

**COMMISSIONER OF INDUSTRIES AND COMMERCE, ASSAM  
GOVERNMENT OF ASSAM**

**REQUESTFOR PROPOSAL (RFP)**

**FOR**

**SELECTION OF AGENCY FOR TV ADVERTISEMENT CONTENT CREATION  
AND DEVELOPMENT**

**FOR**

**COMMISSIONERATE OF INDUSTRIES AND COMMERCE, GOVT. OF ASSAM**

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**COMMISSIONER OF INDUSTRIES AND COMMERCE, ASSAM  
GOVERNMENT OF ASSAM**

(<https://industriescom.assam.gov.in>) ([commissioner@diccassam.com](mailto:commissioner@diccassam.com))

**SCHEDULE OF RFP PROCESS:**

<b>Events</b>	<b>Date</b>
Date of Advertisement:	13/4/2023
Availability of RFP documents:	13/4/2023
Pre Bid Meeting	24/4/2023
Due date/last date for submission of RFP:	4/5/2023 till 2:00 P.M.
Opening of technical bids:	4/5/2023 at 3:00 P.M.
Opening of financial bids:	To be notified
Address for communication:	<b>The Commissioner of Industries and Commerce, Assam, Udyog Bhawan, Bamunimaidam, Guwahati-781021</b>  <a href="mailto:commissioner@diccassam.com">commissioner@diccassam.com</a>

**Note: If date specified herein falls in a holiday then the next working day will be considered for the activity and the time will remain same.**

## NOTICE INVITING RFP FOR SELECTION OF BIDDERS



**GOVERNMENT OF ASSAM**  
**OFFICE OF THE COMMISSIONER OF INDUSTRIES AND COMMERCE, ASSAM**  
**UDYOG BHAWAN, BAMUNIMAIDAN, GUWAHATI-21**

No. CEO/SWA/EoDB/64/2023/30

Dated: Guwahati 2<sup>nd</sup> April, 2023

### NOTICE INVITING REQUEST FOR PROPOSAL (RFP) FOR SELECTION OF BIDDERS

**Commissioner of Industries and Commerce, Assam**, invites Request for Proposal (RFP) from eligible intending bidders in 2 Bid System for selection of agency for design and development of TV Advertisement Content for Ease of Doing Business (EoDB), Assam.

The terms and conditions and details of the RFP can be obtained from the website of the Office of **The Commissioner of Industries and Commerce, Assam, Udyog Bhawan, Bamunimaidam, Guwahati-781021** [industriescom.assam.gov.in](http://industriescom.assam.gov.in) wef 13/3/2023 to 4/5/2023 and also in the website [sppp.assam.gov.in](http://sppp.assam.gov.in) and submit the bid document on or before 2.00 pm on 4/5/2023 in the office of the office of the **Commissioner of Industries and Commerce, Assam, Udyog Bhawan, Bamunimaidam, Guwahati-781021**

Last date for submission of RFP: 4/5/2023

**Commissioner of Industries and Commerce, Assam,**  
**Udyog Bhawan, Bamunimaidam, Guwahati-781021**

## BACKGROUND:

**Commissioner of Industries and Commerce, Assam** invites bids from eligible intending bidders for Selection of agency for design and development of TV Advertisement Content for Ease of Doing Business (EoDB), Assam.

DPIIT ranks different states based upon the implementation of BRAP as well as feedback received from various users of the portal. Accordingly it is important to sensitize the masses regarding the services available in the EODB ecosystem of the state. Also the potential investors must also be informed regarding the various improvements, best practices, available online services in the state of Assam through print, TV and social media campaign to garner their interest.

### 1. TERM OF CONTRACT:

The term of contract will be up to completion of design and development of TV Advertisement Content. **Commissioner of Industries and Commerce, Assam** reserves the right to accept or reject any or all the bids.

### 2. SCOPE OF WORK:

- (a) Conceptualization and production of AV for television.
- (b) Formulation of content strategy and planning.
- (c) Hence a part of the job is to do Research and Development of building varied content which can be shared with the target audience in various walks of society.
- (d) The Creative Agency/Production House shall be required to design and produce creative in Assamese, Bengali, English, and other major languages of Assam.
- (e) Conceptualization designing and production of/ execution of quality creative audio visuals and print which shall include the followings:
  - I. Videos spot/quicke -Concept design and production of TV commercial (60 seconds).
  - II. Video Recording of Hon'ble Chief Minister, Assam as per script to be provided to be included in the video spot/quicke
- (f) Any other work assigned related to electronic media activities.

### **3. ELIGIBILITY CRITERIA:**

- i. The bidder can either be a company/partnership/ proprietorship firm registered under the Indian Companies Act, 1956/ the partnership Act, 1932 (Registration Certificate to be enclosed)
- ii. The Agency should have full-fledged registered/ branch office in Guwahati and should be in operation for minimum period of 5 years (Trade License for the last 5 years to be submitted along with Bid).
- iii. The bidder must have a minimum average turnover of Rs. 15 Lakh during the last three Financial Years. CA certificate along with audited reports & ITR to be submitted along with the bid.
- iv. The bidder must have sufficient skilled manpower and infrastructure. Details to be submitted along with bid.
- v. The bidder must have minimum 3 years of proven experience in creative, advertising, social media, production of television commercial, audio visuals, radio spots, promotion & publicity services. Documentary evidence to be submitted along with bid.
- vi. The bidder must have the experience of executing at least two comprehensive communication management including 360-degree media campaign during last five years for any government department of Assam/India. Documentary evidence to be submitted along with bid.
- vii. The bidder should have Professional experience of having produced at least 50 audio spots/jingles/video spots in last 5 years. Documentary evidence should be submitted along with bid.
- viii. The bidder should have working experience with the Chief Minister Office, Assam. Documentary evidence should be submitted along with bid.
- ix. The bidder should have sound knowledge of Assamese, Bengali languages and other Major local languages of Assam.
- x. The bidder should have the ability to write script based on the concept provided within shortest possible time.
- xi. The bidder should have valid (a) GST Registration (b) PAN (c) Labour License and (d) Trade License & (e) MSME Registration
- xii. Bidder should not have been debarred/blacklisted by any state government or central government or their instrumentalities. There should not be any criminal case pending before any court of competent jurisdiction. A self- declaration certificate to this effect must be submitted along with the bid.

#### 4. TERMS AND CONDITIONS:

- a) This RFP is not an offer and is issued with no commitment. **Commissioner of Industries and Commerce, Assam** reserves the right to withdraw the RFP and change or vary any part thereof at any stage and also reserves the right to disqualify any bidder at any stage.
- b) **Commissioner of Industries and Commerce, Assam** reserves the right to withdraw this RFP if it determines that such action is in the best interest of the **Commissioner of Industries and Commerce, Assam**.
- c) No oral conversation or agreement with any official or employee of the **Commissioner of Industries and Commerce, Assam** shall be superseded by the definitive agreement that result from this RFP process.
- d) Neither the bidder nor any of the bidders representatives shall have any claims whatsoever against **Commissioner of Industries and Commerce, Assam** or any of their respective officials, agents or employees arising out of or relating to this RFP or these procedures (other than those arising under a definitive service agreement with the bidder in accordance with the terms thereof).
- e) Bidders those who are found to canvass, influence or attempt to influence in any manner the qualification or selection process by offering bribes or other illegal gratification shall be disqualified from the process at any stage.
- f) An amount of Rs. 10,000/- (Rupees Ten Thousand) only will have to be deposited in the form of demand draft drawn on any nationalized/scheduled bank on India in favour of Commissioner, Industries and Commerce, Assam” payable at Guwahati as EMD with the technical bid.
- g) EMD of unsuccessful bidders shall be released immediately on finalization of the bid/tender on application of the parties.
- h) Quality-and-Cost based Selection (QCBS) method will be used to select the most advantageous bid.

## 5. EVALUATION CRITERIA:

Sl no	Technical Evaluation Criteria	Marks
2	Average minimum Financial Turnover for last 3 FYs a) 15Lakh to 25 Lakh - 10 marks b) 25 Lakh and above- 15 marks	15
3	Experience of Content Design and Development of TV Advertisement a) Up to 3 assignment- 10 marks b) More than 3 assignments-15 marks	15
4	Proposed Methodology and Approach	10
7	<b>Key Experts' qualifications and competence for the Assignment:</b> a) Content Creator -1 (5 marks) b) Content Creator -2 (10 marks) c) Translator -1 (5 marks) d) Graphic Designer -1 (10 marks)	25
8	Experience of working in Chief Minister Office, Govt. of Assam	25
9	Registration with DIPR	10
	<b>Total</b>	<b>100</b>

## 6. ANALYSIS OF TECHNICAL BID:

- i. In this part, the technical bid will be analyzed and evaluated and the technical bid marks (Stm) shall be assigned to each bid on the basis of above evaluation matrix.
- ii. Each criterion will have specific score and only those Technical Bids receiving marks greater than or equal to cut-off marks i.e., 80% 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 shall also be asked to make a presentation before the Committee to explain the points on the basis of which technical bids will be evaluated.



**Phase I Technical Bid Score:** The Technical Bid Score 'St' of the Bidder shall be derived as under

**St**= (Stm/SH) \*100, where

**St** is the Technical Bid Score

**Stm** = Score obtained by the concerned bidder

**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 RFP 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.

**Phase II 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

**sf**= (FL / F) \*100, Where

**Sf** is the Financial Score

**FL** is the value of lowest Commercial Bid

**F** is the price quoted in the bid under consideration

**Phase III Combined Evaluation of Technical & Financial Bid:**

- i. The Total score of the Bidder will be determined as under  
**Total Score (Ts) = (.80 x St) + (.20 x Sf)**
- ii. The Bid of the Bidder, who obtains the highest Ts value, will be rated as the best Bid. In the event of a tie, the bid with the highest technical score (St) will be rated as the best bid. Beyond that, Authority will decide the matter in its full discretion.
- iii. 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.

## **7. BID SUBMISSION:**

Bidders will have to submit their technical and financial bids separately in two envelopes. The Technical bid should be marked as “Technical Bid” and the financial bid should be marked as “Financial Bid”. Both the envelopes, should be put in one single sealed outer envelope super-scribed “**RFP for Selection of Agency for TV Advertisement Content Creation and Development for Commissionerate of Industries and Commerce, Govt. Of Assam**” and addressed to the Commissioner of Industries and Commerce, Govt. of Assam, Udyog Bhawan, Bamunimaidam, Guwahati-781021.

- a) Bidders may submit their bids by post or by hand or drop in the box earmarked by the Client.
- b) The inner and outer envelopes shall bar the:
  - i. name and complete address along with the mobile, telephone number and email address of the Bidder;
  - ii. complete postal address of the Client;
  - iii. Bid Ref. No. and subject matter of procurement;
- c) **Technical bid should contain:**
  - i. Earnest Money Deposit (EMD) in the form of DD/BD.
  - ii. Self-attested copies of valid certificate of incorporation, trade license, PAN, GSTIN.
  - iii. Proof of turnover for last 3 financial years
  - iv. Documentary evidence of past work experiences in the form of work orders/contacts/completion certificates.
  - v. Documentary evidence of executing at least three creative, advertising, social media, production of television commercial, audio visuals, radio spots, promotion & publicity services during last three years for any government department and other necessary documents as per eligibility criteria mentioned above.
  - vi. Self-declaration certificate for non-blacklisting.
  - vii. The bidder must sign and affix seal on every page of submitted documents.
  - viii. The bidder must submit copy of complete RFP document with sign and seal of bidder.
  - ix. CV of proposed Key experts.
  - x. Any other documents required for fulfilling eligibility criteria.

**8. BID EVALUATION:**

- a) Bids will be opened initially as per prescribed schedule and checked as per the eligibility criteria. Bids of the eligible agencies will be evaluated as per the technical evaluation criteria defined.
  
- b) Financial Bids of only those whose Technical Proposals are found responsive will be opened and evaluated.**

**9. VALIDITY OF BID:**

Bids shall remain valid for acceptance for a period of 60 days after opening of Technical Bid. Bids with shorter validity shall be rejected. Tender Inviting Authority may solicit bidders consent for an extension of validity period. A bidder may refuse extension request without forfeiting their EMD.

