



REQUEST FOR PROPOSAL

ISSUED BY: Assam State Disaster Management Authority

ISSUE DATE: 18th September 2015

Closing Time: 5th October 2015 (4.00 PM)

Contact Person: Chief Executive Officer
Assam State Disaster Management Authority
Ancillary Block, Opp SBI, Secretariat Branch
Assam State Secretariat
Dispur, Guwahati

Summary of Proposal:

This Request for Proposal is issued by the Assam State Disaster Management Authority to obtain proposal from Agencies/ Firms for Executing the Media Campaign for Guwahati Emergency Management Exercise (GEMEx) 2015 for ASDMA.

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1. REQUEST FOR PROPOSAL TERMINOLOGY

Throughout this document, the following definitions apply:

- a) "Applicant" means a party that submits, or intends to submit, a Proposal;
- b) "Work Order" means the written order resulting from this RFP issued by the Authority ;
- c) "The Authority" means the Assam State Disaster Management Authority;
- d) "Must", or "mandatory" means a requirement that must be met in order for a Proposal to receive consideration;
- e) "Proposal" means a proposal submitted in response to this RFP;
- f) "RFP" means this Request for Proposal; and
- g) "Should" or "desirable" means a requirement having a significant degree of importance to the objectives of RFP.



1. EXECUTIVE SUMMARY

(A) Background

The Assam State Disaster Management Authority had earlier conducted the Guwahati Emergency Management Exercise in 2012 with the aim of harnessing the strengths and capabilities of the State emergency responders, educational institutions, hospitals, humanitarian agencies etc. as they prepare to meet the urban catastrophes of the city of Guwahati. The exercise brought into focus the strengths, limitations and challenges of the various stakeholders in the wake of any emergency. In order to find out the present level of preparedness of the stakeholders and emergency responders, the **Guwahati Emergency Management Exercise (GEMEx 2015)** has been envisaged.

(B) The task ahead

- To develop a Plan of events/activities under the media Campaign for GEMEx 2015
- To execute the media campaign
- To Design the Brochures, Posters and other IEC and Merchandise items

(C) Scope of work

The Agency / Firm selected for Executing the Media Campaign for Guwahati Emergency Management Exercise (GEMEx) 2015 for ASDMA has to do the following work.

- Design and produce Advertisements
- Design, Produce, Distribute/Display various Branding Materials
- Social Media Coverage and publicity
- Events & Installations
- Photography & Videography of the entire event
- Design, Produce Training Materials & Merchandise items
- Any creative idea for generating awareness about the event among various target audience.

(D) Eligibility criteria

1. Agencies/ Firms should be registered under relevant Central Government/ State Government
2. Agencies/ Firms should have minimum 3 years of professional experience in designing and conducting Awareness Campaigns related to Disaster Management
3. Agencies/ Firms should not have been barred by any PSU/Government Department in doing business with them. (Please submit self-declaration).
4. Agencies/ Firms should have at least five person under your payroll

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2. RFP Process:

- i) The Authority is the Work Order issuing authority as relates to this RFP.
- ii) This RFP is illustrative in nature and all narrations are intended to be used by the applicant as a preliminary background explanation. This RFP does not necessarily contain all relevant information and the Authority reserves the right to amend its requirements or the information contained in this document at any time during the RFP process.
- iii) The Authority offer no warranties in regard to the information contained in this RFP and shall not be liable for any loss or damage as relates to this RFP for any applicant, potential applicant or any other third party arising as a result of reliance on this RFP's information or any subsequent communication.
- iv) If the Authority decides to select an applicant for the services, at that time a detailed Work Order will be issued to the applicant selected. This Work Order will not be made available until the selection of a successful applicant.
- v) Neither the RFP document nor any other related document shall constitute a contract or agreement with Authority, except as where specifically referenced in **Annexure A**
- vi) The Authority reserves the right to disqualify any applicant who provides information which later proves to be incorrect, or which does not supply the information required by this RFP.
- vii) The Authority will not be liable for any costs of any applicant participating in this RFP.
- viii) The submission of a response to this RFP by any applicant or potential applicant confirms the applicant or potential applicant's acceptance of all terms and conditions of this RFP.
- ix) Respondents to this RFP or their agents may not make any contact with any party employed or directly associated with the Authority as relates to this RFP. Any clarifications and all information will be via e-mail only to asdmaghy@gmail.com

4. INSTRUCTIONS TO APPLICANT

A. General Requirements

- i) The response to RFP is required to address all technical requirements contained within this RFP.
- ii) The RFP is not a Work Order. A separate Work Order will be made available only after selection of the preferred applicant.
- iii) All information supplied by the Authority in connection with this RFP shall be treated as confidential.



