



Bhubaneswar Municipal Corporation

Progress through Partnership for better Bhubaneswar

RFP. No:37608

Date: 03.11.2018

NOTICE INVITING REQUEST FOR PROPOSAL (RFP)

Sealed Proposal are invited for “Selection of Consulting Agency for Communication Cell under Bhubaneswar Municipal Corporation” in conformity with the Terms & Conditions of the RFP document in Single Bid System from intending applicants. Please refer to Website www.bmc.gov.in for complete details and downloading the Document. The Last date & time of submission of proposal is 30.11.2018 till 3:30 PM.

For any queries please contact bmcpmu@bmc.gov.in

By Order,

Sd/-

**Dy. Commissioner (PR & Communication)
Bhubaneswar Municipal Corporation**

REQUEST FOR PROPOSAL

Selection of Consulting Agency for
Communication Cell

Under

Bhubaneswar Municipal Corporation



BHUBANESWAR MUNICIPAL CORPORATION

Vivekananda Marg,
Near Kalpana Square,
Bhubaneswar - 751014

A. Bidding Schedule

RFP No. & Date	No. 37608 dated 03.11.2018
Availability of Request for Proposal document.	From 03.11.2018 to 30.11.2018 till 3:30 pm
Date, Time and venue for Pre-Bid Meeting	13.11.2018 at 04:00 pm Mini Conference Hall, BMC
Last date for receipt of Technical and financial proposals (Through speed / Registered post or Courier/ Hand delivery)	03.11.2018 to 30.11.2018 till 3:30pm
Date and Time of opening of Technical proposals	30.11.2018 at 4:30 pm
Date and Time for Technical presentation	To be intimated later
Date and Time of opening of Financial proposals	To be intimated later

B. Instruction to Bidders

1. Location of the Work

Bhubaneswar Municipal Corporation (BMC), Vivekananda Marg, Near Kalpana Square, Bhubaneswar -751014, Odisha.

2. Eligibility Criteria

The applicant (company incorporated under the Companies Act or a limited liability partnership registered in India), which meets the Eligibility Criteria as specified below as on the last date of submission of the RFP shall be eligible to submit a Proposal :-

- a) The annual average turnover of the Agency in India in the last 3 financial years i.e. 2015-16, 2016-17 and 2017-18 shall be minimum INR 40.00 Lakhs or above.
- b) The Agency in the last 5 years must have experience in Communication planning/Digital Marketing/ Social Media Management/Public Relations or in related fields for any Government/Private Organization.

3. Format and Singing of proposal

- a) The proposal shall be submitted in two parts
Part **A** Technical Proposal, and
Part **B** Financial Proposal
- b) The proposals shall be typed or written in indelible ink and shall be signed by the bidder or a person or persons duly authorized by the bidder.
- c) Any interlineations, erasures or overwriting shall be valid only if they are initialed by the person or persons signing the Proposal prior to submission of the Proposal.

4. Submission of Proposals Packing, Sealing and Marking of Proposals

- a) The Technical Proposal (Part A) and Financial Proposal (Part B) must be inserted in separate sealed envelopes, along with bidder's name and address in the left hand corner of the envelope and super scribed in the following manner.

PART A

TECHNICAL PROPOSAL for Selection of independent consultant for the Communication Cell of Bhubaneswar Municipal Corporation

PART B

FINANCIAL PROPOSAL for Selection of independent consultant for the Communication Cell of Bhubaneswar Municipal Corporation

- b) Both the Envelopes i.e. Envelope for Part-A and Envelope for Part-B must be packed in a bigger sealed outer cover and clearly super scribed with the following:

PROPOSAL
For
Selection of Consulting Agency for Communication Cell under
Bhubaneswar Municipal Corporation

The Bidder's Name & Address shall be mentioned in the left hand bottom corner of the outer envelope.

- c) The envelopes shall be addressed to BMC, Bhubaneswar at the following Address:

Dy. Commissioner (PR & Communication),
Bhubaneswar Municipal Corporation,
Vivekananda Marg, Near Kalpana Square, Bhubaneswar-751014,
Odisha.

