



Request for Proposal (RFP)

for

Engaging of a Creative Agency

for

Information Education Communication (IEC) Activities under

Jan Seva Survey (JSS) - State Resident Data Base (SRDB)

Project,

Government of Haryana.

Issued on 30.03.2017

By



CERTIFIED ORGANISATION

Haryana State Electronics Development Corporation Limited,

Bays 73-76, Hartron Bhawan, Sector-2, Panchkula.

Phone (0172) – 2709887, 2580096; Fax (0172) –2570076

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1 Key Events and Dates

DOCUMENT CONTROL SHEET		
S. No.	Particulars	Date & Time
1.	Tender Number	e - Tender/HARTRON/AMD/SRDB/RFP/2016-17/01
2.	Upload of RFP Document	30.03.2017
3.	Last Date of Submission of Queries	02.04.2017 upto 5.00 PM
4.	Pre-bid Conference	05.04.2017 at 11:00 AM
5.	Clarification & Corrigendum of bid queries	06.04.2017
6.	Last date for submission of bid	10.04.2017 at 02:00 PM.
7.	Date and time for opening of Technical bid	To be intimated later
8.	Technical Presentation	To be intimated later
9.	Date and time for opening of Financial bids	To be intimated later
10.	Office address, Venue for Bid Submission	Haryana State Electronics Development Corporation Limited. Hartron Bhawan, Bays No. 73-76, Sector - 2, Panchkula, Haryana Phone (0172) - 2580096 Fax (0172) -2570076
11.	Tender Fee	Rs. 10,000/-
12.	Earnest Money Deposit	Rs. 2,00,000/-
13.	Method of Selection	Quality & Cost Based Selection (QCBS) procedure (Weightage: 60% Technical & 40% Financial)

Address for Communication:

Managing Director,
Haryana State Electronics Development Corporation Ltd.,
Hartron Bhawan, Bays No. 73-76, Sector - 2, Panchkula, Haryana
Phone: 0172- 2580096
E-mail: mdhartron-hry@gov.in; jaganhartron@gmail.com

**Haryana State Electronics Development Corporation Limited,
Bays 73-76, Hartron Bhawan, Sector-2, Panchkula.
Phone (0172) – 2709887, 2580096; Fax (0172) –2570076**

2 Abbreviations

For the purpose of this RFP, the following table gives the Terminologies used and the reference to/ definition of these terminologies.

S. No.	Terminology	Reference To / Definition
1.	GoH	Government of Haryana
2.	HARTRON	Haryana State Electronics Development Corporation Limited, Haryana.
3.	EMD	Earnest Money Deposit
4.	HQ	Head Quarters
5.	INR	Indian National Rupees
6.	IPR	Intellectual Property Right
7.	IT	Information Technology
8.	MIS	Management Information System
9.	O&M	Operation and Maintenance
10.	PBG	Performance Bank Guarantee
11.	TOR	Terms of Reference (referring to this document)
12.	RFP	Request For Proposal
13.	SLA	Service Level Agreement
14.	TPA	Third Party Agency
15.	SP	System Partner
16.	SRS	Software Requirement Specifications
17.	IEC	Information Education and Communication

3 Definitions

The definitions of various terms that have been used as part of this RFP are as follows:

- i. **“Contract / Agreement / Contract Agreement”** means the Agreement to be signed between the successful bidder and HARTRON, including all attachments, appendices, all documents incorporated by reference thereto together with any subsequent modifications, the RFP, the bid offer, the acceptance and all related correspondences, clarifications, presentations.
- ii. **“Authorized Representative / Competent Authority”** shall mean any person authorized by either of the parties i.e. Bidder and HARTRON.
- iii. **“Bidder/ Agency/ Service Provider/ System Partner/ Software Vendor/ IT System Partner/ Implementation Partner (IP)”** means any firm offering the solution(s), service(s) and /or materials as required in the RFP. The words **Bidder/ Agency/ Service Provider/ System Partner/ Vendor/ IT System Partner/ Implementation Partner (IP)** when used in the pre-award period shall be synonymous with parties bidding for this RFP, and when used after award of the Contract shall mean the successful party with whom HARTRON signs the agreement for rendering of services for implementation of this project.
- iv. **“Party”** means HARTRON or Bidder individually and **“Parties”** mean HARTRON and Bidder, collectively.
- v. **“Client”** will mean HARTRON, Haryana.
- vi. **“Proposal / Bid”** means the Technical and Financial bids submitted for this project against this RFP.
- vii. **“Request for Proposal (RFP)”** means this document and its annexure and any other documents provided along with this RFP or issued during the course of the selection of bidder, seeking a set of solution(s), services(s), materials and/or any combination of them.
- viii. **“Requirements”** shall mean and include schedules, details, description, statements of technical data, performance characteristics and standards (Indian & International) as applicable and specified in the RFP.

- ix. **“Default Notice”** shall mean the written notice of Default of the Agreement issued by one Party to the other in terms hereof.
- x. **“Law”** shall mean any Act, notification, bye law, rules and regulations, directive, ordinance, order or instruction having the force of law enacted or issued by the Central Government and/ or the State Government or regulatory authority or political subdivision of government agency.
- xi. **“LoI”** means Letter of Intent, which shall constitute the intention of HARTRON to place the Purchase/Work Order with the successful bidder.
- xii. **“Termination Notice”** means the written notice of termination of the Agreement issued by one Party to the other in terms hereof.
- xiii. **“IEC”** Information, Education and Communication which will be used to create awareness and publicity about the SRDB project, its implementation and benefits to the stakeholders.

4 Introduction

HARTRON invites proposals on behalf of State from eligible companies/agencies for Implementation of Information, Education and Communication activities under the "Jan Seva Survey" State Resident Data Base project. State Resident Data Base project is in compliance with the three vision areas and nine pillars of the Digital India scheme. Especially the second vision area which is Governance & Services on Demand and fourth pillar i.e. e Governance - Reforming Government through technology; this pillar envisages on electronic databases - all databases and information to be electronic (not manual) and steps to promote digital payment methods to encourage consumers and merchants to increasingly shift to digital payment modes.

The objective of this assignment is to seek services of a Creative Agency for communications management and outreach of "Jan Seva Survey" State Resident Data Base project of Government of Haryana. The creative /marketing agency will work with department to develop and execute an overall strategic marketing and communications plan for the project at various locations among varied stakeholders in the pre-implementation and implementation phase. Selection of Bidder shall be carried out as per the procedure laid down in this document.

The validity of project will be for a period of six months from the date of issue of Work Order. HARTRON/Electronics & Information Technology Department reserves the right to terminate the purchase order/agreement at any time owing to deficiency of service, sub-standard quality of contents provided, insolvency/ performance of selected agency(s), adoption of unethical practices and/or other situations involving material breach.

5 Instructions to Bidders on Electronic Tendering System:

These conditions will over-rule the conditions stated in the tender documents, wherever relevant and applicable.

5.1 Registration of bidders on e-Procurement Portal:

All the bidders intending to participate in the tenders processed online are required to get registered on the centralized e-Procurement Portal i.e. <https://haryanaeprocurement.gov.in>. Please visit the website for more details.

5.2 Obtaining a Digital Certificate:

- The Bids submitted online should be encrypted and signed electronically with a Digital Certificate to establish the identity of the bidder bidding online. These Digital Certificates are issued by an Approved Certifying Authority, by the Controller of Certifying Authorities, Government of India.
- A Digital Certificate is issued upon receipt of mandatory identity (i.e. Applicant's PAN Card) and Address proofs and verification form duly attested by the Bank Manager / Post Master / Gazetted Officer. Only upon the receipt of the required documents, a digital certificate can be issued. For more details please visit the website - <https://haryanaeprocurement.gov.in>.
- The bidders may obtain Class-II or III digital signature certificate from any Certifying Authority or Sub-certifying Authority authorized by the Controller of Certifying Authorities.
- Bid for a particular tender must be submitted online using the digital certificate (Encryption & Signing), which is used to encrypt and sign the data during bid preparation stage. In case, during the process of a particular tender, the user loses his digital certificate (due to virus attack, hardware problem, operating system or any other problem) he will not be able to submit the bid online. Hence, the users are advised to keep a backup of the certificate and also keep the copies at safe place under proper security (for its use in case of emergencies).
- In case of online tendering, if the digital certificate issued to the authorized user of a firm is used for signing and submitting a bid, it will be considered equivalent to a no-objection certificate/power of attorney /lawful authorization to that User. The firm has to authorize a specific individual through an authorization certificate signed by all partners to use the digital certificate as per Indian Information Technology Act 2000. Unless the certificates are revoked, it will be assumed to represent adequate authority of

the user to bid on behalf of the firm in the department tenders as per Information Technology Act 2000. The digital signature of this authorized user will be binding on the firm.

- In case of any change in the authorization, it shall be the responsibility of management / partners of the firm to inform the certifying authority about the change and to obtain the digital signatures of the new person / user on behalf of the firm / company. The procedure for application of a digital certificate however will remain the same for the new user.
- The same procedure holds true for the authorized users in a private/Public limited company. In this case, the authorization certificate will have to be signed by the directors of the company.

5.3 Opening of an Electronic Payment Account:

For applying online, bidders are required to pay the Application Processing fee online using the electronic payments gateway service shall be integrated with the system. For online payment guidelines, please refer to the Home page of the e-tendering Portal <https://haryanaeprocurement.gov.in>.

5.4 Pre-requisites for online bidding:

In order to bid online on the portal <https://haryanaeprocurement.gov.in> , the user machine must be updated with the latest Java & DC setup. The link for downloading latest java applet & DC setup are available on the Home page of the e-tendering Portal.

5.5 Online Viewing of Detailed Notice Inviting Tenders:

The bidders can view the detailed N.I.T and the time schedule (Key Dates) for all the tenders floated through the single portal e-Procurement system on the Home Page at <https://haryanaeprocurement.gov.in>

5.6 Download of Tender Documents:

The RFE document can be downloaded free of cost from the e-Procurement portal <https://haryanaeprocurement.gov.in> and Hartron website www.hartron.org.in.

5.7 Key Dates:

The bidders are strictly advised to follow dates and times as indicated in the online Notice Inviting Tenders. The date and time shall be binding on all bidders. All online activities are time tracked and the system enforces time locks that ensure that no activity or transaction can take place outside the start

and end dates and the time of the stage as defined in the online Notice Inviting Tenders.

5.8 Bid Preparation (Pre- Qualification , Technical) , Online Payment of Application Processing Fee, eService fee, EMD fees of online Bids:

- The online payment for Application Processing fee, eService Fee & EMD can be done using the secure electronic payment gateway. The Payment for application processing fee and eService Fee can be made by eligible bidders/contractors online directly through Debit Cards & Internet Banking Accounts and the Payment for EMD can be made online directly through RTGS / NEFT.
- The secure electronic payments gateway is an online interface between contractors and Debit card / online payment authorization networks.
- The bidders shall upload their pre-qualification offer containing documents, qualifying criteria and all other terms and conditions with proper index, numbering and signed on each page.
- If bidder fails to complete the Online Bid Preparation & Submission stage on the stipulated date and time, his/hers bid will be considered as bid not submitted, and hence not appear during tender opening stage.
- Bidders participating in online tenders shall check the validity of his/her Digital Signature Certificate before participating in the online Tenders at the portal <https://haryanaeprocurement.gov.in>.
- For help manual please refer to the 'Home Page' of the eProcurement website at <https://haryanaeprocurement.gov.in>, and click on the available link 'How to .. ?' to download the file.

5.9 Guideline for Online Payments in e-tendering

- Post registration, bidder shall proceed for bidding by using both his digital certificates (one each for encryption and signing). Bidder shall proceed to select the tender he is interested in. On the respective Department's page in the e-tendering portal, the Bidder would have following options to make payment for RFE document & EMD:
 - i. Debit Card
 - ii. Net Banking
 - iii. RTGS/NEFT
- Operative Procedures for Bidder Payments

A) Debit Card

The procedure for paying through Debit Card will be as follows.

- (i) Bidder selects Debit Card option in e-Procurement portal.
- (ii) The e-Procurement portal displays the amount and the card charges to be paid by bidder. The portal also displays the total amount to be paid by the bidder.
- (iii) Bidder clicks on "Continue" button
- (iv) The e-Procurement portal takes the bidder to Debit Card payment gateway screen.
- (v) Bidder enters card credentials and confirms payment
- (vi) The gateway verifies the credentials and confirms with "successful" or "failure" message, which is confirmed back to e-Procurement portal.
- (vii) The page is automatically routed back to e-Procurement portal
- (viii) The status of the payment is displayed as "successful" in e-Procurement portal. The e-Procurement portal also generates a receipt for all successful transactions. The bidder can take a print out of the same,
- (ix) The e-Procurement portal allows Bidder to process another payment attempt in case payments are not successful for previous attempt.

B) Net Banking

The procedure for paying through Net Banking will be as follows:

- (i) Bidder selects Net Banking option in e-Procurement portal.
- (ii) The e-Procurement portal displays the amount to be paid by bidder.
- (iii) Bidder clicks on "Continue" button
- (iv) The e-Procurement portal takes the bidder to Net Banking payment gateway screen displaying list of Banks
- (v) Bidder chooses his / her Bank
- (vi) The Net Banking gateway redirects Bidder to the Net Banking page of the selected Bank
- (vii) Bidder enters his account credentials and confirms payment
- (viii) The Bank verifies the credentials and confirms with "successful" or "failure" message to the Net Banking gateway which is confirmed back to e-Procurement portal.
- (ix) The page is automatically routed back to e-Procurement portal
- (x) The status of the payment is displayed as "successful" in e-Procurement portal. The e-Procurement portal also generates a

receipt for all successful transactions. The bidder can take a print out of the same.

- (xi) The e-Procurement portal allows Bidder to process another payment attempt in case payments are not successful for previous attempt.

C) RTGS/ NEFT

The bidder shall have the option to make the EMD payment via RTGS/ NEFT. Using this module, bidder would be able to pay from their existing Bank account through RTGS/NEFT. This would offer a wide reach for more than 90,000 bank branches and would enable the bidder to make the payment from almost any bank branch across India.

- i. Bidder shall log into the client e-procurement portal using user id and password as per existing process and selects the RTGS/NEFT payment option.
- ii. Upon doing so, the e-procurement portal shall generate a pre-filled challan. The challan will have all the details that is required by the bidder to make RTGS-NEFT payment.
- iii. Each challan shall therefore include the following details that will be pre-populated:
 - Beneficiary account no: (unique alphanumeric code for e-tendering)
 - Beneficiary IFSC Code:
 - Amount:
 - Beneficiary bank branch:
 - Beneficiary name:
- iv. The Bidder shall be required to take a print of this challan and make the RTGS/NEFT on the basis of the details printed on the challan.
- v. The bidder would remit the funds at least T + 1 day (Transaction + One day) in advance to the last day and make the payment via RTGS / NEFT to the beneficiary account number as mentioned in the challan.
- vi. Post making the payment, the bidder would login to the e-Tendering portal and go to the payment page. On clicking the RTGS / NEFT mode of payment, there would be a link for real time validation. On clicking the same, system would do auto validation of the payment made.

D) List of Net banking banks

Sr.no	Name of the bank	Sr.no	Name of the bank
I.	Allahabad Bank	II.	Axis Bank
III.	Bank of Bahrain and Kuwait	IV.	Bank of Baroda
V.	Bank of India	VI.	Bank of Maharashtra
VII.	Canara Bank	VIII.	City Union Bank
IX.	Central Bank of India	X.	Catholic Syrian Bank

XI.	Corporation Bank	XII.	Deutsche Bank
XIII.	Development Credit Bank	XIV.	Dhanlaxmi Bank
XV.	Federal Bank	XVI.	HDFC Bank
XVII.	ICICI Bank	XVIII.	IDBI Bank
XIX.	Indian Bank	XX.	Indian Overseas Bank
XXI.	Indusind Bank	XXII.	ING Vysya Bank
XXIII.	J and K Bank	XXIV.	Karnataka Bank
XXV.	Kotak Mahindra Bank	XXVI.	Karur Vysya Bank
XXVII.	Punjab National Bank	XXVIII.	Oriental Bank of Commerce
XXIX.	South Indian Bank	XXX.	Standard Chartered Bank
XXXI.	State Bank of Bikaner and Jaipur	XXXII.	State Bank of Hyderabad
XXXIII.	State Bank of India	XXXIV.	State Bank of Mysore
XXXV.	State Bank of Travencore	XXXVI.	State Bank Of Patiala
XXXVII.	Tamilnad Mercantile Bank	XXXVIII.	Union Bank of India
XXXIX.	United Bank of India	XL.	Vijaya Bank
XLI.	Yes Bank		

Further for any clarification on process for e-tendering, the bidders are requested to contact the service provider at the following:-

M/s Next Tender (India) Pvt. Ltd.
O/o DGS&D Haryana,
SCO-9, IInd Floor,
Sector-16, Panchkula - 134108
E-mail: chandigarh@nexttender.com
Helpdesk No. 1800 180 2097 (Toll free)

5.10 Payment of Application Processing Fee and EMD

- The Bidders shall have to pay for the tender fee (as per Section 1- point No.11), EMD (as per Section 1-point No. 12) & eService Fee of Rs.1000/- online by using the service of secure electronic payment gateway. The secure electronic payments gateway is an online interface between contractors and online payment authorization networks.
- The Payment for tender fee and eService Fee can be made by eligible bidders online directly through Debit Cards & Internet Banking Accounts. The Payment for EMD can be made online directly through RTGS/NEFT and the bidder would remit the funds at least T + 1 day (Transaction + One day) in advance to the last day and make the payment via RTGS/NEFT to the beneficiary account number as mentioned in the challan.
- The bidders have to complete 'Bid Preparation & Submission' stage on scheduled time as mentioned above. If any bidder failed to complete his/her aforesaid stage in the stipulated online time schedule for this stage, his/her bid status will be considered as 'bids not submitted'.

