



Directorate of Municipal Administration
URBAN DEVELOPMENT AND HOUSING DEPARTMENT
Government of Jharkhand

NOTICE INVITING BIDS

for

“Providing Services as Professional Communication Agency for Development and Overseeing Implementation of Information, Education and Communication (IEC) Strategy, Advertising and Public Relations for Centrally and State Sponsored Schemes under Directorate of Municipal Administration, Urban Development & Housing Department”

-: Issued by:-

Directorate of Municipal Administration

FFP Building 3rd Floor, Dhurwa, Ranchi – 834004

Phone No. : 0651-2401955, Fax no: 240118

E-mail ID : director.ma.goj@gmail.com



Government of Jharkhand
Urban Development & Housing Department
(Directorate of Municipal Administration)
FFP Building 3rd Floor, Dhurwa, Ranchi – 834004

Tender Notice (RFP)

Notice Ref : No. DMA/02

Date :25-09-2020

1	Name of the Work	<i>Providing Services as Professional Communication Agency for Development and Overseeing Implementation of Information, Education and Communication (IEC) Strategy, Advertising and Public Relations for Centrally and State Sponsored Schemes under Directorate of Municipal Administration, Urban Development & Housing Department.</i>
2	Tender Fee & Bid Security / EMD (INR)	Tender Fee: 5,000/- (Non – Refundable) Bid Security / EMD: 1,00,000/-
3	Total Time Period	2 Years
4	Mode of submission of bids	Online Tender http://jharkhandtenders.gov.in
5	Tender Fee & Earnest Money Deposit (EMD) (In INR)	Cost of Tender Document: Rs. 5,000/- (Rs. Five Thousand only) (Non refundable) Earnest Money Deposit (EMD) : Rs.1,00,000/- (Rs. One Lakh only)
6	Date of publication of Tender online	26-09-2020 at 11:00 AM
7	Last Date of submission of Pre-bid queries	30-09-2020 till 03:00 PM, bidders must submit their queries through email only (director.ma.goj@gmail.com) in writing. Mail should contain Tender (RFP) Reference no. and Tender Name in subject line.
8	Date of Pre-Bid meeting	05-10-2020 at 03:00 PM. (To address pre-bid queries submitted through email)
9	Date and time of start of bid submission	07-10-2020 from 03:00 PM.
10	Last Date/Time for submission of online bids	13-10-2020 up to 03:00 PM.
11	Last Date of submission of EMD and Tender fees (Hard Copy) to DMA	14-10-2020 up to 03:00 PM.
12	Date of Technical Bid Opening	14-10-2020 at 04:00 PM.
13	Date of PPT & Financial Bid opening	To be intimated to the qualified bidders
14	Tender fee and EMD submission address	Directorate of Municipal Administration 3 RD Floor, FFP Building, Dhurwa, Ranchi – 834004, Jharkhand, Phone – 0651-2401-955

Sd/-
Director
Directorate of Municipal Administration
Urban Development & Housing Department
Govt. of Jharkhand

Directorate of Municipal Administration
Urban Development & Housing Department
Govt. of Jharkhand

Notice Inviting Bids for Providing Services as Professional Communication Agency for Development and Overseeing Implementation of Information, Education and Communication (IEC) Strategy, Advertising and Public Relations for Centrally and State Sponsored Schemes under DMA , Urban Development & Housing Department.

Notice Ref : No –DMA/02

Dated : 25-09-2020

Urban Development and Housing Department provides basic services to urban areas in entire state as per the provisions of Jharkhand Municipal Act, 2011. Responsibilities of ULBs have increased manifolds in recent past after enactment of 74th Constitutional Amendment Act. The twelfth Schedule brings into the municipal domain among others such areas like urban and town planning, regulation of land use, planning for economic and social development, safeguarding the interests of weaker sections of society including the handicapped and mentally challenged, slum improvement and up gradation, urban poverty alleviation, promotion of cultural, educational and aesthetic aspects. The Ministry of Urban Development, Government of India, allocates resources to the State Governments through various Centrally Sponsored schemes, provides finances through national financial institutions and supports various external assistance programmes for housing and urban development as a whole.

In order to effectively implement various schemes of the Central/State Government, there is a need to create awareness regarding the details of such scheme among the citizen. There is also need to publicize and spread information regarding the achievements made so as to mobilize and motivate the stakeholders involved in implementing the schemes. There is also a need to utilize various audio-visual media in propagating such information and also to formulate the IEC strategy, which plays an important role in successful execution of various schemes and programmes.

In light of above, D.M.A., Urban Development & Housing Department, Government of Jharkhand invites Bid for Providing Services as professional Communication Agency for a period of two year which may be extendable on performance basis with mutual concern and outcome from Professional Communications Agencies, who can formulate strategies, undertake and co-ordinate Information, Education and Communication (IEC) Strategy and activities including Communications, Advertising, Promotions, Public Relations and the other activities relating to various schemes and programme being implemented by the Urban Development & Housing Department, Government of Jharkhand.

1. **Tender Procedure**

- 1.1 The Bidder should submit the proposals by e-tendering only at <http://jharkhandtenders.gov.in> .
A) Technical Bid (online)
B) Financial Bid (online BOQ only as per FORM - 7)
- 1.2 Technical part should contain all such details as mentioned in the Bid Document.
- 1.3 Financial part should contain the financial bid inclusive of all admissible taxes, duties & levies, etc. and submit through online tendering.
- 1.4 The Bid Document may be downloaded from <http://jharkhandtenders.gov.in> under notice link/_under the Documents Part in Tender Section in which case, the tender fee of Rs. 5000/- (Rupees five thousand only) in the form of demand draft should be enclosed with the bid document at the time of submission.
- 1.5 The last date for submission of bid is 13-10-2020 up to 03:00 PM.. Bidders should submit the original copy of EMD & Tender Fees Demand Draft in sealed covered envelop to the Director, Municipal Administration, communication address as mentioned in RFP.
- 1.6 A pre-bid conference will be held on 05-10-2020 at 03.00 pm. in the office of Director, Municipal Administration, Urban Development & Housing Department, FFP Building, 3rd floor, Dhurwa, Ranchi 834004 to address pre-bid queries submitted through email.
- 1.7 All tenders should be addressed to the Director, Municipal Administration, Urban Development & Housing Department, Government of Jharkhand and sent to the following address: **Director, Directorate Municipal Administration, 3rd Floor, FFP Building, Dhurwa , Pin No. 834004, Ranchi Email : director.ma.goj@gmail.com Phn no : 0651-2401955, 2401182(Fax)**
- 1.8 The technical bid shall be opened on 14-10-2020 at 04.00 pm. before the duly constituted committee. The bidder or his authorized representative may remain present during the opening of such bid.
- 1.9 Tender will be submitted via online only; the department will not be responsible for delay.
- 1.10 On the date of opening, only Part-I (Technical Bid) will be opened. Part-II (Financial Bid) shall be opened subsequently only of those tenders, whose Technical Bid qualifies as per the laid norms of this tender.
- 1.11 Tenders received after due date and time will be rejected.
- 1.12 DMA reserves the right to reject any or all of the Proposals submitted in response to this Request for Proposal at any stage without assigning any reasons whatsoever.
- 1.13 DMA reserves the right to change /modify/alter/amend any or all of the provisions of this Request for Proposal.
- 1.14 DMA shall have no liability for non-receipt of any communication from the firm to DMA and vice-versa due to postal delays /network failure or otherwise.
- 1.15 The issue of this tender does not imply that DMA is bound to select the firms for awarding work for the programme and DMA reserves the right to reject all or any of the Proposals without assigning any reasons whatsoever.

Sd/-
Director
Directorate of Municipal Administration

2. INTRODUCTION

Request for Proposal for Hiring an Agency Who Deals with IEC Activities Like Mass Media Communication, Social Media Communication, Advertisement, Event Management and Digital Marketing for Promoting different activities of Centrally and State Sponsored Schemes in Directorate of Municipal Administration, Urban Development & Housing Department, Government of Jharkhand.

2.1 Mukhyamantri Shramik Rojgar Yojna (MSY)

This Scheme was launched in Jharkhand on 14th August 2020 by Honorable Chief Minister, Jharkhand. The main objective of Mukhyamantri Shramik Rojgar Yojna is to enhance livelihood security in Jharkhand by providing a guaranteed 100 days wage employment in a financial year.

Due to Covid 19, a large number of workers of Jharkhand have returned to the state from other states of the country. In this situation, they are facing acute financial difficulties. Another mission is to create durable assets (such as roads, canals, ponds, wells, buildings, parks and planting). Employment is to be provided to them and minimum wages are to be paid. If work is not provided as per prescribed categories of this scheme, applicants are entitled to an unemployment allowance. Thus, employment under Mukhyamantri Shramik Rojgar Yojna is a legal entitlement.

Strengthening decentralized, participatory planning through convergence of various anti-poverty and livelihoods initiatives. Social protection for the most vulnerable people living in rural India by providing employment opportunities.

2.2 Pradhan Mantri Awas Yojna (Urban)

Hon'ble Prime Minister Envisioned Housing for All by 2022 when the Nation completes 75 years of its Independence. In order to achieve this objective, Central Government has launched a comprehensive mission "Housing for All by 2022" on 25 June 2015. The Housing for all mission seeks to address the housing requirement of urban poor including slum dwellers through its four verticals:

1. "In situ" Slum Redevelopment;
2. Affordable Housing through Credit Linked Subsidy;
3. Affordable Housing in Partnership;
4. Subsidy for beneficiary-led individual house construction.

The programme is under implementation in all Urban Local Bodies of Jharkhand

2.3 **National Urban Livelihood Mission (NULM)**

The scheme emphasizes on social mobilization, institutional development and capacity building and placement linked training and self-employment. Special emphasis is given for creation of job opportunities through skill development and qualitative improvement among deprived section of the urban society.

2.4 **Public Grievance Management System (PGMS)**

The state government is committed to provide basic amenities to the citizens of all the civic bodies of the state. For this purpose, by utilizing the civic amenities maintained by the bodies, Public grievance management system is being implemented in all ULBs of Jharkhand through a call center and Portal.

2.5 Schemes/Programs launched or initiated in future by DMA.

3. **SCOPE OF WORK**

3.1 Agency will be responsible for complete takeover of the existing Social Media Channels of the Directorate and create new channels and accounts in collaboration with respective divisions / component and manage setup by deploying persons with requisite qualifications and skill set.

3.2 Management of Facebook, Twitter handle, Google+, Web Page, YouTube, Vlogs, Instagram and other social media identities for the department.

3.3 Publication including design, artwork, graphics, layout and content editing etc. of e-news letter regarding the various schemes, achievements, success stories of various successful implemented schemes / programs and important articles related to schemes.

3.4 The agency will be responsible for creation of aesthetic and meaningful content in the form of animation, digital slides for LED slideshow, editing of video/ audio clips from the raw inputs received from the section of the schemes and from ULB level so as to upload this in all type of social media platforms.

3.5 The agency will also be required to share the other states best practices in IEC and guide the directorate for creation of such concepts or materials.

3.6 The agency will have to create on an average creative videos/ audio clips subject s either indicated by the directorate or schemes requirement or suggested by the agency on the issue related to schemes. The contents should be such that it could be uploaded or played on all social media platforms.

3.7 Uploading new and creative contents on various social media platforms such as Facebook, You Tube, Twitter handle etc or any new platform/ tools emerging in future and ensure enhanced market reach and digital marketing in time whenever called for.

- 3.8 Agency will regularly interact with IPRD, GoI, MyGov team on behalf of the Directorate and ensure all information, Vlogs etc. are submitted
- 3.9 Awareness/ recall across social media platforms.
- 3.10 Getting of newer platforms for social media engagements and suggesting strategies to DMA.
- 3.11 Agency has to be regularly involved in populating, publishing and updating the content on a continuous and daily basis.
- 3.12 Generate awareness and buzz about Directorate activities and engage citizens over initiatives and promote them for participation and spreading it. The persons deployed will have to be in regular touch with officials concerned at State and ULB level for any planned activities, new reports releases and scheme activities and so as to publish them online on a time frame manner.
- 3.13 Regular running of social media sites, updating analyzing social media trends, moderation and intervention as and when required.
- 3.14 The agency should use a good industry standard monitoring tools to analyzing comments/ remarks about DMA across online media, including websites, Vlogs, social media platforms
- 3.15 DMA may add further work in the scope of work if required with extra cost.
- 3.16 The agency should create relevant tagging & linkages of content on all platforms.

4. PURPOSE

- (a) The purpose of appointing Advertising/Marketing/PR companies is to arrange/ carrying out/mobilize various IEC activities relating to DMA, Urban Development & Housing Department to set a bench mark in smooth functioning of various Central and State govt. projects in Jharkhand for maximum outreach of projects at grassroots level.
- (b) The purpose of IEC activities as per requirement of DMA, Urban Development & Housing Department are as follows .
 - Creative knowledge, skills, awareness and positive behavior and attitudinal change amongst the citizen/beneficiaries on the mentioned sector/theme under “Scope of work”
 - Formulate outreach programmes for facilitating direct contact with key stakeholders for enhancing awareness on various sectors or themes of department
 - Project outreach at local level and grass root level

5. Minimum Eligibility Criteria :-

Agencies (referred as the Agency hereinafter) meeting the following minimum qualifying criteria are eligible to apply. Agencies, which do not meet the following qualifying criteria will be rejected at the first stage.

S. No.	Eligibility Criteria	Supporting Document Required
1	The "Bidder" as used in the tender document shall mean the sole firm or lead bidder which may be Company / Society /Proprietor /Partnership Firm, which has responded to the RFP.	Authentic address proof in case of existing office / self declaration in case the agency do not have an office in Ranchi promising that the office will be established within two weeks time from the date of announcement of its empanelment.
2	The agency should have average annual turnover of Rs. One crore in three financial years. 2016-17, 2017-18 and 2018-19.	Attested copy of Chartered Accountant's Certificate / copies of Audited Balance Sheet, P&L Accounts and IT Return Statement for preceding financial years.
3	Bidder should have at least three years (from Tender date) of experience in some relevant capacity & should have worked in past with any dept. of Jharkhand Govt./other State/Central govt. The agency should be currently running the relevant capacity project and Online Management System Portal as on date of tender for Central/State Govt.	The bidder should furnish copy of work order and a certificate from its clients to whom services have been provided in the past.
4	The agency's office should be in Ranchi / or the office to be established after the finalization of empanelment. It must have a minimum of 5 or more staff to support timely service for activities or as per requirement in cluster approach within the scope of work.	The agency with office in Ranchi must provide proof of its office / the agency to establish office within two week's time of empanelment must provide a self-declaration letter from the head of the organization or authorized representative (in case authorized representative signing the letter, the agency must include proof of authorization in the name of the signatory)
5	The bidding agency should not have been blacklisted/ debarred/contract terminated by any Central /State Government / Public Sector Undertaking.	Attested written declaration to this effect by the authorized signatory.
6	The bidding agency should have never been indicted by any court of law or any regulatory body or any State/ Central Government agencies.	Attested written declaration to that effect from the authorized signatory.

5.1 Bidders Team composition and Qualifications:

The bidders have to provide the following management team to achieve the objective, (part time or full time engaged with the bidder, also within the contract period, qualification of the team members should remain as usual, but in any case or due to any reason team members can be changed):

S. No	Team Members	Number of Position	Qualification
1	Project Director	1	MCA/ M.Sc (IT) from any recognized Institute or University
2	Project Campaign Manager	1	Master of Business Administration (MBA) Degree from any recognized Institute or University
3	Graphic Designer	1	B.Sc / Comprehensive Multimedia (CMM) any recognized Institute or University
4	Script/Content Writer	1	Graduate in any stream with good communication skill from any recognized Institute or University but trained for this job.
5	Script/Content Writer	1	Graduate in any stream with good communication skill from any recognized Institute or University but trained for this job.

5.2 Deposit of EMD

- 5.2.1 Tender must be accompanied with an earnest money of Rs. 1,00,000/- (Rupees One Lakh Only), failing which the tender will be rejected and Technical Bid will not be opened.
- 5.2.2 The Earnest Money should be deposited by way of account payee bank draft in favor of Director, Municipal Administration, Urban Development & Housing Department, Ranchi on any Bank payable at Ranchi.
- 5.2.3 Cheque/Bank Guarantee/fixed deposit receipt money orders etc. are not acceptable towards deposit of earnest money.
- 5.2.4 In no case EMD will be accepted after opening of tender.
- 5.2.5 Earnest Money will be refunded to unsuccessful bidder only after issuing the work order to successful bidder.

6. GUIDELINES FOR SUBMISSION

- (a) Interested agencies with requisite experience, may submit required documents as detailed below: -
- (b) **Technical Bid:-**
- Profile of the company
 - Audited Balance Sheet, P&L and ITR for last 3 financial years.
 - Photo copy of PAN No. issued by Income – Tax Department.
 - Photo copy of GST Registration & Enrolment Number.
 - Work order and certificate issued by the client.
 - CVs and required qualification certificates of all Key Personnel .

7. Evaluation of the Technical Bids :-

7.1 Evaluation of Technical Proposals

Following the **QCBS** method, in the first stage, the Technical Proposal will be evaluated on the basis of experience of the bidder, financial turnover, Bidder's profile and Key Personnel and other relevant technical requirements. Only those Bidders who submit complete RFP documents and score 60% marks or more out of 50 marks in their Technical Proposals shall be qualified for next round i.e., Power Point Presentation round.

7.2 The scoring criteria for evaluation of Technical Proposals (ST) is as follows:

Sl. no.	Description of Criteria	Max Score	
1	Qualifications and competence of staff members proposed by the bidder (Required qualification certificates to be attached)	05	
	Project Director		01
	Project Campaign Manager		01
	Graphic Designer		01
	Script/content writer	02	
2	Experience in Relevant Capacity Projects in last three years. <i>(Work Order And Certificate to be Attached)</i>	35	
	Successfully completed / running 2 and above project in Other State/Central Govt.		05
	Successfully completed / running 1 project in Jharkhand		10
	Successfully completed / running 2 projects in Jharkhand		20
	Successfully completed / running 3 and above projects in Jharkhand	35	
3	Average Annual Turnover for last 3 Financial Years (2016-17 2017-18 & 2018-2019)	10	
	Above 1 crores to 2 crores		2
	Above 2 crores to 4 crores		5
	Above 4 crores	10	
4	In the second stage, the Technical Proposal will be evaluated on the basis of Bidder's Power Point Presentation before the committee of Directorate.	50	
	The scoring criteria for evaluation of Power Point Presentation (SP) is as follows:		
	Presentation on Methodology and work plan of IEC activity		30
	Office infrastructure		10
	Management Ability	10	
Total		100	

7.4 Short listing of Bidders

DMA shall pre qualify the bidders and shortlist for financial evaluation on the basis of Technical qualification and Power point Presentation.

7.5 Evaluation of Financial Proposal

7.5.1: For financial evaluation, the total Lump-sum cost of the assignment indicated in the Financial Proposal, including all applicable taxes, shall be considered.

7.5.2: DMA will determine whether the Financial Proposals are complete, qualified and unconditional. The cost indicated in the Financial Proposal shall be deemed as final and reflecting the total cost of services. Omissions, if any, in costing any item shall not entitle the Consultant to be compensated and the liability to fulfill its obligations as per the

TOR within the total quoted price shall be that of the Consultant. The lowest Financial Quote (FM) will be given a financial score (SF) of 100 points. The financial scores of other proposals will be computed as follows:

$$SF = 100 \times (FM/FX), \text{ where } FX \text{ is the Financial Quote}$$

7.6 Combined and Final Evaluation

Proposals will finally be ranked according to their combined technical (ST), Presentation (SP) and financial (SF) scores as follows:

$$\text{Combined Score (S)} = TW + PW + FW$$

Where TW, PW and FW are weights assigned to the Technical Proposal, Power Point Presentation and Financial Proposal, which shall be 50%, 30% and 20% respectively. The Selected Bidder shall be the Bidder with the highest combined score (S). The second highest Bidder shall be kept in reserve and may be invited in its discretion for negotiations in case the first-ranked Bidder withdraws, or fails to comply with the requirements specified in this RFP, as the case may be.

7.7 Evaluation Process:

DMA reserves the right to seek clarifications from the Participating Organizations. The Organization shall be required to furnish such clarifications. In the course of evaluation, if in DMA opinion, the Technical Proposal is materially deficient or inconsistent in any aspect or fraudulent; the Proposal shall be declared Non-responsive and shall not be considered for further evaluation.

7.8 Fraud and Corrupt Practices

The Participating Bidders and their respective officers, employees, and advisers shall observe the highest standard of ethics during the selection Process. Not with standing anything to the contrary contained herein, the DMA may reject a Proposal without being liable in any manner whatsoever to the bidder if it determines that the bidder has, directly or indirectly or through an agent, engaged in corrupt practice, fraudulent practice, coercive practice, undesirable practice or any other practice restricted or prohibited by law in the selection Process.

8. PAYMENT MECHANISM FOR AGENCY REMUNERATION

- (a) The agency shall raise the first Monthly bill within 15 days after completion of the month. The same shall be paid by the Department within 15 days from the date of receipt.
- (b) All subsequent Monthly Bills shall be accordingly raised by the Agency within 10 days after the completing of the month. And the same would be settled within 15 days from the date of receipt.
- (c) The Agency has to submit monthly report of activities undertaken, performed and achievement.
- (d) Bills for all other activities excluding monthly bill would be raised after the completion of the activity and would be settled by the Department within 30 days of receipt.
- (e) Where payment has to be made excluding monthly bill, like for bulk SMS, Outbound Calls, Out Bound Dialing (OBD) voice messages, research, film production, Travel & Boarding, Photography, Hoardings, Banners & Posters etc (either in full or in part), the Agency would raise a Proforma Invoice for the required amount as per IPRD, DAVP and financial rules & regulations, Govt of Jharkhand and the same shall be verified/checked by DMA prior payment and would be settled.
- (f) All Media bills would be raised with the Tear Sheet/ Voucher copies and the same shall be paid within 30 days from the date of the receipt of the bill as per financial rule & regulation, Govt of Jharkhand.
- (g) Cable TV/FM/ Satellite bills shall be raised with telecast copies from the relevant channels. The same shall also be settled within 30 days from the receipt of the bill as per financial rule & regulation, Govt of Jharkhand.
- (h) For release of the all above mentioned payments, the agency shall present the bills in triplicate along with all necessary supporting documents.

9. Award of Contract

The Department will determine to its satisfaction whether the bidder selected as having submitted the lowest evaluated responsive bid is qualified to satisfactorily perform the contract.

The Selected Bidder may, if necessary, be invited for re-confirmation. The re-confirmation will be for re-confirming the obligations of the bidder under this RFP, Issues such as deployment of Key Personnel, understanding of the RFP, methodology and quality of the work plan shall be discussed during re-confirmation.

10. MoU/ Agreement and Work order

After completion of the short-listing process, the contract would be for a period of 24 months. After short listing process, the DMA shall issue Letter of Intent (LoI) to the successful bidder getting highest score. The LoI shall communicate to the selected bidder the following:

- Intention of DMA to issue the Work Order or execute MoU/Agreement. Within 7 days from receipt of the LoI, the selected bidder shall intimate DMA in writing its willingness to provide the services for the Department at the price quoted in the financial proposal and enter into the MOU/Agreement with DMA.
- Selected bidder shall enter into the MOU/Agreement with the DMA within 15 days of submission of willingness letter and within 15 days of entering into an agreement, the bidder should roll out with incorporating necessary requirements.
- The Directorate shall issue a certificate of Go-Live/roll out when all necessary arrangements are completed and the payments shall be due to the bidder from the effective date mentioned in such certificate.

11. DMA's RIGHT TO ACCEPT ANY OFFER AND TO REJECT ANY OR ALL OFFERS

11.1 The decision of the Director, DMA. regarding the opening of offers, evaluation and acceptance of the offer shall be final and binding on all the Applicant Firms.

11.2 DMA reserves the right to accept or reject any offer, and to annul the offer process and reject all offers at any time prior to award of Offer, without thereby incurring any liability to the affected Applicant Firm or any obligation to inform the affected Applicant Firm of the grounds for the DMA's decision.

12. PERFORMANCE GUARANTEE

12.1 The selected agency shall submit irrevocable performance bank guarantee, in prescribed format- Form No. T-8 from a scheduled Nationalized bank, at the time of signing the agreement.

12.2 The successful applicant shall provide a Bank Guarantee amounting to 10% of the total Consultancy fee towards Performance Guarantee in favour of "Director, DMA.", Payable at "**Ranchi**" for the agreement period.

13. OTHER IMPORTANT INFORMATION

- 13.1 The agency will set up a local office in Ranchi for better coordination and achieving expected results. The Government of Jharkhand would provide the necessary office space with basic infrastructure.
- 13.2 The agency will assist the Urban Development & Housing Department in timely invitation of various tenders and their finalization, keeping in mind the quality of services and the costs.
- 13.3 The interested agencies are expected to submit their lists of empanelled vendors for various support services, viz. Printing activities and others etc. to be provided to Urban Development & Housing Department, Government of Jharkhand. Such lists may be updated by the selected agency from time to time as per their standard criterion for providing such services.
- 13.4 The Director, Municipal Administration, Urban Development & Housing Department is not bound to accept the lowest or any tender or to assign any reason for non-acceptance. The Director, Municipal Administration, Urban Development & Housing Department reserves its right to accept the tender either in full or in part. Conditional Bids will be rejected outright.
- 13.5 The Director, Municipal Administration, Urban Development & Housing Department reserves the right to summarily reject an offer received from any agency on national security considerations, without any intimation to the bidder.
- 13.6 The Director, Municipal Administration, Urban Development & Housing Department reserves the right to place an order for the full or part quantities under any items of work indicated above.
- 13.7 Director, Municipal Administration, Urban Development & Housing Department reserves the right to seek any supporting information to facilitate appropriate decision making as per the requirement under the circumstances.

14. PENALTY CLAUSE

- 14.1 If the selected Agency does not carry out all of its responsibilities in a time bound and professional manner to the satisfaction of the Director, Municipal Administration, Urban Development & Housing Department, Govt of Jharkhand, then the Urban Development & Housing Department ,Govt.of Jharkhand may invoke any or all of the following penalties :
 - i. Forfeit the Security Deposit,
 - ii Terminate the work order without giving 3 months notice.

14.2: 1% of bill value for delayed work per week limited to 10%

15. CANCELLATION OF ORDER

The authority issuing the order reserves the right to cancel whole or part of the work orders issued under certain emergent conditions or any compelling circumstances.

16. TERMINATION BY DEFAULT

The Director, Municipal Administration, Urban Development & Housing Department reserves the right to terminate the contract of the selected agency in case of changes in the Government procedures or unsatisfactory services.

17. FORCE MAJEURE

17.1 Neither party will be liable in respect of failure to fulfil its obligations, if the said failure is entirely due to Acts of God, Governmental restrictions or instructions, natural calamities or catastrophe, epidemics or disturbances in the country.

17.2 The party affected by an event of Force Majeure will immediately notify the other party of such an event and will also notify the unaffected party on cessation of disability resulting from such Force Majeure act.

18. ARBITRATION

Venue of arbitration will be Ranchi and will be governed by provisions of the Indian Arbitration & Reconciliation Act.

19. JURISDICTION OF COURT

The Civil Court, Ranchi shall alone have an exclusive jurisdiction to decide any difference, dispute and claim for and against DIRECTOR, MUNICIPAL ADMINISTRATION / BIDDER arising out in respect of the said NIT.

The Director, Municipal Administration, Urban Development & Housing Department reserves the right to accept or reject any or all tenders without assigning any reason.

PROPOSAL SUBMISSION FORMATS

FORM -1

(Only for Pvt. Ltd. & Partnership company)

FORMAT OF POWER OF ATTORNEY FOR SIGNING OF APPLICATION

We.....(name of the firm and address of the registered office) do hereby irrevocably constitute, nominate, appoint and authorize Mr./Ms. (name).....son/daughter/wife of..... and presently residing at who is presently employed with us and holding the position of as our true and lawful attorney (hereinafter referred to as the "Attorney") to do in our name and on our behalf, all such acts, deeds and things as are necessary or required in connection with or incidental to submission of our proposal for Providing Services as Professional Communication Agency for Development and Overseeing Implementation of Information, Education and Communication (IEC) Strategy, Advertising and Public Relations for Urban Development & Housing Department in Jharkhand being implemented by DMA. The attorney is fully authorized for responses to the DMA, representing us in all matters before the DMA, signing and execution of all contracts including the Memorandum of Understanding and undertakings consequent to acceptance of our proposal, and generally dealing with the DMA in all matters in connection with or relating to or arising out of our proposal for the said Empanelment.

AND we hereby agree to ratify and confirm and do hereby ratify and confirm all acts, deeds and things done or caused to be done by our said Attorney pursuant to and in exercise of the powers conferred by this Power of Attorney and that all acts, deeds and things done by our said Attorney in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us.

IN WITNESS WHEREOF WE,, THE ABOVE NAMED PRINCIPAL HAVE EXECUTED THIS POWER OF ATTORNEY ON THISDAY OF

For;
(Signature, name, designation and address)

Accepted
.....
(Signature)
(Name, Title and Address of the Attorney) Witnesses:

- 1. _____ 2. _____

Notes:
To be executed on Rs 100/= stamp paper

The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executant(s) and when it is so required, the same should be under common seal affixed.