- d) If the outer envelope is not sealed and marked as mentioned above, then BMC will assume no responsibility for the Proposals being misplaced or opened pre-maturely.

- e) Telex, Cable or facsimile Proposals will be rejected

5. RFP Document Fee

Non-refundable Proposal Document cost in shape of Demand Draft / pay order from any scheduled financial bank in favor of Bhubaneswar Municipal Corporation, Bhubaneswar, payable at Bhubaneswar for Rs.11,800/- (Rupees Eleven thousand and Eight Hundred only) is to be furnished by the bidder along with the Technical Proposal. Proposals without the requisite Proposal Document cost shall be treated as non-responsive and rejected.

6. Earnest Money Deposit (EMD)

EMD in shape of Demand Draft / Pay order from any scheduled Financial Bank in favor of Bhubaneswar Municipal Corporation, Bhubaneswar payable at Bhubaneswar for Rs.1,00,000/- (Rupees one lakh) only is to be furnished by the bidder along with the technical proposal and shall remain valid till the validity of the proposal. Proposals without the requisite EMD shall be treated as non-responsive and rejected. No exemption from submission of EMD is allowed.

The EMD submitted by unsuccessful bidders will be discharged / returned as promptly as possible as but not later than 30 days after the expiration of the period of Proposal validity specified in this RFP. No interest will be paid on the EMD amount.

The EMD shall be forfeited:

- a) If a Bidder withdraws its Proposal during the period of validity of the proposal, /

- Or,
- b) If the successful Bidder fails to execute the agreement or the work assigned.

7. Financial proposal:

- a) The financial proposal shall be the Quoted Fee per month and shall be submitted in the given format i.e., Form-E. All Taxes and surcharges as applicable shall be paid by the selected Consultant / Agency. BMC will only reimburse the GST as applicable.
- b) Final quote should be inclusive of out of pocket/reimbursable expenses.
- c) The Quoted Fee per month shall be paid by BMC subject to the fulfilment of conditions in this RFP / Agreement by the selected bidder.
- d) The Financial proposal shall be exclusive of GST amount.

8. Validity of Proposal

Proposals shall remain valid for 180 days from the last date of submission of proposals. A proposal valid for a shorter period shall be rejected as non-responsive.

9. Documents accompanying the Proposal:

1. PART A (Technical Proposal)

The bidder must submit the following particulars / documents along with the Technical Proposal failing which the Proposal may be treated as nonresponsive.

- a) Non-refundable Proposal document cost of Rs. 11,800/- (Indian Rupees Eleven thousand and Eight Hundred only) inclusive of GST @ Rs. 1800/- in shape of DD / Pay order from any scheduled financial bank drawn in favor of Bhubaneswar Municipal Corporation, Bhubaneswar payable at Bhubaneswar.
- b) EMD amount of INR. 1,00,000/- (Rs. One lakh only) in shape of DD / Pay order from any scheduled bank drawn in favor of Bhubaneswar Municipal Corporation, Bhubaneswar payable at Bhubaneswar.
- c) Photocopy of the PAN card.
- d) Cover Letter as per the format in Form-A.
- e) Bidder's profile as per the format in Form-B.
- f) Past experience of the Applicant in Form-C.
(Attach photo copies of work orders along with work completion certificate. In cases, where the work completion certificates for the services are not available, a self-declaration by the bidder on its letter head or an interim certificate issued by the client for a project

certifying the basic eligibility criteria has to be submitted)

- g) Curriculum Vitae for all the proposed positions as per the format in Form-D.

2. PART B (Financial Proposal)

The bidder must submit the financial Proposal as per the format in Form E with proper signature & seal of the bidder.

10. Deadline for submission of Proposals

Proposals filled in all respect must reach BMC at the address, time and date specified in section A. Bidding Schedule of the RFP document through Speed Post, Registered Post or Courier only. If the specified date for the submission of Proposals is declared as a holiday for BMC, Bhubaneswar, the Proposals will be received up to the appointed time on the next working day.

11. Late Proposals

Proposals received after the deadline for submission of Proposals prescribed by BMC will be rejected.

12. Modifications and Withdrawal of Proposals

No modifications to the Proposal shall be allowed once it is received by BMC Bhubaneswar.

13. Pre-Bid Meeting

A pre-bid meeting as per the Bidding Schedule will be conducted at the BMC Conference Hall.

14. Proposal Opening

BMC will open all Proposals in the presence of Bidders or their authorized representatives who choose to attend, at the date and time mentioned and in the following location.

Mini Conference Hall
Bhubaneswar Municipal Corporation
Vivekananda Marg, Near Kalpana Square,
Bhubaneswar - 751014, Odisha

The Bidder's representatives who are present shall sign a register evidencing their attendance. In the event of the specified date of Proposal opening being declared a holiday for BMC, Proposals shall be opened at the appointed time and location on the next working day.

The financial Proposals of only those agency fulfilling the eligibility

criteria and the technical requirements of the Proposal shall be opened. The date & time of opening of the financial Proposals will be intimated to the qualifying bidders later.

15. Bid Evaluation Methodology:

Evaluation of the Technical and financial proposals will be based on Quality cum Cost Based Selection mode with weightage of 70% and 30% for technical and financial proposals, respectively.

- 1) In the first phase the Technical Proposals shall be evaluated on the basis of eligibility criteria as mentioned in this RFP.
- 2) In the second phase the agency which satisfy the eligibility criteria shall be given marks based on Table: 1 of this RFP. Accordingly, agency will be ranked based on the marks allotted to them.

Table 1

S.No	Evaluation Criteria	Weightage	Maximum Marks	Documents Accepted as evidence
A. Firm's Experience			20	
1	Years of Experience in Communication planning/Digital Marketing/ Social Media Management/Public Relations	3 years- 5 years -7 Marks	10	Annual Report /Audit Report/ Tax Return
		Above 5 years -10 Marks		
2	Proven Experience in Communication planning/Digital Marketing/ Social Media Management/Public Relations	2-4 projects -7 Marks	10	Completion Certificate/Contract Agreement/Work Order
		Above 4 projects -10 Marks		
B. Financial Capabilities			10	
	Turnover	Rs. 40 Lakh- Rs. 50 lakhs - 5 Marks Rs.50 lakh and above- 10 Marks	10	Audit Report/CA Certificate
C. Personnel Capabilities			20	Roles & Responsibility
1	Team Lead cum Communication Expert	Master or equivalent degree in Communications/ Social work (with Post graduation diploma in Journalism and mass communication)/Sciences, marketing, journalism, web design / digital marketing or related areas.	10	<ul style="list-style-type: none"> • Creates implementation plan for execution of the strategy. • Continuous monitoring of all social media activities for achieving the prescribed goal. • Monitor the program. • Achieve goals for

		And should be knowledgeable in areas like advertising or /marketing, social media, journalism, and writing		each campaign
2	Social Media Analyst	Bachelor's degree in public relations, marketing, social media management or business communications/ MBA in Marketing having experience in Social Media Management/Digital Marketing.	5	Coordinating among the officials, media persons and the entire team regarding the work involved.
3	Graphic Designer	Bachelor's degree in graphic design or a related field. However individuals with a bachelor's degree in another field having a Diploma/Certification in Graphic design	5	<ul style="list-style-type: none"> • Create visually appealing images, info-graphics for each campaign. • Present design concepts to clients. • Combine art and technology to communicate ideas through images and the layout of websites and printed pages
D. Presentation on Approach & Methodology			50	Copy of Presentation
1.	Understanding of Scope of Work		15	
2.	Presentation on Approach & Methodology including but not limited to the following: <ul style="list-style-type: none"> • Proposed Brand Vision & Digital Marketing Strategy • Amplification Strategy • Innovations & Creativity for designing content. • Usage of Social Media Management tools, applications etc. for the following purpose: <ul style="list-style-type: none"> § Support different roles for creating posts, approving posts and reviewing posts § Increase the visibility of Twitter & Facebook posts by automated sharing them with internal and external audience. § Moderations of social Media Posts. § Monitor the performance of campaign and generate campaign performance report. § Usage of Social Media management tools, applications and mobile devices supporting different roles for creating posts, approving posts, and reviewing posts. 		25	
3.	Work Plan		10	
Total			100	

Note: The above presentation for 50 marks must be done by the Team proposed for

the assignment.

NB: The age limit of any of personnel proposed should not be more than 60 years

The number of points to be assigned to each of the experts shall be determined considering the following sub-criteria and relevant percentage weights:

- a) Minimum qualifications (Fulfilling minimum education criteria mentioned in the ToR): 20%
 - b) Minimum Experience (Fulfilling Minimum Years' of relevant experience criteria as mentioned in the ToR): 30%
 - c) Relevant Sector Experience (Fulfilling experience criteria of relevant sector and assignment as mentioned in the ToR): 50%
- 3) The total score obtained by the bidder as per sub-point (2) above shall be the technical score (Ts) of the bidder.
- 4) Applicants should satisfy basic criteria of experience, turnover. Applicants should score at least 70 points for being considered for opening of financial bid. The financial offers of unsuccessful applicants will be returned without opening.
- 5) Opening of Financial Proposal

Financial Score: The lowest financial proposal will be given a financial score (Fs) of 100 points. The financial scores of other proposals will be computed as follows:

$$Fs = 100 \times FM1/F1$$

(F1 = amount of Financial Proposal as quoted by the bidder; FM1 = Lowest financial quote)

6) Combined and Final Evaluation

Proposals will finally be ranked according to their combined Score (S) calculated based on technical (Ts) and financial (Fs) scores as follows:

$$S = Ts \times Tw + Fs \times Fw$$

(Where Tw and Fw are weights assigned to Technical proposal and Financial Proposal as 0.70 and 0.30 respectively)

The Selected Applicant shall be the First Ranked Applicant (having the highest combined score). The Second and third Ranked Applicant shall be kept in reserve and may be invited for negotiations in case the first ranked Applicant withdraws, or fails to comply with the requirements specified in the RFP document.

16. Evaluation Methodology:

- 1) Evaluation of technical proposals based on Table 1.
- 2) Technical scores shall be calculated for bidders after the presentation. The Applicant must secure at least 70% overall marks.
- 3) After that, financial proposals of only those agency who are technically qualified shall be opened publicly on the date and time which will be intimated later, in the presence of Firm's representatives who choose to attend.
- 4) Combined Scores shall be calculated based on Technical and financial scores as per QCBS system.
- 5) The highest ranked bidder with the highest marks obtained shall be awarded with the project.

17. Performance Security and Agreement:

BMC shall issue a letter of award (LoA) along with the Draft Contract Agreement to the selected Bidder within 15 days from the opening of the financial proposals. Within 15 days of such issuance, the selected firm is required to submit a Performance Security in the form of Bank Guarantee for an amount equivalent to 5% of the contract value and enter into the contract agreement with BMC and start the work on an immediate basis. The format of Bank Guarantee for Performance Security will be provided by BMC to the successful bidder.

18. Termination of contract:

- a) BMC, if required, may ask for replacement of project coordinator (full time deployed at BMC office) in case of non-satisfactory performance. In such case, concerned personnel shall be replaced by the Transaction Advisor within 60 days of acceptance of the profile / CV of person by BMC and the replacement expert shall have equal or better qualifications and experience as those of the originally proposed expert.
- b) Either party can terminate the agreement by giving 30 days prior written notice.

19. Right to Accept or Reject

BMC reserves the right, without any obligation or liability, to accept or reject any or all the proposals at any stage of the process, to cancel or modify the process or any part thereof or to vary any or the term and condition at any time, without assigning any reason whatsoever.

20. Conflict of Interest

There will be no conflict of interest of this assignment with any other assignment or transaction contracted by BMC with the selected firm.

21. Disputes

All legal disputes are subject to the jurisdiction of Bhubaneswar courts only.

22. Liability

The Liability of the selected consultant under this agreement in any case shall not be beyond the amount of fees payable to the selected consultant under this

agreement.

23. **Indemnity**

The Consultant at all times during the pendency of this agreement, keep the Government/ Authority Indemnified to an amount not exceeding the total fees payable to the consultant under this agreement.

24. **Confidentiality**

The Consultant shall treat the details of the output of the Assignment and the Services as confidential and for the Consultant's own information only and shall not publish or disclose the details of the output, deliverables / milestones submitted to BMC or the Services in any professional or technical journal or paper or elsewhere in any manner whatsoever without the previous written consent of the competent Authority.

