report of the campaign to be submitted by the agency.

18 Production of Giveaways

The agency shall be responsible for the design and production of giveaways and shall submit the cost with suggestions.

19 Evaluation Criteria

Proposal Evaluation

- i) The Technical Proposals submitted on the time & date stipulated in this RFP shall be opened, in presence of Bidders.
- ii. Prior to evaluation of proposals submitted, BEE will determine whether each proposal is responsive to the requirements of the tender document. BEE may, in its sole discretion, reject any proposal that is not responsive hereunder. A proposal shall be considered responsive only if:

- a) Proposal prepared have been as per the format specified in the tender document;
 - b) it is received by the due dates stipulated in the tender document including any extension thereof granted by BEE
 - c) it is accompanied by the Bid Security as per the provisions of this tender document;
 - d) it contains all the information (complete in all respects) as requested in the tender document;
 - e) it does not contain any condition or qualification; and
 - f) it is not non-responsive in terms thereof.
- iii. BEE reserves the right to reject any proposal which is non-responsive and no request for alteration, modification, substitution or withdrawal shall be entertained by BEE in respect of such proposals.
- iv. BEE will carry out the evaluation of all responsive proposals in the manner stipulated in the tender document.
- v. Based on the evaluation of credentials submitted by bidders in the Technical Proposal, they shall be pre-qualified. Such pre-qualified bidders shall be invited for presentation before the Evaluation Committee. The Financial Proposals shall be opened in the presence of the qualified Bidders.
- vi. BEE shall not entertain any query or clarification from Bidders who fail to qualify at any stage of the Selection Process.
- vii. Bidders are advised that the selection process shall be entirely at the discretion of the BEE. Bidders shall be deemed to have understood and agreed that BEE shall not be required to provide any explanation or justification in respect of any aspect of the selection process or selection.
- viii. Any information contained in the Proposal shall not in any way be construed as binding on BEE, its agents, successors or assigns, but shall be binding against the Bidder if the assignment is subsequently awarded to it.

20 Pre-Qualification / Minimum Eligibility Criteria:

- i) Consortium

Keeping in view the scope of work, Consortiums / Joint Ventures/Group companies are allowed with a formal declaration of a lead partner. Firms/Agencies desirous of participating in this Bid should not have been debarred /blacklisted by Government of India/ State Government / PSU or any of its agencies.

II) The Bidder should be a registered entity and rendering Activation/ Event services in same name and style with Five years of existence on the date of submission of bid. Documents like Registration certificate, PAN, GST registration, etc. relating to business entity should be furnished, and;

(III) In the last 3 (three) years from the date of submission of bid, the firm should have solely undertaken and completed Activation/event management of minimum 3 (three) projects of State and National level with a contract value of Rs.20 lakh & 50 lakh respectively or above for each project, and;

(IV) In last 3 (three) years from the date of submission of bid, the Bidder must have worked with the Government of India/State Government/PSU on minimum 1 (one) project of value of Rs.30 lakh or above, and;

(v) The Bidder must have minimum 5 (five) experienced professionals on contract/payroll in 'Event Management'. It must have adequate human and logistic resource to meet the requirements and must be equipped to liaison extensively and independently.

(vi) In-house capacity to deploy two professional who will administer the project as Project Head/Manager with 6+ years of total work experience with minimum 3 years in managing large Rural/ BTL Campaigns.

(vii) The Bidder should not have been blacklisted in the last 3 years by any Central /State Government /Public Sector Undertaking. A self-certificate to this effect must be submitted on the letterhead of the Bidder.

(viii) Financial eligibility criteria: The firm should have a turnover of at least Rs.3 Crores (Rupees Three Crores) per year in the last 3 (three) financial years i.e.2014-15, 2015-16 and 2016-17.

The proposals of those Bidders which meet the minimum conditions of eligibility specified in tender document, will be evaluated in two stages:

- i. Technical evaluation of proposals & presentation on proposal by qualified bidders.
- ii. Financial Proposal.

A) Technical Proposal Evaluation – The Technical Proposal evaluation of qualified bidders will be done out of total 100 marks in two parts;

(a) Evaluation of past project experience (Credential Score of 50 marks) and;

Credential Score – Maximum 50 marks will be given based on the information and credentials submitted by the bidders in terms of relevant past project experience as follows.

SI No.	Details	Max. Marks	Basis of Marks to be allotted
1.	Experience in execution of minimum 3 (three) projects of Sate and National level with a contract value of	30	<ul style="list-style-type: none">30 Marks for 3 (three) projects of State and National reput of contract value of Rs.20 lakh and 30 lakh respectively or above for each

	Rs.20 lakh and 50 lakh respectively or above for each project		project.
2.	Experience in execution of complete activation/event management of 1 (one) similar assignment for Government of India/State Government/PSU.	10	<ul style="list-style-type: none"> 10 marks for 1 project of Government of India/State Government/PSU of value of Rs.30 lakh or above
3.	In-house capacity to deploy 2 professional who will administer the project as Project Head/Manager with 6+ years of total work experience with minimum 3 years in managing large Rural/ BTL Campaigns.	10	<ul style="list-style-type: none"> 10 marks for 2 Project Head/Manager with 6+ years of total work experience with minimum 3 years in managing large Rural/ BTL Campaigns.
	Total Marks	50	

Note: All projects should have been undertaken by the Agency in the last Three Years from the date of submission of bid. Work orders must be submitted as proof of execution of projects.

b) Evaluation of project concept proposal to the Technical Evaluation Committee through a power-point presentation (Presentation Score of 50 marks).

Presentation Score—The bidders shall be invited to make a presentation (20 Minutes each) to the Evaluation Committee on ‘**Concept and Campaign Plan to Create Awareness on Energy Conservation**’ at **Bureau of Energy Efficiency Office** on their Approach & Methodology for executing the assignment. The project concept proposal by the bidders in the form of a power point presentation as part of the technical proposal shall be evaluated and given scores (max. 50 marks) by the Technical Evaluation Committee as follows.

Sl.	Evaluation Criteria	Max. Marks
1	Understanding and clarity of the concept and purpose of the campaign	20
2	Exclusiveness / originality of proposed theme for the van activation with details of games/ activities/ engagements proposed at the nodal centers	10

	& proposed script(s) for the Nukkad Natak (street theatre)/games/quiz	
3	Assessment of requirement of various logistics (resource planning) & complete solution to the various aspects of the van activation	10
4	Innovative giveaway suggestions with sample	10
	Total	50

Technical Score – The total score secured by the bidders in credential score and presentation score combined will be treated as the Technical Score (TS) out of 100 marks. Bidders scoring 80 marks or more in the Technical Score will be qualified for opening of their financial bids.

A) Opening of Financial Proposal:

The financial proposal of qualified bidders shall be opened in presence of such bidders.

- a. The bidder with the lowest financial quotation “L1” shall be treated as the preferred bidder for executing the assignment.
- b. L1 bidder will be awarded with the assignment for that specific state/region. Bidders that have not quoted for the selected state will not fall under this scenario.
- c. The decision of BEE as regards to acceptance/rejection of eligibility for parties who apply shall be final and binding.
- d. Notwithstanding the above, BEE reserves the right to accept or reject any or all bids or to annul the bidding process.

ANNEXURES – FORMATS

Annexure - A1

Letter of Technical Proposal

(on the Agency's letterhead)

To,

Secretary

Bureau of Energy Efficiency

(Ministry of Power, Government of India)

Sewa Bhawan, R K Puram-I, New Delhi -110006

E-mail: sdiddi@beenet.in

Sub: "Request for Proposal- for Engagement of Agency for Van Activation and promotion to create mass awareness on Energy Conservation for Bureau of Energy Efficiency"

Dear Sir,

1. With reference to the tender document dated _____ for the above captioned project, and clarification issued by BEE thereof, I _____, having examined all relevant documents and understood their contents, hereby submit our Proposal for selection as Agency for providing services for **"Van Activation and promotion to create mass awareness on Energy Conservation for Bureau of Energy Efficiency"**. The proposal is unconditional and unqualified.
2. All information provided in the Proposal and in the Appendices is true and correct and all documents accompanying such Proposal are true copies of their respective originals.
3. This statement is made for the express purpose of appointment as the Agency for the aforesaid Project.
4. I shall make available to BEE any additional information it may deem necessary or require for supplementing or authenticating the Proposal.
5. I acknowledge the right of the BEE to reject our application without assigning any reason or otherwise and hereby waive our right to challenge the same on any account whatsoever.
6. I certify that in the last three years, we or any of our Associates 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 BEE;
- 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 with the BEE 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.
7. 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.
8. If our Firm is qualified, we shall make a presentation on Approach & Methodology to BEE on the date specified upon intimation received from BEE.
9. The undersigned is authorized to sign the documents being submitted through this RFP. (A copy of Power of Attorney may be enclosed)
10. In the event our firm is selected as the Agency for this project we shall enter into a contract with BEE.
11. 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.
12. 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)

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

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

- i) Name:
- ii) Designation:
- iii) Company:
- iv) Address:
- v) Phone No.:
- vi) Fax No. :
- vii) E-mail address:

(Signature, name and designation of the authorized signatory)

For and on behalf of_____

Financial Capacity of the Applicant

The bidder shall indicate herein his annual turnover during preceding 3 years based on the Audited Balance Sheet / Profit & Loss Account Statement.

Sl. No.	Financial Year	Annual Turnover (Rs.)
1	2014-15	
2	2015-16	
3	2016-17	

NOTE: Documentary proof in support of above data i.e. Balance sheet / Profit & Loss account statement shall be submitted.

(Signature, name and designation of the authorized signatory)

Financial Proposal – Annexure B

For conducting Van Activation and Promotion Program in 2 regions of India as per details given below, for a period of 30 days, covering 2000 KMs. Launching of Van from state capital. The vehicle should be TATA 407 or equivalent in size. The programs are likely to start by the end of February. As per the Scope of Work, Vehicle Specifications, all Terms and Conditions of Tender Documents.

Region	Months	No. of Vans	Language	Estimated Value for 1 Van (Excluding GST)	Tax	Total Amount (Per Van Cost X No. of Vans) (Rs.)
South						
Tamil Nadu	Oct	2	Tamil			
Kerala	Oct	1	Malayalam			
Andhra Pradesh	Nov	1	Telegu			
Telangana	Nov	1	Telegu			
Karnataka	Dec	1	Kannada			
West						
Maharashtra	Oct	2	Marathi/Hindi			
Gujarat	Oct	2	Gujarati			
Rajasthan	Mar	1	Hindi			
Goa	Nov	1	Hindi			
	Total	12				

Bidder should carefully quote Component for total amount column.

Signature with Seal

VAN PUBLICITY - DAILY ACTIVITY REPORT

Van No: _____

Date: _____

Van Starting at Place: _____

Distt & State: _____

Meter Reading: Starting: _____

Time: _____

Meter Reading: Ending: _____

Time: _____

No. of Kms Run: _____

Cumulative Kms: _____

Van Halted at Night(Place): _____

Details of Activities: (Day Time / Evening)

Sl no.	Name of Activity site	Time	No of Mike Announcement Made	No of times Audio Jingle Played	No of Pamphlets Distributed	Attendance	Signature of Village Sarpanch or any other officer
1							
2							
3							

Remark (if any): _____