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Request for Proposal (RFP) for “Selection of IEC Agency for Designing and Social Media Management Activities under Commissionerate of Rural Development Gujarat.

Tender

Ref. No: CRD/E-FILE/204/2024/1507/IEC

IEC Branch

Issued by

Commissionerate Of Rural Development, Gujarat

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1. Disclaimer

- The information contained in this Request for Proposal document (the “RFP”) or subsequently provided to Bidder(s), whether verbally or in documentary or any other form, by or on behalf of the Authority/Client or any of its employees or advisors, is provided to Bidder(s) on the terms and conditions set out in this RFP and such other terms and conditions subject to which such information is provided.
- This RFP is not an agreement and is neither an offer nor an invitation by the Authority/Client to the prospective Bidders or any other person. The purpose of this RFP is to provide interested parties with information that may be useful to them in making their key submissions, technical bid, and financial bid pursuant to this RFP. This RFP includes statements, which reflect various assumptions and assessments arrived at by the Authority/Client in relation to the Project.
- Such assumptions, assessments and statements do not purport to contain all the information that each Bidder may require. This RFP may not be appropriate for all persons, and it is not possible for the Authority/Client, its employees, or advisors to consider the investment objectives, financial situation and particular needs of each party who reads or uses this RFP. The assumptions, assessments, statements, and information contained in this RFP may not be complete, accurate, adequate, or correct. Each Bidder should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments, statements, and information contained in this RFP and obtain independent advice from appropriate sources on its own cost.
- Information provided in this RFP to the Bidder(s) is on a wide range of matters, some of which may depend upon interpretation of law. The information given is not intended to be an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. The Authority/Client

accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on law expressed herein.

- The Authority/Client, its employees and advisors, make no representation or warranty and shall have no liability to any person, including any Bidder, under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this RFP or otherwise, including the accuracy, adequacy, correctness, completeness or reliability of the RFP and any assessment, assumption, statement or information contained therein or deemed to form part of this RFP or arising in any way with pre-qualification of Bidders for participation in the Bidding Process.
- The Authority/Client also accepts no liability of any nature whether resulting from negligence or otherwise howsoever caused arising from reliance of any Bidder upon the statements contained in this RFP.
- The Authority/Client may, in its absolute discretion but without being under any obligation to do so, update, amend or supplement the information, assessment or assumptions contained in this RFP.
- The Bidder shall bear all its costs associated with or relating to the preparation and submission of its Bid including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by the Authority/Client, or any other costs incurred in connection with or relating to its Bid. All such costs and expenses will remain with the Bidder and the Authority/Client shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by a Bidder in preparation or submission of the Bid, regardless of the conduct or outcome of the Bidding Process.

2. Definitions

The words and expressions beginning with capital letters and defined in this RFP shall, unless repugnant to the context, have the meaning ascribed herein. The words and expressions beginning with capital letters but not defined herein, but defined in the Concession Agreement, shall, unless repugnant to the context, have the meaning ascribed thereto therein. The undermentioned words and expressions used in this RFP shall have the meaning set out below:

- **"Applicable Law"** means the laws and any other instruments having the force of law in India, as they may be issued and in force from time to time.
- **"Authority/Client/CRD"** shall mean Commissionerate of Rural Development, Gujarat.
- **"Bid"** or **"Detailed Bid"** or **"Tender"** shall mean the detailed Bid submitted by the Bidder in response to this tender including clarifications and/or amendments, if any.
- **"Bid Security"** shall mean the Security furnished by the Bidder, as part of the Detailed Bid submission.
- **"Due Date"** shall mean the last date for submission of Tender.
- **"Month"** shall mean generally a period of 31 days.
- **"Firm"** shall mean a single legal entity, which is a registered body, Government agency or Statutory body.
- **"Letter of Intent (LoI)"** or **"Letter of Acceptance (LoA)"** shall mean the letter to be issued by authority to the successful bidder indicating the acceptance of his offer in accordance with the conditions of this Tender document.
- **"Performance Security"** or **"Performance Bank Guarantee"** shall mean the Bank Guarantee furnished by a successful Bidder as per terms and conditions of this tender.
- **"Security Deposit"** shall mean the deposit to be held by the owner as security for the due performance of contractual obligations.

- **"Bidder"** or **"Bidder"** or **"Agency"** shall mean the proprietor / firms / companies which is the successful/Preferred bidder and has been selected by the Authority for the work as per the terms and conditions of this tender.
- **"Taxes and Duties"** shall mean all taxes, duties, fees, cess etc. payable as per applicable laws in Indian connection with the discharge of responsibilities as per the scope of work envisaged.
- **"Contract"** means the Contract signed by the Parties, to which these General Conditions of Contract (GC) are attached, together with all the documents listed in Clause of such signed Contract.
- **"Effective Date"** means the date on which this Contract comes into force and effect pursuant
- **"Contract Price"** means the price to be paid for the performance of the Services, in accordance with RFP;
- **"Contract Time"** or **"Contract Period"** The number of consecutive calendar months for the completion of work as stated in the executed contract agreement.
- **"GC"** mean these General Conditions of Contract.
- **"Government"** means the Government of Gujarat.
- **"Local Currency"** means Indian Rupees.
- **"Member"**, in case the Consultants consist of a joint venture of more than one entity, means any of these entities, and "Members" means all of these entities; 'Member in Charge' means the entity specified in the SC to act on their behalf in exercising all the Consultants' rights and obligations towards the Client under this Contract.
- **"Party"** means the Client or the Consultants, as the case may be, and Parties means both of them.
- **"SC"** means the Special Conditions of Contract by which these General Conditions of Contract may be amended or supplemented.
- **"Services"** means the work to be performed by the Consultants pursuant to

this Contract as described in RFP; and

- **“Third Party”** means any person or entity other than the Government, the Client, the Consultants, or a Sub-Consultant.
- **“Applicable Permits”** means all clearances, licenses, permits, authorizations, no objection certificates, consents, approvals and exemptions required to be obtained or maintained under applicable laws in connection with the construction, operation and maintenance of the Project during the subsistence of the Concession.
- **“Concession Agreement”** means the agreement to be executed by the Special Purposed Vehicles (SPV) with the CRDs and Concessioner for discharging obligations related to the Project and includes any amendment or modification made to the said agreement in accordance with the provisions thereof.
- **“Concessionaire”** means the SPV incorporated by the Selected Bidder to implement the Project and sign the Concession Agreement with CRD.
- **“Financial Capacity”** Shall have the meaning ascribed to it in RFP.
- **“Project Area”** means the Rural areas including other areas as notified by/under CRD.
- **“Selected Bidder”** means the Bidder that has been issued the Letter of Award by the Authority/Client for the Project.

3. Bid Summary:

Request for Proposal (RFP) For “Selection of IEC Agency for Designing and Social Media Management Activities under Commissionerate of Rural Development Gujarat.”

Tender ID No	CRD/E-FILE/204/2024/1507/IEC
Tender on	Request for Proposal (RFP) For “Selection of IEC Agency for Designing and Social Media Management Activities under Commissionerate of Rural Development Gujarat.”
Issued by	Commissionerate of Rural Development, Gujarat.
Issue Date	05/05/2025
Tender Opening Date	22/05/2025
Hard Copy Submission Last Date	21/05/2025 at 4:00 PM Submission of all Tender Document along with tender fee and EMD Scan Copy in Online electronic format. Original Tender Fee, EMD and Original Copy of affidavit for Authenticity of documents must be sent in through R.P.A.D./ Speed Post so as to reach the office of CRD)
Selection Method	Tender will be awarded to the Bidder with highest score based on QCBS (70:30) subject to bidder meeting the Pre-Qualification Criteria and Minimum Combined Evaluation of Technical & Financial Bid Score.
Availability of Tender	RFP documents can be seen on and downloaded from the e-portal: (State portal) https://gem.gov.in/ website by the eligible entities registered on the portal. For further details and e-tendering schedule, visit website.
Estimated Project Cost (In Rs.)	3.70 Cr
Tender fee (non-refundable)	Rs. 15, 000/- (Rupees Fifteen Thousand Only)

Earnest Money Deposit (EMD)	Rs. 11,10,000/- (Eleven Lakhs ten Thousand Only) (3% of the Estimated Project Cost)
Performance Security Deposit	5% of the Estimated Project Cost
Correspondence office address and contact details	IEC Branch Additional Commissioner Commissionerate of Rural Development, Gujarat. No: 16/3 Dr. Jivraj Mehta Bhavan, Gandhinagar - 382 010 Email: Chit-crd-gnr@gujarat.gov.in;
Last date for Online Submission	19/05/2025 Online Submission to be done on https://gem.gov.in/ website. (Pre-Qualification Criteria and both technical and financial bid).
Last date queries submission for Pre-bid	07/05/2025 at 04:00 PM (Email: Chit-crd-gnr@gujarat.gov.in)
Pre-bid Meeting Date	08/05/2025 at 3:00 PM Through Physical / Online
Opening of Technical Bid	To Be Informed
Opening of Financial Bid	To Be Informed (Only qualified bidders will be notified and invited through https://gem.gov.in/ website).
MSME/ Startup	Allow- According to the guidelines provided in dated 14-03-2024 under the Gujarat Procurement Policy.
Joint Venture/Consortium	Joint Venture/Consortium/Subcontract for consultancy services is not allowed.

4. Introduction

The Government of Gujarat has been consistently working towards the all-inclusive development of its rural areas, ensuring a better quality of life for the rural population. This success is largely due to Gujarat's unique model of development, which emphasizes People's Participation through its motto of 'Collective Efforts and Inclusive Growth'. The state's efforts in empowering its rural communities have resulted in enhanced livelihoods and significant progress in social and economic aspects of rural life.

4.1 Mission

The mission of the Commissionerate is to achieve sustainable and inclusive growth in rural Gujarat by eradicating poverty, enhancing livelihood opportunities, developing infrastructure, and improving sanitation facilities for better quality of life.

4.2 Vision

To promote the sustainable and inclusive development of rural Gujarat through integrated programs that foster economic and social upliftment.

4.3 Activities

- Providing funds for housing construction for the rural poor.
- Offering employment opportunities through MGNREGS.
- Promoting women's livelihood opportunities through SHGs and vocational training.
- Supporting activities like bee-keeping, vermicompost, and animal husbandry to boost rural incomes.
- Financing toilet construction and managing solid and liquid waste.
- Improving water conservation through watershed management and drought-proofing projects.

4.4 Key Schemes

MGNREGA: Providing legal entitlements for rural employment and developing sustainable assets.

PMAY-G: Ensuring housing for all rural families by 2024 with a focus on pucca houses and e-Governance for efficient monitoring.

SBM-G: Moving towards ODF-Plus under the Commissionerate of Rural Development for sustained sanitation and comprehensive waste management.

PMKSY: Promoting watershed development to restore ecological balance and support multi-cropping and livelihood options.

This brief background provides an overview of Gujarat's commitment to rural development, focusing on inclusive growth, sustainability, and improved living standards for rural communities.

Through this RFP, it is proposed to engage competent agencies for State of Gujarat to carry out IEC and BCC Activities, measures for improving Citizens Behaviour of all Districts/ Block and Villages and for better presentation of all the aspects of Commissioner of Rural Development Department and other activities as directed by CRD.

Broad scope shall be as follows:

Strategy and planning

Creative content development

Monitoring and feedback

Social media engagement

Reports and documentation

5. Project Brief

“Selection of IEC Agency for Designing and Social Media Management Activities under Commissionerate of Rural Development Gujarat”.

No	Name of Work	EMD	Contract Period
1	Selection of IEC Agency for Designing and Social Media Management Activities under Commissionerate of Rural Development Gujarat.	11,10,000/-	1 Year

- The Selected Bidder would be required to provide mentioned Project related services.
- The Authority/Client shall receive Bid(s) and other documents pursuant to this Request for Proposal (“RFP”) as modified, altered, amended, and clarified from time to time and such Proposal(s) and other documents shall be prepared and submitted in accordance with terms of this RFP. The Proposal(s) shall be evaluated by the Technical Evaluation Committee (TEC).
- The estimated cost of the Project (the “Estimated Project Cost”) has been specified in RFP.
- The assessment of actual costs, however, will have to be made by the Bidders.
- The CRD reserves the right to extend the contract for an additional one year at the same rate, based on mutual consent with the bidder.

6. Objective's

6. 1 Strategy and Planning:

- Develop a comprehensive and cohesive strategy to enhance awareness and engagement with rural development schemes, focusing on SBM (Swachh Bharat Mission), NREGA (National Rural Employment Guarantee Act), and PMAY (Pradhan Mantri Awas Yojana). The strategy should align with the directives of the Commissionerate of Rural Development (CRD) and include targeted outreach, community involvement, and effective communication to maximize impact.
- Design a strategic roadmap for implementing impactful Information, Education, and Communication (IEC) and Behavior Change Communication (BCC) activities, aimed at enhancing performance across State, district, block, and village levels for rural development schemes.

6.2 Creative Content Development:

- Conceptualize and create culturally relevant, innovative, and visually impactful content across multiple platforms (print, digital, and multimedia) to promote rural development initiatives under the Commissionerate of Rural Development Schemes.
- Develop consistent brand imagery and communication materials for all districts, blocks, and villages, ensuring uniformity and recognizability across social media platforms.
- Craft and distribute content such as newsfeeds, success stories, videos, and flash messages to showcase the achievements and ongoing activities of districts, blocks, and villages.

6. 3 Monitoring and Feedback:

- Establish a robust monitoring framework to assess the effectiveness of the communication activities and campaigns.
- Gather feedback from beneficiaries, stakeholders, and the public to refine the approach and improve outcomes.

- Create a simple and user-friendly system for exchanging ideas and feedback online, enabling better communication between citizens and the administration.

6.4 Social Media Engagement:

- Widen outreach among different communities through strategic use of social media and online platforms at the state, district, block, and village levels.
- Promote engagement between districts, blocks, villages, and citizens through positive conversations, interactive campaigns, and citizen involvement, especially regarding Commissionerate of Rural Development Schemes.
- Use social media to communicate with citizens about new schemes, initiatives, and government perspectives on various projects, fostering transparency and inclusiveness.
- Address public concerns and alleviate misconceptions by creating responsive communication channels that directly address grievances.
- Maintain CRD's official social media handles, ensuring consistent updates and active communication with citizens on platforms like Facebook, Twitter, Instagram, YouTube, LinkedIn and other relevant social media platforms associated with CRD.

6.5 Reports and Documentation:

- Develop detailed reports on the progress of IEC activities, including campaign performance, reach, and impact analysis.
- Ensure proper documentation of all creative outputs, public interactions, and feedback for future policy-making.
- Regularly update citizens on important government functions, raising awareness about events, schemes, and opportunities in real-time.

These objectives aim to establish a strong, interactive communication network that promotes Commissionerate of Rural Development Schemes across districts, blocks, and villages in Gujarat, ensuring active public participation and informed decision-making.

7. Pre-Qualification Criteria

Bidders must meet the following pre-qualification criteria:

- ✓ The Bidder must have an office in India operating for a minimum of the last 5 years. A certificate of incorporation and PAN Card must be furnished with the technical proposal.
- ✓ The Bidder must have valid Goods & Service Tax (GSTN) registration. A copy of the GST registration certificate must be attached.
- ✓ The Bidder should have an average annual turnover of Rs. 5.00 Crore or more over the last 3 consecutive financial years (2021-22, 2022-23, and 2023-24). Copies of the CA certificate, audit reports, and Income Tax Returns (ITR) must be submitted with the technical bid.
- ✓ The bidder must demonstrate prior experience of at least two projects, each with a minimum value of ₹15 lakh, focused on Information, Education, and Communication (IEC) or Behavior Change Communication (BCC) activities Projects. These projects should specifically pertain to rural development or similar government initiatives. The bidder should provide relevant case studies or references to substantiate their experience. The Bidder must furnish a detailed composition of the proposed team, including the roles and tasks assigned to each team member, with their qualifications and relevant experience.
- ✓ The Bidder must not have been barred or blacklisted by any PSU, government department, or private sector entity. A declaration in notarized affidavit format must be submitted as proof.
- ✓ The agency must ensure that no legal proceedings or cases of any nature are pending against it at the time of submission of the tender.
- ✓ The Bidder must have a proven track record in managing large-scale social media engagement campaigns. Detailed case studies, examples of work, and client references from similar projects must be submitted as part of the technical bid.

- ✓ The Bidder must have a team with expertise in creative content development, including the creation of multi-language specifically (Gujarati, Hindi & English) content tailored for various platforms (digital, print, social media). Proof of prior work and team qualifications must be included.
- ✓ The Bidder must provide all documentary proofs substantiating the above criteria in their technical bid. Failure to submit these documents will result in the bid being disqualified from evaluation.
- ✓ Joint Venture/Consortium/Subcontract for consultancy services is not allowed.
- ✓ MSMEs and startups are permitted under the provisions outlined in the Gujarat Procurement Policy on dated 14-03-2024.

These criteria ensure that only experienced, qualified, and financially sound bidders are considered for the tender, ensuring the success of the project in promoting the Commissionerate of Rural Development's schemes effectively.

The Bidder must submit all required documents for the above assignments along with the technical expertise, experience, proof for similar assignment handled in the past and other relevant details as a part of Pre-Qualification Criteria along with the format- Annexure A and upload the documents on online on tender portal.

8. Detailed Scope of Work

The Scope of Work for Information, Education, and Communication (IEC) activities under the Commissionerate of Rural Development, Gujarat, is designed to engage rural communities at the state, district, block, and village levels through diverse communication strategies. The entire scope is structured into five main sections, incorporating various IEC designing activities such as hoarding and banner designs, success story creation, short films, creative designs, social media engagement, etc

8.1 Strategy & Planning (S&P)

A. State/District/Block/Village-Level Comprehensive Strategy:

- The selected agency will be responsible for developing a comprehensive IEC (Information, Education, and Communication) strategy to promote awareness and maximize outreach for various Commissionerate of Rural Development (CRD) schemes, such as SBM-G, Nirmal Gujarat 2.0, PMAY-G, MGNREGS, and other rural development initiatives. This strategy should include a wide range of activities aimed at identifying target audiences and tailoring communication efforts to maximize impact. The agency will prepare a detailed plan outlining specific objectives, key messages, and effective communication channels, while integrating regular assessments and feedback mechanisms to ensure continuous improvement and adaptability. The ultimate goal is to enhance awareness, engagement, and participation in CRD schemes, leading to positive outcomes for rural communities.
- Annexure 4B includes activities such as Poster Design, Banner Design, Hoarding Design, Brochure/Leaflet Design, Pamphlet Design, and more. It also covers the creation of Promotional Booklets, Flyers, Coffee Table Books, Invitation Cards with Envelops, and theme-based designs like Standees, Visiting Cards, Stickers, and Badges. Additionally, Notepad Design, Letterhead & Envelops, and Print Advertisements are part of the listed activities.

- Create a Quarterly Implementation Plan (QIP) and Annual action plan (AIP) that includes a calendar of events for activities like hoardings, banners and short reels, Etc to engage local communities effectively at the state, district, block, and village levels.
- Creative design for large-scale state/ national level campaigns across Gujarat to highlight the schemes, activities, and achievements of the Commissionerate of Rural Development.

8. 2 Implementation Planning:

- Design plans for community engagement activities as outlined in Annexure 4B, to be implemented at the state, district, block, and village levels, in order to build momentum around key rural development schemes.
- Coordinate with CRD, District, Block, and Panchayat at all levels to ensure the smooth implementation of Annexure 4B activities, ensuring consistent outreach and engagement across the state.

8.3 Creative Content Development (CCD)

A. Creative Design for IEC Campaigns:

- Develop unique creative themes that resonate with both rural and urban audiences, to be applied across all IEC materials, including hoardings, banners, posters, digital media posts, print advertisements, pamphlets, bus panels, standees, brochures, coffee table books, calendars, success stories, etc., as per Annexure 4B. The agency is obligated to provide creative services, with the exception of those excluded, as required by CRD.
- Conceptualize, design, and produce creative materials and interactive with Rural Audience to convey key messages of the Commissionerate of Rural Development Schemes at the state, district, block, and village levels.

B. Creative Design for Success Stories:

- Capture success stories from rural beneficiaries and community leaders through infographics, photo essays, and short clips. These stories will be shared via state-wide social media and print media platforms to inspire broader participation.

8.4 Monitoring & Feedback (M&F)

A. Dashboard/Mobile/or other Application:

- Design and implement a digital monitoring tool (either web-based / mobile app or other) to track the daily progress of all IEC activities across social media accounts under the Commissionerate of Rural Development Schemes at the state, district, block, and village levels.
- Ensure the tool delivers real-time feedback and captures evidence-based progress (including photos, videos, and location data) of activities as outlined in Annexure 4B across Gujarat.
- Develop a comprehensive tool to track and monitor all IEC (Information, Education, and Communication) activities and campaigns effectively.

B. Public and Beneficiary Feedback:

Establish a feedback mechanism that enables citizen input on social media, facilitating the refinement of strategies and enhancing outreach effectiveness at all levels.

8.5 Social Media Management

A. Social Media Engagement Strategy:

- **Content Creation and Management:** Create and manage engaging social media content that includes short video clips, event highlights, success stories, and campaign posters. This content should be tailored for platforms such as Instagram, Facebook, Twitter (X), and WhatsApp,

YouTube, etc maximizing outreach for Commissionerate of Rural Development all Schemes separately at the state, district, block, and village levels.

- **Creative posts/ Video/ Short Film or reels:** Produce short reels and documentary-style success stories that highlight the achievements and impact of Commissionerate of Rural Development all Schemes. These films should be in Gujarati, Hindi, and English, with varying lengths (10, 15, 20, 30, 60 seconds upto 5 Min) for social media, state-level broadcasts, and local platforms.
- End-to-end planning, execution, and reporting.
- Designing daily creative posts infographics or Animation videos and reels.
- Utilizing the available photos and videos provided by your team to create engaging content for pre- campaign, live updates, and post-event promotions.
- **Community Interaction:** Foster active engagement with followers by responding to comments and messages, conducting polls, and initiating conversations to build a vibrant online community around CRD schemes.
- **Hashtag and Tagline Campaigns:** Use relevant hashtags, taglines, and call-to-action campaigns to enhance visibility and engagement for events such as rallies, marathons, and community engagement programs across the state.
- **Thematic Content Planning:** Develop thematic content calendars that align with seasonal events, local festivals, and important dates related to rural development, ensuring timely and relevant posts that resonate with the target audience.
- **Influencer Collaboration:** Identify and collaborate with local influencers and community leaders to amplify outreach and credibility, creating shared content that highlights the impact of CRD schemes within their networks.

- **Performance Tracking:** Implement monitoring tools to track engagement metrics (likes, shares, comments, reach, and impressions) on all social media platforms, analyzing data to assess the effectiveness of content and campaigns.
- **Reporting:** Prepare regular reports that summarize social media performance, audience insights, and key engagement trends, using these findings to refine future content strategies.

B. Promoting Events on Social Media:

- **Tailored Event Promotions:** Develop tailored content to promote upcoming events, such as state-wide marathons, district-level rallies, and village-level street plays, including graphics, teaser videos, and countdown posts.
- **Live Coverage and Engagement:** Utilize live streaming and real-time event coverage to engage audiences during key events as per the CRD Instruction, encouraging online participation.
- **Highlighting Local Successes:** Share creative posts that spotlight the achievements of districts, blocks, and villages in various CRD schemes through compelling videos, images, and infographics, reinforcing community pride and involvement.
- **Responsive Communication:** Establish protocols for addressing public concerns or negative feedback promptly on social media, ensuring transparency and building trust with the community.
- **Proactive Engagement:** Monitor social media channels for conversations related to CRD schemes, proactively engaging in discussions and providing accurate information to mitigate misinformation.

8.6 Reports and Documentation

A. Activity-Based Reporting:

- For each IEC activity a comprehensive report must be submitted along with the payment invoices. This report should be provided in both

hard copy (color print) and soft copy (via cloud storage, DVD, or pen drive). The report should detail the planning process, creative deliverables, on-ground execution, and public participation levels for activities promoting the Commissionerate of Rural Development Schemes at the state, district, block, and village levels.

B. Detailed Documentation of Success:

- Document success stories and achievements using short clips, photos, and infographics that can be shared through state-level social media and printed materials. Capture feedback and impact stories as outlined in Annexure 4B activities.

C. Event-Specific Reporting:

- Submit a comprehensive report for each major event, including state-wide marathons, district-level rallies, and village-level activities, as per Annexure 4B, detailing the number of participants, outreach impact, public reception, and media coverage.

D. Additional IEC Activities to Be Included:

- The agency is obligated to provide creative services as specified by the Commissionerate of Rural Development (CRD), except for those explicitly excluded. The CRD reserves the right to allocate work at its discretion, meaning there is no obligation to assign the entire scope of work to the selected bidder. Task assignments will be based on specific project needs and priorities identified during execution. Additionally, the agency must agree to implement any changes or modifications to the scope of work, should they be required by CRD, in alignment with updated project requirements.
- Daily collection and reporting of positive and negative news related to the activities of the Commissionerate of Rural Development from newspapers and social media to the head of the office.
- The agency is responsible for translating all government campaign/event logos into Gujarati.

8.7 Minimum Manpower Required

No	State/ District	Position	Task	
1	State Level	Social Media Expert (1)	<ul style="list-style-type: none"> • Coordinate comprehensively with the department to ensure seamless execution. • Work as per the social media Scope of work. 	Education Qualification & Experience as per the Annexure 11.
2		Designing Expert (1)	<ul style="list-style-type: none"> • Coordinate comprehensively with the department to ensure seamless execution. • Work as per the Designing Scope of work. 	
3	District Level	Social media & Designing Expert (33)	<ul style="list-style-type: none"> • Coordinate With District/Block and Villages comprehensively with the CRD department to ensure seamless execution as per the Entire scope of work in District. 	

Note:

- During the bid submission, the agency must mandatorily submit the CVs of the team members at the State and District levels, with at least 50% of the district-level staff members' CVs included.
- Educational qualifications and experience will be evaluated as per the criteria specified in Annexure 11 for the relevant post.
- As per the scope of work, agency and staff performance will be monitored through a performance matrix developed by CRD. The district-level staff stationed at the DRDA office will be provided with all necessary arrangements by the CRD/DRDA office.

