



## **REQUEST FOR PROPOSAL** **Integrated Communication Agency**

### **1. ABOUT RE-INVEST 2019**

- 1.1 The Ministry of New and Renewable Energy (MNRE), Government of India, is organising the 3rd Global RE-INVEST India-ISA Partnership Renewable Energy Investors Meet & Expo (**RE-INVEST 2019**) from 30 October to 2 November 2019 at the India Expo Centre, Greater Noida, National Capital Region of Delhi. RE-INVEST 2019 will coincide with the Second Assembly of International Solar Alliance. The theme for #REINVEST2019 is Innovations for Sustainable Energy Transition.
- 1.2 India today is one of the most attractive renewable energy (RE) markets, with exponentially increasing demand and proactive policy support, allowing 100% foreign investment through automatic route. RE-INVEST, the flagship event of the MNRE, GoI, is an established international platform to discuss, explore and accelerate new strategies and efforts for development and deployment of renewables.
- 1.3 RE-INVEST 2019 will enable the global investment community to connect with RE stakeholders through a series of seminars covering different aspects of renewables, along with conferences and exhibitions by diverse sectoral stakeholders showcasing their products, services, expertise, manufacturing capabilities, latest technologies, financing options and investment opportunities.
- 1.4 RE-INVEST 2019 will build upon the successes of RE-INVEST 2018 and 2015, while providing a platform to the established global RE community and upcoming players, as well as new segments of investors and entrepreneurs to engage, ideate and innovate. Over 70 international delegations and 50,000+ participants are expected to attend RE-INVEST 2019.
- 1.5 The Confederation of Indian Industry (CII) is the exclusive Industry Partner for RE-INVEST 2019. Designated officials of CII will coordinate with bidding agencies for this RFP.

### **2. SCOPE OF WORK**

CII is seeking an integrated communications agency to provide the overarching creative concept and digital and mass media content and management services for RE-INVEST 2019. The agency will be required to work with the MNRE and CII to create awareness and engagement, through a focused communication campaign, for RE-INVEST 2019. The desired communication objective is to facilitate branding and social media activities, and communication campaigns.

The agency will be engaged in delivering a detailed Creative & Branding Strategy, aligned with social media strategy to meet all the key objectives for RE-INVEST 2019, with the following:

## **1. ALL CREATIVES**

### **1.1 Development of Master Creative**

### **1.2 Medium Adaptations:**

#### **1.2.1 Print Media**

- Print Ads
- Newspaper Ads
- Magazines Articles
- Magazine Advertisements
- Newspaper Advertorials
- Magazine Advertorials

#### **1.2.2 Other ATL/BTL collateral**

- Brochure - 4 pager
- Flyer - 2 back-to-back pager
- Emailer
  - Event
  - Delegations
  - