



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

December, 2020



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



Table of Contents	Page No.
DATA SHEET	3
SECTION 1: INVITATION FOR PROPOSAL	4
1.1 Letter of Invitation	4
1.2 Background Information	5
1.3 Invitation to Bidders	6
SECTION 2: INSTRUCTION TO BIDDERS	7
2.1 Conflict of Interest	7
2.2 Validity of Proposal	7
2.3 Right to Accept or Reject any proposal	7
2.4 Fraud & Corruption	7
2.5 Clarifications and amendment to Request for Proposal	8
2.6 Earnest Money Deposit	8
2.7 Performance Security	8
2.8 Preparation of Proposal	9
2.9 Pre-bid Clarification	9
2.10 Submission of Proposal	9
2.11 Evaluation of Proposals	10
2.12 Eligibility	10
2.13 Payment Terms	10
SECTION 3: SCOPE OF WORK & TERMS OF REFERENCE	11
Scope of Work	11
SECTION 4 : GENERAL TERMS & CONDITIONS	14
SECTION 5: OPENING OF PROPOSAL	16
SECTION 6 : AWARD OF WORK	16
SECTION 7 : PROPOSAL FORMATS	16
7.1 Form- 1: Covering Letter	17
7.2 Form-2: Financial Bid Format	18
7.3 Form-3 Additional Cost Breakup	20



Data Sheet

S.No	Particulars	Details
1	Document Reference Number	19/02/Media/2018
2	Date of Issue of Request for Proposal	11.02.2021
3	Pre-Bid Meeting*	16.02.2021 (12pm)
4	Last Date and Time for submission of financial bids	09th March,2021 at 3PM
5	Date and time of opening of proposal/bids	On 09th March,2021 at 4PM
5	Earnest Money Deposit	INR 5,00,000 (Rs. Five Lakh Only)
6	Address for Bid Submission	The Secretary, Bureau of Energy Efficiency, 4 th Floor, Sewa Bhawan, R K Puram, New Delhi-110066
7	Website	www.beeindia.gov.in
8	Method of Selection	The Bidder securing the Lowest Bid (L1) will be adjudicated as the most responsive bidder for award of the project/work.

*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 sweta.mandilwar@beeindia.gov.in and anil.sharma09@beeindia.gov.in by 15th February 2021 before 5pm.



Section 1: Invitation for Proposal

Letter of Invitation

BEE invites Proposal/Bids from INS accredited, DAVP/BOC empanelled 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 bid (L1) would be considered for award of work.

Interested agencies are requested to submit Bid sealed and placed in an envelope super scribed with **“Bid for Hiring of Communication/Media Agency”** within stipulated time to :

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

The last date for submission of bids is 21 days from the date of release of invitation for proposal .



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.

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.

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.

- I. 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.
- II. 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)

Conflict of Interest

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

Validity of Proposal

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

- i. Proposal shall remain valid for a period of 120 days from the date of opening of Proposal.
- ii. 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.

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.

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:

- I. **"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.
- II. **"Fraudulent practice"** means a misrepresentation of facts, in order to influence selection process or the execution of the Work Order, and includes collusive practice among Bidders (prior to or after Proposal submission)



- III. “**Unfair trade practice**” means supply of devices different from what is ordered on, or change in the scope of work.
- IV. “**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 of time, 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

- I. 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.
- II. 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.

Earnest Money Deposit (EMD)

- I. The Bidder shall furnish an Earnest Money Deposit (EMD) amounting to Rupees 5,00,000 (Rs. Five Lakh Only) along with Technical Bid in **Envelop 1**.
- II. 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.
- III. The earnest money of the unsuccessful Bidders shall be returned on request by the Bidder after final award of the Work Order.
- IV. Non submission of EMD may lead to disqualification of bid.

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.



Preparation of Proposal

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

- I. 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.
- II. 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.
- III. 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.
- IV. 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.
- V. Only detailed proposals complete in all respect and in the forms indicated shall be treated as valid.
- VI. No Bidder is allowed to modify, substitute, or withdraw the Proposal after its submission.

Pre-bid Clarification

A prospective Bidder may participate in the Pre Bid meeting to be held on 16.02.2021 at 12pm through Video Conference on Microsoft Team. The bidder must create id on Microsoft Team and provide the details of name, email id, phone number and organization name for the same to: Ajay Tripathi (atripathi@beeindia.gov.in), Sweta Mandilwar (sweta.mandilwar@beeindia.gov.in) and Anil Sharma (anil.sharma09@beeindia.gov.in) by 15th February 2021 before 5pm.