C. Terms of Reference

1. Background

Bhubaneswar Municipal Corporation (BMC) intends to hire Consultant for communication cell to strengthen and take up content writing, designing, branding as we have to manage various Govt. schemes & programs besides social media management and media management. This assignment is envisaged for a period of Two (2) years (Further extension as per decided by BMC) wherein the Consultant shall aim to maximize the media outreach and optimize the engagement levels.

2. Objective

Key objectives of this assignment are given below:

- Content creation and Publishing in Online Portals (Getting the content published in the relevant web portals)
- Online Activations (Getting citizens to connect with BMC in an engaging manner)
- Proactive Social Media marketing (Creating and publishing content)

3. Scope of Services:

The Scope of work for the Agency shall broadly include but not limited to following:

- A. Print Media Support
- B. Social Media Support
- C. Digital Media Support
- D. Communication Strategy & Branding Support
- E. Outreach Program support and PR activities
- F. Information, Education and Communication (IEC) Planning and Implementation

Task A: Print Media Support

- i. Development of content/articles for release in Print Media.
- ii. Handhold BMC for any Press release
- iii. Preparation of content for any schemes released by BMC.
- iv. Co-ordination with print and electronic media.
- v. Co-ordination with Advertising agencies of BMC and prepare contents.

Task B: Social Media Support

The agency shall have:

- i. To formulate a result –oriented comprehensive social media promotion strategy on the selected sites after taking approval from BMC.
- ii. To create and manage the blog of BMC which would act as communication medium between citizens and BMC.
- iii. To enhance digital engagement and access to city services, including bridging the digital divide in the city.
- iv. To organize existing social media efforts through selection of appropriate media

tools and accordingly develop content. For this, the agency must create and manage accounts in Facebook, Twitters and Instagram and other relevant social media platform.

- v. To support towards media and civil society relationships through coherent branding and messages related to various schemes and programs implemented by BMC.
- vi. Maintain Grievance Redressal system to receive and act on complaints and grievances reported by the followers /citizens/netizens.
- vii. The agency shall provide accurate, complete and prompt feedback to user interactions on the social media sites. The agency shall seek input from BMC where the feedback requires such information.
- viii. The Agency should clearly state the social media analytics platform that would be used to track, optimize the social media campaigns being run. This platform should have the capacity to shorten URLs, track the click responses including geo-location based information as well as devices details (example – Type of operating system, make of the devices like Laptop, mobiles etc). This information can be used further to improve the reach of our social media campaigns. This social media analytics platform is super critical for the success of this project. The most appropriate platform should be chosen to monitor the social media. We should prefer an Indian URL shortening and social media analytics for the same.
- ix. The Agency shall also moderate the sites to avoid spam, advertisements, inappropriate content and negative publicity.
- x. The Agency is also expected to track on the social media networks for key words related to BMC and respond to them in a way to initiate positive conversations on social media sites.

Task C: Digital Media Support

- i. Text content: The Agency shall prepare content for text write-ups, short stories, narrations, blogs, tag-lines, short messages, surveys, polls, questionnaires, press release, newsletter etc. on the subject matter in English, Hindi and Odiya language, as required.
- ii. Graphical content: The Agency shall prepare graphical content such as logos, posters, banners, flyers, pamphlets, hoardings, calendars, photo collage, advertisements etc.
- iii. Audio Visual content: The Agency shall prepare the digital content in audio and visual formats. This may include but not limited to short video clips, radio jingles, songs, movies, documentaries, animated graphics, animated videos, photography, videography, 3d walk through, high quality presentations, virtual reality videos etc. The agency is expected to undertake creation, management and promotion of high-quality blogging content, including engaging guests, celebrities.
- iv. Web content: The Agency shall prepare content for website. The Agency shall take prior approval from BMC prior to modifying any contents
- v. Special effort must be made to develop the content in such a manner that the content in in line with the organizational philosophy of BMC.
- vi. The facts and figure must be derived from authentic sources and should be duly vetted from the competent authority of BMC.
- vii. The agency should create and develop all the content and take approval before uploading at the site.