FORM -2

Technical Proposal Submission Form
(On the letterhead of the Company/ Firm)

[Location, Date]

FROM:

[Name of Participating Agency with Complete Address of Communication]

TO:

**Director,
Municipal Administration,
3rd Floor FFp Building,
Dhurwa, Ranchi, Jharkhand
Phone No.- 0651-2243297**

Subject: TECHNICAL PROPOSAL

Dear Sir,

I/We the undersigned, offer to provide the services in respect to your Request for Proposal. I/We are hereby submitting our Proposal which includes this Technical Proposal. Our proposal is valid for acceptance for minimum 120 Days and we confirm that this proposal will remain binding upon us and may be accepted by you at any time before this expiry date.

I/We accept all terms, conditions and stipulations of the RFP unconditionally and hereby declare that all the informations and statements made in this proposal are true and accept that any of our misrepresentation contained in it, may lead to our disqualification from the selection process in addition to imposition of penalty as deemed fit by DMA.

I/We hereby declare that our company has not been debarred / black listed by any Government / Semi Government organizations. I further certify that I am the competent authority in my company authorized me to make this declaration and signatory authority on behalf of the organization.

Yours sincerely,

Authorized Signatory [Signature with Date and Seal]:

Name and Title of the Signatory: _____

Name of the company with complete address: _____

FORM -3

General Information of the Company / Firm

(On the letterhead of the Company/ Firm)

1. Name of the Company/ Firm :
2. Nature of the Company/ Firm:
3. Incorporated as _____ in year _____ at _____
(State Sole Proprietor, Partnership, Private Limited or Limited firm, Registered Society etc.)

(Furnish the copy of the Certificate of Registration/Incorporation)

4. Registered Office Address:
5. Branch Office Address within the State of JHARKHAND (if any):
6. Name of the Head of the Company/ Firm:
7. Designation :
8. Telephone /Mobile Number:
9. Address of Communication:
10. E-Mail:
11. Income Tax Registration No. (PAN): (Furnish copy of the Same)
12. GST Registration Number: (Furnish Copy of the Same)

Authorized Signatory [In full and initials]: _____

Name and Title of Signatory: _____

Name of Firm: _____

Address: _____

(Company/Firm Seal)

FORM -4

Profile of the Bidder

(On the letterhead of the Company/ Firm)

[Please provide the brief profile of the Company /Firm]

Authorized Signatory [*In full and initials*]: _____

With Seal

FORM -5

Financial Turnover of the bidder

S. No.	Financial Year	Turn Over in INR
1	2016-2017	
2	2017-2018	
3	2018-2019	
4	Average Annual turnover for the last 3 Years (INR)	

**** Note: Please attach copies of the annual audited financial statement certified by the Chartered Accountant in support of the information provided above.***

Authorized Signatory [In full initials and Seal]: _____

Name of the Company: _____

FORM -6
SUMMARY OF CVS OF PROPOSED KEY PROFESSIONAL
FOR THE ASSIGNMENT

(Note:- Attach the certificates of the required educational qualification as per clause 5.1, Mandatory)

S.No.	Name of Key Professional	Positions Assigned	Employment Status Full time/Part time	Highest Educational Qualification	No. of Years Of Experience
KEY PROFESSIONALS					
1					
2					
3					
4					
5					

Authorized Signatory [In full initials and Seal]: _____

Name of the Company: _____

FORM -6 (A)
Format of Curriculum Vitae (CV) for Proposed Key Professional

1. Proposed Position:
2. Name of Firm:
3. Name of Employee:
4. Profession:
5. Date of Birth:
6. Years with Firm/Entity:
7. Nationality:

Key Qualifications & Employment Record:

[Summarize college/university and other specialized education of staff member, List the positions held by employee held.]

Languages:

[For each language indicate proficiency: excellent, good, fair, or poor; in speaking, reading, and writing]

Certification:

I, the undersigned, certify that to the best of my knowledge and belief, these data correctly describes me, my qualifications, and my experience.

Date:

[Signature of Key Professional with Date _____

Full name of Key Professional: _____

Authorized Signatory [In full and initials]: _____

(Note:- Attach the certificates of the required educational qualification as per clause 5.1, Mandatory) _____

(Financial Proposal will be Submitted by bidders in the following format of BOQ only via online tendering <http://jharkhandtenders.gov.in>)

S. No	Particulars	Amount (Rs.)	Amount (Rs. In words)
1	Monthly Charges for Providing IEC Services as defined in Scope of Work (for all components) Including all taxes applicable		