Submission of Proposal

Bidders shall submit their Proposals at the office address on or before the last date and time for receipt of proposals mentioned in the Data Sheet.

- 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.
- Bidder shall be required to submit 1 hard copy of the complete proposal.
- 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 as per the following:

The envelope would have Form 1 (Covering Letter), Form 2 (Financial Proposal Format) and Form 3 (Additional Cost Breakup), and shall be sealed and superscripted as:

“Proposal – Selection of Media Agency for Communication and Public Outreach”.

Evaluation of Proposals

The bid will be opened as per the schedule mentioned in the Data Sheet. Authorised representatives of the Bidders may be present during online Bid Opening, if desired. BEE may constitute Evaluation Committee to evaluate the Proposals submitted by Bidders for a detailed scrutiny. The Bidder securing the Lowest Bid (L1) will be adjudicated as the most responsive bidder for award of the project/work.

BEE will correct any computational errors. While correcting computational errors, in case of discrepancy between a partial amount and the total amount (inclusive of taxes) or between words and figures, the former will prevail.

After opening of 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 2.10, Section 2.11, and Section 2.12.

Eligibility

The Bidders should be INS accredited and empanelled with A-Category of DAVP/BOC. Proposals not conforming to the above requirements shall be rejected.

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



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. Media Monitoring and Reporting (print/electronic/digital) on daily basis

A3. Social Media Management - Management of BEE's official social media tools and content development including the following:

- Infographics (300 x 250 & 728 x 90 pixel size)- English/Hindi
- Language rendition of Infographics
- Animated Gifs
- Quickies/Viral Videos of upto 180 sec duration
- Language rendition of Quickies/ Viral Videos

A4. Deployment of one mid-level executive at BEE for the contract period – The executive must be a Post Graduate with a diploma in Advertising/Communication/Journalism/Media with a minimum of 5 years of working experience

A5. Content development and Designing of Quarterly Newsletter/Journals

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. Indicative list of items that may be required to be produced through Media Agency during one year period are as follows:

B1. Designing of Brochure/Leaflet/Book

B2. Designing and Printing of Annual Report – The specifications for designing and printing of 600 copies (300 copies each in Hindi and English) of the Annual Report are as given below:

- Book Size- 280mm X 210 mm
- Paper Quality- Indian Art Paper
- Cover page 4 Pages – 300 GSM (Indian Art Paper with full finish lamination)
- Inside pages paper quality – 130 GSM (Indian Art Paper)
- Matt Varnish – Cover & Back
- No. of Pages – 100 pages
- Printing – 4 colour offset



- No. of Copies - 600 copies (300 Copies Each English & Hindi)
- Translation Charges - English to Hindi (Including typesetting and proof reading)
- Binding – Section Sewing and Perfect
- Delivery Period – 5 days from date of Dummy Approval
- Soft Copy: Soft copy with fonts + 2 CD (PDF File & Soft Copy with fonts)

B3. 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.

B4. 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:

- i. Per sq. m. Fabrication rate for stall, pavilion, registration counter, exhibition area/tableau including required numbers of panels as per prescribed/approved interior
- ii. One Science Graduate Male Usher (Per day)
- iii. One Science Graduate Female Usher (Per day)
- iv. One Helper (Per Day)
- v. Rent for Furniture (1 Table 3 Chair) Per day
- vi. PR activity for the event
- vii. 1 LED Screen for video display (40”) per day
- viii. 1 Water Dispenser with 100 disposable glasses per day
- ix. 1 Tea/Coffee dispenser with 100 disposable glasses per day
- x. Misc. activities like visitor book, give away gifts/souvenir (100 nos per day, not exceeding Rs 100 each), lunch etc.
- xi. Photography/Videography
- xii. Any other activity required for the event (write name, if any)

B5. 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. Website Designing & Hosting
- ii. Video conference set up through platforms like Cisco webex etc.
Invitation and registration up to 500 participants.