**10. VALIDITY OF OFFER OF SUCCESSFUL BIDDER:**

The validity of offer of the successful bidder shall be at least 30 days from the date of finalization of the order and the successful bidder will be bound to supply the items at agreed rates and terms during this period.

**11. EARNEST MONEY DEPOSIT:**

- a) The EMD of the unsuccessful bidders will be returned within 30 days after the finalization of the tender.
  
- b) The EMD of the successful bidders will be returned within 30 days from the date of furnishing security deposit amounting to 5% of the order value.

**12. NON-ASSIGNMENT OR SUB- LETTING:**

The bidder shall not, at any time, assign, sub-let or make over the contract or the benefit thereof or any part thereof to any person or persons, whatsoever.

**13. FORCE MAJUERE:**

The above conditions of delivery period, price reduction & termination etc. are subject to force majeure conditions which are beyond the control of the agency, do not involve fault or negligence of the agency and are not anticipated. Such events may include but are not limited to riots, mutinies, war, fire, storm, tempest, flood, earthquakes, epidemics, or other exceptional causes like quarantine restrictions, freight embargoes. On specific request made by the bidder the time period of delivery may be extended by the tender inviting authority at his discretion for such period as may be considered reasonable. However, the condition shall not include scarcity of raw materials, power cut, labour dispute, failure of sub-vendor and increase in cost of raw material.

#### **14. FRAUD & CORRUPTION:**

The bidders, agencies & contractors shall observe the highest standard of ethics during bidding and during performance of the contract. For the purposes of this provision, the following acts shall be considered as corrupt and / or fraudulent practices –

- a) “Corrupt Practice” means offering, giving, receiving, or soliciting directly or indirectly, of anything of value to influence the action of an official in the procurement process or in contract execution.
- b) “Fraudulent Practice” means misrepresentation or omission of facts in execution of contract.
- c) “Collusive practice” means a scheme or arrangement between two or more bidders, with or without the knowledge of the purchaser, designed to establish bid prices at artificial, non-competitive level.
- d) “Coercive Practice” means harming or threatening to harm, directly or indirectly, persons or their property to influence their participation in a procurement process or in execution of a contract.

During the process of evaluation of a bid or proposal for award of a contract, if it is detected that a bidder directly or through agent has engaged in corrupt, fraudulent, collusive or coercive practice in competing for the contract in question, then

- i) the bid shall be rejected and
- ii) declare the bidder ineligible for a specific period or indefinitely to participate in a bidding process. However, if any such practice is detected at any subsequent stage or during execution of the contract, the Tender Inviting Authority will exercise the right to cancel the contract and make suitable alternative arrangement at the risk and cost of such offending bidder.

#### **15. PAYMENT PROVISIONS:**

- a) Payments towards the supply of items will be made strictly as per rules, terms & conditions of the Tender Inviting Authority. All payments shall be made by electronic clearance mode or by way of Crossed A/C Payee Cheque drawn in favour of the agency.
- b) On completion of supplies of ordered quantities bills/ Invoices should be raised in triplicate in the name of the Tender Inviting Authority with address.
- c) If at any time during the period of contract, the price of tendered items is reduced or brought down by any law or Act of the Central or State Government or by the Bidder himself, the Bidder shall be bound to inform Tender Inviting Authority immediately about such reduction in the contracted prices. Tender Inviting Authority is empowered to unilaterally effect such reduction as is necessary in rates in case the Bidder fails to notify or fails to agree to such reduction in rates.
- d) Any Tax/Duties levied by Govt. during the tenure of the contract will be effected on the contract price.

#### **16. LAWS GOVERNING THE CONTRACT & JURISDICTION:**

The contract shall be governed by the laws in force in India. In the event of any dispute arising out of the tender, such dispute would be subject to the jurisdiction of the Court within the city of Guwahati only.

**17. FORMAT FOR COMMERCIAL BID:**

<b>Sl. No.</b>	<b>Size of the Design (approx.)</b>	<b>Unit</b>	<b>Rate (including all taxes)</b>	<b>Estimated Size/Duration/Quantity.</b>	<b>Total Cost</b>
1	Content Creation and Design of Production of Audio Visual for TV Advertisement	Maximum 180 seconds		1	
TOTAL					