B. Timetable

The RFP timetable is given below. The Authority retains the right to vary or discontinue the process or any part thereof at its absolute discretion.

<i>Activity</i>	<i>Date</i>
Issue of RFP Document	18 th September 2015
Deadline for Proposal submission	5 th October 2015 at 4:00 pm

C. SUBMISSION OF RFP Document

- The Applicant is required to submit the proposal for providing Experience Details, Plan for Media Campaign, execution Plan and One sample design of the poster
- Potential Applicant must complete and sign the Undertaking at Annexure A.
- Only one original form of proposal signed by the authorised signatory in ink is required by the Authority. No typed or pencil signatures will be accepted.
- Applicants are required to submit one printed original hard copy of the proposal document and one electronic copy in Microsoft Word. The printed copy of the documents will be taken to be correct if there is any inconsistency between the versions.
- The proposal submitted must be without any overwriting, corrections, double typing, etc.
- The RFP should include the experience of similar work carried out by the Applicant in the form of either work order or completion reports.
- Applicant will submit their proposal of in three parts. The first part will contain the Design/Concept and the execution plan. The second part will contain the Financial Requirement and Third part will contain the Eligibility Criteria. These will be put in **Three separate sealed envelope** (i. Eligibility criteria ii. Technical & iii. Financial). The three sealed envelopes should then be put in one Envelope. The Envelope should then be sealed and super scribed with the wordings **"Confidential RFP Document - Do not open : Media Campaign for GEMEx 2015"**
- The cover thus prepared should also indicate clearly the name, address and telephone number of the Tenderer to enable the Bid to be returned unopened in case it is declared "Late".
- The sealed envelope containing the proposal must be received by **4.00 PM** on any working day up to **5th October 2015** in the office of the Chief Executive Officer. Envelopes /documents received after the stated time and date will be rejected.
- The Technical Bid and Financial Bid should be a complete document and should be bound as a volume separately. The document should be page numbered and appropriately flagged and contain the list of contents with page numbers. The deficiency in documentation may result in the rejection of the Bid.


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D) Preparation of RFP Document**1. For Eligibility Criteria:**

- i. Registration Certificate/ trade licence and Details regarding the year of establishment of the Agency.
- ii. Details regarding the three years of professional experience in designing and conducting Awareness Campaigns related to Disaster Management in the form of either work order or completion reports
- iii. Self - declaration certificate that the Agency was not barred by any PSU/Govt. Dept. in doing projects with them.
- iv. Details regarding qualification and experience of the 5 number professionals on their pay roll

The technical bid of only those Agencies who qualifies the above eligibility criteria will be analyzed and evaluated.

Note: Agency must provide necessary supporting documents as proof in respect of the eligibility criteria mentioned above

1) Technical Bid

The technical bid for Campaign will be submitted separately. The technical bid should contain

- i) Design for the Media Campaign
- ii) Execution Plan
- iii) Experience in designing and conducting Awareness Campaigns related to Disaster Management
- iv) One sample of (iii) above

The Technical bids would be evaluated on the basis of the documents submitted and the presentation given by the Bidders on the point mentioned in the technical bid above

Forms for Technical Bid are given at Annexure B

2) Financial Bid

- i) The Financial bid will be the cost of the plan and execution of each of the concept separately as per the Scope of Work as laid down in the Terms of Reference.
- ii) Tenderer should provide all prices as per the prescribed format under this Form. Tenderer should not leave any field blank. In case the field is not applicable, Tenderer must indicate "0" (Zero) in all such fields.
- iii) All the prices are to be entered in Indian Rupees INR (%age values are not allowed).
- iv) It is mandatory to provide breakup of all Taxes, Duties and Levies wherever applicable and/or payable.