By incorporating a wide range of IEC activities across state, district, block, and village levels, this detailed scope of work ensures the effective communication of the Commissionerate's initiatives, fostering greater community participation and behavioral change in rural Gujarat.

- **Note: It is not mandatory to assign all tasks to the bidder as outlined in Annexure 4B provided by CRD. Tasks will be assigned to the bidder based on the requirements of CRD, and payments will be made accordingly.**

9. Pre-bid queries

The empanelment is tentatively for 12 months from the date of contract signing and subject to satisfactory performance based on the annual review on the same terms and conditions, however, there shall be an annual review of the performance of the bidder, CRD reserves the right to extend the contract further on mutual understanding with the bidder for 1 Year.

The subject of the email shall mention the following: “QUERIES/REQUEST FOR ADDITIONAL INFORMATION: request for proposal for “Selection of IEC Agency for Designing and Social Media Management Activities under Commissionerate of Rural Development Gujarat.”

Mail ID: Chit-crd-gnr@gujarat.gov.in

The pre-bid queries should be submitted in the format specified below to be considered for response. Pre-bid queries not submitted in the prescribed format shall not be responded to.

S. No.	Particulars	Details
1.	Organization	
2.	RFP Clause	
3.	RFP Clause Number	
4.	RFP Page Number	
5.	Query	
6.	Suggestion/ Remarks, if any	
7.	Name & Designation of point of contact	

8.	Contact No	
9.	Email ID	

10. Submission of Tender Fee & EMD

- The Bidders are requested to submit EMD as specified in the n-procurement portal along with the Technical and Financial Bid. The Bidder can pay the Earnest Money Deposit (EMD) in the hard copy (Bank Guarantee/Banker's Cheque/Demand Draft).

11. Guidelines for Submission of Bids

- Interested agencies with requisite experience, may submit required documents as per following:

11.1 Pre-qualification of Criteria

- The Bidder must submit all required documents for the above assignments along with the technical expertise, experience, proof for similar assignment handled in the past and other relevant details as a part of Pre-Qualification Criteria along with the format- Annexure and upload the documents on online on tender portal.

11.2 Technical Bid

- The Bidder must submit all required documents for the above assignments along with the technical expertise, experience, proof for similar assignment handled in the past and other relevant details as a part of technical bid along with the format- Annexure and upload the documents on online on tender portal.

11.3 Financial Bid

- The Bidder must submit the financial bid for implementing the assignment as per the format enclosed as Annexure. (Financial bid to be submitted online on <https://www.gem.gov.in> website only) and no hard copy should be submitted.
- Technical Bid and Supporting Documents including EMD and Tender fees [Hard Copy], In sealed envelope strictly by through R.P.A.D./ Speed Post to reach the

office of CRD on or before Date: 20/05/2025 up to 4:00 PM to IEC Branch, Additional Commissioner, Commissionerate of Rural Development, Gujarat/ B. No: 16 / 3 Dr. Jivraj Mehta Bhavan, Gandhinagar - 382 010.

- **Sealed Envelope 1:** EMD and Tender Fee.
- **Sealed Envelope 2:** Tender documents along with all necessary annexure, supporting documents as indicated in the RFP, duly signed and stamped by authorized personnel of bidder.
- **Sealed Envelope 3:** Contains Sealed Envelope 1 and 2 With the title of Request for Proposal (RFP) For Selection of IEC Agency for Designing and Social Media Management Activities under Commissionerate of Rural Development Gujarat.

Note: The online and offline documents must be identical. If any discrepancies are found between the two, the Commissionerate of Rural Development (CRD) reserves the right to disqualify the bidders.

12. Bid Validity

The bid must be valid for the period of 180 days from the date of tender opening for placing in the work order.

13. Procedure for opening Bids

- CRD shall open the technical bids on date and time as mentioned in the tender document, the technical bids of only those bidders who qualify Pre-Qualification criteria will be evaluated. Bidder's representative may remain present during the bids opening process.
- Financial Bids of only technically shortlisted bidders will be opened and communicated later. Representatives of bidder may remain present during the financial bid opening session.

14. Evaluation of Bids

The evaluation of submitted bids will be done in four phases:

- Phase - I: Evaluation of Pre-Qualification Criteria.
- Phase - II: Evaluation of Technical Bids.

- Phase - III: Evaluation of Financial Bids.
- Phase - IV: Combined Evaluation of Technical and Financial Bids.

14.1 Phase - I: Evaluation of Pre-Qualification Criteria

In this part the Bidder will be evaluated for the fulfilment of the conditions specified in the Eligibility Criteria along with availability of Tender fee and EMD.

Sr. No	Eligibility Criteria	Supporting documents to be Submitted
1 (A)	Legal Entity The following entities are allowed to participate in the bidding process: Companies registered under the Indian Companies Act, 2013 OR Partnership firms registered under the Limited Liability Partnerships (registered under LLP Act, 2008) OR Partnership firms registered under the Indian Partnership Act, 1932 OR Sole Proprietorship Firm registered in India. and having a Valid GST Registration in India.	Bidder should submit the duly notarized documents as following: <ul style="list-style-type: none"> • Certificate of Incorporation/ registration/Partnership deed • Copy of GST Registration Certificate. • Copy of PAN
(B)	The Bidder should have a registered office and operations in India. The Bidder should be operational in India for at least last five years as bid submission date; Consortium/ Joint venture is not allowed.	Bidder should submit the duly notarized documents as following: <ul style="list-style-type: none"> • Certificate of incorporation/ LLP/ Partnership Deed registered in India. • Officer last 3 Month Electricity Bill. • Officer Registration / Establishment

Sr. No	Eligibility Criteria	Supporting documents to be Submitted
		Certificate (Gumasta Certificate in Urban Local Body/Gram Panchayat)
2 (A)	<p>The agency should have in-house qualified manpower consisting of project managers, graphic designers, IEC / CB, social media manager, media planning team and adequate infrastructure to take up assignments on its own.</p> <p>Minimum manpower available with agency should be 20 resources as Per the Annexure 11.</p>	<p>Bidder should submit the duly notarized documents as following:</p> <ul style="list-style-type: none"> • HR/CEO/CMD equivalent can issue an undertaking on this behalf, with a list of resources available. • Bidder should submit the PO / Work Orders along with copy of agreement. • Project Completion/ Provisional Completion/ Experience Certificate from the client. • All staff CVs must be submitted in accordance with Annexure 12 provided in the mentioned document
(B)	<p>The agency should have successfully completed least two projects, each with a minimum value of ₹15 lakh, focused on Information, Education, and Communication (IEC) assignments each corresponding to required works as proposed in this RFP for any State/Central Government department/organization/ Public Sector Undertaking (PSU)/District/ Municipal</p>	<ul style="list-style-type: none"> • Bidder should submit the PO / Work Orders along with copy of agreement. • Project Completion/ Provisional Completion/ Experience Certificate from the client.

Sr. No	Eligibility Criteria	Supporting documents to be Submitted
	<p>Corporation during last seven years as on bid submission date.</p> <p>Similar nature of work means Information, Education and Communication (IEC) activities under Commissionerate of Rural Development (SBM) or any other government mission/organization within the last 3 years till the date of release of this RFP with Government Organization, Semi-Government Organization, Urban Local Body or a Public Sector Unit, Panchayat</p> <p>Note: Ongoing works, which have completed 6 Months as on bid submission date from the contract signing date shall be considered for the evaluation.</p>	
3	<p>Turnover</p> <ul style="list-style-type: none"> • The Bidder should have an average annual turnover of Rs. 5.00 Crore or more, in last 3 consecutive audited financial years (2021-22, 2022-23 & 2023-24). • Bidder should have positive Net worth after tax in any 3 from the last 3 consecutive audited financial years (2021-22, 2022-23 & 2023-24). 	<p>Bidder should submit any of the following:</p> <ul style="list-style-type: none"> • Copies of Certified audited financial statements/ Balance sheet / Profit & Loss statement for last 3 fiscal years. • Certificate from the statutory auditor / Certificate from CA regarding this condition. • Net worth Certificate • Annexure 14 must be submitted.
4	<p>Blacklisting:</p> <p>The bidder should not have been debarred and/or blacklisted by any Donor Agency /</p>	<p>Bidder should submit declaration that the Bidder is not debarred and/or</p>

Sr. No	Eligibility Criteria	Supporting documents to be Submitted
	<p>State/Central Govt./ ULB /Semi- Government Organization/ PSU in India.</p> <ul style="list-style-type: none"> The agency must ensure that no legal proceedings or cases of any nature are pending against it at the time of submission of the tender. 	<p>blacklisted as on the date of issue of this RFP. Self-Declaration Certificate to be enclosed in the bid duly signed by the authorized signatory on Rs 300 Stamp paper. (As per Annexure 12)</p>
5	<p>Corrupt or Fraudulent practices: The Bidder shall not be under a Declaration of Ineligibility for corrupt or fraudulent practices by any Government agencies as on the date of the bid's submission.</p>	<p>Undertaking in this regard by the authorized signatory of the bidder as per the given format. authorized signatory on Rs 300 Stamp paper. (As per Annexure 13)</p>
6	<p>Litigation History: The bidder should provide accurate information on any litigation or arbitration resulting from contracts completed or under execution by them over the last 5 (five) years. A consistent history of awards against the bidder may result in disqualification.</p>	<p>Information in the required format along with the final judgements as applicable.</p>
7	<p>Joint Venture/Consortium/Subcontract for consultancy services is not allowed.</p>	<p>Declaration to be submit.</p>
8	<p>MSMEs and startups are permitted under the provisions outlined in the Gujarat Procurement Policy on dated 14-03-2024.</p>	<p>All document required as per the Guidelines.</p>

Note: CRD reserves the right to verify all documents submitted by the agency. If any issues arise during the verification process or if the documents are found to be unverified, the agency will be considered failed in the tender evaluation.

14.2 Phase - II: Evaluation of Technical Bids

In this part the technical bid of only those agencies who have qualified the Phase - I i.e., Eligibility Criteria will be evaluated. The opened technical bids

shall be evaluated by a Technical Evaluation Committee (TEC).

- To ensure bidders eligibility and technical capabilities as per the tender terms and condition, the TEC may call for additional information from the bidders and/or visit the bidder's premises. In such a case the concerned bidder must supply the information within the time given by the TEC failing which the bid can be rejected. No representation of any kind would be entertained from the bidder.
- The bidders whose qualify the Pre-Qualification criteria must give a technical presentation of the CRD. All expenses for this purpose, and for the preparation of documents and application, Database will be borne by the bidders.
- The bidder may be asked to design and develop a detail Plan content methodology to establish their capability to the Technical Evaluation committee.
- The technical bid will be analyzed and evaluated on the parameters shown in the table below and the marks shall be assigned to each bid based on following evaluation matrix:

Sr. No	Detailed Marking Criteria	Maximum Marks (100)
Experience of Firm in Similar Assignments & Turn Over and other criteria.		
1	<p>Average annual turnover of bidder in the last 3 consecutive audited financial years (2021-22, 2022-23 & 2023-24). Marking shall be provided as follows:</p> <p>< 5 Cr. – 0 Marks >=5.1 Cr and < 8 Cr: 2 marks >= 8.1 Cr and <10 Cr: 3 marks >=10.1 Cr: 5 marks</p> <p>Note: Copies of Certified audited financial statements/ CA Certificate needs to be submitted.</p>	5
2	The agency should have in-house qualified manpower consisting of project managers, graphic designers, social media manager, as per the as per the Annexure 11 and adequate	5

Sr. No	Detailed Marking Criteria	Maximum Marks (100)								
	<p>infrastructure to take up assignments on its own. Marking shall be provided as follows.</p> <table><tr><th>Manpower available with agency</th><th>Marks</th></tr><tr><td><10</td><td>0</td></tr><tr><td>11-25</td><td>3</td></tr><tr><td>>26</td><td>5</td></tr></table> <p>Note: HR/CEO/CMD equivalent can issue an undertaking in this behalf, with list of resources available, needs be submitted.</p>	Manpower available with agency	Marks	<10	0	11-25	3	>26	5	
Manpower available with agency	Marks									
<10	0									
11-25	3									
>26	5									
3	<p>The agency should have successfully completed least two projects, each with a minimum value of ₹15 lakh, focused on Information, Education, and Communication (IEC) assignments (IEC Creatives Design work) each corresponding to required works as proposed in this RFP for any State/Central Government department/organization/ Public Sector Undertaking (PSU)/District/ Municipal Corporation during last seven years as on bid submission date.</p> <ul style="list-style-type: none">• Completion of 2 to 4 Projects (with each project having a minimum value of ₹15 lakh): 5 Marks• Completion of 5 to 7 Projects (with each project having a minimum value of ₹15 lakh): 10 Marks• Completion of more than 8 Projects (with each project having a minimum value of ₹15 lakh): 15 Marks <p>Note: Work Order, Agreement and Provisional/ Experience/Completion Certificate issued form the competent authorities needs be submitted and all required document to be submit.</p>	15								
4	<p>The agency should have successfully completed projects, each with a minimum value of ₹15 lakh, specifically focused on Social Media Management, Digital Media Marketing, Content Creation, and Creative Work, with full management of platforms like Facebook, Twitter, Instagram, and other media channels.</p> <ul style="list-style-type: none">• Completion of 1 to 3 Projects (with each project having a minimum value of ₹15 lakh): 3 Marks	10								

Sr. No	Detailed Marking Criteria	Maximum Marks (100)						
	<ul style="list-style-type: none">Completion of 4 to 5 Projects (with each project having a minimum value of ₹15 lakh): 5 MarksCompletion of more than 6 Projects (with each project having a minimum value of ₹15 lakh): 10 Marks <p>Note:</p> <ul style="list-style-type: none">Work Order, Agreement and Provisional/ Experience/Completion Certificate issued from the competent authorities needs be submitted and all required document to be submit.The same project is not taken into consideration for the evaluation of technical bids under point no 3 and 4.							
5	<p>Team Composition & Deployment Plan: The agency will be evaluated based on the proposed team, ensuring a well-balanced mix of resources capable of handling all aspects of the engagement. The agency must ensure the deployment of the appropriate combination of onsite and offsite resources to ensure successful project delivery and meet the engagement requirements effectively.</p> <ul style="list-style-type: none">1) State Level (2 Person)2) District Level (33 Person)3) Agency Office Support Team	5						
6	<p>Online submission of Approach & Methodology for executing the assignment. Adequacy and quality of the proposed methodology, and work plan in responding to the Terms of Reference (TORs) and activities list as given in Annexures 4B. The Client will assess whether the proposed methodology is clear, responds to the TORs, work plan is realistic and implementable; overall team composition is balanced and has an appropriate skill mix; and the work plan has right input of Experts.</p> <table><tr><th>No</th><th>Deliverable</th></tr><tr><td>1</td><td>Understanding the scope of work</td></tr><tr><td>2</td><td>Technical capability</td></tr></table>	No	Deliverable	1	Understanding the scope of work	2	Technical capability	60
No	Deliverable							
1	Understanding the scope of work							
2	Technical capability							

Sr. No	Detailed Marking Criteria		Maximum Marks (100)
	3	Proposed Strategy (Cost effective & Viable)	
	4	Innovative ideas and suggestions	
	5	Previous creative work undertaken by the Bidding agency in Print and digital media.	
	6	Implementation strategic planning and methodology	
	7	The content and creative materials to be prepared and showcased during presentations should be developed for SBM-G, MANREGA, and PMAY)	
	8	Social Media Planning, Implementation Strategy, and Execution	

Note: Bidders scoring minimum 70 marks out of 100 in technical evaluation based on the above-mentioned marking system shall be declared as technically qualified.

Analysis of Technical bid

- In this part the technical bid will be analyzed and evaluated, and the technical bid marks (Stm) shall be assigned to each bid based on following above evaluation matrix.
- Each competency group will have Minimum Qualification Score and only those Technical Bids receiving marks greater than or equal to cut-off marks in each competency group will be eligible for consideration in financial bids. If required, the Authority may seek specific clarifications from any or all Bidder(s) at this stage. The Authority shall determine the Bidder that qualify for the next phase after reviewing the clarifications provided by the Bidder(s). The bidder may be asked to make a presentation before the CRD to explain the points based on which technical bids will be evaluated.
- Technical Bid Score: The Technical Bid Score 'St' of the Bidder shall be derived as under.
- $St = (Stm / SH)$ where, St is the Technical Bid Score.
- Stm = Total technical bid marks of the bid under consideration.
- SH = Highest total technical bid marks amongst all evaluated bids.

The Authority reserves the right to modify the evaluation process at any time

during the tendering process, without assigning any reason, whatsoever, and without any requirement of intimating the Bidder of any such change. At any time during the process of evaluation the Authority may seek specific clarifications from any or all Bidder.

14.4 Phase - III: Evaluation of Financial Bids

In this phase, the Financial Bids of the Bidder, who are technically qualified in Phase II, shall be considered. Formula to determine the scores for the Financial Bids shall be as follows:

- $S_f = (FL / F)$,
Where,
S_f is the Financial Score
FL is the value of lowest Commercial Bid
F is the price quoted in the bid under consideration

14.5 Phase IV: Combined Evaluation of Technical & Financial Bid

- The Total score of the Bidder will be determined as under.
- $Total\ Score\ (T_s) = (70 \times S_t) + (30 \times S_f)$
- The Bid of the Bidder, who obtains the highest T_s value, will be rated as the best Bid. In the event of a tie, the bid with the highest technical score (S_t) will be rated as the best bid. Beyond that, Authority will decide the matter in its full discretion.
- The Authority will award the Contract to the successful Bidder whose bid has been determined to be substantially responsive and has been determined as the best bid, provided further that the Bidder is determined to be qualified to perform the Contract satisfactorily. The Authority shall however not bind itself to accept the best bid or any bid and reserves the right to accept any bid, wholly or in part.
- All bids which score where mark(score) is less than 70 marks of the average bid score will be disqualified. Average bid price is calculated as average bid price of all technically qualified bids.

- Self-declaration stating the bidder agrees to all the terms and condition set in this RFP including all the annexures, formats and agreement which are part and parcel of this RFP. The format of contract agreement is provided at Annexure.

15. Selection of Bidder

The successful bidder (L1) shall be awarded.

16. Right way to vary scope of work at the time of award

The Authority may at any time, by a written order given to the Bidder, make changes within the general scope of the Work. If any such change causes an increase or decrease in the cost of, or the time required for, the Bidder's performance of any part of the work, whether changed or not changed by the order, an equitable adjustment shall be made in the agreed price or delivery schedule, or both, and the Work Order shall accordingly be amended. Any claims by the Bidder for adjustment under this Clause must be asserted within 15 days from the date of the Bidder's receipt of the Authority's changed order.

17. Right to accept any bid and to reject any or all Bids

The Authority reserves the right to accept any bid, and to annul the tendering process and reject any or all bids at any time prior to award of work, without thereby incurring any liability to the affected Bidder or Bidders or any obligation to inform the affected Bidder or Bidders of the grounds for the Authority's action.

18. Bid Rejection Criteria

The bids may be rejected in the following cases:

- Any effort by a Bidder to influence CRD in its decisions on bid evaluation, bid comparison or contract award may result in rejection of the Bidder's bid.
- Bids submitted without or improper EMD, or Tender document fees.
- Bids which do not confirm unconditional validity of the bid as prescribed in the Tender.
- If the information provided by the Bidder is found to be incorrect /misleading at any stage / time during the Tendering Process.
- Bids received by CRD after the last date prescribed for receipt of bids.
- Bids without signature & seal of person(s) duly authorized on required pages of the bidder Bids without power of authorization and any other document consisting of adequate proof of the ability of the signatory to bind the Bidder shall be rejected.
- If the Technical Bid contains commercial details or reveals prices in any form or by any reason before opening the Commercial Bid.
- Bids which fails to furnish all information required by the TENDER Document or a bid which is not substantially responsive to the Tender Document in every respect or the Bidders not quoting for the complete scope of Work as indicated in the Tender documents, addendum (if any) and any subsequent information given to the Bidder, or Bidders not complying with the Technical Specifications and General Terms & conditions as stated in the TENDER Documents or the Bidder not confirming unconditional acceptance of full responsibility of providing services in accordance with the Scope of work and Service Level or if the bid does not confirm to the timelines indicated in the bid, the bids shall be rejected.
- Any incomplete Price Bid for only part of bill of Quantity, or price Bids that do not conform to the Tender's price bid format, or bids where the total price quoted by the Bidder does not include all statutory

taxes and levies applicable or the bids having any hidden costs or conditional costs, shall be rejected.

19. Rectifications of Errors

Arithmetical errors in the Financial Bid will be rectified on the following basis.

- Items described in the Technical Proposal but not priced in the Financial Bid, shall be assumed to be included in the prices of other activities or items, and no corrections shall be made to the proposal.
- If there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail and will be considered for future calculations.
- If there is a discrepancy between words and figures, the amount in words shall prevail.
- If there is any discrepancy in the total, the corrected sum total will be considered.
- Any other arithmetical error will stand corrected for evaluation.
- If the bidder does not accept the correction of errors, its bid will be rejected, and its bid security may be forfeited.

20. Notification of Award

Prior to the expiration of the period of bid validity, the Authority will notify the successful Bidder by e-mail or in writing, by registered letter that its bid has been accepted.

21. Payment term to Selected Bidder

- The firm/agency shall be paid on Monthly basis based on monthly progress report. The agency shall raise invoice along with the above attendance

certificate and progress report and submit to CRD, who shall make payment to the firm within 30 days of submission of monthly invoice. The payment shall be made availability of grant.

- Payment will be made only after satisfactory completion of work.
- Payment shall be subject to deduction of any amount for which the bidder is liable as per the penalty clause of this tender document, further all payments shall be made subject to deduction of the TDS (Tax deduction at Source) as per the Income Tax Act, 1961 and any other law of taxes and/or, for the time being in force.
- The Bidder will have to submit pre-receipted invoices in triplicate, complete in all respects, on completion of the work to the satisfaction of CRD and as per requirements detailed in the Tender document or communicated subsequently by ULB/ CRD, for necessary settlement.
- The tax component shall be deducted at source as applicable and as per actual.
- A detail plan to be submitted within one month of signing the work order.
- Monthly invoices to be submitted along with the task completed.
- Financial cost of service charge shall be calculated based on task completed for the rates given by the firm/agency in the financial bid.

22. Other Instruction

- The Bidders shall submit details of their Financial Bid in the online templates of the online Bid. The Financial Bid must mandatorily be submitted online.
- Technical Bid Documents except EMD/Bid Security that cannot be submitted online, should be put in separate sealed envelopes and the sealed envelopes together with the documents listed in Technical Bid shall be sealed in another cover and delivered to this office before the date and time mentioned in the RFP Notice.
- Bidders must strictly abide by the stipulations set forth in notice inviting RFP and while tendering for the work, the Bidders shall adopt only the three-envelope system.

- The envelope containing the Financial Bid envelope must be submitted mandatorily online and shall not be accepted physically under any circumstances. In case any bidder does not comply with procedure given above, the Bidder shall be disqualified from the Bid. Such defaulting Bidder may be de-listed without any notice for failing to abide by the strictly approved terms of notice inviting Proposals in response to the RFP.
- The Bids which are not accompanied by the Bid Security or proof of Bid Security or do not strictly follow the requirements set out in the Bidding Documents, are liable to be rejected summarily.
- Bids which are subjective or dependent upon the quotations of another bidder shall be summarily rejected.
- The Bids of the bidders which do not satisfy the eligibility criteria i.e. (Technical Capacity and Financial Capacity set out in the RFP Document) in the RFP Document are liable to be rejected summarily without assigning any reason and no claim whatsoever on any account will be considered in such cases of rejection.
- The RFP may be postponed, modified, or cancelled at any time due to administrative reasons and no claim shall be entertained on this account.

23. Arbitration

CRD and bidder will make every effort to resolve amicably, by direct negotiation, if any disagreement or dispute arises between them under or in connection with the work order. If any dispute will arise between parties on aspects not covered by this agreement, or the construction or operation thereof, or the rights, duties, or liabilities under these expect as to any matter the decision of which is specially provided for by the general or the special conditions, such dispute will be refereed to Arbitration. Such arbitration will be governed in all respect by the provision of Arbitration and Conciliation Act, 1996 and rules there under and any statutory modification or re- enactment or amendments, thereof. The arbitration proceeding will be held in Gandhinagar. If any matter which is not resolved by arbitration will

be subjected to the jurisdiction of Gandhinagar court only.

24. Applicable Law

The bidders shall be governed by the law and procedures established by Govt. of India within the framework of applicable legislation and enactment made from time to time concerning such financial dealings/processing.

25. Rejection of Tender

Tender will be automatically stood cancelled if any undue influence or canvassing for selection is made by the bidder.

26. Force Majeure

- Force Majeure shall not include any events caused due to acts/omissions of such Party or result from a breach/contravention of any of the terms of the contract, Bid and/or the Tender. It shall also not include any default on the part of a Party due to its negligence or failure to implement the stipulated/proposed precautions, as were required to be taken under the contract.
- The failure or occurrence of a delay in performance of any of the obligations of either party shall constitute a Force Majeure event only where such failure or delay could not have reasonably been foreseen or where despite the presence of adequate and stipulated safeguards the failure to perform obligations has occurred. In such an event, the affected party shall inform the other party in writing within five days of the occurrence of such event. CRD may make the payments due for Services rendered till the occurrence of Force Majeure. However, any failure or lapse on the part of the Bidder in

performing any obligation as is necessary and proper to negate the damage due to projected force majeure events or to mitigate the damage that may be caused due to the above- mentioned events or the failure to provide adequate disaster management/recovery or any failure in setting up a contingency mechanism would not constitute force majeure, as set out above.

- In case of a Force Majeure all Parties will endeavor to agree on an alternate mode of performance in order to ensure the continuity of service and implementation of the obligations of a party under the contract and to minimize any adverse consequences of Force Majeure. The decision of CRD will be final in this regard.
- Force majeure clause shall mean and not limited only to the following in the execution of the Conditions of empanelment placed by State:
 - War / hostilities
 - Riot or Civil commotion
 - Earthquake, flood, tempest, lightning, or other natural physical disaster including epidemics. Restriction imposed by the Government or other statutory bodies, which is beyond the control of the selected implementing Bidder, which prevent or delay the execution of the order by the selected implementing Bidder.
- The selected Bidder shall advise CRD in writing, the beginning, and the end of the above causes of delay, within seven days of the occurrence and cessation of the force majeure conditions. Unless otherwise directed by CRD in writing the Bidder shall continue to perform its obligations under the Contract as far as is reasonably practical. In the event of a delay lasting for more than one month, if arising out of clauses of force majeure, CRD reserves the right to terminate the contract without any obligation to compensate the Bidder in any manner for what so ever reason, subject to the provision of clause mentioned, by giving a written notice of minimum 30 days. However, the Bidder shall be entitled to receive payments for all services rendered / completed by it under this Assignment.

27. Right of Monitoring, Inspection and Periodic Audit

- CRD reserves the right to inspect and monitor/ assess the progress/ performance of the work developed at any time during the course of the Contract, after providing due notice to the Bidder.
- CRD may demand and upon such demand being made, the Bidder shall provide any document, data, material, or any other information which it may require to enable it to assess the progress of the project.
- The inspection/ audit/ monitoring can be conducted by either CRD itself or through another Third Party as it may deem fit.

28. Termination of Contract

CRD may terminate the contract under the following circumstances:

- Where it comes to CRD's attention that the Bidder or his team is in a position of actual conflict of interest with the interests of CRD in relation to any of terms of the Bid, the Tender or this Contract or there is any incident of fraud or misrepresentation.
- Termination for Default: CRD may at any time terminate the Contract by giving 15 days written notice to the Bidder without compensation in the Event of Default on the part of the Bidder which may include failure on the part of the Bidder in respect of any of its commitments with regard to any part of its obligations under its Bid, the Tender or under this Contract.
- Termination for Convenience: CRD may by prior written notice send to the Bidder at least 15 days in advance terminate the Contract in whole or in part at any time for its convenience. The notice of termination shall specify that termination is for CRD's convenience, the extent to which performance of work under the Contract is terminated and the date upon which such termination becomes effective.

29. Consequences of termination of Contract

If the contract is terminated by CRD, it can exercise one or more of the following at its discretion:

- Retain such amounts from the payment due and payable by CRD to the Bidder as may be required to offset any losses caused to CRD.
- Invoke the Performance Bank Guarantee, forfeit the Earnest Money Deposit and recover such other costs/losses and other amounts from the Bidder, which may have resulted from such default and pursue such other rights and/or remedies that may be available to CRD under law.
- Blacklist the Bidder and cancel the empanelment. However, Bidder shall not be blacklisted, unless and until such termination is on account of gross negligence or intentional breach of the terms of the Agreement by the Bidder.
- Claim compensation from the Bidder for any such loss, damages, or other costs, incurred by CRD.

30. Performance Bank Guarantee

- A Performance Bank Guarantee of an amount of 5% of the value of the Work Order with a validity of 1 year, has to be submitted in the Annexure III, by the successful bidder within 7 days of receipt of LOI or LOA any other document awarding the contract, and before signing of the agreement, whichever is earlier.
- The Performance Bank Guarantee (PBG) should be in the prescribed format from a scheduled bank, acceptable to CRD.
- All payments will be released to the Bidder subject to submission of performance bank guarantee.
- All charges with respect to the PBG such as commission, premium etc. shall be borne by the Bidder.
- The PBG shall be returned to the Bidder after 25 months from the date of

execution of the Work Order.

- No interest will be paid on the PBG & EMD.

31. Performance of Bank Guarantee shall be forfeited in the following cases:

- If any terms and conditions of the Contract are infringed.
- If the Bidder fails to complete supply/ service satisfactorily.
- If the Bidder fails to deliver the deliverables as per the terms laid down in this document.
- Supplies material that is at variance with the equipment quoted and submitted for testing.
- Any other case as per the Contract.
- Notice will be given to the Bidder with reasonable time before performance security deposit is forfeited.

32. Post Selection of Process:

- Notification to Bidder: CRD shall notify the successful Bidder within 2 days of the declaration of combined technical and financial evaluation result, by registered letter or by fax or by hand or by email, about the award of contract. The Bidder shall acknowledge in writing receipt of the notification of award and shall send his acceptance to enter into agreement immediately. Letter of Intent and Signing of Contract: The letter of Intent will be issued within 5 days of the notification to the bidder. A Work Order will be issued within 7 days of the issue of LOI.
- Before signing of the agreement, a Performance Bank Guarantee in the format as enclosed with this document, will have to be furnished by the bidder.

33. Settlement of Disputes

Arbitration: CRD and bidder will make every effort to resolve amicably, by direct negotiation, if any disagreement or dispute arises between them under or in connection with the work order. If any dispute will arise between parties on aspects not covered by this agreement, or the construction or operation thereof, or the rights, duties, or liabilities under these expect as to any matter the decision of which is specially provided for by the general or the special conditions, such dispute will be refereed to Arbitration. Such arbitration will be governed in all respect by the provision of Arbitration and Conciliation Act, 1996 and rules there under and any statutory modification or re- enactment or amendments, thereof. The arbitration proceeding will be held in Gandhinagar. If any matter which is not resolved by arbitration will be subjected to the jurisdiction of Hon'ble Gandhinagar Court.

34. Confidentiality

- Neither the Bidder nor CRD will disclose to any third party without the prior written consent of the other party any confidential information which is received from the other party for the purposes of providing or receiving Services. Each party will take measures to protect the confidential information of the other party that, in the aggregate are no less protective than those measures it uses to protect the confidentiality of its own comparable confidential information, and in any event, not less than a reasonable degree of protection. Both parties agree that any confidential information received from the other party shall only be used for the purposes of providing or receiving Services under these Conditions of Empanelment or any other Conditions of Empanelment between the parties. These restrictions will not apply to any information which:
- Is or becomes generally available to the public other than as a result of a breach of an obligation under this Clause; or

- Is acquired from a third party who owes no obligation of confidentiality in respect of the information; or
- Is or has been independently developed or was known to it prior to receipt.
- Notwithstanding Clause mentioned above, either party will be entitled to disclose confidential information of the other (1) to its respective insurers or legal advisors on a need-to-know basis and shall ensure that such insurers and legal advisors maintain confidentiality of such information, or (2) to a third party to the extent that this is required by any or where there is a legal right, duty or requirement to disclose where reasonably practicable not less than 2 business days' notice in writing is first given to the other party.
- Without prejudice to the foregoing provision of this clause above selected Bidder may cite the performance of the services to clients and projective clients as an indication of its experience.

35. Indemnity

Either Party shall indemnify and hold harmless the other and its employees and officers from and against any and all losses, liabilities and costs (including losses, liabilities, and costs incurred in defending a claim alleging such a liability) that the aggrieved party or its employees or officers may suffer as a result of the death or injury of any person or loss of or damage to any property arising in connection with the supply, installation, testing, and Commissioning of the System. Indemnity clause will not be applicable if such acts are done due to negligence of other party or due to willful misconduct which results to any loss to the other party.

36. Limitation of Liability

Notwithstanding anything to the contrary, under no circumstances will either Party be liable for indirect or consequential losses or damages of any kind, regardless of whether any such losses or damages are characterized as arising from breach of contract, warranty, or otherwise, even if such

damages are foreseeable or either or both parties have been advised of the possibility of such damages. The liability of the Bidder shall not exceed the contract value in the agreement during the contract period, except for any compensation of any loss to CRD due to negligence or willful misconduct of the selected Bidder.

37. Jurisdiction

All legal proceedings, if necessary, arising to be instituted by any of the parties shall have to be lodged in courts situated in Gandhinagar and not elsewhere.

38. Liquidated Damages

- The CRD expects the Bidder to complete the scope of the project within the timeframe specified. Notwithstanding the CRD's right to cancel the order, liquidated damages at 0.5% of the order value per week will be charged for every week's delay in delivery subject to maximum 5% of order value. Part of week will be treated as a week for this purpose.
- The CRD reserves its right to recover these amounts by any mode such as adjusting from any payments to be made by the CRD to the Bidder. However, the CRD may, at its discretion, waive the liquidated damages in case the delay cannot be attributed to the Bidder.

39. Taxes and Duties

The Bidder shall be liable to pay such direct and indirect taxes, duties, fees and other impositions levied under the applicable laws of India from time to time.

40. Governing Law

The Contract or Work Order shall be governed by and interpreted in accordance with the laws of India.

41. Obligation of Bidder

- The Bidder shall carry out the services/ supply in conformity with generally accepted.
- Professional and technically accepted norms relevant to such assignments that are required for the project, and which are to the entire satisfaction of CRD.
- During the tenure of the Contract, nothing shall be done by the Bidder in contravention of any law, act and/ or rules/regulations, there under or any amendment thereof
- The Bidder shall at its own expense adopt suitable Risk Management methodology to mitigate all risks assumed by the Bidder under this Contract. CRD will have no liability on this account.
- The Bidder shall comply with all laws in force including national, State, municipal, or other laws that affect the execution of the order.

42. Penalty

- **Delay in Delivery or Completion:**
 - In case of any delay in the execution of activities as per the agreed timeline, a penalty of 1% of the total contract value per day of delay will be levied. The total penalty for delay shall not exceed 10% of the total contract value. If the delay exceeds a week, the contract may be subject to termination, and the performance security may be forfeited.

- **Failure to Meet Quality Standards:**

- If any deliverables (designs, prints, materials, etc.) do not conform to the agreed quality standards, specifications, or approved samples:
- A penalty of 2% of the contract value for each non-compliant unit will be imposed.
- The contractor will be required to rectify or replace the deficient work within 2 days at their own expense. Continued non-compliance will result in contract termination and forfeiture of security deposit.

- **Incompletion of Work Given :**

For failing to complete the work quantities or as directed by the CRD.

- A penalty of 5% of the value of the uncompleted work will be imposed, calculated based on the contracted unit rate.
- The organization reserves the right to deduct this amount from the final payment or adjust from the performance security.

- **Non-Availability of Manpower or Resources :**

- If the required manpower, materials, or resources (e.g., vehicles, IEC materials) are not available at the scheduled time and place for campaigns, events, or activities:
- A penalty of ₹5,000 per instance will be charged for each day of non-availability or failure.
- The contractor is responsible for ensuring replacement within 48 hours to avoid further penalties.
- **Leave Policy:** Only one leave per month is permitted for agency resources as per the employer rules of the Government of Gujarat. For any absence exceeding one day in a month, ₹2,500 per person will be deducted from the bill.
- **Replacement of Resources:** In case of prolonged absence (more than

three consecutive days) of any resource, the agency must provide a replacement within 48 hours to ensure uninterrupted work. Failure to provide a replacement will result in an additional deduction of ₹5,000 per day from the bill.

- **Performance Monitoring:** Resources will be monitored as per the performance matrix developed by the Commissionerate of Rural Development (CRD). Non-compliance or subpar performance will attract penalties as per the performance review report.
- **Work Hours:** Resources must adhere to the stipulated working hours. Late arrivals or early departures exceeding two instances in a month will result in a deduction of ₹1,000 per instance.
- **Resource Qualifications:** Resources deployed must meet the minimum qualification and skill criteria specified in the tender. Non-compliance or deployment of unqualified personnel will result in a penalty of ₹10,000 per instance.

- **Failure to Attend Scheduled Events/Meetings:**

- If the contractor fails to attend or provide services for scheduled events, campaigns, or meetings without prior notice:
- A penalty of ₹5000 per missed meetings will be levied.
- The contractor must reschedule and complete the activity within a mutually agreed timeline without additional costs.

- **Incorrect or Incomplete Documentation:**

- Any failure to provide correct or complete documentation, such as work completion reports, or proof of deliverables, will result in a penalty of ₹2000 per instance. The contractor will be given 2 days to submit the required documents before additional penalties are applied.

- **Repeated Violations:**

- Repeated failure to comply with timelines, quality standards, or any terms of the contract will result in:
- Double the applicable penalty for each repeated violation.
- Possible disqualification from participating in future tenders and contracts.

- **Contract Termination:**

- In the Design of non-performance, non-compliance, or repeated violations leading to substantial delays or failure to deliver services/materials as per the contract terms, the organization reserves the right to terminate the contract any time and forfeit any performance security deposited by the contractor.

- Penalties shall be recovered from the running monthly invoices.
- For three recurrences of default in the discharge of service obligation, CRD would be free to forfeit the defaulting bidder's security deposit, revocation of bank guarantees and/or termination of the contract for default.
- If at any time during performance of the work order, the bidders encounter condition impeding timely performance of the ordered service, the bidder shall promptly notify CRD in writing of the fact of the delay, its likely duration, and its cause (s).

43. Special Clauses

The report and documents/videos of all the deliverables and any other information of ULB/CRD will be the sole property of CRD which would not be used by the bidder in any form without permission of CRD.