Task D: Communication Strategy and Branding Support:

- i. Handling and managing offline media: The Agency shall be responsible for planning and executing advertisements and marketing campaigns using mediums like hoardings, mobile vans / rickshaws, walking billboards, portable display, pop-up display stand, kiosks, neon signage, inflatable balloon, skywriting, physical surveys etc with prior permission from BMC. The agency shall also propose the authority a suitable Ambassador for the city and shall assist in appointing the same as and when required.
- ii. Conceptualizing and scoping events: The Agency shall be responsible for planning and scoping events, as required by the BMC, which shall be executed by event management agency. It may include but not limited to activities such as seminars, conferences, rallies, drives, roadshows, street plays, thematic / cultural / sports events, competitions, awards, door to door citizen consultation etc. The agency shall have to provide creative for all event specific banners and posters. The printing cost of event specific banners and posters shall be borne by the Authority.
- iii. Integration of online and offline media: The Agency shall disseminate the brief of offline activities and content on online media and vice-versa on a regular basis.

Task E: Outreach Program Support & PR activities

- i. Events Planning: The agency shall identify and propose events to be taken up by the authority. The agency shall be responsible for conceptualizing, planning and budgeting for the events to be taken up by the authority.
- ii. Promotion & Media management for Events: The agency shall promote all the existing events that are happening in the city and shall also promote the newly identified events that are taken up. The agency shall also perform the media management during events which includes photographs, narratives, etc.
- iii. Event Calendar: The agency shall prepare an event calendar combining all the existing and new events.
- iv. Coordination with Event Management Agency: The agency shall coordinate with the respective event management agency to guide and monitor them for smooth execution of the events taken up by the authority.
- v. Coverage of the events: The agency shall manage the tracking and submission of online, print & electronic coverage of the events.
- vi. Continuous Updation of the Content: Regularly and periodically update the pages with respect to the current/upcoming news and event(s), Monitoring 24x7, 365 days in a year about number of hits/visits.

Task F: IEC Planning & Implementation

The Agency shall be responsible for dissemination of information through offline and online mediums. This would include but not limited to following:

- i. The Agency shall develop and operate official social media accounts of BMC on Facebook, Twitter and Instagram popular social media platform from time to time. Further, on behalf of the BMC and after due permissions from the BMC, the Agency shall post views, comments and content on various online media with respect to interest areas of the BMC.
- ii. The Agency shall provide analytics of social media accounts of the BMC from time-

to-time, as required by the BMC. The Agency shall also conduct research on key topics and areas of interest using analytics of social media and inform the BMC on key trends.

- iii. The Agency shall disseminate the audio and video content using online platforms such as you tube channels, community pages on social media, online news portals, podcasts etc.
- iv. The Agency shall prepare and disseminate project learnings and success stories in physical formats and digital formats, as and when required by the BMC. It will include but not limited to carrying out and documenting field investigations, interviews, talk shows, documentaries, coffee table books, magazines, editorials, newsletters etc.
- v. Preparation and uploading of e-barta.

4. Timeline / Deliverables

The following is an indicative list of deliverables and milestones for the agency, assuming that the engagement starts at Time T (Issuance of Work Order).

S.No	Deliverables	Timelines Turnaround Time
1	Preparation & Submission of detailed Plan of action	T+7 Days – To be revised on monthly basis and should be submitted by the 7 th of subsequent months.
2	Content Creation and Dissemination	Continuous Work - A minimum of three post per week for each platform (or as required by BMC)
3	Campaign Management	At least one campaign per month across platforms for user engagement.
4	Regular Monitoring and User Response Management - Updation, Maintenance, New Content Creation	To be done on day-to-day basis. Turnaround time should ideally be about 2-4 hours for standard queries within business hours (those for which a common standardized reply, which should be done in consultation with BMC, is applicable) and 24 hours for special case queries.
5	Other contents / creative requests	Within 48 hours (Two Days)
6	Request by BMC for Specific Reports	Within 48 hours (Two Days)
7	Analytics Reports on monthly	To be submitted by third day of

	basis	every month or as and when desired by BMC, indicating the activities remaining / completed and progress of scheduled tasks / activities.
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**Format for delivering reports are subject to modification by BMC from time to time.*