- v) The final Financial Bid of the Tenderer shall be inclusive of all Taxes, Duties and Levies including Service Tax, etc.
- vi) Authority shall take into account all Taxes, Duties & Levies for the purpose of Evaluation.

The Financial Bid Summary Form is given at Annexure C

E) Period of Validity

Proposals must remain open for acceptance for a minimum of 90 days.

5. EVALUATION OF PROPOSAL

The evaluation would consist of following phases:

Phase I: Evaluation of Eligibility Criteria.

Phase II: Evaluation of Technical Bids.

Phase III: Evaluation of Financial Bids.

Phase IV: Combined Evaluation of Technical and Financial Bids.

Phase I: Evaluation of Eligibility Criteria:

In this part the Agency will be evaluated for the fulfillment of the conditions specified in the **Eligibility Criteria** under Clause 1(D).

Phase II: Evaluation of Technical Bids:

- 1) In this part the technical bid of only those agencies who have qualified the Phase I i.e **Eligibility Criteria** will be evaluated.

The technical bid will be analyzed and evaluated on:

- I. Design for the Media Campaign
 - II. Execution Plan
 - III. Experience in designing and conducting Awareness Campaigns related to Disaster Management
 - IV. One sample of (iii) above
- 2) The technical bid will be analyzed and evaluated and the technical bid marks shall be assigned to each bid on the basis of following evaluation matrix

Bid Component	Weightage in Technical Score	Minimum Qualification Score
Design Plan for the Media Campaign	25	15
Execution Plan	25	15
Experience in designing and conducting	25	15

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Awareness Campaigns related to Disaster Management		
One sample of (iii) above	25	15

Each element criterion will have Minimum Qualification Score as mentioned above. Technical bids receiving marks greater than the minimum Qualification Score in each criterion and greater than 60% on an aggregate basis will qualify for the second phase.

3) Analysis of technical bid

- In this part, the technical bid will be analyzed and evaluated and the technical bid marks (S_{tm}) shall be assigned to each bid on the basis of 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 Tenderer(s) at this stage. The Authority shall determine the Tenderer that qualify for the next phase after reviewing the clarifications provided by the Tenderer(s).
- Technical Bid Score: The Technical Bid Score 'St' of the Tenderer shall be derived as under

$$S_t = (S_{tm}/S_H), \text{ where}$$

S_t is the Technical Bid Score

S_{tm} = Total technical bid marks of the bid under consideration

S_H = Highest total technical bid marks amongst all evaluated bids

- 4) The Authority reserves the right to modify the evaluation process at any time during the Tender process, without assigning any reason, whatsoever, and without any requirement of intimating the Tenderer of any such change. At any time during the process of evaluation the Authority may seek specific clarifications from any or all Tenderer.

Phase III: Evaluation of Financial Bids:

In this phase, the Financial Bids of those Tenderers, whose concepts are technically qualified in Phase II, shall be opened. Formula to determine the scores for the Financial Bids shall be as follows

$$S_f = (F_L / F),$$

Where

S_f is the Financial Score

F_L is the value of lowest Commercial Bid

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F is the price quoted in the bid under consideration

Phase IV: Combined Evaluation of Technical & Financial Bid

- The Total score of the Tenderer will be determined as under

$$\text{Total Score (T}_s\text{)} = (70 \times S_t) + (30 \times S_f)$$

- The Bid of the Tenderer, 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 Tenderer whose bid has been determined to be substantially responsive and has been determined as the best bid, provided further that the Tenderer 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.
- i) The Authority reserves the right to modify the evaluation process at any time during the Tenderer process, without assigning any reason, whatsoever, and without any requirement of intimating the Tenderer of any such change. At any point of time during the process of evaluation the Authority may seek specific clarification from any or all Tenderer

6. Right to Vary Scope of work at the time of Award:

The Authority may at any time, by a written order given to the Tenderer, 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 Tenderer'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 Tenderer for adjustment under this Clause must be asserted within thirty (30) days from the date of the Tenderer's receipt of the Authority's changed order.

7. 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 Tender process and reject any or all bids at any time prior to award of work, without thereby incurring any liability to the affected Tenderer or Tenderer or any obligation to inform the affected Tenderer or Tenderer of the grounds for the Authority's action.

8. Notification of Award:

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

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9. Issuing the Work Order:

At the same time as the Authority notifies the successful Tenderer that its bid has been accepted, the Authority will send the Work Order, incorporating its requirements including the conditions laid down in the RFP. Within 7 days of receipt of the Work Order, the successful Tenderer shall sign and date the Work Order and return a copy to the Authority as a token of acceptance of the requirements laid down.

10. Confidentiality of the Document:

This Tender is confidential and anything contained in this Tender shall not be disclosed in any manner, whatsoever.

11. Rejection Criteria:

Besides other conditions and terms highlighted in the Tender document, bids may be rejected under following circumstances:

- Incomplete bids that do not quote for the complete Scope of Work as indicated in the bidding documents, addendum (if any) and any subsequent information given to the Tenderer
- Bids providing information that are found to be incorrect/ misleading at any stage / time during the Tendering Process
- Technical Bid containing financial details
- Bids that reveal prices in any form or by any reason before opening the Financial Bid
- Bids not submitted in Two Bid systems in separate envelopes.
- Bids that providing information that are found to be incorrect/misleading at any stage/time during the Tenderer Process
- Bids that do not confirm unconditional acceptance of full responsibility of executing the 'Scope of Work' of this Tender
- Bids in which the Tenderer seeks to influence the Authority's bid evaluation, bid comparison or contract award decisions

12. General

i) Tenderer shall not make any alteration / changes in the bid after the closing time and date. Unsolicited correspondences from Tenderer will not be considered.

ii) If at any stage of Tendering process or during the currency of the Work, any suppression / falsification of such information is brought to the knowledge of the Authority, the Authority shall have the right to reject the bid or cancel the Work Order, as the case may be, without any compensation to the Tenderer.

iii) The Tenderer shall deemed to have complied with all clauses in the Tender under all the sections/chapters of the Bidding document, unless otherwise stated in the deviation statement. Evaluation will be carried out on the available information in the bid.

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iv) Any other point, which may arise at the time of evaluation, will be decided by Authority for assessment of the bids.

v) Other important Information

- a) The Authority is not bound to accept the lowest or any tender or to assign any reason for non-acceptance. The Authority reserves its right to accept the RFP either in full or in part. Conditional Bids will be rejected outright.
- b) The Authority reserves the Right to place an order for the full or part quantities under any items of work under Scope of work
- c) The Authority reserves the right to cancel the Work Order of any agency/ agencies in case of change in the procedures or unsatisfactory services.
- d) In the event of any dispute, the tribunals and courts in Guwahati will have the exclusive jurisdiction in respect of all matters pertaining to the agreement between the Consultant/Organization/Institute and the Authority.



Annexure - A

UNDERTAKING

TO: The Chief Executive Officer
Assam State Disaster Management Authority
Assam State Secretariat
Dispur, Guwahati

I/We _____

Of (insert business address)

Hereby submit our proposal in response to the Request for Proposal (RFP) for Execution of the Media Campaign for GEMEx 2015 and complete the services as we will be reasonably required to be performed, in accordance with our proposal, the RFP requirements and the final work order to be issued by the Authority.

This RFP shall remain valid to be accepted by the Authority and shall not be withdrawn for a period of 90 days from _____.

I/We understand that the Authority reserves the right to accept / reject any application and the selection is at their sole discretion.

Authorized Signature

Name in full:

Agency Name

Title

Date

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Annexure B

TECHNICAL BID

1. Design for the Media Campaign
2. Execution Plan
3. Experience in designing and conducting Awareness Campaigns related to Disaster Management
4. One sample of (3) above

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Annexure C

Financial Bid

Sl.No.	Description	Value in INR
1	Professional Fees / Conceptualization Cost	
2	Taxes on Professional Fee	
	a. _____ Tax @ __%	
	b. _____ Tax @ __%	
3	Execution Cost Expenses 1: Expenses 2: Expenses 3: Expenses ...	
4	Administrative Expenses	
5	Miscellaneous Expenses	
6	Taxes if any on Administrative & Miscellaneous Expenses _____ Tax @ __% _____ Tax @ __%	
	Total Financial Bid (In Figures)	
	Total Financial Bid (In Words)	

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