Bidder must confirm & check his/her bid status after completion of his/her all activities for e-bidding.

**Haryana State Electronics Development Corporation Limited,
Bays 73-76, Hartron Bhawan, Sector-2, Panchkula.
Phone (0172) – 2709887, 2580096; Fax (0172) –2570076**

6 Scope of Work

The scope of work of the Agency, during the period of the assignment will include:

Government of Haryana requires support for communications management and outreach in the implementation of “Jan Seva Survey” State Resident Data base project. The creative/marketing Agency will work to develop and execute an overall strategic marketing and communications plan keeping in view the three vision areas and nine pillars of the Digital India scheme. Updates and current status of the government of Haryana against all the three vision areas and nine pillars of SRDB project as part of the second vision area and fourth pillar which envisages all databases and information to be electronic, not manual and steps to promote digital payment methods to encourage consumers and merchants to increasingly shift to digital payment modes.

The survey will be conducted for all the rural and urban residents of Haryana. The scope of work for the creative development of an integrated marketing and communications plan is as follows:

6.1 *Communication Strategy:*

To devise the communication strategy and assist the Communications Team of SRDB project in its communication activities with following project objectives:

1. **Single-sign-on facility:** All the schemes & benefits of the Govt for which a resident is eligible can be accessed directly.
2. **Identity of the residents:** which is required at all touch points with the Govt, can be made hassle-free by the use of Aadhaar number.
3. **Capture Changes** in the Govt. records as and when transactions occur
4. **Reuse of data/ documents:** Reduce the burden on the citizens, by storing and reusing the historical, event-related data/documents of the resident.

5. **Certificate-less Governance:** Aadhaar-enabled repository of certificates (Digital Locker) will obviate the need for the residents to produce proof of various socio-economic attributes, repeatedly at different touch points with Govt.
6. **Data Analytics services:** Departments can use services offered by Aadhaar enabled eco system to achieve better planning and decision-making.
7. **New Schemes:** can design integrated & joined-up services to the residents using Aadhaar as the integrating element.
8. Make use of AUA/ ASA/ KUA services.

6.2 Branding Jan Seva Survey, SRDB:

1. Develop design and creative material to support execution of a communication strategy for the survey, based on long-term and short-term objectives of Digital India,
2. Develop branding tools such as a distinct logo consistent with Digital India vision,
3. Develop visual consistencies, such as colour schemes, fonts and other templates to ensure uniformity through online and offline outreach material,
4. Develop outreach material including brochures, publications, websites, presentations, signage, and other publicity materials, and
5. Proactively aid in identifying outreach/communication opportunities to brand SRDB as an important component of Digital India.
6. Deliver with due quality assurance:
 - a) Website/ Microsite/ New page Design (with device compatibility),
 - b) Develop designs for various event (as per requirements), and
 - c) Creating audio-visual material for social/ broadcast media.
7. Provide design support for organizing/managing any events/ activities

undertaken for the project (including conferences/seminars).

6.3 Content Development & Management:

Provide support for writing/ editing developing content for:

- a) Social Media Outreach,
- b) Communication activities launched under SRDB in line with the vision of Digital India.

6.4 Media Relations:

- a) Develop designs/creative/content (graphics/ info graphics/ posters/ factoids etc.) for attractive and easy dissemination of information to media and the public,
- b) Proactively suggest and design all outreach related material as per requirement of the project/organization, based on the nature of the event, and
- c) Identify appropriate media channels to widen the dissemination of activities/events/ reports under the project

7 PAYMENT OF TENDER DOCUMENT FEE AND EMD

Sl No	Item	Amount	Reference
1	Tender Document Fee & eService Fee	Rs. 11,000/-	The Payment for Tender Document Fee and eService fee of Rs.10,000/-+ Rs. 1000/- (Non-refundable) can be made by eligible bidders online directly through debit cards and internet banking
2	EMD	Rs. 2,00,000/-	The Payment for EMD Rs. 2,00,000/- can be made online directly through RTGS/NEFT and the bidder would remit the funds at least T + 1 day (Transaction + One day) in advance to the last day and make the payment via RTGS/NEFT to the beneficiary account number as mentioned in the challan.

8 Instructions to Bidders for Bid submission

8.1 Bid Documents

The RFP document can be downloaded from start date for issue of RFP from the website www.hartron.org.in or from the portal <https://haryanaeprocurement.gov.in>.

8.2 General Eligibility Criteria for Bidders

This invitation for bids is open to all bidders who fulfil pre-qualification criteria as specified under this RFP. **Formation of consortium for this project in all the respective stages is NOT allowed.** Bidder would be completely responsible to HARTRON for discharging of all responsibilities related to the bid finalization and implementation of project. Bidder should have ownership of the core solution proposed to HARTRON.

8.3 Pre-Bid Conference

The date and time for Pre-Bid conference is as indicated below:

Venue	HARTRON Bhawan, Bays 73-76, Sector-2, Panchkula, Haryana
Time	11:00 AM
Date	05.04.2017

The purpose of this pre bid conference is to provide bidders with initial information regarding the RFP and the proposed project requirements. The conference would also aim to provide each bidder with an opportunity to seek clarifications regarding any aspect of the project.

8.4 Bidder inquiries and department responses

All enquiries related to this RFP must be directed in writing exclusively to the contact person notified by HARTRON. The mode of delivering written

queries to the aforementioned contact person would be through email or in hardcopy on bidder's letter head. The bidders shall send their queries at the following email address mdhartron-hry@gov.in; jaganhartron@gmail.com.

HARTRON will endeavour to provide a timely response to all received enquiries and would provide information to the extent it is currently available to the best of the knowledge of the project team. The responses will be posted at the websites www.hartron.org.in; www.haryanaeprocurement.gov.in.

The last date for receiving queries in writing by HARTRON shall be not later than 1 working day before the pre-bid conference. No clarification or communication regarding change in the bid will be entertained after specified timeline.

8.5 *Supplemental Information to the RFP*

If HARTRON deems it appropriate to revise any part of this RFP or to issue additional information to clarify any section of this RFP, it may issue supplements/amendments/addendums/corrigendum etc to RFP. All such supplements/amendments/addendums/corrigendum etc shall be uploaded on HARTRON's website www.hartron.org.in; www.haryanaeprocurement.gov.in.

All such supplements/amendments/addendums/corrigendum etc, along with this tender document shall be a part of the RFP and the bidders shall submit their bids accordingly. No individual letters/mail will be sent to any bidder for any supplements/clarifications/amendments/addendums/corrigendum etc.

8.6 RFP Format

This RFP provides bid process and includes the scope of work for the bidder with regards to the implementation of IEC activities under “Jan Seva Survey” SRDB project to facilitate HARTRON in determining bidder’s suitability as the proposed solution provider for the requirements outlined in this RFP. The bidder is expected to respond to the requirements as completely and in as much relevant detail as possible, and focus on demonstrating bidder’s suitability to become the proposed service provider for the requirements outlined in this RFP.

8.7 Proposal Preparation Costs

The bidder will be responsible for all costs incurred in connection with the participation in this process, including, but not limited to, costs incurred in conduct of informative and other diligence activities, participation in meetings / discussions / presentations, preparation of bid, providing any additional information required by HARTRON to facilitate the evaluation process, and all such activities related to the RFP process. This RFP does not bind HARTRON to award a contract or to engage in negotiations. Further, no reimbursable cost may be incurred in anticipation of award.

8.8 Instructions to Bidders for Bid Submission

The tender shall be accepted under Two Bid System. The interested agencies have to submit the Technical and Financial Bid in separate sealed envelopes at Hartron Bhawan, Bays No. 73-76, Sector - 2, Panchkula, Haryana within 2 days after closing of submission date in addition to online bid submission as per the instructions given in the RFP document.

Bidder may put Technical Bid in Envelope-1 and Financial Bid in Envelope-2, both envelopes may be put in a bigger envelope marked "Technical + Financial Bid" along with tender number, due date and tender name. Name of the company should also be written on all envelopes.

Envelope 1: Technical Bid

Technical Bid should contain only Technical Bid along supporting documents for Pre-qualification, Technical Compliance, Compliance/Response to Scope of Work, Deviations if any. All pages of Technical Bid should be signed by authorized signatory with company seal. Technical Bid should not contain any commercial information of the quoted product/service/software. In case any commercial information found in the technical bid, it will be rejected and bid will not be considered for further evaluation.

Envelope 2: Financial Bid

Financial Bid should consist Financial Bid only in specified format duly filled, signed by Authorized Signatory and Stamped with company seal. Price should be quoted in the format provided, in case of any change in the format, the financial bid will be rejected. Price should be quoted in Indian Rupees only. Taxes, Levies and Duties should clearly mention in % and value. Any future change by government or competent authority in tax structure will be applicable.

Bids received after the due date & the specified time for any reason whatsoever, shall be rejected.

Conditional bids shall not be considered and will be out rightly rejected in very first instance.

9 Instructions to Bidders

Bids must be direct, precise, concise, and complete. HARTRON will evaluate bidder's proposal based on the response to the requirements of the project as outlined in this RFP.

9.1 *Period of Validity of Bids*

- a) The technical and financial bids shall be valid for a period of 90 days or three (3) months from the closing date of submission of bids.
- b) A bid valid for a shorter period may be rejected as non-responsive. On completion of the validity period, unless the bidder withdraws his bid in writing, it will be deemed to be valid until such time that the bidder formally (in writing) withdraws his bid.
- c) HARTRON may solicit the bidder's consent for an extension of the validity period for the bids. The request and the responses thereto shall be made in writing to MD, HARTRON.

9.2 *Non-Conforming Bids*

Any bid may be construed as a non-conforming bid and ineligible for consideration if it does not comply with the requirements of this RFP.

9.3 *Amendment/Corrigendum of bidding documents*

At any time prior to the deadline for submission of bids, HARTRON, for any reason, may modify the bidding documents and such clarifications/amendments/addendums/corrigendum etc. should published on Department website and such clarifications/amendments/addendums/corrigendum shall be binding on them. HARTRON, at its discretion, may extend the deadline for the submission of bids. No individual letters/mail will be sent to any bidder for any clarifications/amendments/addendums/corrigendum etc.

9.4 *Language of Bids*

The bids and all correspondence and documents shall be written in English. All bids and accompanying documentation will become the property of HARTRON.

9.5 Prices

The price would be as per Price bid format of this document. The bids not conforming to the format shall be rejected.

9.6 Correction of errors

- i. Bidders are advised to exercise adequate care in quoting the prices. No excuse for corrections in the quoted price will be entertained after the quotations are opened. (All corrections, if any, should be initiated by the person signing the bid form before submission, failing which the figures for such items may not be considered).
- ii. Arithmetic errors in bids will be corrected as follows: In case of discrepancy between the amounts mentioned in figures and in words, the amount in words shall govern. The amount stated in the bid form, adjusted in accordance with the above procedure, shall be considered as binding, unless it causes the overall bid price to rise, in which case the bid price shall govern.

9.7 Rejection

- i. The bids are liable to be rejected in the following cases or in case bidder fails to meet the bidding requirements as indicated in this RFP:
 1. Proposal not submitted in accordance with this document.
 2. During validity of the bid, or its extended period, if any, the bidder increases his quoted prices.
 3. The bidder qualifies the bid with his own conditions.
 4. Proposal is received in incomplete form.
 5. Proposal is not accompanied by all requisite documents.

6. Information submitted in technical bid is found to be misrepresented, incorrect or false, accidentally, unwittingly or otherwise, at any time during the processing of the contract (no matter at what stage) or during the tenure of the contract including the extension period if any.
 7. Financial bid is enclosed as part of technical bid.
 8. Bidder tries to influence the bid evaluation process by unlawful means at any point of time during the bid process.
 9. In case any one party submits multiple bids or if common interests are found in two or more bidders, the bidders are likely to be disqualified, unless additional bids/bidders are withdrawn upon notice immediately.
- ii. Bidders may specifically note that while evaluating the bids, if it comes to HARTRON's knowledge expressly or implied, that some bidders may have compounded in any manner whatsoever or otherwise joined to form an alliance /cartel then the bidders so involved are liable to be disqualified for this contract as well as for a further period of two years from participation in any of the tenders floated by HARTRON.
- iii. Blacklisted by the Government of India ("GoI"), State Government or any other Government owned agency including quasi-Government sector organization or company, for corrupt, fraudulent practices or reasons related to non-performance in an engagement on the date of opening of bid.

9.8 Modification and Withdrawal of Proposals

No bid shall be withdrawn in the interval between the deadline for submission of bids and the expiration of the bid validity period specified by HARTRON. Any modification or withdrawal of bid during this period shall result in the forfeiture of the EMD.

9.9 Proposal Cover Letter

The bidder should submit the proposal with the Proposal covering letter (on company's letter head) only in the format described in the Section - Submission of Bids.

9.10 *General information of the bidders*

The bidder shall provide the General information about them (on company's letter head) only in the format described in the Section - Submission of Bids.

9.11 *Bidder's Authorization Certificate*

The bidder shall provide the Bidder's Authorization Certificate (on company's letter head) only in the format described in the Section - Submission of Bids.

9.12 *Authenticity of Documents submitted*

Bidders should submit an unconditional declaration only in the format described in the Section - Submission of Bids that all the requisite Forms/Declarations/Covering Letter/Annexure/Documents submitted as part of, technical and financial bids are in the same format as given in the RFP and shall not include any conditional statements. Deviations (if any) from the defined scope of proposed project are explicitly mentioned in the Form designed for Deviations and exclusions

9.13 *Completeness of the Bidding Documents*

Bidder should furnish unconditional declaration for Completeness of the Bidding Documents in the format described in the Section - Submission of Bids

9.14 *Unconditional Bidding Documents*

Bidder should furnish unconditional declaration for Unconditional Bidding Documents in the format described in the Section - Submission of Bids

9.15 *Complete Responsibility for the completion and execution of the project in all respects.*

Bidder should furnish unconditional declaration for Complete Responsibility of the project in the format described in the Section - Submission of Bids

9.16 Deviations and Exclusions

The bidder shall provide the deviations and exclusions, if any, from the defined scope of proposed project only in the format described in the Section - Submission of Bids.

9.17 Acknowledgement of Understanding of Terms

By submitting a bid, each bidder shall be deemed to acknowledge that it has carefully read all sections of this RFP, including all forms, schedules and annexure hereto, and has fully informed itself as to all existing conditions and limitations.

9.18 Other Conditions

The following terms are applicable to this RFP and the bidder's bid.

- i. While every effort has been made to provide background information and requirements, Bidders must form their own conclusions about the solution needed to meet the requirements. Bidders and recipients of this RFP may wish to consult their own legal advisers in relation to this RFP. All information supplied by Bidders may be treated as contractually binding on the Bidders, on successful award of the assignment by the HARTRON on the basis of this RFP.
- ii. This RFP supersedes and replaces any previous public documentation & communications, and Bidders should place no reliance on such communications.
- iii. The Bidder shall perform the services and carry out its obligations under the contract with due diligence and efficiency, in accordance with generally accepted techniques and practice used in the industry and with professional engineering and training/consulting standards recognized by national/international professional bodies and shall observe sound management, technical and engineering practices. It shall employ

appropriate advanced technology and safe and effective equipment, machinery, material and methods. The bidder shall always act, in respect of any matter relating to this Contract, as faithful advisors to HARTRON and shall, at all times, support and safeguard HARTRON's legitimate interests in any dealings with Third parties.

- iv. HARTRON reserves the right to access the performance of the bidder prior to commencement or in between the work progress. The assessment may cover all areas related to the assigned work order, especially methodology, manpower, infrastructure etc. HARTRON reserves the right to cancel the work order assigned to the System Partner at any time which includes the time after the completion of assigned work without assigning any reason for the same. In case the work order is cancelled then the costs incurred will be borne by the System Partner and under no circumstances the System Partner shall be eligible for any payment or damages from the HARTRON.
- v. Any work product, whether acceptable or unacceptable, developed or customized under a contract awarded as a result of this RFP shall be the sole property of the HARTRON unless stated otherwise.
- vi. Timing and sequence of events resulting from this RFP shall ultimately be determined by HARTRON.
- vii. No oral conversations or agreements with any official, agent, or employee of the HARTRON shall affect or modify any terms of this RFP, and any alleged oral agreement or arrangement made by a bidder with any department, agency, official or employee of HARTRON shall be superseded that results from this RFP process. Oral communications by HARTRON to bidders shall not be considered binding on HARTRON, nor shall any written materials provided by any person other than HARTRON.
- viii. Proposals are subject to rejection if they limit or modify any of the terms and conditions or specifications of this RFP.

- ix. By responding, the bidder shall be deemed to have represented and warranted: that its bid is not made in connection with any competing bidder submitting a separate response to this RFP, and is in all respects fair and without collusion or fraud; that the bidder did not participate in the RFP development process and had no knowledge of the specific contents of the RFP prior to its issuance; and that no employee or official of HARTRON participated directly or indirectly in the bidder's bid preparation.
- x. A third party or any statutory audit may be conducted anytime after start of O&M phase by HARTRON to analyze the performance of the bidder. The auditing party would be decided by HARTRON. Bidder would be required to support the audit exercise as part of the project execution.
- xi. Neither the bidder nor any of bidder's representatives shall have any claims whatsoever against HARTRON or any of its respective officials, agents, or employees arising out of or relating to this RFP or these procedures (other than those arising under a definitive service agreement with the bidder in accordance with the terms thereof).
- xii. Post the release of the RFP and until contract award, bidders shall not, directly or indirectly, solicit any employee of HARTRON to leave HARTRON or any other officials involved in this RFP process in order to accept employment with the bidder, its affiliates, or any person acting in concert with the bidder, without prior written approval of the HARTRON.
- xiii. The HARTRON reserves the right to terminate the full Bank Guarantee or any part of it furnished by the System Partner with or without termination of contract, in case HARTRON or its nominated agency at any time during the tenure of the project observed that the System Partner failed to comply with its obligations under the Contract.
- xiv. No commitment of any kind, contractual or otherwise shall exist unless and until a formal written contract has been executed by or on behalf of the purchaser/HARTRON. Any notification of preferred bidder status by the purchaser/HARTRON shall not give rise to any enforceable rights by the

Bidder. The purchaser/HARTRON may cancel this public procurement at any time prior to a formal written contract being executed by or on behalf of the purchaser/HARTRON.

10 Proposal Evaluation Process

10.1 Evaluation of Bid

Proposals will be reviewed by a Committee of Officers (the "Committee"). Evaluation of the bids will be done in two stages and at the end of every stage respective bidders may be informed of the result to have a fair and healthy competition. The final awarding of the contract will be done based on a Quality & Cost Based Selection (QCBS) procedure.

10.2 Quality and Cost Based Selection

The method employed for the selection of agency/company and award of the contract will be QCBS i.e. Quality and Cost Based Selection method, which would ensure the quality of the solution as well as the cost effectiveness of the same. Each bidder would be assigned a technical score (TS) and a financial score (FS) based on the technical and financial evaluation of the bid respectively. These scores would then be combined with pre-assigned weights (0.6 for technical score and 0.4 for financial score) and the bidders would be ranked as per this combined score. Bidder with the highest final composite score (Final Composite Score = $TS \times 0.60 + FS \times 0.40$) shall be declared as "Best Evaluated Bidder" and shall be called for further process of negotiations etc. leading to the award of the contract.

The bidders are requested to take note of the following:

1. The weights assigned for each item is for the purpose of evaluation of this bid only and does not necessarily reflect the actual transactions/quantities that would be undertaken for the period of contract.

2. In case of a tie in the final composite score, the bidder having highest technical score will be considered eligible for further process of negotiations etc. leading to the award of contract.
3. HARTRON may waive any minor informality or non-conformity or irregularity in a Bid, which does not constitute a material deviation, provided such a waiver does not prejudice or affect the relative ranking of any Bidder.

11 Submission of bids

Bids must be direct, precise, concise, and complete. HARTRON will evaluate bidder's proposal based on the response to the requirements of the project as outlined in this RFP.

11.1 Attachments with Bid

The bidder shall submit with its bid, inter alia, the following attachments:

- i. Form 1: Proposal Cover Letter
- ii. Form 2: Pre-qualification Criteria checklist
- iii. Form 3: General information of the bidder
- iv. Form 4: Bidder's Authorization Letter
- v. Form 5: Declaration for conflict of interest
- vi. Form 6: Declaration for authenticity of documents submitted
- vii. Form 7: Declaration for completeness of the Bidding documents
- viii. Form 8: Declaration for Unconditional Bidding documents
- ix. Form 9: Declaration for complete responsibility
- x. Form 10: Format for deviation(s) from scheduled requirements
- xi. Form 11: Declaration for source code and intellectual property rights
- xii. Form 12: Project Description Template
- xiii. Form 13: Work schedule template
- xiv. Form 14: Team Composition and task assignments

- xv. Form 15: CV's for proposed professional staff
- xvi. Form 16: Covering Letter
- xvii. Form 17: Summary of cost components

12 Pre-qualification Criteria (Mandatory):

12.1 The Technical evaluation will be carried out for the Companies/Agencies meet the pre-qualification criteria as defined below:

Sl.No.	Qualification Criteria	Supporting Documents Required
1	The bidder should be registered in India under the Companies Act 1956/Limited Liability Partnership Act 2008 with their registered office in India for the last five years as on date.	<ul style="list-style-type: none"> • Certificate of Incorporation issued by the Registrar of Companies. • Partnership Deed.
2	The bidder should be operating in the field of branding/publicity/awareness from the last three financial years	3 years old Purchase Order copy/Agreement Copy for branding/publicity/awareness work from reputed brands/organizations.
3	Average Turnover from last 3 years should be not less than Rs. 25 Crores (2013-14, 2014-15 and 2015-16).	Audited Annual Financial Statements and Certified statement from the Current Statutory Auditors of the Company for the FY 2013-14, 2014-15 & 2015-16.
4	The bidder must have executed at least 05 job of branding/publicity/awareness of any Govt. organization/PSU/Banks/Limited Company during last 3 years of minimum project value of Rs.50 lacs per annum.	Certificate from the current authorized signatory of the Company Relevant Agreement Copy/Work Order copies to showcase experience/Client Certificate
5	The bidder should have at least 15 dedicated employees/artists on its payroll to deliver the content.	Certificate and list of professionals from the current authorized signatory of the Company along with their Provident Fund Numbers.
6	The Design/Creative agency must have the capacity to produce following: Communication strategy and creative campaigns for various media including TV, newspaper and magazine advertisements of various sizes. Studio capabilities to create artworks and adaptations of various sizes for	Undertaking regarding ownership of the solution quoted/Certificate from the current authorized signatory of the Company.

	<p>various media including print, web and portal design.</p> <p>Designs/Artworks for the web-banners of various sizes and other web-advertising properties.</p> <p>Animated videos of 10 seconds to five minutes.</p> <p>Films and Videos of 30 seconds to five minutes.</p>	
7	<p>The bidder should not have been blacklisted as on the last date of submission of offer by any Government department/agency in India or under a declaration of ineligibility for fraudulent or corrupt practices or inefficient/ineffective performance.</p>	<p>Certificate from the current authorized signatory of the Company.</p>
8	<p>Preference shall be given to new start-ups (partnership firms, LLP and private limited companies not older than 5 years and turnover less than 25 crores) having above capacity.</p>	<p>Must be registered at www.startupindia.gov.in</p>

13 Technical bid format & Evaluation Criterion

The evaluation committee will carry out the evaluation of proposals on the basis of the following evaluation criteria and points system. If required, HARTRON may seek specific clarifications from any or all agency (s) at this stage. HARTRON shall determine the agency that qualifies for the next phase after reviewing the clarifications provided by the agency (s). Each evaluated proposal will be given a technical score (St) as detailed below. The technical evaluation shall be based on the documents submitted in Technical Bid. The brief evaluation criteria are given below:

Sl. No.	Evaluation Criteria	Points	Document
A	Proposal for current Scope of Work: Creative vision and strategy presented for Jan Seva Survey" SRDB project creative campaign in line with the 3 vision areas and 9 pillars of digital India, Government of Haryana updates against all the pillars and SRDB a part of the 2 nd vision area and 4 th pillar and steps to promote digital payment methods to encourage consumers and merchants to increasingly shift to digital payment modes.	Print media (News paper, advertisement etc.)	5
		Electronic media (Radio jingles, TV Adv, SMS, etc)	5
		Public awareness material to be used at public places, buses and Vans.(Banner,	5
		Social Media (Facebook, twitter, Govt sites, Whats app etc.)	5
		Awareness activities (Nukkad natak, Workshops, Public lecture, Van miking and activities , fair etc.	5
B	Creative output and sample creative material (already used/ submitted in any other assignment : Govt/ PSU/ Citizen centric) submitted with the Technical Proposal Samples of creative/publicity material produced /designed by	News paper Advertisements (Hindi, English)	5
		Radio, FM jingles, TV advertisements	5
		Banners, Posters, leaflets etc.	5
		Social media campaign	5

	the agency for other brands/ assignments.	Theme, script, activity design etc of the field level awareness activities	5	
C	Sample video film scratch/ animation material submitted with the Technical Proposal (already used/ submitted in any other assignment : Govt/ PSU/ Citizen centric)	Sample Video used for campaign and public awareness	5	
		Sample animation used for campaign and public awareness	5	
D	Concept for using the project website and other related government websites for citizen awareness (Creating content, etc for better awareness)	Existing project website portal, changes, up gradation etc	5	
		Using the existing government websites for creating awareness	5	
E	Credentials of creative team identified to work (CVs to be submitted)	Project managers	5	
		Team Leaders	5	
		Artists	5	
F	Any other Innovative ideas and suggestions presented w.r.t the scope of work		15	
G	Extra marks for Start-ups*			
Total			100	

**Start-ups as defined in the Pre-qualification Criteria shall be given a weightage of 10% (i.e. their marks shall be enhanced by a 10% of marks scored by them subject to not exceeding the maximum marks)*

Note:

- The proposal of the Agencies who have cleared the minimum qualification score of 70% shall be ranked on the basis of technical score (St) and only their financial proposals will be opened.
- **Financial Evaluation:** In this process, the financial proposal of the Agency declared qualified shall be opened by indicating the date and time set for opening of its Financial Proposal. The information of this date and time may be sent by registered letter, facsimile, or electronic mail.

14 Performance Requirements/SLA

The purpose of this Service Level Agreement (SLA) is to clearly specify performance criteria that shall be adhered to by the bidder for the duration of the project

#	Major Area	Parameter	Requirements	Penalty/Breach
1	A communication strategy covering locations, stakeholders and suitable media plan and tools to be prepared and submitted.	Communication strategy should be prepared within 15 working days from date of release of work order.	A communication strategy document with SLA should be submitted for approval.	Delay of per week will attract 1% penalty of total work order value.
2	Branding Jan Seva Survey, SRDB as an important component of Digital India and steps to promote digital payment methods to encourage consumers and merchants to increasingly shift to digital payment modes.	Develop and design the creative material, branding tools, outreach material, Website, audio-visual material, design support for organizing/managing conferences/seminars to support execution. Within 7 working days after receipt of approval of communication strategy.	Softcopy and Hardcopy of each to be submitted within 7 days after the date of approved communication strategy.	Delay of per day will attract 1% penalty of total work order value.
3	Content Development & Management	Support in developing editing, communicating the audio video content for social media, SMS, live feedbacks for keeping the Project trending within 7 days of the approval of communication	Contents to be submitted in the required format within 7 days of the approval of communication strategy	Delay of per day will attract 1% penalty of total work order value

		strategy.		
4	Media Relations	Identify and coordinate with appropriate media channels to widen the dissemination of activities/events/ reports under the project. Assist in buying the media time and space as per the media plan mentioned in communication strategy.	Complete details of the work undertaken during the month, supporting documents and bills as well as copies of the creative and publicity material designed/produced during the month, for which the bills are submitted.	The final payment, shall be released only after completion of the required work and on submission of a statement of work having been executed as per the requirements detailed in the Communication strategy document.

15 Bidder Responsibilities:

- i. Nominate a person in the capacity of a Project manager, who will serve as the single point of contact for the department and shall attend all meetings related to the project.
- ii. Plan and execute the project through a suitably qualified technical team. As part of this requirement, submit a project plan and keep it updated at all times.
- iii. Finalize the detailed requirements and suggest any improvements to the processes being followed by department with respect to the project.
- iv. Provide final contents in terms of audio visual and outreach.
- v. Provide implementation and other support services, as proposed and mutually agreed upon, to ensure that the campaign is implemented as per communication strategy plan that is agreed upon.
- vi. Facilitate audit and assessments, as and when required.
- vii. Submit periodic reports and support project reviews as may be agreed and necessary.
- viii. Shall perform the Services and carry out their obligations here under with all due diligence, efficiency and economy, in accordance with generally accepted professional techniques and practices
- ix. Shall observe sound management practices, and employ appropriate advanced technology and safe methods and shall always act, in respect of any matter relating to this Work order or to the Services, as faithful advisers to the department, and shall at all times support and safeguard the department's legitimate interests in any dealings with Sub- consultants or third parties.

16 Department Responsibilities:

- i. Nomination of a nodal officer for this project.
- ii. Carry out project tasks which fall under the Departmental responsibility, within reasonable time limits, particularly in matters related to reviews, approvals, acceptance, etc.
- iii. Make timely payments to the Bidder and Provide the required timely access to personnel, clarifications, and decisions and to resolve any issues as may be necessary for the selected bidder to carry out their obligations under this contract (including the communication strategy).
- iv. Report technical issues to the selected bidder's personnel for resolution.
- v. Provide required basic logistic and administrative support both at the field level and state head quarter level in due course of the project to execute successfully.
- vi. Assistance and Exemptions: Department will use its best efforts to ensure that the Government will provide the Creative Agency with work permits and such other documents as necessary to enable the Creative Agency to perform the Services:
- vii. Issue to officials, agents and representatives of the Government all such instructions as may be necessary or appropriate for the prompt and effective implementation of the Services.

17 Terms and Conditions

General

- i. The contract will be initially for a period of 6 months, and is likely to commence within 7 days after award of contract. HARTRON, however, reserves the right to terminate/curtail the contract at any time after giving one week's notice to the selected service providing Company owing to deficiency of service, sub-standard quality of manpower deployed and work done, inordinate delays, breach of contract etc.
- ii. The contracting Company shall not be allowed to transfer, assign, pledge or sub-contract its rights and liabilities under this contract to any other company.
- iii. The tenderer will be bound by the details furnished by him / her to HARTRON while submitting the tender or at subsequent stage. In case, any of such documents furnished by him/her is found to be false at any stage, it would be deemed to be a breach of terms of contract making him / her liable for legal action besides termination of contract.
- iv. HARTRON reserves right to terminate the contract during the period also after giving a week's notice to the contracting Company without assigning any reason.
- v. The contracting Company shall also be liable for depositing all taxes, levies, Cess etc. on account of service rendered by it to Govt. of Haryana to concerned tax collection authorities from time to time as per extant rules and regulations on the matter. In case, the contracting Company fails to comply with any statutory/ taxation liability under appropriate law, and as a result thereof Govt. of Haryana is put to any loss/obligation, monetary or otherwise, HARTRON will deduct the same from the invoices and or the

Performance Security Deposit of the Company, to the extent of the loss or obligation in monetary terms.

- vi. The contracting Company shall maintain all statutory registers under the Law. The Company shall produce the same, on demand, to the concerned authority of Govt. of Haryana/HARTRON or any other authority under Law.
- vii. The Tax Deduction at Source (T.D.S.) shall be made as per the provisions of Income Tax Department, as amended from time to time and a certificate to this effect shall be provided to the Company by HARTRON.
- viii. The successful Company will be required to execute an agreement with HARTRON within the period specified in the award letter.
- ix. The successful tenderer will have to deposit a performance security amount of 5% of the Order value immediately after awarding contract in the form of Bank Guarantee issued by a Nationalized / Scheduled Commercial Bank covering the period of contract, plus a period of 30 days. In case, the contract is further extended beyond the existing period of contract, the performance security will have to be accordingly renewed by the contract awarding agency.
- x. The Bank Guarantee can be forfeited by order of the Competent Authority of HARTRON/ Govt. of Haryana in the event of any breach or negligence or non-observance of any terms/conditions of contract or for unsatisfactory performance or for non-acceptance of the work order.
- xi. MD, HARTRON reserves the right to withdraw/relax any of the terms and condition mentioned above so as to overcome the problem encountered at a later stage.

18 Payment

The Company shall submit the monthly bills in triplicate, along with the status report of the work done. The payment shall be on a monthly basis based on the data available with HARTRON.

The Tax Deduction at Source (T.D.S.) shall be made as per the provisions of Income Tax Department, as amended from time to time and a certificate to this effect shall be provided to the company by HARTRON.

19 Supporting Documents

Form 1: Proposal Cover Letter

[Date]

RFP No. :-

To,
The Managing Director,
HARTRON,
Panchkula (Haryana)

Dear Sir,

Ref: RFP for Implementation of IEC activities under SRDB-Jan Seva Survey project.

Having examined the tender document, the receipt of which is hereby duly acknowledged, we, the undersigned, offer to provide the professional services as required and outlined in the RFP for proposed project solution. To meet such requirements and provide such services as required and are set out in the tender document. We attach hereto the tender response as required by the tender document, which constitutes our bid.

We undertake, if our bid is accepted, to adhere to the implementation plan (Project schedule for providing Services in Implementation of proposed project put forward in the RFP or such adjusted plan as may subsequently be mutually agreed between us and HARTRON or its appointed representatives.

We agree for unconditional acceptance of all the terms and conditions set out in the tender document and also agree to abide by this tender response for a period of 90 days from the last date of submission of the bid document and it shall remain binding upon us with full force and virtue, until within this period a formal contract is prepared and executed, this tender response, together with your written acceptance thereof in your notification of award, shall constitute a binding contract between us and HARTRON.

We confirm that the information contained in this bid or any part thereof, including its exhibits, schedules, and other documents and instruments delivered or to be delivered to HARTRON is true, accurate, and complete. This bid includes all information necessary to ensure that the statements therein do not in whole or in part mislead HARTRON as to any material fact.

We agree that you are not bound to accept any tender response you may receive. We also agree that you reserve the right in absolute sense to reject all

or any of the products/ service specified in the tender response without assigning any reason whatsoever.

It is hereby confirmed that I/We are entitled to act on behalf of our corporation/company/ firm/organization and empowered to sign this document as well as such other documents, which may be required in this connection.

Dated this Day of 2016

(Signature)
(In the capacity of)

Duly authorized to sign the Tender Response for and on behalf of:

(Name and Address of Company) Seal/Stamp of bidder

Witness Signature:.....

Witness Name:.....

Witness Address:.....

Form 2: Pre-qualification Criteria Checklist

The criterion for pre-qualification is as per the following checklist, to be attached by the Bidder with suitable proofs against the checklist as part of the "pre-qualification bid". Bidders are also required to attach the Annexure 1 forms appropriately as part of the Pre-qualification Bid.

Sl. No.	Qualification Criteria	Supporting Documents Required	Compliance (Yes/No)	Section No. and Page No. in the Bidders Proposal
1	The bidder should be registered in India under the Companies Act 1956/Limited Liability Partnership Act 2008 with their registered office in India for the last three years as on date.	<ul style="list-style-type: none"> • Certificate of Incorporation issued by the Registrar of Companies. • Partnership Deed. 		
2	The bidder should be operating in the field of branding/publicity/awareness from the last three financial years.	3 years old Purchase Order copy/Agreement Copy for branding/publicity/awareness work from reputed brands/ organizations		
3	Average Turnover from last 3 years should be not less than Rs. 25 Crores (2013-14, 2014-15 and 2015-16).	Audited Annual Financial Statements and Certified statement from the Current Statutory Auditors of the Company for the FY 2013-14, 2014-15 & 2015-16.		
4	The bidder must have executed at least 05 job of branding/publicity/awareness of any Govt. organization/PSU/Banks/Limited Company during last 5 years of minimum project value of Rs.50 lacs per annum.	<ul style="list-style-type: none"> • Certificate from the current authorized signatory of the Company • Relevant Agreement Copy/Work Order copies to showcase experience/Client Certificate 		
5	The bidder should have at least 15 employees/artists on its payroll to deliver the content.	Certificate and list of professionals from the current authorized signatory of the Company along with their Provident Fund Numbers.		
6	The Design/Creative agency must have the capacity to produce following: Communication strategy and	Undertaking regarding ownership of the solution quoted/Certificate from the current authorized		

Sl. No.	Qualification Criteria	Supporting Documents Required	Compliance (Yes/No)	Section No. and Page No. in the Bidders Proposal
	creative campaigns for various media including TV, newspaper and magazine advertisements of various sizes. Studio capabilities to create artworks and adaptations of various sizes for various media including print, web and portal design. Designs/Artworks for the web-banners of various sizes and other web-advertising properties. Animated videos of 10 seconds to five minutes. Films and Videos of 30 seconds to five minutes.	signatory of the Company.		
7	The bidder should not have been blacklisted as on the last date of submission of offer by any Government department/agency in India or under a declaration of ineligibility for fraudulent or corrupt practices or inefficient/ineffective performance.	Certificate from the current authorized signatory of the Company.		
8	Preference shall be given to new start-ups(partnership firms, LLP and private limited companies not older than 5 years and turnover less than 25 crores) having above capacity.	Must be registered at www.startupindia.gov.in		

Dated:

Place:

Signed & sealed:
(Authorized representative of the firm)

**Haryana State Electronics Development Corporation Limited,
Bays 73-76, Hartron Bhawan, Sector-2, Panchkula.
Phone (0172) – 2709887, 2580096; Fax (0172) –2570076**

Form 3: General information of the bidders

General Information			
Details of the Bidder			
Name			
Address			
Telephone		Fax	
E-mail		Website	
Details of Authorized person			
Name			
Address			
Mobile Number		Email	
Landline Number			

Dated:

Place:

Signed & sealed:

(Authorized representative of the firm)

Form 4: Bidder's Authorization Certificate

To,
The Managing Director,
HARTRON,
Panchkula (Haryana)

<Bidder's Name> ----- <Designation>-----
----- is hereby **authorized to sign & stamp relevant documents on behalf** of the Company in dealing with Tender of reference <Tender No. and Date>----- . He is also authorized to attend meetings and submit Technical and Financial information as may be required by you in the course of processing above said tender.

Thanking you,

Authorized Signatory

<Name>

Seal

This tender document is not transferable

Form 5: Declaration for Conflict of Interest

I, authorized representative of _____, hereby solemnly undertake as to the existence / absence of any potential conflict of interest on the part of the bidder due to prior, current, or proposed contracts, engagements, or affiliations with HARTRON. Additionally, such disclosure shall address any and all potential elements (time frame for service delivery, resource, financial or other) that would adversely impact the ability of the bidder to complete the requirements as given in the RFP.

In the event of any change/deviation from the factual information/declaration HARTRON, Government of Haryana, reserves the right to terminate the contract without any compensation to the System Partner.

Dated:

Signed & sealed: (Authorized representative of the firm)

Place:

Form 6: Declaration for Authenticity of Documents submitted

I, authorized representative of _____, hereby solemnly undertake that all the requisite Forms/Declarations/Covering Letter/Annexure/Documents submitted as part of pre-qualification, technical and financial bids are in the same format as given in the RFP and shall not include any conditional statements. Deviations (if any) from the defined scope of proposed project are explicitly mentioned in the Form 9 of this document.

In the event of any change/deviation from the factual information/declaration HARTRON, Government of Haryana, reserves the right to terminate the contract without any compensation to the System Partner.

Dated:

Signed & sealed: (Authorized representative of the firm)

Place:

Form 7: Declaration for Completeness of the Bidding Documents

I, authorized representative of _____, hereby solemnly affirm that the complete solution to accomplish the requirements of the RFP (and inter alia the SLAs) has been understood and has been factored in the documents submitted as a part of proposal/bid for "IEC activities under SRDB-Jan Seva Survey".

I also confirm that the company is not Blacklisted or Banned by any State / central Government or any Government Institution in India. In the event of any deviation from the factual information/ declaration HARTRON, Government of Haryana, reserves the right to terminate the contract without any compensation to the System Partner.

Dated:

Signed & sealed: (Authorized representative of the firm)

Place:

Form 8: Declaration for Unconditional Bidding Documents

I, authorized representative of _____, hereby solemnly affirm that the Bid documents submitted as a part of pre-qualification, technical and financial bid are unconditional in all respect considered for "IEC activities under SRDB - Jan Seva Survey".

In the event of any deviation from the factual information/ declaration HARTRON, Government of Haryana, reserves the right to terminate the contract without any compensation to the System Partner.

Dated:

Signed & sealed: (Authorized representative of the firm)

Place:

Form 9: Declaration for Complete Responsibility

I, authorized representative of Bidder _____ for the purpose of bidding for "IEC activities under SRDB - Jan Seva Survey)". I, hereby solemnly affirm that we shall be solely liable and responsible for the completion and execution of the project in all respects.

In the event of any deviation from the factual information/ declaration HARTRON, Government of Haryana, reserves the right to terminate the contract without any compensation to the System Partner.

Dated:

Signed & sealed: (Authorized representative of the firm)

Place:

Form 10: Format for deviation(s) from Scheduled Requirements

S. No. (1)	Reference of Clause No. & Pg. No (2)	Deviation in the Proposal (3)	Brief Reasons (4)

Dated:

Place:
representative of the firm)

Signed & sealed: (Authorized

Form 11: Declaration for Source Code and Intellectual Property Rights

I, authorized representative of _____, hereby solemnly affirm to the IPR rights as defined in this RFP document.

In the event of any deviation from the factual information/ declaration HARTRON, Government of Haryana, reserves the right to terminate the contract without any compensation to the System Partner.

Dated:

Signed & sealed: (Authorized representative of the firm)

Place:

Form 12: Project Description Template

S. No.	Particular	Details	
1.	Citation Serial Number		
2.	Name of Project		
3.	Name of Client		
4.	Address of Client		
5.	Contact Person Name & Mobile / Telephone		
6.	Total Assignment Value (Rs)		
7.	Value of Work		
8.	Start & End Date	From:	To:
9.	Project Timelines / Duration (in months)		
10.	Whether completed or ongoing		
11.	If ongoing: •	Completed activities •	
12.	No. of personnel man-months provided by the Company		
13.	Project Team Size		
14.	Name of key team personnel involved and functions performed by them		
15.	Brief narrative description of Project:		
16.	Plan for bringing knowledge and experience from this citation into the proposed project		

Please Note:

a. All Fields are to be mandatory filled & should not be altered or left blank.

Form 13: Work Schedule Template

The bidder is to describe the work schedule for different tasks which the vendor plans to start and accomplish as part of the project, using the following format:

No.	Activity	Name of Resource/ Manpower Allocated	Position of Resource /	Whether Allocated Onsite / offsite	Months													
					1	2	3	4	5	6	7	8	9	10	11	12	N	
1																		
2																		
3																		
4																		
5																		
N																		

Dated:

Place: _____
 representative of the firm)

Signed & sealed: (Authorized

Please Note:-

- Duration of activities shall be indicated in the form of a bar chart. The work schedule should reflect how and by when the bidder is expected to complete the assignment for each of the component, as per the major deliverable in the scope of work of the vendor and the timelines of achieving the same as mentioned in the RFP.

Form 14: Team Composition and Task Assignments

Professional Staff				
Name of Staff	Area of Expertise	Position Assigned	Task Assigned	Whether allocated Onsite/Offsite

Dated:

Place:
representative of the firm)

Signed & sealed: (Authorized

Please Note:-

- This information should be provided for all key staff, such as team leaders, project managers, technical support staff, etc.
- The relevant CV's of the professional staffs mentioned above are also required to be given in the format provided under this section.

Form 15: Curriculum Vitae (CV) for Proposed Professional Staff Template

1. Proposed Position [only one candidate shall be nominated for each position]:

2. Name of Firm [Insert name of firm proposing the staff]: _____

3. Name of Staff [Insert full name]: _____

4. Date of Birth: _____ Nationality: _____

5. Education [Indicate college/university and other relevant specialized education of staff member, giving names of institutions, degrees obtained, and dates of obtainment]:

S.NO	Educational Qualification	Name of College/ University	Month & Year of Passing	Marks Obtained.
1.				
2.				
3.				
4.				
5.				

6. Total Years of Post-Qualification Experience: _____.

7. Membership of Professional Associations: _____.

8. Other Training [Indicate significant training since degrees under "5 - Education" were obtained]: _____

9. Countries of Work Experience: [List countries where staff has worked in the last ten years]:

10. **Languages** [For each language indicate proficiency: Yes/No in speaking, reading, and writing]:

S.No	Languages	Read	Write	Speak
1.	English			
2.	Hindi			
3.	Punjabi			
4.	Any other Language.			

11. **Employment Record** [Starting with present position, list in reverse order every employment held by staff member since graduation, giving for each employment (see format here below): dates of employment, name of employing organization, positions held, Project handled.]:

From [Year]: ____ To [Year]: _____

Employer: _____

Positions held: _____

12. **Certification:**

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience. I understand that any wilful misstatement described herein may lead to my disqualification or dismissal, if engaged.

Date: _____

[Signature of staff member or authorized representative of the staff] Day/Month/Year

Full name of authorized representative: _____

Form 16: Covering Letter

To,
The Director,
HARTRON,
Panchkula (Haryana)

Subject: RFP for IEC under SRDB - Jan Seva Survey

Reference: Tender No: <TENDER REFERENCE NUMBER> Dated <DD/MM/YYYY>

Sir,

We, the undersigned Bidder, having read and examined in detail all the Tender documents in respect of **RFP for IEC under SRDB - Jan Seva Survey** do hereby propose to provide services as specified in the Tender documents number **<TENDER REFERENCE NUMBER> Dated <DD/MM/YYYY>**

1. PRICE AND VALIDITY

- All the prices mentioned in our Tender are in accordance with the terms as specified in the RFP documents. All the prices and other terms and conditions of this Bid are valid for a period of 90 days from the date of opening of the Bid.
- We hereby confirm that our prices include all taxes. However, all the taxes are quoted separately under relevant sections.
- The proposal covers optional cost items and cost for additional work resulting from scope changes as specified in this document.

2. UNIT RATES

We have indicated in the relevant schedules enclosed, the unit rates for the purpose of on account of payment as well as for price adjustment in case of any increase to / decrease from the scope of work under the contract.

3. DEVIATIONS

We declare that all the services shall be performed strictly in accordance with the Tender documents except for the variations and deviations, all of which have been detailed out exhaustively in the following statement, irrespective of whatever has been stated to the contrary anywhere else in our bid.

Further we agree that additional conditions, if any, found in the Tender documents, other than those stated in deviation schedule, shall not be given effect to.

4. TENDER PRICING

We further confirm that the prices stated in our bid are in accordance with your Instruction to Bidders included in Tender documents.

5. QUALIFYING DATA

We confirm having submitted the information as required by you in your Instruction to Bidders. In case you require any other further information/documentary proof in this regard before evaluation of our Tender, we agree to furnish the same in time to your satisfaction.

6. BID PRICE

We declare that our Bid Price is for the entire scope of the work as specified in the RFP. These prices are indicated in **Form 17** of this Section attached with our Tender as part of the bid proposal.

7. PERFORMANCE BANK GUARANTEE

We hereby declare that in case the contract is awarded to us, we shall submit the Performance Bank Guarantee.

We hereby declare that our tender is made in good faith, without collusion or fraud and the information contained in the Tender is true and correct to the best of our knowledge and belief.

We understand that our Tender is binding on us and that you are not bound to accept a Tender you receive. We confirm that no Technical deviations are attached here with this financial Bid.

Thanking you,

Yours faithfully,

(Signature of the Bidder)

Designation: Seal. Date: Place:

Business Address:

Form 17: Financial Quotes

#	Work	Qty	Rate	Amount
1.	Print Ads			
	Full Page	1		
	Half Page	1		
	Quarter Page	1		
2.	Audio-visual			
	a. Videos for TV (60seconds)	3		
	b. Videos for TV (30seconds)	3		
	c. Adaptation of Videos for TV(15 seconds)	3		
	d. Documentary Video (10minutes)	1		
	e. Documentary Video (5minutes)	1		
	f. 60 second video animation on specific themes	3		
	g. 15 second adaptation of 60second thematicvideos	3		
	h. Animation video (45seconds)	1		
	i. Animation videos (30seconds)	1		
	j. Animation videos (15seconds)	1		
	Total for audio-visuals			
3.	Website design			
	Home Page +5 (only look and feel)	1		
	Web banners	1		
	Total for website and banners			
4.	Outdoor campaign:	20		
	Hoardings, Posters (per sq. feet)			

5.	Other creatives			
	a. Brochures upto 25 pages	10		
	b. Adaptation of master brochure in web banners	5		
	c. Radio 30 sec	5		
	d. Radio 60 sec	5		
	Total for other creatives			
6.	Fixed for Six months fee			
7.	Grand Total for Six months (total of 1 to 6) Service tax			

Dated:

Place:

Signed & sealed:

(Authorized representative of the firm)

Please Note:

- i. It is necessary for the bidders to fill in all the fields of the Financial Bid format.
- ii. All of the above should be ITEMIZED
- iii. Financial comparison would be done on the basis of price quoted for total items (i.e. grand total amount)