- As per the tender conditions, there is no obligation to assign the entire scope of work to bidder. The allocation of work will be determined based on specific tasks required and the discretion of the Commissionerate of Rural Development (CRD). Work assignments will vary according to the needs and priorities identified by CRD during the project execution.
- As per the tender terms, if any changes are required by the Commissionerate of Rural Development (CRD) in the scope of work, the agency is obligated to accept and implement the modifications as per the updated requirements.
- CRD reserves the right to verify all the documents you have submitted.
- Bidders are required to submit all necessary documents and provide the required certificates and other documentation in accordance with the policies and guidelines of the Government of Gujarat.

The district staff seated at the DRDA office, as designated by CRD, will assist in documenting all necessary details.

Annexure 1: Format for submission of Information

(To be provided on Company Letter Head)

Location & Date

To,
Additional Commissioner,
Commissionerate of Rural Development,
Sector-10/A
Dr. Jivraj Mehta Bhavan
Gandhinagar – 382010.

Subject: Format for submission of information – Pre-Qualification Criteria.

Eligibility Information / Pre-Qualification criteria (Mandatory Clause):

Dear Sir,

SR. NO.	PARAMETER	SUPPORTING DOCUMENTS TO BE PROVIDED	COMPLIANCE YES/NO	DOCUMENTARY EVIDENCE PROVIDED ON PAGE NOS.
1	The Bidder must have an office in India operating for a minimum of the last 5 years. A certificate of incorporation and PAN Card must be furnished with the technical proposal.	- Certificate of Incorporation - PAN Card - Rent Agreement/Lease Deed/Ownership Proof of Office		
2	The Bidder must have valid Goods & Service Tax (GSTN) registration. A copy of the GST registration certificate must be attached.	- Copy of GST Registration Certificate - Latest 2021-22, 2022-23, and 2023-24 GST Return Filing (GSTR-3B/ GSTR-1)		
3	The Bidder should have an average annual turnover of Rs. 5.00 Crore or more over the last 3 consecutive financial years (2021-22, 2022-23, and 2023-24). Copies of the CA certificate, audit reports, and Income Tax	- CA Certificate (Turnover and Profit Certification) - Audited Balance Sheets 2021-22, 2022-23, and 2023-24 - Profit & Loss Statements 2021-22, 2022-23, and 2023-		

	Returns (ITR) must be submitted with the technical bid.	24 - Income Tax Returns (ITRs) Acknowledgement 2021-22, 2022-23, and 2023-24		
4	The Bidder must demonstrate 2 Project previous experience in handling Information, Education, and Communication (IEC) or Behavior Change Communication (BCC) activities, specifically for rural development or similar government projects, by providing relevant case studies or references.	- Work Orders/Agreements - Completion Certificates - Case Studies or References from Clients		
5	The Bidder must furnish a detailed composition of the proposed team, including the roles and tasks assigned to each team member, with their qualifications and relevant experience.	- Team Composition with CVs /Resumes - Organization Structure as per the Annexure 11 - Letters of Appointment or Employment Proofs		
6	The Bidder must not have been barred or blacklisted by any PSU, government department, or private sector entity. A declaration in notarized affidavit format must be submitted as proof.	- Notarized Affidavit Declaration in 300 Rs stemp. - Self-Declaration of Clean Track Record from Legal Authorities		
7	The agency must ensure that no legal proceedings or cases of any nature are pending against it at the time of submission of the tender.	- Notarized Affidavit Declaration No Pending Legal Cases in 300 Rs Stemp - Legal Clearance Certificate (if available)		
8	The Bidder must have a proven track record in managing large-scale social media engagement campaigns. Detailed case studies, examples of work, and client references from similar projects must be	- Work Orders/Agreements Related to Social Media Campaigns - Links to Live Campaigns or Screenshots - Client Testimonials/Reference		

	submitted as part of the technical bid.	Letters		
9	The Bidder must have a team with expertise in creative content development, including the creation of multi-language specifically (Gujarati/ Hindi and English) content tailored for various platforms (digital, print, social media). Proof of prior work and team qualifications must be included.	<ul style="list-style-type: none"> - Portfolio of Past Creative Work - Team Qualifications & Language Certifications (if applicable) 		
10	MSMEs and startups are permitted under the provisions outlined in the Gujarat Procurement Policy 2024.	<ul style="list-style-type: none"> - MSME/Startup Registration Certificate - Udyam Registration Certificate (if applicable) <p>Note: Bidders have to submit all Certificate/Documents as per the provisions outlined in the Gujarat Procurement Policy 2024.</p>		

Note: If bidders do not provide the required details in accordance with the specified documents, CRD reserves the right to disqualify them from meeting the Pre-Qualification Criteria.

Your sincerely,

Authorized Signature:

Name and Title of Signatory:

Name of Agency:

Address:

Contact information (phone and e-mail):

Annexure 2: Team and task assignments

(To be provided on Company Letter Head)

Location & Date

To,
Additional Commissioner,
Commissionerate of Rural Development,
Sector-10/A
Dr. Jivraj Mehta Bhavan
Gandhinagar – 382010.

Subject: Team and Task Assignments

Dear Sir,

Sr. No.	Name of the Staff Assigned	State/ District	Year of Experience Qualification	Area of Expertise	Position
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					

Note: Team member CVs must be submitted in accordance with Annexure 12.

Your sincerely,

Authorized Signature:

Name and Title of Signatory:

Name of Agency:

Address:

Contact information (phone and e-mail):

Annexure 3: Letter of technical bid submission

LETTER OF TECHNICAL BID SUBMISSION

(To be provided on Company Letter Head)

Location & Date

To,
Additional Commissioner,
Commissionerate of Rural Development,
Sector-10/A
Dr. Jivraj Mehta Bhavan
Gandhinagar – 382010.

Subject: Letter of Technical bid Submission.

Dear Sir,

This has reference to the CRD Tender document no..... dated..... for “Selection of IEC agencies to undertake Designing activities under Commissionerate of Rural Development Schemes in the State of Gujarat” In this context, we are hereby submitting our Proposal, which includes this Technical Proposal and a Financial Proposal sealed in a separate envelope. We hereby declare that:

- a) All the information and statements made in this Proposal are true and we accept that any misinterpretation or misrepresentation contained in this Proposal may lead to our disqualification by the Client.
- b) Our Proposal shall be valid and remain binding upon us for the period of time specified in the Tender Document.
- c) We have no conflict of interest as stated in the Tender document.
- d) We meet the eligibility requirements as stated in Tender document.
- e) In competing for (and, if the award is made to us, in executing) the Contract, we undertake to observe the laws against fraud and corruption, including bribery, in force in the country of the Client.

- f) Our Proposal is binding upon us and subject to any modifications resulting from the Contract negotiations.

We undertake, if our Proposal is accepted and Contract is signed, to initiate the Services related to the assignment immediately in consultation with the Client and as per provisions stipulated in the Tender document.

We understand that the Client is not bound to accept any Proposal that the Client receives.

We remain,

Your sincerely,

Authorized Signature:

Name and Title of Signatory:

Name of Agency:

Address:

Contact information (phone and e-mail):

Annexure 4 A: Financial Proposal Submission Form

FINANCIAL PROPOSAL SUBMISSION FORM

Location & Date

To,
Additional Commissioner,
Commissionerate of Rural Development,
Sector-10/A
Dr. Jivraj Mehta Bhavan
Gandhinagar – 382010.

Subject: “Selection of IEC Agencies for Designing and Social Media Management Activities under Commissionerate of Rural Development Schemes in Gujarat.”

Dear Sir,

No	Particular	Amount (in Rs) Including All Applicable Taxes
A	Selection of IEC Agencies for Designing and Social Media Management Activities under Commissionerate of Rural Development Schemes in Gujarat. (As Per Annexure 4B)	
B	Total Cost for the Social Media Management. (As per the Scope of Work)	
C	State & District Manpower Cost	
Total (A+B+C)		

Total Amount in Word:

We, the undersigned, offer to provide the services for the above in accordance with your Request for Proposal dated [Date], and our Proposal (technical and Financial Proposals). Our attached financial proposal is for the sum of [Amount in words and figures] including the applicable taxes.

Important Note:

- **A: Specified Rate = (Per Unit Rate) * (Tentative Work Allocation)**

For instance, if:

- Per Unit Rate for a banner design is ₹500
- Minimum Quantity of Work is 10 units

Then the Specified Rate would be:

$$\text{Specified Rate} = ₹500 * 10 = ₹5,000$$

- **B: Total Annual Cost for Social Media Account Management (According to the Provided Scope of Work)**

- **Note:**

- It is not mandatory to assign all tasks to the bidder as outlined in Annexure 4B provided by CRD. Tasks will be assigned to the bidder based on the requirements of CRD, and payments will be made accordingly.
- If the bid rate discovered through the tender process is higher than the rates specified by the Information and Broadcasting Department of Gujarat, the lowest rate will be considered for the tender item.
- If the CRD assigns work beyond the tentative allocation, payment will be made as per the per-unit rate specified in Annexure 4B: Financial Proposal Submission.

The bidder has to quote rates against each activity mentioned in the table given below in Annexure4B :

Annexure 4 B: Financial Proposal Submission Form

Location & Date

FROM: (Name of firm)

To,

Additional Commissioner,

Commissionerate of Rural Development,

Sector-10/A

Dr. Jivraj Mehta Bhavan

Gandhinagar – 382010.

A: Schedule of rates for Designing/ Creative Work

This Details to submitted on GeM Portal in separate online rate from other than the main price bid. This will not be considered in evolution of financial bid of the main scope of work of this tender.

SR. NO.	ACTIVITY	RATE PER UNIT (₹)	SIZE	Tentative Work Allocation
1	Poster Design	A3, A2, Custom	50
2	Banner/ Backdrop Design	4x6 feet, 6x8 feet Custom	35
3	Hoarding Design	12x6 feet, 16x8 feet Custom	50
4	Brochure/ Leaflet/ Pamphlet & Flyer Design	A4 size, Custom	35
5	Promotional Booklet / Coffee Table Book/ Flipbook Design	A4 size, Custom	35
6	Newsletter Design	A4, Custom	35
7	Invitation Card/ Envelop/ Visiting Card Design	Custom	10
8	Standee Design	6x3 feet	10
9	Notepad Design	A5 size, A4 size Custom	10
10	Letterhead & Envelops Design	A4 size	20
11	Certificate Design	A4 size	10
12	Web banner Design	Custom	10
13	Bus/Ferry Stickers Design	Custom	10

SR. NO.	ACTIVITY	RATE PER UNIT (₹)	SIZE	Tentative Work Allocation
14	Badges Design	2 inches diameter	10
15	Wall Painting Design Per Painting	Custom	500
16	Print Advertisement (Full Page)	Full Page	12
17	Print Advertisement (Half Page)	Half Page	12
18	Print Advertisement (Quarter Page)	Quarter page	12
19	Street Play/Drama Design/success stories, etc Script writing (Gujarati/Hindi and English)	(1 to 2 Page 16 Size Font- Arial)	50
20	Voice-over (30 seconds)	NA	10
21	Voice-over (90 seconds)	NA	10
22	Voice-over (Up to 5 Min)	NA	10
23	Radio Jingle/Message	NA	15
24	IEC Van Design/Creative (Mobile Campaign) Rath: Small Size (Motorbike or Auto-Rickshaw)	Per Campaign	NA	1
	IEC Van Design/Creative (Mobile Campaign) Rath: Medium Size (Mini Truck or Chhota Hathi)	Per Campaign	NA	1
	IEC Van Design/Creative (Mobile Campaign) Rath: Large Size (Truck or Large Van)	Per Campaign	NA	1

B: Social Media Breakdown cost

SR. NO.	ACTIVITY	RATE
1		
2		

SR. NO.	ACTIVITY	RATE
3		
4		
5		
6		
7		
8		
9		
10		

Note: Kindly mention the item name along with its cost as outlined in the Final Cost section of Annexure 4A.

C: Manpower Cost

SR. NO.	ACTIVITY	RATE
1	State Level- Social Media Expert (1)	
2	State Level- Designing Expert (1)	
3	District Level- social media & Designing Expert (33)	

Note:

- Please mention your rate on a per unit basis.
- As per the tender conditions, there is no obligation to assign the entire scope of work to bidder. The allocation of work will be determined based on specific tasks required and the discretion of the Commissionerate of Rural Development (CRD). Work assignments will vary according to the needs and priorities identified by CRD during the project execution.
- As per the tender terms, if any changes are required by the Commissionerate of Rural Development (CRD) in the scope of work, the agency is obligated to accept and implement the modifications as per the updated requirements.
- There is no fix to assign all work to bidders this is based on as per the work given as per the CRD Requirement.

- The quoted rates must be inclusive of all costs such as design, printing, manpower, logistics, travel, accommodation, and any other out-of-pocket expenses (OPEs).
- No additional payments will be made beyond the quoted rates.
- Ensure accuracy in costing for each unit, factoring in materials, logistics, and service delivery costs.
- The quoted rates must be inclusive of all applicable taxes (e.g., GST).
- No separate tax or surcharge will be paid beyond the quoted rates.
- Any misquoted or missing components will be the bidder's responsibility.
- No additional or separate claims for travel, printing, or logistics will be entertained post-award.
- If the bid rate discovered through the tender process is higher than the rates specified by the Information and Broadcasting Department of Gujarat, the lowest rate will be considered for the tender item.

Our financial proposal shall be binding upon us subject to the modifications resulting from contract negotiations, up to expiration of the validity period of the Proposal, i.e.,

We undertake that, in competing for (and, if the award is made to us, in executing) the above contract, we will strictly observe the laws against fraud and corruption in force in India namely "Prevention of Corruption Act 1988".

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

We remain,

Yours sincerely,

Authorized Signature:

Name and Title of Signatory:

Name of the firm:

Address:

Annexure 5: Format for furnishing bidder details

Location & Date

FROM: (Name of firm)

To,
Additional Commissioner,
Commissionerate of Rural Development,
Sector-10/A
Dr. Jivraj Mehta Bhavan
Gandhinagar – 382010.

Subject: "Format for furnishing bidder details

Dear Sir,

A Format for furnishing Bidder Details

FORMAT FOR FURNISHING BIDDER DETAILS

SR. NO.	PARTICULARS	BIDDER'S RESPONSE
1	Name of the Bidder	
2	Office Details	
	Address:	
	Phone No.:	
	E-mail ID:	
	Website:	
	Contact Person:	
	Mobile No.:	
3	Status of the Applicant	
	(Select: Partnership Firm / Pvt. Ltd. Co. / Public Ltd. Co. / Society / Proprietorship Firm)	
4	Registration Certificates	[Attach Copies]
5	Total Experience (in years)	
6	Average Turnover	
	(Last 3 Years: 2021-22, 2022-23 & 2023-24)	[Attach CA Certificate & Audited Balance Sheet]
7	PAN No.	

	(Attach Copy)	
8	GSTIN	
	(Attach Copy)	
9	Number of Skilled Staff (As Per the Annexure 11B)	
10	Net Worth	

Signature & Seal of the Bidder

Date: _____

B. BIDDER'S PROFILE

Brief Description of Your Agency:

- Core Business:

- Presence in India:

- Capacity Building Activities:

- Organizational Structure:
 - Key Personnel:

C. BIDDER'S EXPERIENCE / CREDENTIALS

PROJECT DETAILS	RESPONSE
Assignment Name:	
Country/State:	
Location:	
Client Name:	
Contact Person at Client:	
Client Phone Number:	
Start Date (MM/YYYY):	
Completion Date (MM/YYYY):	
Approx. Value of Services (In Rs):	
Current Status: (Select: Completed / Ongoing / In Progress)	
Project Description:	
- Objectives:	
- Scope Of Work:	
- Target Audience:	

- Geographical Coverage:	
- Monitoring & Evaluation Measures:	
Outcomes Achieved:	
- Key Performance Indicators Met:	
- Client Feedback/Testimonials:	
- Lessons Learned:	

Signature & Seal of the Bidder

Date: _____

Annexure 6: Agreement

Agreement

Between

Commissionerate of Rural Development (CRD)

-AND-

.....

This Agreement is signed on [Date] at Gandhinagar, Gujarat, between the Commissionerate of Rural Development (hereinafter referred to as the "First Party") and [Name of the Second Party] (hereinafter referred to as the "Second Party"), wherein:

WHEREAS:

The Commissionerate of Rural Development (CRD) is registered under the Panchayat, Rural Housing and Rural Development Department, Government of Gujarat.

AND:

The Second Party is engaged in providing services relevant to the objectives of the CRD.

NOW, THEREFORE, both parties agree to the following terms:

1. **Purpose of the Agreement:**

The CRD provides a Capacity Building program for implementation in the State of Gujarat, tailored to the state's specific needs. The "Commissionerate of Rural Development" is a program initiated by CRD aimed at mass awareness creation and extensive citizen outreach to intensify the 'Jan Andolan' and institutionalize Swachh behavior to achieve the vision of "Garbage Free" cities.

2. **Obligations of the Second Party:**

The Second Party shall fulfill all necessary requirements and provide services for the "Commissionerate of Rural Development" program under CRD, in accordance with the terms and conditions specified in RFP No. [Insert RFP Number] dated [Insert RFP Date] and related Work Order No. [Insert Work Order Number] dated [Insert Work Order Date].

3. **Supervision and Payment:**

The First Party shall supervise and monitor the services provided by the Second Party under the "Commissionerate of Rural Development" program. Payments to the Second Party shall be released based on satisfactory performance in accordance with the norms set forth in RFP No. [Insert RFP Number] dated [Insert RFP Date] and Work Order No. [Insert Work Order Number] dated [Insert Work Order Date].

4. **Compliance with RFP and Legal Aspects:**

Both parties agree to abide by all clauses mentioned in RFP No. [Insert RFP Number] dated [Insert

RFP Date] and related Work Order No. **[Insert Work Order Number]** dated **[Insert Work Order Date]**, including governing laws, penalty clauses, and all legal aspects. These shall be treated as integral parts of this Agreement.

5. **Validity and Modifications:**

This Agreement shall be valid for **[Insert Duration]** from the date of signing and may be extended, modified, or renewed based on mutual understanding between the parties. Any modifications, alterations, additions, or renewals of the terms of this Agreement shall be valid only if made in writing and agreed upon by both parties.

In witness whereof, the Parties have set their respective hands on the day, date, and place aforementioned.

For and on behalf of

For and on Behalf of

Commissionerate of Rural Development (CRD)
(Authorized Signatory)

.....
(Authorized Signatory)

Name:

Name:

Designation:

Designation:

(Office Seal)

(Office Seal)

Witness:

Witness:

Name:

Name:

Designation:

Designation:

Annexure 7: Self-Declaration

(On the Letterhead of the Organization)

Date: [Insert Date]

To,
The Additional Commissioner,
Commissionerate of Rural Development,
Sector-10/A, Ground Floor G.M.F.B. Office,
Dr. Jivraj Mehta Bhavan,
Gandhinagar - 382010,
Gujarat.

Subject: Self-Declaration in response to RFP for the " Selection of IEC Agencies for Designing and Social Media Management Activities under Commissionerate of Rural Development Schemes in Gujarat "

Dear Sir,

I/We, **[Name of the Organization]**, having our registered office at **[Business Address]**, hereby submit our proposal in response to the Request for Proposal (RFP) for **the " Selection of IEC Agencies for Designing and Social Media Management Activities under Commissionerate of Rural Development Schemes in Gujarat "** and undertake to execute and complete the services as required, in accordance with the terms and conditions outlined in our proposal, the RFP documents, and the final work order to be issued by the Authority.

We hereby confirm that our bid shall remain valid for a period of **180 days** from the date of submission of bids as required by the RFP. Furthermore, I/We agree to comply with each and every clause of the RFP, including all its Annexures, formats, and the draft agreement provided in the RFP document.

We fully understand and acknowledge that the Authority reserves the right to accept or reject any proposal, and that the selection is at its sole discretion, without the need for justification.

Authorized Signatory

[Signature]

Name in Full: [Insert Name]

Designation: [Insert Designation]

Bidder Name: [Insert Bidder's Name]

Contact Details: [Insert Contact Information]

Date: [Insert Date]

Annexure 8: Proforma of Bank Guarantee for Bid Security

PROFORMA OF BANK GUARANTEE FOR BID SECURITY

B.G No.: [Insert B.G Number]

Dated: [Insert Date]

1. In consideration of [Name of the Client/Authority], having its office at [Address of the Client/Authority], (hereinafter referred to as “the Authority”) having agreed to receive the bid of [Name of the Bidder], a company registered under the Companies Act, 2013, having its registered office at [Address of the Registered Office] (hereinafter referred to as the “Bidder,” which expression shall, unless repugnant to the context, include its successors, administrators, executors, and assigns), for [Name of the Service/Project] (hereinafter referred to as the “Project”), pursuant to the RFP document dated [Insert Date] issued in respect of the Project, we, [Name and Address of the Bank], (hereinafter referred to as “the Bank”) at the request of the Bidder, do hereby, irrevocably and unconditionally, guarantee the due and faithful fulfilment and compliance of the terms and conditions of the RFP and related documents (hereinafter collectively referred to as “Bidding Documents”) by the Bidder, and irrevocably undertake to pay forthwith to the [Name of the Authority] an amount of INR [Insert Amount] (Rupees [Insert Amount in Words]) as Bid Security without any demur, reservation, recourse, contest, or protest, and without reference to the Bidder, if the Bidder shall fail to comply with the terms and conditions contained in the Bidding Documents.
2. Any such written demand made by the [Name of the Authority] stating that the Bidder is in default of the due and faithful fulfilment of the terms and conditions contained in the Bidding Documents shall be final, conclusive, and binding on the Bank.
3. We, the Bank, hereby unconditionally undertake to pay the amounts due and payable under this Guarantee without any demur, reservation, recourse, contest, or protest, and without any reference to the Bidder or any other person, upon receipt of the first written demand from the [Name of the Authority] stating that the amount claimed is due by reason of the Bidder's failure to comply with the terms and conditions contained in the Bidding Documents, including the Bidder's failure to keep its bid open during the bid validity period. Any such demand shall be conclusive as regards the amount due and payable by the Bank under this Guarantee. However, our liability under this Guarantee shall be restricted to INR [Insert Amount] (Rupees [Insert Amount in Words]).
4. This Guarantee shall remain in full force and effect for a period of 180 days from the Bid Due Date, inclusive of a claim period of 45 days, or for such extended period as may be mutually agreed between the Authority and the Bidder, and agreed to by the Bank, and shall continue to be enforceable until all amounts under this Guarantee have been paid.
5. We, the Bank, further agree that the [Name of the Authority] shall be the sole judge to decide whether the Bidder is in default of fulfilling the terms and conditions of the Bidding Documents, and the decision of the [Name of the Authority] shall be final and binding on the Bank, notwithstanding any dispute between the Bidder and the Authority or any other matter.

6. This Guarantee shall not be affected by any change in the constitution or winding up of the Bidder or the Bank, or any absorption, merger, or amalgamation of the Bidder or the Bank with any other entity.
7. In order to give full effect to this Guarantee, the [Name of the Authority] shall be entitled to treat the Bank as the principal debtor. The [Name of the Authority] shall have the fullest liberty, without affecting the Bank's liability under this Guarantee, to vary any of the terms and conditions of the Bidding Documents or to extend the time for submission of bids, the bid validity period, or the time for performance of the Bidder's obligations. The Bank's liability under this Guarantee shall not be affected by any such extension or variation.
8. Any notice under this Guarantee shall be addressed to [Name of the Bank and Branch Address] and sent by courier or registered mail.
9. We undertake to make the payment on receipt of your notice of claim addressed to [Insert Bank Name and Branch Address], delivered to the above address.
10. It shall not be necessary for the [Name of the Authority] to proceed against the Bidder before proceeding against the Bank, and the Guarantee herein contained shall be enforceable against the Bank irrespective of any other security obtained by the [Name of the Authority].
11. We, the Bank, further undertake not to revoke this Guarantee during its validity, except with the prior written consent of the [Name of the Authority].
12. The Bank declares that it has the power to issue this Guarantee and the undersigned is duly authorized to execute this Guarantee on behalf of the Bank.

Signed and Delivered by [Name of the Bank]

By the hand of Mr./Ms. [Name of the Authorized Officer]

[Designation]

(Seal of the Bank)

Annexure 9: Format for power of attorney

POWER OF ATTORNEY

(On INR 300/- Stamp Paper duly attested by Notary Public)

KNOW ALL MEN BY THESE PRESENTS that we, **[Name of the Company/Organization]**, having our registered office at **[Address of the Registered Office]**, do hereby constitute, nominate, appoint, and authorize **Mr./Ms. [Name of the Authorized Representative]**, residing at **[Residential Address]**, who is presently employed with us and holding the position of **[Designation]**, as our true and lawful attorney, to act, sign, execute, and deliver any documents, agreements, undertakings, or other instruments and to perform all such acts, deeds, and things as may be necessary in connection with or incidental to the **“Selection of IEC Agencies for Designing and Social Media Management Activities under Commissionerate of Rural Development Schemes in Gujarat”** including but not limited to the signing and submission of all applications, proposals, bids, and any other related documents on our behalf, to participate in the bidding process.

We do hereby agree and undertake that all acts, deeds, and things lawfully done by our said attorney pursuant to this Power of Attorney shall be deemed to have been done by us and shall be legally binding on us, as if done by ourselves.

This Power of Attorney is valid and binding unless revoked by us in writing.

IN WITNESS WHEREOF, we have executed this Power of Attorney on this **[Day]** of **[Month, Year]**.

For **[Name of the Company/Organization]**

[Signature]

[Name of the Executant]

[Designation]

[Address of the Company]

Accepted:

[Signature]

[Name of the Attorney]

[Designation of the Attorney]

[Residential Address]

Date: [Insert Date]

Notes:

1. The mode of execution of this Power of Attorney must be in accordance with the relevant law and the charter documents of the company. If required by the company's procedures, this Power of Attorney should bear the company's common seal.
2. If applicable, the Bidder should submit extracts of the company's charter documents and a copy of the board resolution or other legal document authorizing the person to execute this Power of Attorney.
3. A certified copy of the board resolution or other appropriate document authorizing the signing of this Power of Attorney should be attached as proof of delegation of authority.

Annexure 10: Undertaking Application for Exemption From EMD

Date: [Insert Date]

GeM Bid No.: [Insert GeM Bid No.]

To,
The Additional Commissioner,
Commissionerate of Rural Development,
Sector-10/A, Ground Floor G.M.F.B. Office,
Dr. Jivraj Mehta Bhavan,
Gandhinagar - 382010,
Gujarat.

Subject: Application for Exemption from EMD under GeM Bid No: [Insert Bid No.] dated [Insert Date]

Dear Sir,

As per the guidelines, Micro, Small, and Medium Enterprises (MSMEs) and Startups are exempted from furnishing Earnest Money Deposit (EMD) when they are developing end-to-end software or providing services by themselves.

We, **[Name of the Company/Organization]**, are registered as an MSME (Udyam Registration Number: [Insert Udyam Registration No.]) / Startup (DIPP Certificate No.: [Insert DIPP Certificate No.]). We have attached our Udyam Registration Certificate / DIPP Certificate for your kind consideration.

We confirm that we will be providing an end-to-end software solution/service (security audit) by ourselves for the proposed tender under **GeM Bid No: [Insert Bid No.] dated [Insert Date]**.

In light of the aforementioned provisions and our MSME/Startup status, we kindly request you to grant us the exemption from the EMD requirement for this tender.

Thank you for your consideration.

Yours faithfully,

[Signature of the Authorized Signatory]

[Name of the Authorized Signatory]

[Designation]

[Name of the Company/Organization]

Registered Office Address:

Contact Number:

Email ID:

Company Seal/Stamp

Annexure 11: Minimum manpower available with agency should be 10 resources.

Criteria	Qualifications	Experience	Documents to be Submitted
Project Managers/Team Leaders (Minimum 2)	Master's degree in Management, Project Management, or a related field.	At least 5 years of experience in project management, with a proven track record of managing similar projects from inception to completion. Skills in planning, execution, monitoring, and evaluation are required.	<ul style="list-style-type: none"> - Copies of degrees and certifications. - Experience certificates. - Project portfolio demonstrating past projects.
Graphic Designers (Minimum 2)	Bachelor's degree in Graphic Design, Visual Arts, or a related field.	Minimum 3 years of experience in graphic design, with a strong portfolio showcasing expertise in design software (e.g., Adobe Creative Suite) and the ability to create visual content such as brochures, infographics, and digital assets.	<ul style="list-style-type: none"> - Copies of degrees and certifications. - Portfolio of previous work. - Experience certificates.
IEC/CB Specialists (Minimum 2)	Bachelor's degree in Communications, Social Sciences, or a related field.	At least 4 years of experience in developing and implementing Information, Education, and Communication (IEC) strategies and community-based approaches, with a focus on community engagement and outreach.	<ul style="list-style-type: none"> - Copies of degrees and certifications. - Experience certificates. - Samples of IEC materials developed.
Social Media Managers (Minimum 2)	Bachelor's degree in Marketing, Communications, or a related field.	Minimum 3 years of experience in social media management, with a track record of creating and executing social media campaigns. Knowledge of analytics tools and current social media trends is essential.	<ul style="list-style-type: none"> - Copies of degrees and certifications. - Experience certificates. - Examples of successful social media campaigns.
Media Planning Team (Minimum 1)	Bachelor's degree in Marketing, Communications, or a related field.	At least 3 years of experience in media planning and buying, with a proven ability to develop media strategies that ensure effective communication and outreach.	<ul style="list-style-type: none"> - Copies of degrees and certifications. - Experience certificates. - Media planning samples.
Voice-over Team (Minimum 1)	Minimum of a Bachelor's degree in Marketing, Communications, Media Arts, or a related field. Certification in voice modulation or acting (preferred).	At least 3 years of professional experience in voice-over work or related fields. Proven track record in creating engaging voice-over content for various media, including commercials, educational videos, and promotional material. Experience in different voice-over styles (e.g., narrative, commercial, character) is an advantage.	<ul style="list-style-type: none"> - Copies of degrees and certifications. - Experience certificates. - Portfolio samples of previous voice-over work (e.g., audio files, demo reels).

Note:

1. Minimum staffing is required as specified; however, as stated in the criteria, support staff will not be considered in the evaluation of technical bids.
2. Resumes to be submit as per the Annexure 12

Annexure 12: CVs Format

Personal Information

Name:	[Your Name]
Address:	[Your Address]
City, State, Zip:	[Your City, State, Zip]
Phone:	[Your Phone Number]
Email:	[Your Email Address]
LinkedIn:	[Your LinkedIn Profile URL (optional)]

Objective

[Write a brief statement about your career goals and what you hope to achieve in your next position.]

Education

Degree Title	University/Institution Name	Dates Attended
[Your Degree Title]	[Your University/Institution Name]	[Month, Year] - [Month, Year]
Relevant Coursework/Honors	[Coursework or Honors]	Thesis/Project Title: [Title if relevant]

Professional Experience

Job Title	Company Name	City, State	Dates of Employment
[Your Job Title]	[Your Company Name]	[Your Company City, State]	[Month, Year] - [Month, Year]
Responsibilities/Achievements	- [Responsibility/Achievement 1]	- [Responsibility/Achievement 2]	- [Responsibility/Achievement 3]

Skills

[Write a brief statement about your Skill]

Certifications

Certification Name	Issuing Organization	Date
[Your Certification Name]	[Issuing Organization]	[Month, Year]

Projects

Project Title	Description
[Your Project Title]	[Brief description of the project, your role, and outcomes.]

References

Available upon request.

Annexure 12: Self-Declaration Certificate

(On Rs. 300 Stamp Paper)

Date:

Place:

To,
The Additional Commissioner,
Commissionerate of Rural Development,
Sector-10/A, Ground Floor G.M.F.B. Office,
Dr. Jivraj Mehta Bhavan,
Gandhinagar - 382010,
Gujarat.

Subject: Self-Declaration Regarding Non-Debarment/Non-Blacklisting

Dear Sir/Madam,

I, **[Name of the Authorized Signatory]**, **[Designation]**, duly authorized by **[Name of the Company/Organization]**, with its registered office at **[Complete Address]**, CIN No: **[Company Identification Number]**, PAN No: **[Permanent Account Number]**, GSTIN: **[GST Identification Number]**, do hereby solemnly declare and affirm that:

1. **[Name of the Company/Organization]** is not debarred, blacklisted, or otherwise declared ineligible by any:

- **State Government or its agencies**
- **Central Government or its agencies**
- **Public Sector Undertakings (PSUs)**
- **Local bodies, Statutory authorities, or Autonomous bodies**
- **Any multilateral funding agencies or international organizations**
- **Courts or tribunals in India or abroad**

as on the date of issue of this Request for Proposal (RFP).

2. **[Name of the Company/Organization]** has not been involved in any fraudulent activities or malpractices that have led to debarment or blacklisting in the past seven years.
3. There are **no current investigations or proceedings** pending before any Government, Regulatory, or Judicial authority that may lead to blacklisting, debarment, or disqualification of our company from participating in any government tendering process.
4. We further certify that:

- We have **not violated any laws, rules, regulations, or statutes** leading to blacklisting or debarment.
 - We have **never been found guilty** of any material breach of contract or serious misconduct by any client or authority.
5. If at any stage during the evaluation of bids or after award of contract, this declaration is found to be false, inaccurate, or misleading, **[Name of the Company/Organization]** undertakes to accept any action or penalty as deemed fit by the authority, including the rejection of our bid or termination of the contract, without any protest or claim for damages.
6. We also affirm that, should there be any **change in the status** of our company with respect to blacklisting or debarment during the tender process or the execution of the contract, we shall **immediately inform the department** in writing, failing which necessary action may be taken against our company.

We submit this declaration in full compliance with the terms and conditions of the RFP, and the information provided is true and correct to the best of our knowledge and belief.

Thanking you,

Yours faithfully,

[Signature of the Authorized Signatory]

[Name of the Authorized Signatory]

[Designation]

[Name of the Company/Organization]

Registered Office Address:

Contact Number:

Email ID:

Company Seal/Stamp:

Annexure 13: Undertaking By the Authorized Signatory

(On Rs. 300 Stamp Paper)

Date:

Place:

To,
The Additional Commissioner,
Commissionerate of Rural Development,
Sector-10/A, Ground Floor G.M.F.B. Office,
Dr. Jivraj Mehta Bhavan,
Gandhinagar - 382010,
Gujarat.

Subject: Undertaking Regarding Compliance with RFP Terms

Dear Sir/Madam,

I, **[Name of the Authorized Signatory]**, **[Designation]**, duly authorized by **[Name of the Company/Organization]**, with its registered office at **[Complete Address]**, having **CIN No: [Company Identification Number]**, **PAN No: [Permanent Account Number]**, and **GSTIN: [GST Identification Number]**, do hereby solemnly declare and undertake the following:

- 1. Compliance with RFP Requirements:** We hereby undertake that we have fully understood and comply with all the terms and conditions mentioned in the Request for Proposal (RFP) document for **[Name of the Project/Assignment]**, issued by **[Name of the Department/Organization]**. We confirm that we meet the eligibility criteria as specified in the RFP and have submitted all required documents in support of the same.
- 2. Accuracy of Information:** We hereby affirm that all the information and documents submitted in the bid are true, accurate, and correct to the best of our knowledge and belief. If any information is found to be incorrect, false, or misleading at any stage during the evaluation or after the award of the contract, we understand that **[Name of the Department/Organization]** reserves the right to take appropriate actions, including disqualification of the bidder or termination of the contract.
- 3. No Debarment/Blacklisting:** We undertake that our organization, **[Name of the Company/Organization]**, is not debarred or blacklisted by any State Government, Central Government, PSU, or any other Government agency, as per the declaration enclosed along with our bid.

4. **Binding Nature of Bid:** We hereby declare that all statements made in this bid and all representations are binding on us, and we agree to adhere to them throughout the validity period of the bid.
5. **Abiding by Award and Contract Terms:** If selected as the successful bidder, we undertake to execute the contract in accordance with the terms specified in the RFP and the tender documents. We also confirm that we shall provide the required services as per the contract's scope of work and within the specified timelines.
6. **Authorized Signatory:** I hereby affirm that I am the duly authorized signatory of **[Name of the Company/Organization]**, authorized to make this declaration and submit the bid on behalf of the organization.

Thanking you,
Yours faithfully,

[Signature of the Authorized Signatory]

[Name of the Authorized Signatory]

[Designation]

[Name of the Company/Organization]

Registered Office Address:

Contact Number:

Email ID:

Company Seal/Stamp:

Annexure 14: Average annual turnover & Net Worth

Declaration

Location & Date

FROM: (Name of firm)

To,

Additional Commissioner,

Commissionerate of Rural Development,

Sector-10/A

Dr. Jivraj Mehta Bhavan

Gandhinagar – 382010.

Subject: Declaration Regarding Average Annual Turnover and Positive Net Worth.

Dear Sir/Madam,

In response to the [insert name of the tender/bid] and as per the eligibility criteria, we hereby declare the following:

1. Average Annual Turnover

We, [Insert Name of Bidder], hereby confirm that our organization has an average annual turnover of Rs. 5.00 Crore or more in the last three consecutive audited financial years, namely 2021-22, 2022-23, and 2023-24. The financial details are as follows:

- FY 2021-22: Rs. [Insert Amount]
- FY 2022-23: Rs. [Insert Amount]
- FY 2023-24: Rs. [Insert Amount]

The average annual turnover for these three financial years is Rs. [Insert Average].

2. Net Worth

We further declare that our organization has maintained a positive net worth after tax in each of the last three consecutive audited financial years, namely 2021-22, 2022-23, and 2023-24.

- FY 2021-22: Rs. [Insert Net Worth]
- FY 2022-23: Rs. [Insert Net Worth]
- FY 2023-24: Rs. [Insert Net Worth]

We affirm that the information provided above is true and correct to the best of our knowledge. If required, we will furnish all relevant supporting documents for verification.

Thank you for your consideration.

Attached:

- Copies of Certified audited financial statements/ Balance sheet / Profit & Loss statement for last 3 fiscal years.
- Certificate from the statutory auditor / Certificate from CA regarding this condition.
- Net worth Certificate

Yours faithfully,
[Signature]
[Name of Authorized Signatory]
[Designation]
[Name of Bidder]
[Address]
[Contact Information]
[Email Address]

Annexure 15: Declaration Regarding Joint Venture/Consortium/ Subcontract

Declaration for Tender

Subject: Declaration Regarding Joint Venture/Consortium/Subcontract

I/We, the undersigned, hereby declare that I/We have read and understood all the terms and conditions of the tender for [**Tender Title: Selection of IEC Agency for Designing and Social Media Management Activities under Commissionerate of Rural Development Gujarat**] and fully agree to abide by them.

I/We further declare that:

1. **Joint Venture/Consortium/Subcontract** arrangements are not permitted for this tender.
2. I/We am/are submitting the proposal as an independent entity and will not engage in any form of joint venture, consortium, or subcontracting for the execution of the consultancy services under this tender.
3. I/We understand that any deviation from this condition will lead to immediate disqualification of our bid and/or termination of the contract, if awarded.

I/We affirm that the information provided in this declaration is true and correct to the best of my/our knowledge.

Authorized Signatory:

Name: _____

Designation: _____

Company Name: _____

Address: _____

Contact Details: _____

Date: _____

(Signature with Seal)