- iii. Virtual stall, exhibition area/tableau including 5 panels/banners/boards etc. as per prescribed/approved interior
- iv. Complete setup of the virtual stall including exhibition area/tableau panels/banners/boards/ebooks/videos etc. as per prescribed/approved interior
- v. PR Activity for the event including live social media coverage
- vi. Live on BEE's Social Media handles like Facebook, Twitter, YouTube etc.
- vii. Any other activity required for the event (write name, if any)

Note: The payment for production of above material will be released with quarterly invoice as per approved rates

C. Activities to be undertaken as per DAVP/BOC 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/Art work and Adaptation of Print advertisement

C6. Translation of Audio/Video

C7. Campaign Evaluation/Impact Assessment

Studies 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. The payment for items which are not listed under Section A & B of Scope of Work, but have DAVP/BOC approved rates, will be considered as per the DAVP/BOC approved rates for release after satisfactory work is done.
2. Production and Release of Advertisement must be done through NFDC/DAVP/BOC. In case of urgency, release of advertisement may also be done by the agency at the NFDC/DAVP/BOC 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 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.
- 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:
 - a. Failure of agency to perform satisfactorily despite repeated warnings and consistent failure to improve services.
 - b. Breach of contract terms and conditions especially those relating to IPR, Knowledge Management, etc.
 - c. 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 Bidders in advance.
- iii. The Evaluation Committee shall determine whether the 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 Bid (L1) and decision of BEE shall be final & binding.
- ii. BEE reserves the right to accept or reject any or all the proposals assigning any reason.
- 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) 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
Financial Form		
1	Form-1	Covering Letter
2	Form-2	Financial Proposal Format
3	Form-3	Breakup for Event Management



Form-1: 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.

1. 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.
2. We have read all the provisions of Request for Proposal and confirm that these are acceptable to us.
3. We further declare that additional conditions, variations, deviations, if any, found in our proposal shall not be given effect to.
4. 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.
5. 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.
6. We declare that we do not have any interest in downstream business, which may ensue from the Request for Proposal, prepare through this assignment.
7. 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.
8. 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.
9. Banker's Cheque/Demand Draft No. dateddrawn onfor Rs. 5,00,000/- is enclosed towards EMD.
10. We enclose herewith the DAVP Empanelment letter and confirm that the empanelment is valid as on date.

Encl : (i) EMD
(II) Valid DAVP Empanelment letter

Yours faithfully,

Date
Signature
Name
Designation



Form 2: Financial Bid Format

SN	Item	Tentative no as annual requirement	Co st		Annual Cost (excluding GST)
			Per unit cost (in words)	Per unit cost (in figure)	
1	2	3	4	5	6 =(3x5)
A	Annual Retainership Fee in respect of retainer ship items listed in Scope of Work	1			
B1	Designing of Brochure/Leaflet/Book				
a	Brochure/Leaflet (4 A4)	2			
b	Brochure/Leaflet (4 A5)	8			
c	Book (Per 100 A4 Pg)	2			
B2	Designing & Printing of Annual Report (300 copies each in Hindi & English) as specified in Scope of Work (Section 3)	600			
B3	PR Activities				
a	Interview	6			
b	Editorial/Article	6			
c	Press Release	10			
B4	Physical Event Management (per day cost)	12 Days			
B5	Virtual Event Management (per day cost)	16 Days			
	Total Annual Cost (excluding GST)				X

- GST would be payable at the applicable rates as may be in force from time to time.
- For financial evaluation, total annual 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. The payment for items which are not listed under Section A & B of Scope of Work, but have DAVP/BOC approved rates, will be considered as per the DAVP/BOC approved rates for release after satisfactory work is done.
- Form-3 duly filled and signed is also required to be attached along with financial bid format. Bid without Form-3 may not be considered for evaluation.

Name

Seal & Signature

Date



7.3. Form-3: Additional Cost Breakup

It is mandatory to submit break-up of the event management as per the format given below:

	Item	Rate(INR) Excluding GST
Annual Report	Rate for ± 4 Inside Pages of Annual Report (as per requirement)	
Physical Event Management	Per sq. m. Fabrication rate for stall, pavilion, exhibition area/Tableau including required numbers of panels as per prescribed/approved interior	
	One Science Graduate Male Ushers	
	One Science Graduate Female Ushers (Per day)	
	One Helper (Per day)	
	Rent for Furniture (1 Table & 3 Chairs) Per day	
	Rent per day for 1 five seater Sofa set with 1 center table	
	Registration counter	
	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	
	Misc. activities i.e. visitor book, 100 giveaway gifts, souvenir, lunch etc.	
Any other activity required for the event (write name, if any)		
Total		
Virtual Event Management	Website Designing & Hosting	
	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	



	Any other activity required for the event (write name, if any)	
Total		

Note:

- The itemized cost 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 specification given in Scope of Work (Section 3).

Name

Seal & Signature

Date

----End of Document----