

Request for Proposal for Selection of Creative cum Media Agency for MyGov

Volume I: Bid Instructions & Scope of Work

Ref No. 2(1)/2016-MyGov(Vol-I)

Ministry of Electronics & Information Technology (MeitY),
Government of India, Electronics Niketan, 6-CGO Complex,
New Delhi -110003

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The purpose of this RFP document is to provide the Bidder(s) with information to assist the formulation of their Proposals. This RFP document does not purport to contain all the information each Bidder may require. This RFP document may not be appropriate for all persons, and it is not possible for the MyGov, its employees and/or advisors to consider the business/investment objectives, financial situation and particular needs of each Bidder who reads or uses this RFP document. Each Bidder should conduct its own investigations and analysis and should check the accuracy, reliability and completeness of the information in this RFP document and where necessary obtain independent advice from appropriate sources.

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Glossary of Terms

BG	Bank Guarantee
CD	Compact Disk
Creative work	Innovative promotional/marketing/communication concepts/ ideas/facts/data produced/developed in tangible forms –print, digital or audio/visual.
CV	Curriculum Vitae
MeitY	Ministry of Electronics and Information Technology
EMD	Earnest Money Deposit
FAQ	Frequently asked questions
GoI	Government of India
KAP	Knowledge Attitude and Practices Studies: studies that are highly focused evaluations that measure changes in human knowledge, attitudes and practices in response to a specific intervention, usually outreach, demonstration or education.
MSA	Master Service Agreement
NIC	National Informatics Centre
OEM	Original Equipment Manufacturer
PBG	Performance Bank Guarantee
PEC	Proposal evaluation committee
PoA	Power of Attorney
QCBS	Quality cum cost based Selection
RFP	Request for Proposal
SI	System Integrator
SLA	Service Level Agreement
SoW	Scope of work
TG	Target Group
UT	Union Territory

1 Fact Sheet

S. No.	Details
1.	The method of selection is: Quality cum Cost Based System (QCBS), Technical – 70% and Commercial – 30%.
2.	RFP can be Downloaded from http://meity.gov.in/content/mygov-tenders & http://tenders.gov.in/
3.	Earnest Money Deposit of amount Rs. 10,00,000 (INR Ten Lakhs Only) by Demand Draft in favour of “MEDIA LAB ASIA-MYGOV” and payable at New Delhi from any of the nationalized/ scheduled commercial Bank OR Bank Guarantee as mentioned in Annexure 2, Clause 7.6
4.	<ul style="list-style-type: none"> • A pre-Bid meeting will be held at 4 PM on 3rd April, 2017 at MeitY, CGO Complex, Lodhi Road, New Delhi • For the purpose of any clarification the bidders may contact at the following between 10am to 5pm on all working days till 3 PM 18th April 2017; <ul style="list-style-type: none"> ○ Address- Room No. 3015, Third Floor, MeitY, CGO Complex Lodhi Road New Delhi. ○ Phone- 011-24301313 ○ Mail id-promotions@mygov.in • All the queries should be received on or before 31st March, 2017 by 6 PM by email as per the format provided to promotions@mygov.in
5.	Proposals must remain valid for 180 days after the submission date
6.	Bidders must submit: <ul style="list-style-type: none"> • An original and <one> additional copies of each proposal along with <one> copy of non-editable CD each for Prequalification & Technical Proposal respectively • One original copy of the Commercial Proposal with <one> copy of non-editable CD for Commercial Proposal detailing the calculations of proposal • All the aforementioned to be submitted in one sealed envelope addressed to the following address specifying date and time of submission. Bidder should also provide the contact details of bidding organization.
7.	The proposal submission address is: CEO, MyGov Room No. 3015, Third Floor 6 CGO Complex, Lodhi Road, New Delhi- 110013 Note - MyGov will not be responsible for the late receipt of bids in the office of CEO, MyGov. Bidder is responsible to ensure that all the required bid documents as per this RFP are submitted in the office of CEO MyGov before the due date and time of bid submission.
8.	Proposals must be submitted no later than the following date and time at the aforementioned

S. No.	Details
	venue: Date – 18 th April 2017 Time – 3 PM
9.	Bid Opening will happen at 4 PM of 18 th April 2017 at MeitY, CGO Complex, Lodhi Road, New Delhi.
10.	Demonstration of Proof of Concept cum Technical Presentation only by the pre-qualified bidders may be held at MeitY, CGO Complex, Lodhi Road, New Delhi on 20 th April. Detailed schedule shall be informed to the pre-qualified bidders.

2 Background Information

2.1 Basic Information

- a. MyGov invites responses (“Proposals”) to this Request for Proposals (“RFP”) from agencies (“Bidders”) for the provision of the creative and media services as described in Section 4 of this RFP, “Scope of Work” (“the Services”). MyGov under MeitY is the Nodal Agency for this public procurement.
- b. Any contract that may result from this public procurement process will be issued for a term of two year from the date of signing of contract (“the Term”) unless terminated as per the termination conditions stipulated in this RFP.
- c. The MyGov reserves the right to extend the Term for a maximum period of another one year from the date of termination of this contract; however, such extension shall be on the same terms and conditions.
- d. Proposals must be received not later than time, date and venue mentioned in the Fact Sheet. Proposals that are received after the deadline WILL NOT be considered in this procurement process.

2.2 About MyGov

- a. The MyGov Portal or < www.mygov.in > is a major initiative of the Government of India for ushering in an era of good governance and for improving the quality of basic governance in all those areas, which are of concern to the common man. In all decisions of national importance, citizens now can have their say. MyGov provides an Internet-based platform to enable all citizens, irrespective of location in India or even abroad, to contribute to the democratic process of ideation, feedback and participation in policy formulation and execution. The goal of the project is to make Citizen Engagement an integral part of Governance Policy/Scheme/Project Planning and implementation. The MyGov portal has been formulated by the MyGov Cell, Ministry of Electronics and Information Technology, keeping this priority in mind. The portal was formally launched by Hon’ble Prime Minister on 26th July, 2014.
- b. Divided into two halves, citizens/users can connect and share their thoughts, ideas, documents, photographs, videos, render advice on policies, debate on national issues in the Discuss Forum or simply give in to their creative self by participating in contests, take up the responsibility of any given task according to their skills and contribute to the development and governance of the country in the Do forum.
- c. The key components of the platform are as follows:

Public Consultation

MyGov shall enable continuous, sustained and multi-faceted engagement between Government and the citizens/users on issues of public policy and program implementation. The engagement can be initiated through the following modes:-

- Sharing of consultation papers in the public domain
- Consultation in structured framework through pre-defined questionnaire

- Free flow consultation through enabling submission of responses to designated email addresses specified in the consultation paper and through discussion threads moderated by the user Department
- Publication of summary of discussion by the user Department
- Interface with social media platforms

Discussion Groups

The Platform provides for multiple parallel online discussion forums for concurrent subject specific discussions on governance issues

- Each discussion forum can have multiple discussion threads to focus on different dimensions of a larger issue
- Facility of moderation by user Department
- Interface with social media platforms
- Closure of discussions by user Departments by publishing summary of discussions and action taken

Crowd Sourcing (Task Management)

- Departments can define specific tasks for some or all of the Groups / Themes of discussion to be performed by citizens/users on a voluntary basis as part of the policy design and program implementation process
- Each task to be assigned certain credit hours and well-defined timelines for execution
- Tasks can be performed by citizens/users individually and collectively on a voluntary basis, successful completion of the task will lead to crediting of credit hours in the volunteers' account
- Successful accomplishment of each task will lead to accumulation of predefined credit points based on the Department's task definition.
- Departments will periodically announce Credit based incentives
- Submitted tasks would be subjected to Public Review/Group Members (Social Audit) as well as moderation and acceptance of ideas / tasks by Departments
- Status updates of "Task Completed" would include completion and success parameters such as results of peer review / social audit and department's response
- Public voting / review comments and rating of Documents and ideas
- Crowd-sourcing of inputs for creative work related to government schemes and initiatives
- Crediting, recognizing and rewarding selected Ideas and creative concepts by the Departments and the MyGov team

Contests Management

- To ensure sustained user motivation and engagement, the platform will provide for organizing contests sponsored by MyGov and user departments for executing various tasks (such as logo design, greetings design, prepare a manual, tag line, etc.) with prizes / awards / letters of appreciation for winners and participants
- Departments shall be able to publish their tasks along with terms & conditions of the contest

- Citizens/users can opt to undertake a task and submit it after its completion
- Departments shall be able to moderate/ approve submissions received for contest
- Departments / MyGov team shall constitute juries to review & rate submissions online
- Submissions shall also be open for public review and consultation process
- Results of the contest would be declared online by the respective user departments

Blogs, Newsletter, Social Media Presence

- To promote the use of platform & encourage citizens/users to join the platform, both online & offline promotional events will be organized.
- Efforts should also be made to motivate and handhold all departments to use this platform for their citizen/user engagement initiatives
- Blogs, Newsletters will be written on periodic basis and widely circulated online
- Periodic Conferences, Workshops, promotional events, press conferences will be organized
- MyGov will also have presence on social media platforms

Dash-Board and Analytics

- The Platform will include a detailed web-based Dash-board for government departments, citizens and senior management with a variety of pre-defined reports
- User profiles (demography, location, credit rating etc.)
- Activity profile (summary and user-specific)
- Content profile (popular tasks / groups / number of responses and likes)
- Department specific metrics of activity
- Customized reports for departments

Data Analytics

- Analysis of Usage data generated through the portal for reports and guiding direction for the evolution of the Platform and related infrastructure
- Sentiment analysis shall be conducted using data to understand citizens/users opinion at a higher scale

Knowledge Repository

- Case studies of Citizen/User Engagement
- Success stories of tasks
- Outcome of Discussion groups
- Profile of Contests & potential benefits
- Summary of various citizen engagements, lessons learnt
- Terms of Reference, legal documents, guidelines, frameworks for Citizen Engagement or use of social media

2.3 MyGov Branding & Promotion

To build the MyGov brand, disseminate information about the Portal, its components, enhance visibility of existing activities under Groups, Discussions, Tasks, Quiz, Polls, Blogs and Contests and inform citizens regarding new activities on the platform, it is envisaged to engage a Creative cum Media agency which shall undertake the conceptualization of branding & promotion activities and further implement the approved activities for MyGov.

The overall objective of hiring such agency is to generate awareness about the MyGov platform and its importance in participative governance. Agency shall undertake all the necessary promotional and branding activities required to achieve the intended objective through developing a comprehensive strategy covering traditional media, digital media, and others.

The objectives of promotional activities are

- a. Establish the brand “MyGov”
- b. Create awareness about Governance Schemes/Policies/Services amongst masses
- c. Create awareness about MyGov and its components amongst Citizens, Government and other Stakeholder
- d. Increase public participation in governance

3 Terms and Conditions of RFP

3.1 Instructions to the bidder

3.1.1 General

- a. While every effort has been made to provide comprehensive and accurate background information and requirements and specifications, Bidders must form their own conclusions about the consultancy/legal support required.
- b. All information supplied by Bidders may be treated as contractually binding on the Bidders, on successful award of the assignment by the MyGov on the basis of this RFP
- c. 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 MyGov. Any notification of preferred bidder status by the MyGov shall not give rise to any enforceable rights by the Bidder. The MyGov may cancel this public procurement at any time prior to a formal written contract being executed by or on behalf of the MyGov.
- d. This RFP supersedes and replaces any previous public documentation & communications, and Bidders should place no reliance on such communications.

3.1.2 Compliant Proposals / Completeness of Response

- a. Bidders are advised to study all instructions, forms, requirements, appendices and other information in the RFP documents carefully. Submission of the bid / proposal shall be deemed to have been done after careful study and examination of the RFP document with full understanding of its implications.
- b. Failure to comply with the requirements of this paragraph may render the Proposal non-compliant and the Proposal may be rejected. Bidders must:
 - i. Comply with all requirements as set out within this RFP.
 - ii. Submit the forms as specified in this RFP and respond to each element in the order as set out in this RFP
 - iii. Include all supporting documentations specified in this RFP

3.1.3 Pre-Bid Meeting & Clarifications

3.1.3.1 Bidder's Queries

- a. MyGov shall hold a pre-bid meeting with the prospective bidders at 3pm on 3rd April, 2017 in MeitY, Electronics Niketan CGO Complex Lodhi Road New Delhi.
- b. The Bidders will have to ensure that their queries for Pre-Bid meeting should reach to MyGov (promotions@mygov.in) by email on or before 3rd April by 6 PM
- c. The queries should necessarily be submitted in the format mentioned in table 1.0
- d. Bidders are encouraged to clarify their doubts through the queries or during the pre-bid conference
- e. MyGov shall not be responsible for ensuring that the bidders' queries have been received by them. Any requests for clarifications after the indicated date and time will not be entertained by the Nodal Agency.

S No.	RFP Document Reference(s) (Section & Page Number(s))	Content of RFP requiring Clarification(s)	Points of Clarification

Table 1.0**3.1.3.2 Responses to Pre-Bid Queries and Issue of Corrigendum**

- a. The Nodal Officer notified by the MyGov will endeavor to provide timely response to all queries. However, MyGov makes no representation or warranty as to the completeness or accuracy of any response made in good faith, nor does MyGov undertake to answer all the queries that have been posed by the bidders.
- b. At any time prior to the last date for receipt of bids, MyGov may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective Bidder, modify the RFP Document by a corrigendum.
- c. The Corrigendum (if any) & clarifications to the queries from all bidders will be posted on the website <http://meity.gov.in/content/mygov-tenders> & tenders.gov.in .
- d. Any such corrigendum shall be deemed to be incorporated into this RFP.
- e. In order to provide prospective Bidders reasonable time for taking the corrigendum into account, MyGov may, at its discretion, extend the last date for the receipt of Proposals.

3.1.4 Key Requirements of the Bid**3.1.4.1 Right to Terminate the Process**

- a. MyGov may terminate the RFP process at any time and without assigning any reason. MyGov makes no commitments, express or implied, that this process will result in a business transaction with anyone.
- b. This RFP does not constitute an offer by MyGov. The bidder's participation in this process may result MyGov selecting the bidder to engage towards execution of the contract.

3.1.4.2 Earnest Money Deposit (EMD)

- a. Bidders participated in earlier bidding process for the same subject, are required to extend the validity of their submitted EMDs
- b. Other Bidders shall submit, along with their Bids, EMD as per the details mentioned in Fact Sheet. EMD should be valid for 45 days beyond the final bid validity period.
- c. EMD of all unsuccessful bidders would be refunded by MyGov within 30 days of the bidder being notified as being unsuccessful. The EMD, for the amount mentioned above, of successful bidder would be returned upon submission of Performance Bank Guarantee as per the format provided in Annexure 5.

- d. The EMD amount is interest free and will be refundable to the unsuccessful bidders without any accrued interest on it.
- e. The bid / proposal submitted without EMD, mentioned above, will be summarily rejected.
- f. The EMD may be forfeited:
 - i. If a bidder withdraws its bid during the period of bid validity.
 - ii. In case of a successful bidder, if the bidder fails to sign the contract in accordance with this RFP.

3.1.4.3 Submission of Proposals

- a. The bidders should submit their responses as per the format given in this RFP in the following manner
 - i. “Pre-Qualification Proposal “: (1 Original + 1 Copy + 1 CD+ EMD) in first envelope
 - ii. “Technical Proposal “- (1 Original + 1 Copy + 1 CD) in second envelope
 - iii. “Commercial Proposal” - (1 Original + 1 CD with detailed calculations) in third envelope
- b. The Response to Pre-Qualification criterion, Technical Proposal and Commercial Proposal (As mentioned in previous paragraph) should be covered in separate sealed envelopes super-scribing “Pre-Qualification Proposal”, "Technical Proposal" and “Commercial Proposal” respectively. Each copy of each bid should also be marked as "Original" OR "Copy" as the case may be.
- c. Please Note that Prices should not be indicated in the Pre-Qualification Proposal or Technical Proposal but should only be indicated in the Commercial Proposal.
- d. The three envelopes containing copies of Pre-qualification Proposal, Technical Proposal, and Commercial Proposal should be put in another single sealed envelope clearly marked “Response to RFP for Selection of Creative and Media Agency for MyGov” against <RFP Reference Number> and the wordings “DO NOT OPEN BEFORE <Date and Time> as mentioned in the fact sheet”.
- e. Each envelope thus prepared should also indicate clearly the **name, address, telephone number, E-mail ID and fax number of the bidder** to enable the Bid to be returned unopened in case it is declared "Late" or as the case maybe.
- f. All the pages of the proposal must be sequentially numbered and must contain the list of contents with page numbers. Any deficiency in the documentation may result in the rejection of the Bid.
- g. The original proposal/bid shall be prepared in indelible ink. It shall contain no interlineations or overwriting, except as necessary to correct errors made by the bidder itself. Any such corrections must be initialed by the person (or persons) who sign(s) the proposals.
- h. All pages of the bid including the duplicate copies, shall be initialed and stamped by the person or persons who sign the bid.
- i. In case of any discrepancy observed by MyGov in the contents of the submitted original paper bid documents with respective copies, the information furnished on original paper bid document will prevail over others.
- j. Bidder must ensure that the information furnished by him in respective CDs is identical to that submitted by him in the original paper bid document. In case of any discrepancy observed by MyGov in the contents of the CDs and original paper bid documents, the information furnished on original paper bid document will prevail over the soft copy.

3.1.4.4 Authentication of Bids

A Proposal should be accompanied by a special power-of-attorney prepared specifically for the response against this RFP in the name of the signatory of the Proposal submitted in response to this RFP.

3.1.5 Preparation and submission of Proposal

3.1.5.1 Proposal Preparation Costs

The bidder shall be responsible for all costs incurred in connection with participation in the RFP process, including, but not limited to, costs incurred in conduct of informative and other diligence activities, participation in meetings/discussions/presentations, preparation of proposal, in providing any additional information required by MyGov to facilitate the evaluation process, developing & demonstrating “Proof of Concept cum Technical Presentation” and in negotiating a definitive contract or all such activities related to the bid process.

MyGov will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.

3.1.5.2 Language

The Proposal should be filled by the bidders in English language only. If any supporting documents submitted are in any language other than English, translation of the same in English language is to be duly attested by the Bidders. For purposes of interpretation of the documents, the English translation shall govern.

3.1.5.3 Venue & Deadline for Submission of proposals

Proposals, in its complete form in all respects as specified in the RFP, must be submitted as per the details provided in section 1: Data Sheet of this RFP document.

3.1.5.4 Amendment of Request for Proposal

At any time prior to the deadline (or as extended by MyGov) for submission of bids, MyGov for any reason, whether at its own initiative or in response to clarifications requested by prospective bidder may modify the RFP document by issuing amendment(s). All bidders will be notified of such amendment(s) by publishing on the website, and these will be binding on all the bidders. MyGov, at its discretion, may extend the deadline for the submission of proposals.

MyGov may change the scope after the submission of technical bids by the Bidders. In this case, MyGov will release a corrigendum/ clarification and ask the Bidders to resubmit their commercial bids only.

3.1.5.5 Bid Price

Commercial Bid shall be as per the format provided in this RFP. Bid price for evaluation purpose is inclusive of all applicable taxes, duties, other levies and charges etc. All applicable taxes, duties, other levies and charges etc. shall be required to be mentioned as per the commercial format. .

Bidders shall quote for the entire scope of contract on “overall responsibility” basis such that the total bid price covers all the Bidder’s obligations mentioned in or to be reasonably inferred from the bidding documents in respect of providing the product / services.

Prices quoted by the Bidder shall remain fixed during the entire contract period and not subject to variation on any account. A bid submitted with an adjustable price quotation or with incomplete details will be treated as non-responsive and may be summarily rejected.

3.1.5.6 **Late Bids**

- a. Bids received after the due date and the specified time (including the extended period if any) for any reason whatsoever, shall not be entertained and shall be returned unopened.
- b. The bids submitted by telex/telegram/ fax/e-mail etc. shall not be considered. No correspondence will be entertained on this matter.
- c. MyGov shall not be responsible for any postal delay or non-receipt/ non-delivery of the documents. No further correspondence on the subject will be entertained.
- d. MyGov reserves the right to modify and amend any of the above-stipulated condition/criterion depending upon project priorities vis-à-vis urgent commitments.

3.1.6 **Deviations**

The bidder is required to submit a no deviation and unconditional bid against this RFP. Any bid submitted with deviations/ assumptions which are material in nature or qualify for the deviation of terms & conditions of this RFP may be rejected summarily by the Evaluation Committee.

3.1.7 **Evaluation process**

- a. MyGov will constitute Evaluation Committees to evaluate the responses of the bidders
- b. The Evaluation Committees constituted by the MyGov shall evaluate the responses to the RFP and all supporting documents / documentary evidence. Inability to submit requisite supporting documents / documentary evidence, may lead to rejection.
- c. The decision of the Evaluation Committees in the evaluation of responses to the RFP shall be final. No correspondence will be entertained outside the process of evaluation with the Committees.
- d. The Evaluation Committee(s) may ask for meetings with the Bidders to seek clarifications on their proposals
- e. The Evaluation Committee(s) reserves the right to reject any or all proposals on the basis of any deviations.
- f. Each of the responses shall be evaluated as per the criteria and requirements specified in this RFP.

3.1.7.1 **Tender Opening**

- a. Tender Opening shall happen as per the details provided in Data Sheet under the chairmanship of Nodal Officer or any other officer authorized by MyGov, in the presence of such of those Bidders or their representatives who may be present at the time of opening.
- b. The representatives of the bidders are advised to carry the identity card or a letter of authority from the tendering firms to identify their bonafide for attending the opening of the proposal.

3.1.7.2 **Tender Validity**

The offer submitted by the Bidders should be valid for minimum period of 180 days from the date of submission of Tender. However prices submitted for the selected bidder shall remain valid for the entire duration of the contract.

3.1.7.3 **Tender Evaluation**

- a. Initial Bid scrutiny will be held and incomplete details as given below will be treated as non-responsive. If Proposals;
 - i. Are not submitted in as specified in the RFP document
 - ii. Received without the Letter of Authorization (Power of Attorney)
 - iii. Are found with suppression of details
 - iv. Submitted with incomplete information, subjective, conditional offers and partial offers
 - v. Submitted without the documents requested in the checklist
 - vi. Have non-compliance of any of the clauses stipulated in the RFP
 - vii. With lesser validity period
- b. All responsive Bids will be considered for further processing as mentioned below.
- c. MyGov will prepare a list of responsive bidders, who comply with all the Terms and Conditions of the Tender. All eligible bids will be considered for further evaluation by the Evaluation Committees according to the Evaluation process define in this RFP document. The decision of the concerned Committee will be final in this regard.

3.1.8 **Consortiums & Sub-Contracting**

Consortiums and sub-contracting are not allowed for this engagement. The bidding entity has to be a single entity duly registered under the applicable laws of country.

3.2 **Evaluation Process**

The steps for evaluation are as follows:

3.2.1 **Stage 1: Pre-Qualification**

- a. MyGov shall open Envelope 1 marked “Response to RFP for Selection of Media & Communication Agency for MyGov”.
- b. If the contents of the Envelope 1 are as per requirements, MyGov shall open Envelope 2 marked “Pre-Qualification Proposal”. Each of the Pre-Qualification condition mentioned in Section 3.3 is MANDATORY. In case the Bidder does not meet any one of the conditions, the bidder will be disqualified.
- c. Bidders would be informed of their qualification/disqualification based on the Pre-Qualification criteria. The Bid Security amount and the Unopened Technical & Commercial Bids will be returned to the respective disqualified Bidders after the submission of Bank Guarantee by the successful Bidder.

3.2.2 Stage 2: Technical Evaluation

- a. Envelope 3 marked as “Technical Proposal” will be opened only for the bidders who succeed in Stage 1.
- b. MyGov will review the technical bids of the short-listed bidders to determine whether the technical bids are as per the requirements laid down. . Bids that are not in accordance with the requirements are liable to be disqualified at MyGov’s discretion.
- c. The bidders' technical solutions proposed in the bid document will be evaluated as per the requirements specified in the RFP and technical evaluation framework as mentioned in Section 3.4
- d. Selected Bidders will be asked to give demonstration of the Proof of Concept cum Technical Presentation for a 360 degree campaign as per the demo script. Details of the demo script for Proof of Concept are mentioned in section 3.4.2
- e. Each Technical Proposal will be assigned a technical score out of a maximum of 100 marks. Only the bidders who get a Technical score of 75% or more will qualify for commercial evaluation stage. Failing to secure minimum marks shall lead to technical rejection of the Bid and Bidder.
- f. Bidder should also score at least 70% in individual sections of Technical Evaluation as mentioned in Technical Evaluation Framework.

3.2.3 Stage 3: Commercial Evaluation

- a. All the technically qualified bidders will be notified to participate in Commercial Bid opening process.
- b. The commercial bids for the technically qualified bidders will then be opened on the notified date and time in the presence of representatives of qualified bidders and reviewed to determine whether the commercial bids are in accordance with the RFP requirements. Bids that are not substantially responsive are liable to be disqualified at MyGov’s discretion.
- c. The Normalized commercial score of the technically qualified bidders will be calculated, while considering the Commercial quote given by each of the Bidders in the Commercial Bid as follows:

Normalized Commercial Score of a Bidder = {Lowest Commercial Quote of Bidder / Commercial Quote of Bidder under consideration} X 100 (adjusted to 2 decimals)

Example:

Bidders	Commercial Quote (In lakhs)	Calculation	Normalized Commercial Score
Bidder-1	110	(110/110)*100	100.0
Bidder-2	140	(110/140)*100	78.57
Bidder-3	160	(110/160)*100	68.75
Bidder-4	130	(110/130)*100	84.61

- d. The bid price will include all taxes and levies and shall be in Indian Rupees and mentioned separately.
- e. Any conditional bid would be rejected

3.2.4 Stage 4: Final score calculation through QCBS

- a. The final score will be calculated through Quality and Cost selection method based with the following weight-age:

Technical: **70%**

Commercial: **30%**

Final Score = (0.70* Technical Score) + (0.30* Normalized Commercial Score)

Example:

Bidders	Technical score	Normalized commercial score	Final Score (70:30)
Bidder-1	92.63	100.0	94.841
Bidder-2	94.73	78.57	89.882
Bidder-3	84.21	68.75	79.572
Bidder-4	89.02	84.61	87.697

- a. The bidder with the highest Final score shall be treated as the Successful bidder. In the above example, Bidder-1 will be treated as successful bidder.
- b. In the event the Final scores are 'tied', the bidder securing the highest technical score will be adjudicated as the Best Value Bidder for award of the Project.

3.3 Pre-Qualification Criteria

The Bidder's pre-qualification bid will be evaluated as per the following criteria:

#	Parameter	Pre-qualification criteria Description	Evidence required
1.	Legal Entity	<p>Bidder should be</p> <ul style="list-style-type: none"> ▪ A company incorporated in India under the Companies Act, 1956 and subsequent amendments thereto or a partnership firm registered under LLP Act, 2008/Indian Partnership Act, 1932 ▪ Registered with the Service Tax 	<p>Copy of Certificate of Incorporation</p> <p>Copy of Registration Certificates</p> <p>Letter from Company Secretary on bidder's letter head for last five years operation</p> <p>Copy of memorandum and article of</p>

#	Parameter	Pre-qualification criteria Description	Evidence required
		<p>Authorities</p> <ul style="list-style-type: none"> ▪ Should have been operating for the last five (5) years in India. ▪ The Bidder, shall be an agency/entity essentially involved in Creative & Artistic Production and/or Event Management & Branding works. 	association should be enclosed.
2.	Turnover	<p>Bidder should have had an average turnover of at least INR 75 Crores from the last 3 financial years (FY 2013-14, 2014-15, 2015-16) from Media communication services/Creative services/ Promotional services</p> <ul style="list-style-type: none"> ▪ For the purpose of this criterion, turnover of only the bidding entity will be considered. Turnover of any parent, subsidiary, associated or other related entity will not be considered. 	<p>Audited financial statements for the last three financial years.</p> <p>Or</p> <p>Certificate from the Statutory Auditor</p>
3.	Net worth	<p>Bidder should have had a Net worth of at least INR 20 Crores at the close of the preceding financial year.</p>	<p>Audited financial statements for the last three financial years.</p> <p>Or</p> <p>Certificate from the Statutory Auditor</p>
4.	Profitability	<p>Bidder should be profit making as per the audited consolidated financial statements in the last 3 financial years (FY 2013-14, 2014-15, 2015-16).</p> <p>For the purpose of this criterion, profitability of only the bidding entity will be considered. Profitability of any parent, subsidiary, associated or other related entity will not be considered.</p>	<p>Audited financial statements for the last three financial years.</p> <p>Or</p> <p>Certificate from the Statutory Auditor</p>
5.	Experience of handling 360 degree campaigns for at least 3 Government	<p>The Bidder should have the experience of handling three campaign/event projects for Central/State Government/Public Sector Undertaking etc. costing not less than Rs. 100.00 Lakhs handling 360 degree campaign</p>	<p>Self-Certificate from the authorized signatory for each work as per format 7.4.1</p> <p>Details of work as per format enclosed at section 7.4.2</p>

#	Parameter	Pre-qualification criteria Description	Evidence required
	client	covering designing / production of Creatives / commercials for various media including print, TV, radio, online, outdoor, etc., and digital media (social media, internet marketing, blogs, etc.).	
6.	Experience of handling Large Size Campaign/Event for GoI/PSU/State Government	The bidder must have executed minimum 1 project costing not less than Rs. 1500/- Lakhs and 3 projects costing not less than 1000.00 Lakhs for Government of India/Corporates in last 5 years.	Copy of work order + Completion Certificates from the client with reference of the client; OR Work Order + Self Certificate of Completion (Certified by CS/independent auditor of the bidding entity)
7.	Experience of handling events with President/ Prime Minister/Chief Minister	The Bidder should have carried out at least 3 projects in the last 3 financial years for Government of India or any Central / State Ministry / Corporate involving the Hon'ble Prime Minister or Hon'ble President of India or Hon'ble Chief Minister, out of which one project should be of a minimum value of Rs. 2 crore.	Copy of work order + Completion Certificates from the client with reference of the client; OR Work Order + Self Certificate of Completion (Certified by CS/independent auditor of the bidding entity)
8.	Production Capability	The bidder must have in-house MICE, Digital, Creative, Design and Event Production capabilities	Self-certificate letter undertaking to this effect on company's letter head signed by company's authorized signatory
9.	Blacklisting	<ul style="list-style-type: none"> ▪ Bidder must not be blacklisted by Govt. of India/ Central PSU as on the date of submission of the bid. 	Self-certificate letter undertaking to this effect on company's letter head signed by company's authorized signatory. Bidder must disclose any blacklisting and nature thereof and must provide Blacklisting- Revocation letter (if applicable). MyGov reserves the right to accept or reject the Bidder's supporting proof
10.	Presence in NCR	The Bidder shall have a fully functional office in Delhi, India for at least last 5 years and should have at least 2 Regional Offices across	Self-Certificate from the authorized signatory mentioning the office details

#	Parameter	Pre-qualification criteria Description	Evidence required
11.	Power of Attorney	A Special power of attorney executed on a non-judicial stamp paper of appropriate value authorizing the representative of the bid to sign the bid against this RFP	Original special power of attorney to be submitted
12.	Manpower	The Bidder shall have minimum 50 regular professional manpower having relevant experience of handling 360 degree campaigns for government client.	Self-Certificate from the authorized signatory mentioning the availability of the required number. & 25 CV's with relevant experience in handling 360 degree campaigns for government client.

All the details that have to be provided against the pre-qualification criteria shall be as per the format provided in Annexure 2: Formats for Submission of the Pre-Qualification Bid

3.4 Technical Evaluation Framework

The technical evaluation of will involve two steps. The two steps involved are:

Step I

In this part, the technical bid will be analyzed and evaluated based on specific experience of the bidder, competence of key personnel, adequacy of the proposed approach, methodology and understanding of the requirements of the RFP

#	Description	Weightage in Technical Score	Minimum qualification Score
1	Past Experience	30	24
A	<p>Details of involvement and experience with 3 Mega Projects(each):</p> <p>If Project cost of 10 Cr – 12 Cr = 2.5</p> <p>If Project cost of exceeding above 12cr - 15Cr = 5</p> <p>If Project cost of exceeding above 15cr - 18Cr = 7.5</p> <p>If Project cost of more than above 18Cr = 10</p>		
B	<p>Turnover – Average of last 03 years</p> <p>a) Between 75 to 90 Crores = 2.5</p> <p>b) Between 90 to 120 Crores = 5</p> <p>c) Above 120 Crores = 10</p>		
C	<p>Revenue – Average of last 03 years (MICE & Digital Projects)</p> <p>a) Between 25 to 30 Crores = 2.5</p> <p>b) Between 30 to 40 Crores = 5</p> <p>c) Above 40 Crores = 10</p>		
2	<p>In House facility/Technical Tie Up</p> <p>The company has the in house capabilities in MICE, Digital, Below the line, Creative, Event Production etc.</p> <p>1) Manpower on role (Overall) – 10 Marks</p> <p>a) Between 50 to 100 = 5</p> <p>b) Between 100 to 150 = 7.5</p> <p>c) Above 150 = 10</p> <p>2) Manpower on role (Digital) – 5 Marks</p> <p>a) Between 20 to 30 = 2.5</p> <p>b) Above 30 = 5</p> <p>3) Manpower on role (MICE) – 5 Marks</p> <p>a) Between 20 to 30 = 2.5</p> <p>b) Above 30 = 5</p>	20	16
	Total	50	40

Step II: Evaluation of Creativity and Innovativeness:

The bidder will be required to make a presentation on the details of the proposed creative & innovative ideas along with a brief overview of technology excellence and quality of elements. However, the Bidders securing minimum 40 Marks in Step I, shall only be entitled to make a presentation.

The Bidder's technical solution proposed in the Technical Evaluation bid document will be evaluated as per the evaluation criteria mentioned in the following table.

#	Evaluation Criteria	Weightage in Technical Score	Minimum qualification Score
1.	Proposed Plan	20	15
2.	Demonstration of Proof of Concept	30	25
Total		50	40

MyGov (or a nominated agency) reserves the right to check/ validate the authenticity of the information provided in the Pre-qualification and Technical Evaluation criteria and the requisite support must be provided by the Bidder as and when desired by MyGov.

The following sections explain how the Bidders will be evaluated on each of the evaluation criteria.

3.4.1 Proposed Plan

	Proposed Plan		
	A. Understanding and coverage of scope of the work, its planning outline, time line schedule, Methodology and work plan (4)	20	15
	B. Creative conceptualization of the project (4)		
	C. Originality of the proposal + use of technology (4)		
	D. Communication and Branding designs (4)		
	E. Organization Ability + Key Personnel (4)		
TOTAL		20	15

3.4.2 Demonstration of Proof of Concept¹

#	Criteria	Criteria Details	Marks Allotted						
1.	Demonstration of Proof of Concept	<p>Pre-qualified bidders will be required to make demonstration of Proof of Concept cum Technical Presentation.</p> <ul style="list-style-type: none"> ✓ Proof of Concept Demonstration – Three Year of MyGov ✓ Technical Presentation covering Creative vision and strategy for MyGov's Promotion <p>Bidders will be required to present the proof of concept covering at least the following:</p> <table border="1"> <tr> <td>Overall campaign strategy</td> </tr> <tr> <td>Traditional Media strategy</td> </tr> <tr> <td>Digital Media strategy</td> </tr> <tr> <td>Media Plan</td> </tr> <tr> <td>Designs of all the aforementioned media</td> </tr> <tr> <td>Other PR and promotional activities</td> </tr> </table>	Overall campaign strategy	Traditional Media strategy	Digital Media strategy	Media Plan	Designs of all the aforementioned media	Other PR and promotional activities	30
Overall campaign strategy									
Traditional Media strategy									
Digital Media strategy									
Media Plan									
Designs of all the aforementioned media									
Other PR and promotional activities									
TOTAL			30						

Details for Demonstration of Proof of Concept:**Title:** Three year of MyGov**Problem Statement:** Create a 360 degree media and promotions campaign on 'Three year of MyGov'**Campaign duration:** 1 week**Campaign budget:** INR 5 Crore

¹ Bidders will be required to submit the entire proof of concept documentation and supporting at the time of presentation

Minimum Key Result Areas from Campaign:

- a. 10-15% increase in MyGov user base measured before and after the campaign
- b. 60% of such increase to be from rural areas
- c. Increase in user base equally among all 5 regions of the country (North, South, East, West, North East)
- d. Top 5 India trending topic on Twitter
- e. 1 Lac views on youtube for '3 year of MyGov video'
- f. MyGov Mobile app download- This KRA would be measured in terms of increase in the number of app downloads. One week after the end of the campaign, the increase in app downloads should be atleast 10,000 or more than the baseline figure taken at the commencement of campaign
- g. The mobile app shall be initially for Android Platform in both English and Hindi languages.
- h. Tweets and retweets from 50 known public personalities congratulating MyGov for completing 1 year
- i. 50 known public personalities to be added as users on MyGov - Journalists, Academicians, Active/Retd sportspersons, Entertainment industry, Business
- j. Brand visibility to 20 Crore Indian citizens
- k. MyGov should be in the list of top 10 items searched on Google for at least 1 day in the campaign week.

Grand Total = Step I + Step II

Prospective Bidders have to secure minimum 75 marks from the above technical evaluation criteria failing which they shall be disqualified and their financial bid shall not be opened. . In case less than 3 agencies are found to have secured 75 or more or less than 75 points, then MyGov shall exercise the discretion to shortlist top three agencies on the basis of the points secured by them.

On the basis of the technical assessment, Bidders securing the maximum qualifying marks in the Technical Evaluation shall be shortlisted and the financial bid of only the shortlisted bidders will be opened as per the RFP process. The date and time of opening of the financial bids will be conveyed to the selected bidders.

3.5 Notification of Award

Prior to the expiration of the validity period, MyGov will notify the successful bidder in writing that its proposal has been accepted. The notification of award will constitute the formation of the contract. Upon the successful bidder's furnishing of Performance Bank Guarantee (PBG), MyGov will promptly notify each unsuccessful bidder and return their EMD/ Bid Security.

3.6 Signing of Contract

After the notification of award, MyGov will issue Purchase Order (PO)/ Letter of Intent (LoI). The Bidder shall sign and return back to MyGov duplicate copy of the Purchase Order/LoI as an acceptance of the PO/ LoI within 7 working days from the date of issuance of PO/ LOI along with a Performance Bank Guarantee.

On receipt of the Performance Bank Guarantee MyGov shall enter into a contract with the successful bidder. The draft Master Service Agreement (MSA) is provided in RFP Vol 2. MyGov shall have the right to annul the award in case there is a delay of more than 30 days in signing of contract, from the date of acceptance of PO/LOI, for reasons attributable to the successful bidder and follow Government guidelines for the award of contract to next best value bidder as per evaluation criteria.

3.7 Performance Bank Guarantee (PBG)

The successful Bidder shall at his own expense deposit with MyGov, within seven (7) working days from the date of issuance of PO/ LoI, an unconditional and irrevocable Performance Bank Guarantee (PBG) from any Nationalised bank to MyGov, in the format prescribed in Section 9, payable on demand, for the due performance and fulfilment of the contract by the bidder.

This Performance Bank Guarantee will be for an amount equivalent to 10% of total contract value. PBG shall be invoked by MyGov in the event the Bidder:

- i. fails to perform the responsibilities and obligations as set out in the RFP to the complete satisfaction of MyGov
- ii. Misrepresentations of facts/information submitted to MyGov

The performance bank guarantee shall be valid for 180 days post satisfactory completion of the overall engagement/work as stipulated in MSA. In the event of any amendments to Agreement, the Bidder shall within 15 days of receipt of such amendment furnish the amendment to the Performance Guarantee as required.

The performance bank guarantee may be discharged/returned by MyGov upon being satisfied that there has been due performance of the obligations of the bidder under the contract. However, no interest shall be payable on the performance bank guarantee.

In the event of the Bidder being unable to service the contract for whatever reason, MyGov would invoke the PBG. Notwithstanding and without prejudice to any rights whatsoever of MyGov under the contract in the matter, the proceeds of the PBG shall be payable to MyGov as compensation for any loss resulting from the bidder's failure to perform/comply its obligations under the contract. MyGov shall notify the bidder in writing of the exercise of its right to receive such compensation within 40 days, indicating the contractual obligation(s) for which the bidder is in default.

MyGov shall also be entitled to make recoveries from the bidder's bills, performance bank guarantee, or from any other amount due to him, an equivalent value of any payment made to him due to inadvertence, error, collusion, misconstruction or misstatement.

In case the project is delayed beyond the project schedule as mentioned in this RFP, the performance bank guarantee shall be accordingly extended by the Bidder.

3.8 Failure to agree with the Terms & Conditions of the RFP

Without prejudice to above, failure of the successful bidder to agree with the Terms & Conditions of the RFP shall constitute sufficient grounds for the annulment of the award, in which event MyGov may award the contract to the next best value bidder or call for new proposals.

In such a case, MyGov shall invoke the PBG and forfeit the EMD of successful bidder.

4 Scope of Work

4.1 Overall Scope of Work

A Media & Communications strategy is essential to regularly convey information about MyGov, its activities and other components to diverse stakeholders and create awareness, through direct and indirect engagement. In order to formulate a Media & Communications strategy and to implement a 360 degree Media Campaign activity, services of a creative cum media agency is required, initially for a period of 2 years extendable for a maximum period of another one year at the discretion of MyGov. This will involve tasks as mentioned under, but will not be limited to these only.

- a. The selected agency will be responsible for the overall branding of MyGov across all mediums which can help MyGov in promoting the participative governance. Further, the selected agency may be required to re-design the overall logo of MyGov or MyGov initiatives (e.g. merchandise advertising plan), associated schematics, design, standardize the color scheme, etc.
- b. Information, Education and Communication (IEC): Conceptualize and develop Information, Education and Communication (IEC) materials for Radio, TV in different formats like spots/ jingles, Cinema ads, short films/documentaries, training films, interactive shows, audio visual material in any other formats as per requirement.
- c. Conceptualize, design, graphic design, studio work, digital art designing, infographics, etc. and other pre press work for the IEC print materials like brochures, booklets, primers, guidelines, folders, leaflets, posters, calendars, annual reports, railway reservation tickets, electricity and gas bills, postal stationeries etc.
- d. Conceptualize and design including writing of copy of the press advertisements, curtain raisers, briefs, Press Releases, Articles for magazines & newspapers, Newsletters, Reports, Testimonials, on various activities/events of MyGov. The selected agency need to Proofread all copy created by agency, including copy approved by the MyGov, and insure that all such materials deemed approved have been reviewed and approved through a review process.
- e. Conceptualize and design material for outdoor IEC activities like hoardings, bus/train panels, bus shelters, panels & posters in metro rail and metro stations, railway stations and airports, illuminated signage, wall paintings, display panels, other exhibition materials etc.
- f. Conceptualize and design IEC materials for dissemination of information through social media and innovative mediums like web pages, internet, and mobile telephone and for interpersonal communication.
- g. Conceptualize, design non-traditional and attractive merchandise for different audiences as per requirement.
- h. Advise MyGov Cell on appropriate communication strategy including media options and formats for campaigns. Provide creative consulting, sharing with MyGov the best practices expertise for brand advocacy and creative continuity. Coordinate media attendance and management at various events conducted for MyGov.
- i. The IEC materials for all the above formats are required to be made in Hindi, English and other regional languages as per requirement, if any.
- j. Conceptualize and conduct workshops, event coverage and launches
 - i. Government Workshops for issues related to specific regions
 - ii. MyGov Thematic Workshops for all Ministries/Departments

- iii. Youth Connect Workshops: Organize stalls at notable events in colleges etc.
- k. Research Activities: The agency will in addition carry out research related activities either directly or sub contract it to a research Agency. These activities will include KAP studies, Baseline studies, media habits studies, pre-test, effects after release, monitoring of communication campaign, concurrent tracking studies etc.
- l. Important:
 - i. The agency shall obtain approval from MyGov for all campaign plans, strategies, and materials produced. The agency shall provide a schedule of proposed media placements in consultation with MyGov. The agency shall monitor all media coverage of the brand and related topics.
 - ii. MyGov will provide/facilitate all technical inputs and will work closely with the agency in the formulation and planning of the required activities.
 - iii. All the media release shall happen either through selected agency's own or sub-contracted 'production- cum- release- houses', or shall be done through Government appointed agency. MyGov reserves the right for the final selection of 'production-cum –release- houses'. Radio and TVC production shall be done by external agency, however selected agency shall support in the media planning and end to end support till the release of the production. MyGov reserves the right to choose the external production agency from Government empanelled agencies for getting the creatives produced.
 - iv. The bidder shall be responsible for quoting the all the cost required for conceptualizing, creating the entire creative & its media planning under this engagement/work and extending all the required support for monitoring (in case of a third party 'production- cum –release-house') the release of the approved creative work through selected medium. Bidders are not required to quote for procuring third party images for this engagement. However graphic designing, infographic designing, digital image art work and making it ready for different adaptations for print media/internet media/OOH would be the responsibility of selected agency.
 - v. The selection shall be initially for 2 years from the date of signing of contract which shall be reviewed periodically to assess the performance during the specified duration of empanelment.
 - vi. The Agency will be required to submit details on each activity/event conducted, including the relevant artwork.
 - vii. The agency will ensure tracking – coordination with IT department for Website traffic.
 - viii. The selected agency will ensure media liaison and keep all relevant information organized.

4.2 Detailed Scope of Work

4.2.1 Preparation of Detailed Promotion & Communication Strategy:

The selected agency will be required to plan and design a detailed promotion strategy for MyGov to carryout different promotional activities covering all mediums so as to achieve the intended objective. The selected agency will be required to suggest a blend of all promotional mediums for effective and sustainable marketing campaigns in this strategy. This strategy document will be a live- document, which may get updated post each campaign basis the impact assessment results. The detailed promotion strategy would cover annual promotional activities for MyGov. The selected

agency will be required to seek approval from MyGov before executing the propositions made as part of this strategy document. The selected agency will also coordinate the implementation of the proposed strategy with the MyGov Team.

The selected agency need to also prepare a weekly, monthly and Yearly Communication strategy for Media and work on National and Local Media relationship. The agency will need to develop marketing campaigns (conception, information architecture, creative design, copywriting, graphical design and resizing, and final mechanicals) for MyGov.

4.2.2 **Print:**

Print media unlike web, radio or television medium, is tangible and provides readers the opportunity to study/browse articles, look at images & view advertisements at their leisure. The medium is widely circulated amongst loyal patrons and provides long term durability and hence has a longer life span. This medium is also very useful to reach specific audience, geographically spread. To raise awareness about MyGov's achievements amongst diverse stakeholders, it is planned to publish advertisements in leading dailies (All India) in English, Hindi and various regional languages. The selected agency will be required to conceptualize and develop creative for print medium. The creatives prepared by the agency should be ready to release version for publishing in newspapers/ magazines.

The selected agency will be required to carryout the digital art work/ infographic designing/ graphic designing/ image work (high resolution images) in the required sizes as per the agreed print media plan. However, agency is not required to procure third party images for this work, MyGov may either provide the images from its image bank or may go for specific photoshoot. The selected agency would be required to provide all required support in the art and design work required for create the creatives. The creative output from selected agency for print medium would include but not limiting to the following:

- a. **Newspaper Ads:** Strip Ads (32.9 cm width x 6 cm height), Quarter Page Ads, Half Page Ads. The agency need to resize edit materials as per media plan.
- b. **Magazines Articles:** Distinguished personalities and experts from different domains such as media, politics, science & technology, Industry, health, social welfare etc. may be invited to write articles regarding on-going discussions/activities on the portal, emerging themes and new activities that may be added etc. Personalities from various fields may be identified and summary of comments of 3-5 relevant discussion threads/contests of national importance or specific topics may be sent to domain experts along with invite letter from CEO, MyGov. Alternatively, experts may suggest topics for writing, as they deem fit. The selected agency will be required to support in the international (Australia, Europe, US) magazines/ news/ wire copied articles (such as Reuters/AP). The bidder is required to quote for total 6 number International articles equally divided amongst magazines, news and wire copied articles in 24 months.
- c. **Magazine Advertorials:** Advertorials may be published in leading magazines for promoting MyGov. The List of Magazines under different genre which will be required to cover for articles and advertorials are enclosed as Annexure 1: Indicative List of Magazines
- d. **Press Event:-** The selected agency need to organize media events (press conferences, media briefings), write press releases, announcements of the events.
- e. **Op-eds :** The selected agency will be responsible for bringing influential and noted writers to seed op-eds about the activities (existing and upcoming) and other issues of national importance for MyGov. The selected agency is required to quote for 24 op-eds in a span of two years from

10 well known writers in National Dailies. This cost should be all inclusive for 24 number of op-eds.

The selected agency need to undertake daily media monitoring and analysis and provide a monthly progress report to MyGov.

4.2.3 **Radio:**

Despite rapid developments in communication technologies in the last few decades, radio broadcasting is one of the most cost effective ways to reach diverse audiences. To enhance visibility of MyGov, Radio Campaigns are planned to be undertaken on AIR, community Radio, and private FM Channels. The selected agency will be responsible for conceptualizing, creating and media planning and spot buying support in the release of radio jingles and theme songs. The agency will be required to create and deliver the final script, negotiations with radio channels for spot buying, monitor its production by external agency and further its release in radio channels. MyGov will approve the creative and the media plan plus buying proposed by the selected agency. The Agency will undertake management of all talent and music contracts, including licensing, holding fees and residual payments. The Radio campaigns will be in form as under, but not limiting to:

a. **Radio Spot:** The selected agency will be required to make creative for the Radio spot in the form of Script, Messages, Lyrics, Jingle, etc. Production of songs/ jingle from respective lyrics will not be the responsibility of selected agency. The agency shall prepare a comprehensive media plan which shall be approved by MyGov for Radio covering the following two kinds of radio spots (40 seconds) -

- i. MyGov Generic spot
- ii. Spot based on specific topic. The Radio spots may be dubbed in 18 regional languages.

Dubbing of radio spots will be the responsibility of production agency, however, selected agency will be responsible for its end to end release in radio channels in selected regions.

b. **RJ Mentions:** Radio Jockeys may add value to the Radio spot and make it more meaningful for the listener by giving additional details about various ongoing and upcoming activities on the MyGov portal, how Ministries/Departments have taken action etc. The selected agency will be responsible for creating creatives for RJ mentions of MyGov either promoting the platform for participative governance or for specific agenda. Selected agency shall be end to end responsible for this scope of activity including creatives for scripts, media planning, discussions with radio channels and radio shows for RJ mentions, etc. in pursuant to the approval provided by MyGov on the media plan.

c. **Radio Sponsored Program:** In order to create awareness about MyGov and related components, a series of Radio Sponsored Programme (10 episodes of 15 minute each) may be developed. The programme will be produced in a Radio Magazine format which is typically characterized by periodicity, variety in its content presentation- discussions, interviews, reviews, music and feedback. The content may be developed in consultation with the MyGov Team. The agency will be responsible for but not limited to developing scripts, suggesting topics for the episodes, suggesting guests for expert advice segment/interview, discussion with radio channels, media planning, etc.

4.2.4 *Television:*

An essential part of everyday life today, television is one of the most powerful tools in communicating messages to the masses. Shrinking the world into one place, this visual medium with the dynamic combination of sight, sound and action makes it easy to reach specific target audience through a whole host of channels on an immediate basis. The selected agency will be responsible for conceptualizing, testing, research, creating, and media planning & buying support (if required) in the production cum release the components of TV campaign as given below. All TV campaign creative must be developed through fresh shoot. MyGov will consider the creative and the media plan and media buying proposed by the selected agency. The selected agency will be required to deliver the script ready to be shot by production house and shall monitor the production of TVC. The selected agency shall be responsible to provide support in releasing the TVC as per media plan. The TV campaign creative will be in the form as under, but not limiting to:

- a. **TV Spot:** The selected agency will be required to create comprehensive creative for TV Spot (60 seconds, 40 seconds and 30 seconds) in form of Story board/ Script, Messages, Lyrics, Jingle, Graphics, Animation etc. The agency shall prepare a comprehensive media plan which shall be approved by MyGov for TV. The TV Spot will require to be dubbed in 18 regional languages and the selected agency shall extend all the required support for dubbing by production agency and its release in select regional TV channels. Dubbing of TV spots will be the responsibility of production agency, however, selected agency will be responsible for its end to end release in TV channels in selected regions.
- b. **Talk Shows/ Half Hour Specials:** The selected agency will be required to conceptualize a series of sponsored talk shows on MyGov. Selected agency shall be end to end responsible for this scope of activity including creatives for scripts, media planning, discussions with TV channels, etc. The selected agency will be required to support MyGov in buying media basis their relationship with TV Channels as per the approved media plan.
- c. **Product Placement:** The selected agency will be required to conceptualize methods for sponsored product placement in popular TV shows for promoting MyGov. The selected agency will only be required to support MyGov in buying media/ air time in TV Shows as per the approved media plan. The selected agency will not be required to incur cost on behalf of MyGov for product placement. However the selected agency will be required to draft the script with the selected TV show for proper product placement. The selected agency would be responsible for successful release of the product 'MyGov' placement in TV show.

4.2.5 *Digital Films:*

Promotional Campaign film (5-7 minute duration), User experience film (5-7 minute duration), and 3D/ 2D animation films (both 2-3 minute duration) can be extremely effectual for raising awareness, informing and educating the masses about various activities on MyGov. The selected agency will be responsible for conceptualizing, creating and producing the films under this engagement. The selected agency is not only responsible for quoting the cost for creating the script of such films but also for the production of it. All Films will be freshly shot for this engagement using professional photographers and further edited to make it ready for release. All graphics/animations/art work used must be developed ab initio by the selected agency for this scope activity.

4.2.6 *Cinema Ads:*

Cinema Advertising is a very effective way of campaigning as it offers targeting of specific audience, based on geography. Cinema Advertisements have the potential to generate response from the public, as it is a model of campaigning wherein the audience is captive and compelled to watch

the advertisement. Cinema advertisement on MyGov would be an adaptable version of the TV commercials. The selected agency will be responsible for creating adaptations of TV commercials for Cinema Ads and further supporting MyGov for media planning for the release of such Cinema Ads. As the dubbing of TV spot shall be carried out by production agency, the selected agency shall be responsible for creating regional adaptations as well for Cinema Ads.

4.2.7 *New Media*

a. Social Media:

With the proliferation of social media, it has become imperative to keep pace with the different channels and forms of communication to ensure that the message is disseminated far and wide and reaches out to the intended audiences in all potential channels accessed by them. It is important to bring to light that the government is utilizing tools that constitute social media to connect with the citizens. The selected agency will be required to undertake a comprehensive social media campaign for events or campaigns whenever assigned to on social media including but not limiting to on Twitter, Facebook, YouTube, Instagram etc. The campaign would essentially involve creation of creatives for films, advertisements, trending, web posts, blog bursting, etc. Indicative list of activities for Twitter, Facebook and YouTube are listed as under for reference, however final list of activities shall be designed based on the requirement of MyGov on selected social media platforms, from time to time.

- i. Twitter: Creating graphical and video creatives for MyGov Twitter account for at least 1 tweet daily on important ongoing/upcoming activities on the platform. Required creatives for New tasks/contests/discussions/groups/rewards to be tweeted about on a daily basis. The selected agency will be required to create creatives for the twitter handle and help in trending topics of interest; however MyGov would manage its twitter handle with its own team.
 - ii. YouTube: a MyGov channel on You Tube has been created wherein all audio visual media, interviews, animated films etc. will be posted. The selected agency will be required to create Pre-roll ad (TrueView format ads- skippable as well as non-skippable) from videos/ TV spots/ TV shows/ Cinema Ads for extensive promotion of MyGov. The selected agency will be end to end responsible for this scope activity including media planning, creating script for videos (for fresh video shoots), art work, adaptations in different sizes, etc; however MyGov would manage its Youtube handle with its own team.
 - iii. Facebook: MyGov may launch its Facebook page in the near future to attract the users from this widely used social media and communication platform. The selected agency will be required to create response for Facebook page comments, create interesting posts about New tasks/contests/discussions/groups/rewards/ other topics of interest, etc and make the same trending; however MyGov would manage its Facebook page with its own team.
 - iv. Viral Videos: The selected agency will be required to create creatives for videos and also support MyGov in making atleast 8 such videos viral on internet (more than 1,00,000 views in 30 days from the date of release of video on MyGov YouTube channel).
- b. Internet Banner:** Web Banner ads are powerful tools for building brand recognition. The selected agency will be responsible for conceptualizing the entire creative for web banners for the required campaign, or as the case may be. The Ad could be in the form of a static image, animations, slideshows and streaming media to make it eye catching advertisement for Web-page visitors. The banner may be displayed prominently on all Government websites and for

certain time period on important and highest rated Indian websites such as Times of India, NDTV, Yahoo India, Facebook etc. The selected agency will be required to design the graphics, undertake required graphic designing/ infographic designing/ art/ studio work for creating the web ads of different sizes to be placed on various websites on internet. For the purpose of creating internet banners, the selected agency is not required to purchase images, as MyGov may provide images from its image bank or go for specific photoshoot. However, the selected agency will be responsible for all the image work (high resolution images) to be ready for the release as web ads on internet.

- c. **Blogger Engineering:** The selected agency will be responsible for bringing influential and noted bloggers to write about the activities (existing and upcoming) and other issues of national importance on the MyGov portal, their associated blog websites/ guest blog, or any other prominent websites where they are actively blogging. The selected agency is required to quote for creating such blogs, media planning for blogs and also the cost for known personalities to write blogs. This cost should be all inclusive for MyGov for 10 number of bloggers writing to promote MyGov for a period of 2 years (atleast 3 blogs of 800 words each from each blogger).

d. **Mobile Phone Marketing:**

- v. Bulk SMS may be sent out regularly to inform people regarding existing and upcoming activities on the portal and important events. The selected agency will be responsible for identifying the event on which bulk SMS is required to be sent out. Further the agency will be responsible for creating content of SMS and coordinate for the successful dissemination of SMSs through MeitY/NIC SMS Gateway.
- vi. The selected agency will be responsible for creating the script for MyGov jingle ring tones and further getting it produced from the external agency. The selected agency will monitor the production of jingle ring tone and also its release for Mobile downloads from different stores (Android/ Apple/Windows/ etc.) and mygov.in. The selected agency would be creating phone/desktop/laptop screensavers for download from MyGov portal. The agency shall be carrying out all the required graphic designing/ infographic designing/ digital art work for delivering such screensavers. Selected agency is not required to procure images for this scope activity.
- vii. The selected agency will be responsible for creating mobile ads which shall be posted on various important mobile applications as live banner ads. Further selected agency will be responsible for identification of such mobile applications for the posting of ads, supporting in buying space for such ads and also updating the ads from time to time.
- e. **New Media Marketing:** The selected agency may be required to design the creatives for re-designing the web-pages of the existing MyGov portal to better suit the requirements of users. Further, the agency will be required to write articles to be posted on the MyGov portal/ other websites to increase its ranking on various search engines, including but not limiting to SEO and SEM. Further it is imperative to mention here that this will an ongoing activity throughout the duration of the engagement and specific need based articles, contents, support in managing social media of MyGov to improvise the ranking and creating awareness of this platform shall also be part of this scope of activity which helps driving traffic to MyGov web portal.
- f. **IVRS Content:** The selected agency may be asked to create content for IVRS like IVRS prompts, scripts, promotional content etc. Further the agency will need to take approval on these contents and get them activated. The agency need to do an impact assessment of the IVRS

outreach. The agency may be asked to create the IVRS prompt in multiple language and share the same with MyGov.

- g. Email marketing:** The selected agency may be required to purchase email databases such that emailers on various activities of MyGov can be send to the selected database to acquire new users and increase participation on various activities

4.2.8 Outdoor Media:

The selected agency will be responsible for conceptualizing, creating and designing creative material for outdoor IEC activities like MyGov Posters, Hoardings, bus/train panels, bus shelters, illuminated LED screens/digital signage, wall paintings, display panels/boards, or any other materials which may be displayed at prominent places such as Airports, Metro Stations, Railway Stations, Bus stops, corporate office campuses and other public places. Further, the selected agency will be required to identify such prominent places for the outdoor media which may include but not limiting to the aforementioned places. The selected agency will support in media planning and monitor the upkeep of outdoor media as per the approved media plan. Selected agency will not be required to procure images for this scope, however all the digital image and art work required for getting the right adaptations for all sizes of OOH in high resolution images would be the responsibility of selected agency. MyGov may go for specific photoshoot for this scope activity and may provide high resolution images from its bank for the digital image and art work by selected agency.

4.2.9 Podcast:

The selected agency will be responsible for creating podcast (audio only) to be streamed through MyGov portal. The podcast will facilitate user to self-update about the weekly activities pertaining to each discussion/ task/ contest/ event on MyGov. The selected agency will required to create creatives for script of podcast, selection of speaker for voice, recording the podcast in two languages, studio editing for the final release. The selected agency would be required to quote all inclusive for 104 podcast (weekly podcast) in two languages including cost of speaker.

4.2.10 Merchandise:

The selected agency will be responsible for suggesting, designing creative for non-traditional, attractive and aspirational merchandise (which makes identification with MyGov an aspirational value, like badges, bands, etc.) tailored for different audiences/ different campaigns and events, collaterals as rewards for contests etc. It is also crucial that the type and look of the collaterals especially the low cost items such as pens, mugs, notepads, T-Shirts, Bags, Caps, Pen Holders, Visiting Card Holders, Paper Weights, Pen Drives, Brochures, Booklets, etc. be changed regularly to maintain interest and pride of ownership in such items. The selected agency would be required to create creatives for aspirational merchandise which are specifically designed for individuals contributing on MyGov on various topics. Further, the selected agency will be responsible for carrying our digital image work, graphic designing for creatives and further coordinating with the merchandise developer before and after the important events. It may be possible that merchandise will be developed without any event, in such case also, the selected agency will be responsible for the final output (merchandise items such as pens, mugs, notepads, etc. will not be the responsibility of selected agency).

4.2.11 Event Management:

The selected agency will be responsible for end to end planning, organization, administration and management of events related to MyGov including exhibitions. These may be in form of Workshops/Seminars/Conferences/ Exhibitions. The responsibilities will include but will not be limited to coordination and extensive follow up with Ministries/Departments/PSUs/Industry/Academia for speaker participation and general participation in such events, promotion of event for general participation, follow up with confirmed speakers, vendor coordination, developing promotional creative materials for such events, supervision and management of event on-site, exhibition set up and management, over-see set up and manage exhibition space during build-up and breakdown, liaising with exhibitors to ascertain their precise event requirement, preparation of event report etc. Cost for venue, food & beverages, lightings, sound systems, etc. are not to be factored in the quote by bidder. The selected agency will be required to create promotional material such as short films/ high resolution still photographs by professional/ etc. from such events.

4.2.12 Overall Impact Assessment:

MyGov will undertake the overall impact assessment exercise through a third party agency from time to time to understand the response from citizens against various promotional activities. This may require primary research activities as well by physically conducting surveys of citizens. This activity will form the basis for revising the media plan if required. Suggestions submitted by the third party agency would require to be incorporated in the comprehensive promotional strategy by the Creative cum Media Agency selected through this process and further undertake all the necessary actions emerging from the impact assessment exercise. The bidder will be required to submit the revised strategy document within stipulated timelines (30 days) from the date of communication of such suggestions emerged from impact assessment.

4.2.13 Intellectual Property Rights

MyGov shall remain the owner of all the content conceptualized, created, and implemented by the selected agency under this RFP. All intellectual property rights in the content whether in tangible or intangible form shall belong to MyGov and the selected agency has no right to assign, licence, sell, or use any content conceptualized, created and implemented under this RFP and/or accompanying Master Service Agreement to any third party under any circumstances.

All the content conceptualized, created and implemented by the selected agency whether in tangible or intangible form shall bear relevant copyright notices in the name of MyGov.

The selected agency shall take all such appropriate legal actions to safeguard violation of MyGov's intellectual property rights, if any.

4.3 Target Audience

The Target Audience for the promotional activities undertaken through his engagement would be primarily all Citizens of the country. These citizens would fall under the following segments:

- a. Citizens (Common Man)
- b. Central Line Ministries (NeGP-MMP specific)

- c. States (IT and MMP Departments)
- d. Industry & businesses (including Banking and Financial services)
- e. Students and Academia
- f. Organizations, School Boards, Universities
- g. Civil Society Organizations (CSOs), Non-Governmental Organizations (NGOs), Self-Help Groups (SHGs)

The selected agency would be required to design the campaign ideas keeping in view the target audience; it may also be required to design campaigns specifically for a select segment of target audience.

4.4 Deliverable Timelines

The selected agency will be required to submit the comprehensive strategy for promotion of MyGov in 30 days from the effective date of the contract. This strategy document and other initiatives would be taken up for defining each assignment and the timelines will be agreed upon for each of such assignment. The selected agency will be required to extend all the support required to meet the intended objectives of the comprehensive strategy.

The selected agency will be required to adhere to the service levels for each of the deliverable agreed with MyGov under this engagement, as under:

Delivery Related Service Level Agreement (SLA) Criteria								
Explanation: The deduction mentioned in this table shall be made from the next due payment to the SA								
S. No.	Description	Baseline	Lower Performance		Material Breach		Basis of Measurement	Remarks
		Metric	Metric	Deduction	Metric	Deduction		
1	Submission of comprehensive strategy	30 days from the effective date of contract/ official date of changes proposed in the strategy	Two days after the due date	Rs. 5,000 per day	> 5 days of delay after the due date	Rs. 10,000 per day till 10 days. Post 10 days Material Breach conditions shall be invoked	Dates for submission of deliverable as mentioned in the contract	For the purpose of this SLA, submission of deliverable would mean formal submission by SA. Deliverable should have acceptable level of quality standards
2	Submission of deliverables as per assignment under the comprehensive	agreed days from the deciding date	Two days after the due date	Rs. 5,000 per day	> 5 days of delay after the due date	Rs. 10,000 per day till 10 days. Post 10 days Material Breach	Dates for submission of deliverable as agreed for each	For the purpose of this SLA, submission of deliverable would

Delivery Related Service Level Agreement (SLA) Criteria								
Explanation: The deduction mentioned in this table shall be made from the next due payment to the SA								
S. No.	Description	Baseline	Lower Performance		Material Breach		Basis of Measurement	Remarks
		Metric	Metric	Deduction	Metric	Deduction		
	strategy					conditions shall be invoked	assignment	mean formal submission by SA. Deliverable should have acceptable level of quality standards

5 Payment Schedule

The selected agency will be required to submit the invoice post completion of each assignment under this engagement successfully (completion duly approved by MeitY) as per the agreed strategy plan or otherwise as the case may be. The rates would be used as per commercials quoted by the selected agency to arrive at the costing of such assignment under the agreed strategy plan and cost. Post completion of each assignment under this engagement, MyGov will assess the delivery for the approval to selected agency.

The payment for the preparation of Detailed Promotion Strategy cum comprehensive media planning shall be made in 4 equal installments divided over a period of two years (at the end of half year) of the amount quoted in commercial bid by the bidder for row item at serial number 1 under table at section 8.8.1.

Note:

1. The payment for each deliverable shall be made to the selected agency only after successful completion and acceptance by MyGov
2. The payments are subject to adherence of SLAs and imposition of penalties as mentioned in this document
3. The Vendor shall raise the invoice to MyGov in pursuance to the agreed and approved payment schedule milestones
4. Any payment which is required to be paid in connection with production or release to outsourced agency, the same shall be paid directly by MyGov in consultation with the selected agency and on approving the invoice of outsourced agency
5. Cost related to media buying or air time buying shall be paid directly to the concerned agency by MyGov in consultation with the selected agency and on approving the invoice of such concerned agency
6. The Government levied taxes duties as applicable on the Professional Fee, Sub-Contract/ Vendor costs and Media costs shall be payable by MyGov
7. Wherever applicable, taxes shall be deducted at source from the Professional fee, Sub-Contract/ Vendor costs, Media costs and other costs by MyGov in accordance with the directions from MeitY from time-to-time.
8. Payments terms (credit period) 30 days from the date of submission of invoices.

6 Annexure 1: Indicative List of Magazines

Sl. No.	Genre	Magazine (English)	Magazines (Hindi)
1.	Current Affairs	India Today (Weekly)	India Today
		The Week	
		Frontline	
		Outlook	Outlook Saptahik
2.	Health	Women's Health	
		Men's Health (India Today Group)	
3.	Business	Business World	
		Business Today (Fortnightly)	
		Business India (Fortnightly)	
		Forbes India	
		Outlook Business	
4.	Women's Magazines	Femina (Fortnightly)	Grehlakshmi
		Women's Era	
5.	Technology	PCQuest	
		Dataquest	
		Digit	
		Chip	
		PC World	
6.	Science	Current Science	Sandarbh (bimonthly)
		Popular Science (Monthly)	Vigyan Pragati
		Safari	
7.	Education	360 degree	
		Edu	
8.	Travel & Lifestyle	Outlook Traveler	

7 Annexure 2: Formats for Submission of the Pre-Qualification Bid

7.1 Pre-Qualification Bid Covering Letter

<<On Bidder's Letter head>>

To,

Chief Executive Office
MyGov
Ministry of Electronics and Information Technology
CGO Complex, Lodhi Road, New Delhi 110003

Subject: Submission of the Pre-Qualification Proposal for Selection of Creative and Media for MyGov

Dear Sir,

We, the undersigned, offer to provide creative and media services to MyGov with reference to your Request for Proposal dated <insert date> and our Proposal. We are hereby submitting our Pre-qualification proposal.

We hereby declare that all the information and statements made in this Pre-qualification proposal are true and accept that any misinterpretation contained in it may lead to our disqualification.

We agree to abide by all the terms and conditions of all the volumes of this RFP document. We would hold the terms of our proposal valid for the number of days as stipulated in the RFP document.

Yours sincerely,

(Authorised Signatory)

Signature:

Name:

Designation:

Address:

Seal:

Date:

7.2 Checklist

#	Parameter	Pre-qualification criteria Description	Documentary Evidence Submitted	Page Reference
	Legal Entity	<p>Bidder should be</p> <ul style="list-style-type: none"> ▪ A company incorporated in India under the Companies Act, 1956 and subsequent amendments thereto or a partnership firm registered under LLP Act, 2008/Indian Partnership Act, 1932 ▪ Registered with the Service Tax Authorities ▪ Should have been operating for the last five (5) years in India. ▪ The Bidder, shall be an agency/entity essentially involved in Creative & Artistic Production and/or Event Management & Branding works. 	<p>Copy of Certificate of Incorporation</p> <p>Copy of Registration Certificates</p> <p>Letter from Company Secretary on bidder's letter head for last five years operation</p> <p>Copy of memorandum and article of association should be enclosed.</p> <p>Self-Certificate from the authorized signatory mentioning the office details</p>	
2.	Turnover	<p>Bidder should have had an average turnover of at least INR 75 Crores from the last 3 financial years (FY 2013-14, 2014-15, 2015-16) from Media communication services/Creative services/Promotional services</p> <ul style="list-style-type: none"> ▪ For the purpose of this criterion, turnover of only the bidding entity will be considered. Turnover of any parent, 	<p>Audited financial statements for the last three financial years.</p> <p>Or</p> <p>Certificate from the Statutory Auditor</p>	

#	Parameter	Pre-qualification criteria Description	Documentary Evidence Submitted	Page Reference
		subsidiary, associated or other related entity will not be considered.		
3.	Net worth	Bidder should have had a Net worth of at least INR 20 Crores at the close of the preceding financial year.	Audited financial statements for the last three financial years. Or Certificate from the Statutory Auditor	
4.	Profitability	Bidder should be profit making as per the audited consolidated financial statements in the last 3 financial years (FY 2013-14, 2014-15, 2015-16). For the purpose of this criterion, profitability of only the bidding entity will be considered. Profitability of any parent, subsidiary, associated or other related entity will not be considered.	Audited financial statements for the last three financial years. Or Certificate from the Statutory Auditor	
5.	Experience of handling 360 degree campaigns for at least 3 Government client	The Bidder should have the experience of handling three campaign/event projects for Central/State Government/Public Sector Undertaking etc. costing not less than Rs. 100.00 Lakhs handling 360 degree campaign covering designing / production of Creatives / commercials for various media including print, TV, radio, online, outdoor, etc., and digital media (social media, internet marketing, blogs,	Self-Certificate from the authorized signatory for each work as per format 7.4.1 Details of work as per format enclosed at section 7.4.2	

#	Parameter	Pre-qualification criteria Description	Documentary Evidence Submitted	Page Reference
		etc.).		
6.	Experience of handling Large Size Campaign/Event for GoI/PSU/State Government	The bidder must have executed minimum 1 project costing not less than Rs. 1500/- Lakhs and 3 projects costing not less than 1000.00 Lakhs for Government of India/Corporates in last 5 years.	Copy of work order + Completion Certificates from the client with reference of the client; OR Work Order + Self Certificate of Completion (Certified by CS/independent auditor of the bidding entity)	
7.	Experience of handling events with President/ Prime Minister/Union Ministers/Chief Minister/	The Bidder should have carried out at least 3 projects in the last 3 financial years for Government of India or any Central / State Ministry / Corporate involving the Hon'ble Prime Minister or Hon'ble President of India or Union Ministers or Hon'ble Chief Minister, out of which one project should be of a minimum value of Rs. 2 crore.	Copy of work order + Completion Certificates from the client with reference of the client; OR Work Order + Self Certificate of Completion (Certified by CS/independent auditor of the bidding entity)	
8.	Production Capability	The bidder must have in-house MICE, Digital, Creative, Design and Event Production capabilities	Self-certificate letter undertaking to this effect on company's letter head signed by company's authorized signatory	
9.	Blacklisting	<ul style="list-style-type: none"> Bidder must not be blacklisted by Govt. of India/ Central PSU as on the date of submission of the bid. 	<p>Self-certificate letter undertaking to this effect on company's letter head signed by company's authorized signatory.</p> <p>Bidder must disclose any blacklisting and nature thereof and must provide</p>	

#	Parameter	Pre-qualification criteria Description	Documentary Evidence Submitted	Page Reference
			Blacklisting- Revocation letter (if applicable). MyGov reserves the right to accept or reject the Bidder's supporting proof	
10	Presence in Delhi/NCR	The Bidder shall have a fully functional office in Delhi, India for at least last 5 years and should have at least 2 Regional Offices across	Self-Certificate from the authorized signatory mentioning the office details	
11	Power of Attorney	A Special power of attorney executed on a non-judicial stamp paper of appropriate value authorizing the representative of the bid to sign the bid against this RFP	Original special power of attorney to be submitted	
12	Manpower	The Bidder shall have minimum 50 regular professional manpower having relevant experience of handling 360 degree campaigns for government client.	Self-Certificate from the authorized signatory mentioning the availability of the required number. & 25 CV's with relevant experience in handling 360 degree campaigns for government client.	

7.3 Bidder's General Information

Following table shall be filled with the details of Bidder.

S. No.	Item	Bidder's Response
1.	Company Name	
2.	Year Established	

S. No.	Item	Bidder's Response			
3.	Incorporated in India (Yes or No)				
4.	Authorized Signatory				
5.	Position				
6.	Address				
7.	Mobile				
8.	Telephone				
9.	Fax Number				
10.	Email Address				
11.	Financial Information		2016-15	2015-14	2014-13
		Turnover (in INR Crores)			
		Profit (in INR Crores)			

7.4 Bidder's Experience - Pre-Qualification Citations Format

7.4.1 Self-Certificate

<<On Bidder's Letter head>>

To Whomsoever It May Concern

This is to certify that we, <<*Name of the Bidding Entity*>> has handled 360 degree promotion campaign for <<*Name of the client*>> covering designing / production of Creatives / commercials for various media including print, TV, radio, online, outdoor, etc., and digital media (social media, internet marketing, blogs, etc.).

(Authorised Signatory)

Signature:

Name:

Designation:

Address:

Seal:

Date:

7.4.2 Format for Experience of handling 360 degree campaigns

S. No.	Item	Bidder's Response
1.	Name of Bidder entity	
2.	Assignment Name	
3.	Name of Client	
4.	Country	
5.	Contact Details <i>(Contact Name, Address, Telephone Number)</i>	
6.	Approximate Value of the Contract	
7.	Duration of Assignment (months)	
8.	Award Date (month/year)	
9.	Completion Date (month/year)	
10.	Narrative description of the project	<i>Description of the project should specify the objective of the project and results/ outcome, if any of the campaign</i>
11.	Details of Work that defines the scope relevant to the requirement	<i>Details of work should specify the promotional activities undertaken by the agency for all category of mediums (Radio/Print/TV/OOH/ Digital, etc. for the client.</i>
12.	Documentary Evidence attached	<i>Documentary evidence should contain the work outputs for the campaign</i>

7.5 No Deviation Certificate

<<On Bidder's Letter head>>

This is to certify that our offer is exactly in line with your tender enquiry/RFP (including amendments) no. _____ dated _____. This is to expressly certify that our offer contains no deviation either Technical (including but not limited to Scope of Work or MyGov requirements) or Commercial in either direct or indirect form.

(Authorised Signatory)

Signature:

Name:

Designation:

Address:

Seal:

Date:

7.6 Format for EMD Bank Guarantee

Whereas ----- (hereinafter called 'the Respondent') has submitted its proposal dated ----- in response to the RFP notice for Selection of Creative and Media Agency for MyGov (hereinafter called "the Proposal") to CEO, MyGov, Ministry of Electronics and Information Technology (MeitY), New Delhi – 110003

KNOW ALL MEN by these presents that WE ----- of ----- having our registered office at ----- (hereinafter called "the Bank") are bound unto the MEDIA LAB ASIA-NEGD-MYGOV (hereinafter called "the Purchaser") in the sum of ----- for which payment well and truly to be made to the said Purchaser, the Bank binds itself, its successors and assigns by these presents. Sealed with the Common Seal of the said Bank this -----day of -----2017.

THE CONDITIONS of this obligation are:

1. If the Respondent withdraws its proposal during the period of validity of the proposal as specified by the respondent on the Notice of Intent to submit proposal in response to RFP Notice
or
2. If the Respondent, having been notified of their selection fails or refuses to submit the required Performance Guarantee for any State.

We undertake to pay to the Purchaser up to the above amount upon receipt of its first written demand, without the Purchaser having to substantiate its demand, provided that in its demand the Purchaser will specify that the amount claimed by it is due to it owing to the occurrence of one or both of the two conditions, specifying the occurred condition or conditions

This guarantee will remain in force up to and including 45 days after the period of proposal validity, and any demand in respect thereof should reach the Bank not later than the above date.

8 Annexure 3 – Formats for submission of Technical Proposal

8.1 Technical Bid Covering Letter

<<On Bidder's Letter head>>

To,
Chief Executive Office
MyGov
Ministry of Electronics and Information Technology
CGO Complex, Lodhi Road, New Delhi 110003

Subject: Submission of the Technical Proposal for Selection of Creative and Media Agency for MyGov

Dear Sir,

We, the undersigned, offer to provide Creative and Media services with reference to your Request for Proposal dated <insert date> and our Proposal. We are hereby submitting our Technical Proposal as part of this envelope.

We hereby declare that all the information and statements made in this Technical Proposal are true and accept that any misinterpretation contained in it may lead to our disqualification.

We agree to abide by all the terms and conditions of all the volumes of this RFP document. We would hold the terms of our proposal valid for the number of days as stipulated in the RFP document.

We understand you are not bound to accept any Proposal you receive.

Yours sincerely,
(Authorised Signatory)

Signature:

Name:

Designation:

Address:

Seal:

Date:

8.2 Checklist

#	Parameter	Compliance (Yes/ No)	Documentary Evidence Submitted	Page Reference
1.	Experience of handling 360 degree campaigns for distinct clients			
2.	Award Winning 360 degree campaigns			
3.	Creative vision and strategy for MyGov's campaign			
4.	Client Servicing Work Plan			

8.3 Bidder's Experience – Technical Citations Format

8.3.1 Self-Certificate for large promotional and marketing campaigns

<<On Bidder's Letter head>>

To Whomsoever It May Concern

This is to certify that we, <<Name of the Bidding Entity>> has executed large promotional and marketing campaign of value more than Rs. 1 Crore for <<Name of the client>> .

(Authorised Signatory)

Signature:

Name:

Designation:

Address:

Seal:

Date:

8.3.2 Self-Certificate for handling 360 degree campaigns

<<On Bidder's Letter head>>

To Whomsoever It May Concern

This is to certify that we, <<Name of the Bidding Entity>> has executed 360 degree campaign covering designing / production of Creatives / commercials for various media including print, TV, radio, online, outdoor, etc., and digital media (social media, internet marketing, blogs, etc.) for <<Name of the client>> .

(Authorised Signatory)

Signature:

Name:

Designation:

Address:

Seal:

Date:

8.3.3 Self-Certificate for handling Digital campaigns

<<On Bidder's Letter head>>

To Whomsoever It May Concern

This is to certify that we, <<*Name of the Bidding Entity*>> has executed Digital promotional campaign for Government/ PSU for <<*Name of the client*>> .

(Authorised Signatory)

Signature:

Name:

Designation:

Address:

Seal:

Date:

8.3.4 Format for Experience

S. No.	Item	Bidder's Response
1.	Name of Bidder entity	
2.	Assignment Name	
3.	Name of Client	
4.	Country	
5.	Contact Details <i>(Contact Name, Address, Telephone Number)</i>	
6.	Approximate Value of the Contract	
7.	Duration of Assignment (months)	
8.	Award Date (month/year)	
9.	Completion Date (month/year)	
10.	Narrative description of the project	
11.	Details of Work that defines the scope relevant to the requirement	
12.	Documentary Evidence attached	

8.4 Resource Deployment Plan

#	Role	Name	Months													Total Staff person-month proposed												Distribution of Total	
			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	Onsite	Offshore	
1.																													
2.																													
3.																													
4.																													
5.																													
6.																													
7.																													
8.																													

8.5 Curriculum Vitae of Proposed Team Members (Key Personnel)

S. No.	Item			Bidder's Response
1	Name			
2	Specify role to be played in the project			
3	Name of Organization			
4	Number of years with the Current Organization			
5	Total Experience (in Years)			
6	Experience in yrs. (Provide details regarding name of organizations worked for, Designation, responsibilities, tenure etc.)			
7	Name of Organization	From	To	Designation/ Responsibilities
7.1				
7.2				
8	Summarized professional experience (Relevant to the Current Project) in reverse chronological order			
	From	To	Company / Project / Position / Relevant Functional, Technical and Managerial experience	
8.1				
8.2				
9	Educational Background, Training / Certification including institutions, % of marks, specialization areas etc.			
	Degree	Year of Award of Degree	University	% of marks
9.1				
9.2				

8.6 Project Plan

S. No.	Activity	Months							
		1	2	3	4	5	6	7	8

Annexure 4 – Formats for Submission of the Commercial Proposal

<<On Bidder's Letter head>>

8.7 Commercial Proposal Covering Letter

To:

Chief Executive Office
MyGov
Ministry of Electronics and Information Technology
CGO Complex, Lodhi Road, New Delhi 110003

Subject: Submission of the Commercial Proposal for Selection of Creative and Media Agency for MyGov

Dear Sir/Madam,

We, the undersigned, offer to provide the Creative and Media services for MyGov in accordance with your Request for Proposal dated <<Date>> and our Proposal. Our attached Commercial Proposal is for the amount of <<Amount in words and figures>>. This amount is inclusive of all the taxes. Details of taxes are provided in the commercial format.

1. PRICE AND VALIDITY

- All the rates mentioned in our bid are in accordance with the terms as specified in the RFP documents. All the rates and other terms and conditions of this Bid are valid for the entire duration of the contract and further extendable for a period of 1 year.
- We hereby confirm that we have mentioned all applicable taxes in this commercial proposal. Taxes shall be paid as applicable at the time of payment.
- We understand that the actual payment would be made as per the existing direct tax rates during the time of payment.

2. UNIT RATES

We have indicated in the relevant forms enclosed the unit rates for the purpose of on account of payment. In the event of discrepancy in the unit and total price quoted in this commercial proposal, the unit price shall prevail for calculating the total cost to MyGov.

3. RFP PRICING

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

4. QUALIFYING DATA

We confirm having submitted the information as required by you in your Instruction to Bidders. We are not submitting any assumptions or conditions with our commercial proposal as it is all inclusive proposal. MyGov reserves the right to reject our proposal in case of any discrepancy or conditions found with our commercial proposal.

5. BID PRICE

We declare that our Bid Price is for the entire scope of the work as specified in all the Volumes of this RFP and Annexure thereto. Our bid prices are mentioned in the submitted Commercial Proposal.

6. PERFORMANCE BANK GUARANTEE

We hereby declare that in case the contract is awarded to us, we shall submit the Performance Bank Guarantee as specified in the Section 3.7 of this RFP document.

Our Commercial Bid shall be binding upon us subject up to expiration of the validity period of the Proposal, i.e., [Date].

We understand you are not bound to accept any Proposal you receive.

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

Thanking you,

(Authorised Signatory)

Signature:

Name:

Designation:

Address:

Seal:

Date:

8.8 Commercial Proposal

The total Bid Price comprises of prices quoted for component A - Detailed Costing for creatives and component B – Manpower Cost.

8.8.1 Detailed Costing for creatives to be used for evaluation

S. No.	Description of Item	Cost Per Unit (in INR) – ‘A’	Indicative quantity for 2 years –‘B’	Cost for 2 years (in INR) – A x B	Sub-Total Cost (in INR)
1.	Detailed Promotion and Media Strategy including the comprehensive media planning		NA	NA	
2.	Creatives for Print				
	Newspaper Ads				
	Strip Ad -32.9 cm (w) x 6 cm(h)		8		
	Quarter Page Ad		8		
	Half Page Ad		4		
	Magazines				
	Articles (1-2 page)		16		
	International Magazine Articles (1-2 page)		2		
	International News Articles (1-2 page)		2		
	International Wire Copied Articles		2		
	Advertorials		8		
3.	Creatives for Radio				
	Radio Spot (40 second)- MyGov generic		4		
	Radio Spot (40 second)- Specific Topic		8		

S. No.	Description of Item	Cost Per Unit (in INR) – ‘A’	Indicative quantity for 2 years –‘B’	Cost for 2 years (in INR) – A x B	Sub-Total Cost (in INR)
	RJ Mention		8		
	Radio Sponsored Program (10 episodes of 15 min. each) in 18 languages		10 episodes in 18 languages		
4.	Creatives for Television				
	Television Commercial (60 seconds, adaptation in 40 and 30 seconds)		4		
	Talk Shows/ Half Hour Special Sponsored Features		4		
	Support for Product Placement in popular TV shows		2		
5.	Creatives for Digital Films				
	Promotional Campaign Film (5-7 mins duration)		4		
	User Experience Film (5-7 mins duration)		8		
	3D Animation Film (2-3 minute duration)		4		
	2D Animation Film (2-3 minute duration)		4		
6.	Creative for Cinema Ads (60 second Ad- adaptable version of the TVC including regional languages)		4		
7.	Creatives for New Media				
	Creatives for Twitter, YouTube, Facebook etc./ Any Other		24		

S. No.	Description of Item	Cost Per Unit (in INR) – ‘A’	Indicative quantity for 2 years –‘B’	Cost for 2 years (in INR) – A x B	Sub-Total Cost (in INR)
	Support in making videos Viral		8		
	Creation of IVRS Prompts of 1 minute		12		
	Social Media Management for 2 years				
	Internet Banner		8		
	Web Scroll		8		
	Blog Burst through 10 well- known Bloggers (atleast 3 blogs of 400 words each from each blogger over a period of two years)		30 blogs		
	Op-eds mentions from 10 well-known writers in National Dailies (English and Hindi Language)		24		
	Content for Bulk SMSs		48		
	MyGov Jingle Ring Tone		1 with 4 adaptations		
	Phone/Desktop/Laptop Screen Savers		16		
	Mobile Ads		a. Video Adds - 4 b. Static Adds - 8		
			c.		
8.	Creatives for Outdoor Media (OOH)				
	Hoarding		2		
	Poster		24		
	Bus Panel		Adaptation of		

S. No.	Description of Item	Cost Per Unit (in INR) – ‘A’	Indicative quantity for 2 years –‘B’	Cost for 2 years (in INR) – A x B	Sub-Total Cost (in INR)
			poster		
	Bus Shelter		Adaptation of poster		
	Metro Panel		Adaptation of poster		
	Train Panel		Adaptation of poster		
	Digital Signage		Adaptation of poster		
	Wall Painting		4		
9.	Podcast (in two languages – Hindi and English)		104		
10.	Merchandise (MyGov Branding)				
	Creatives for Aspirational merchandise (over a period of 2 years)		50		
	Bags		4		
	Booklet- (Coffee table/ Pocket Book/ Report)		4		
	Brochure- (6/8/10 Page)		2		
	Pen		2		
	Penholder		2		
	Coffee Mug		4		
	Key Chain		2		
	Pen Drive		1		
	Card Holder		2		
	Notepad		2		

S. No.	Description of Item	Cost Per Unit (in INR) – ‘A’	Indicative quantity for 2 years –‘B’	Cost for 2 years (in INR) – A x B	Sub-Total Cost (in INR)
	Calendar		2		
	Diary		2		
	Memento		2		
	Cloth Folder		2		
	T-Shirt		4		
	Cap		4		
	Certificate/Pamphlet/Leaflet		1		
	CDs/DVDs		2		
11.	Event Management (end to end organization and management of Workshops/ Seminars/ Conferences/ PR activities) for 4 events				
12.	Cost for Digital Photoshoot of high resolution still pictures (inclusive of all costs). Cost to be quoted for two years for 4 metro cities and 100 still pictures per city		400 pictures in two years		
Grand Total					

Note:

1. Bidders are required to consider all the intermediate costs required for delivering the unit item mentioned in the format above for arriving on the final unit price of item/service.
2. Bidders are advised undertake their due-diligence in estimating the unit prices for creating and delivering the required service/deliverable mentioned in the format above. MyGov is not liable to make any additional payments to bidder which has not form part of this commercial bid.
3. Under no circumstances any additional assumption shall be considered as part of the financial quote. All financial bids having any assumption shall be summarily rejected.
4. All creative mentioned above including the final deliverables submitted by the selected agency should be in its final stage to be shared for release or production.
5. For the purpose of evaluation cost of 2 years will be arrived by multiplying the indicative quantity and cost per unit quoted, as the case may be. The payments shall be made on actual quality of creatives prepared as part of this engagement using the quoted unit rates.

6. This is only an indicative quantity and MyGov reserves the right to increase or decrease the indicative quantity listed any time during the period of engagement to any extent and there shall be no change in the prices quoted by the bidder.
7. Bidders may add more rows to substantiate their cost for creative, which shall also be used for evaluation, however these should not be in form of any assumptions. Any cost which is not quoted in the commercial proposal for evaluation and later required to deliver the final creative, shall be paid by selected agency without any claim to MyGov.

9 Annexure 5 – Template for Performance Bank Guarantee

PERFORMANCE SECURITY:

<Name>

<Designation>

<Address>

<Phone Nos.>

<Fax Nos.>

<Email id>

Whereas, <<name of the supplier and address>> (hereinafter called “the bidder”) has undertaken, in pursuance of contract no. <Insert Contract No.> dated. <Date> to provide creative and media services for <<name of the assignment>> to MyGov (hereinafter called “the beneficiary”)

And whereas it has been stipulated by in the said contract that the bidder shall furnish you with a bank guarantee by a recognized bank for the sum specified therein as security for compliance with its obligations in accordance with the contract;

And whereas we, <Name of Bank>a banking company incorporated and having its head /registered office at <Address of Registered Office> and having one of its office at <Address of Local Office> have agreed to give the supplier such a bank guarantee.

Now, therefore, we hereby affirm that we are guarantors and responsible to you, on behalf of the supplier, up to a total of **Rs.<Insert Value> (Rupees <Insert Value in Words> only)** and we undertake to pay you, upon your first written demand declaring the supplier to be in default under the contract and without cavil or argument, any sum or sums within the limits of Rs. **<Insert Value> (Rupees <Insert Value in Words> only)** as aforesaid, without your needing to prove or to show grounds or reasons for your demand or the sum specified therein.

We hereby waive the necessity of your demanding the said debt from the bidder before presenting us with the demand.

We further agree that no change or addition to or other modification of the terms of the contract to be performed there under or of any of the contract documents which may be made between you and the Bidder shall in any way release us from any liability under this guarantee and we hereby waive notice of any such change, addition or modification.

This Guarantee shall be valid until <<Insert Date>>)

Notwithstanding anything contained herein:

- I. Our liability under this bank guarantee shall not exceed Rs. <Insert Value> (Rupees <Insert Value in Words> only).
- II. This bank guarantee shall be valid up to <Insert Expiry Date>)
- III. It is condition of our liability for payment of the guaranteed amount or any part thereof arising under this bank guarantee that we receive a valid written claim or demand for payment under this bank guarantee on or before <Insert Expiry Date>) failing which our liability under the guarantee will automatically cease.