5. Teaming Arrangements:

The Agency shall constitute following teams:

Sl. No.	Key Personnel	Minimum Qualification	Minimum experience in Years
1	Project Director	<p>Master Degree in Public Relations / Communications/ Journalism/ PG Degree / Diploma in PR, Journalism, Advertising/ MBA in Marketing (having experience in the same field)</p> <p>Should have relevant experience with digital media production and management, design, digital project management and communications at the national or international level.</p> <p>Must have proficiency in Oriya language.</p>	10
2	Team Lead cum Communication Expert	<p>Master or equivalent degree in Communications, marketing, journalism, Social work (with Post graduation diploma in Journalism and mass communication), web design / digital marketing or related areas.</p> <p>However the individual should have relevant experience with digital media production and management, design, digital project management and communications at the national or international level.</p> <p>Must have proficiency in Odia Language</p>	7
3	Social Media Analyst	<p>Bachelor's degree in public relations, marketing, social media management or business communications MBA in Marketing (having experience in Social Media Management/Digital Marketing).</p>	5
4	Graphic Designer	<p>Bachelor's degree in graphic design or a related field.</p> <p>However individuals with a bachelor's degree in another field have technical training in graphic design may be allowed.</p>	5

Note:

1. As mentioned above, one Project Director should also be deployed by the Agency in BMC for minimum 5 man days in a month. He will be responsible for Client Communication to decide objective of campaign, create social media strategy-outreach, Engagement and branding,
2. The Agency shall submit timesheets and invoices on a quarterly basis.
3. The Agency team shall follow the local calendar applicable for the Authority. Under special circumstances, the Authority may require Agency to work on holidays.
4. All approvals have to be taken from the BMC or a person appointed by the BMC.

6. Office Space:

A dedicated Office space will be provided within the BMC Office to the communication cell along with office infrastructure, printer, fax, desktop computer.

7. Contract Period:

Contract will be for a period of 2 years from the date of deployment of the personnel in BMC with an annual escalation of 10%. The agreement can be renewed for a further period after 2 years on mutually agreed terms and conditions.

8. Payment Schedule:

- The Payment shall be made as per monthly rate quoted by the firm in its financial proposal.
- The payments will be subject to issuance of successful and satisfactory deliverables for the period by the concerned controlling officer. The payments shall be made on receipt of invoice with all supporting documents within 30 days by BMC.
- A committee to be formed by BMC to assess the performance of the Agency
- No payments will be made for any additional work (other than the contracted as per the scope of work of the RFP) which has not been approved in writing by the competent authority in BMC.

9. Penalty:

1. If at any stage, as specified under section 4, "Time line and Deliverables" is either not completed or not completed satisfactorily, due to reasons solely and entirely attributable to the selected Agency / Firm, an aggregated penalty @ 0.25% per day of delay (for individual activity) may be imposed from the quarterly invoice value.
2. Total penalty in a quarter would be subject to maximum of 10%.
3. If in a quarter, the delay exceeds the penalty of more than 10%, then the contract is liable to be terminated with immediate effect and no clarification / justification shall be entertained by BMC.
4. On pre-mature termination of the contract on account of delay, the PBG

(Performance Bank Guarantee) shall be forfeited and other actions as deemed appropriate, which includes blacklisting/ legal proceeding may also be initiated. In such a case, BMC shall be free to get the work done through any other Agency at the risk and cost of the Agency, whose contract has been terminated.

5. For calculation of penalty amounts based on delay / shortcomings on the part of the Agency and which is not attributable to the delay on the part of BMC, the decision of BMC will be final and binding.

FORM A
Cover Letter

RFP No. _____

Date. _____

To,

Commissioner,
Bhubaneswar Municipal Corporation,
Vivekananda Marg, Near Kalpana Square,
Bhubaneswar-751014, Odisha.

Sir,

We have examined in detail and have understood the terms and conditions stipulated for eligibility of the Applicant in the RFP Document issued by BMC. We agree and undertake to abide by all these terms and conditions. We hereby submit all the necessary information and relevant documents during submission of our RFP, We undertake, if our Proposal is accepted, to deliver services as specified in the RFP document.

We acknowledged that we have not, during the last three years, failed to perform on any agreement, as evidenced by imposition of a penalty by an arbitral or judicial authority or a judicial pronouncement or arbitration award against us, nor been expelled from any project or agreement nor have had any agreement terminated for breach of contract.

We are enclosing Document Purchase Fee of INR 11,800/- in the form of Demand Draft / Pay order (DD / PO No..... Dt..... drawn on) Payable to the Bhubaneswar Municipal Corporation at Bhubaneswar.

We are enclosing EMD of INR 1,00,000/- in the Form of Demand Draft / Pay order (DD / PO No..... Dt..... drawn on) Payable to the Bhubaneswar Municipal Corporation at Bhubaneswar.

As per RFP the validity of the proposal is 180 days from the last date of submission of proposal and we agree that the proposal is unconditional. We understand that BMC reserves the right to reject any application without assigning any reason thereof.

Yours Faithfully,

Signature of Authorized Person and seal

Name and Designation

Name of the Company

Dated _____

Form B
Bidder's Profile

1. Name of the Firm:
2. Year of Establishment:
3. Registered address of Office:
4. PAN:
5. Telephone No. & Fax No:
6. E. Mail Address:
7. Brief description of background of the firm for this assignment.
8. No. of years of proven experience of providing similar services.
9. Average Annual turnover of the Applicant (in INR) during the last three Financial Years. (Please attach copy of three Audited Financial Statements)

A. 2017 - 2018:

B. 2016 - 2017:

C. 2015 - 2016:

Signature of Authorized Person and seal

Name and designation

Name of the Company

Dated:

FORM C

Format for Project Experience

Experience of undertaking projects like Content Writing, Branding, Graphic Designing, Digital Media and Social Media Management.		
Sl. No	Parameters	Remarks
1.	Name of the Authority / Govt. Entity	
2.	Name of Project & Project Description	
3	Location	
4	Period of service rendered by the applicant (Start date and End date)	
5	Consultancy Fees of the Applicant (in Indian Rupees)	
6	Present status	
7	Other Information	
8	Copy of Appointment Letters and Agreement	

Signature of Authorized Person and seal

Name and designation

Name of the Company

Dated:

FORM D

Format of Curriculum Vitae (CV)

Name of Firm:

Proposed Position:

Name of Staff:

Date of Birth:

Years of Relevant Exp:

Number of years with the Firm:

Nationality:

Membership with Professional bodies:

Education:

(Summarize College / University and other specialized education of staff Member)

Employment Record

(Starting with present position, list in reverse order every employment held)

List of Projects/Assignments on which the personnel has worked

Sl No.	Name of the Client	Sector	Position Held	Key Role	Major Responsibility

Languages:

(Indicate proficiency in speaking, reading and writing of each language by (Excellent, Good, Fair, Poor))

Note: - CV's of only Experts shall be evaluated during bid process management.

FORM - E
FINANCIAL PROPOSAL

To,

The Commissioner,
Bhubaneswar Municipal Corporation,
Vivekananda Marg, Near Kalpana Square,
Bhubaneswar-751014, Odisha.

NAME OF THE PROJECT:

We, the undersigned, offer to provide the consulting services for the above scope of services in accordance with your RFP. Our total financial quote is as given below,

Name of the Project	Lump sum Financial Quote per Month
Selection of independent consultant for the Communication Cell of Bhubaneswar Municipal Corporation	Rs _____ /- Indian Rupees _____ only per month (both in Words and figure) exclusive of applicable Goods & Service Tax
GST (as applicable)	<< Please Put This Figure>>
Grand Total <<Please put this figure>>	(both in words and figure) per month inclusive of applicable Goods & Service Tax

Our Financial Proposal shall be binding upon us for the assignment and this proposal would be valid up to 180 days from the last date of submission of proposal.

This Financial Proposal covers remuneration for all personnel cost, all incidental manpower expenses. The Financial proposal is without any condition.

Yours
Faithfully,

Signature of Authorized Person and seal

Name and designation

Name of the Company

Dated: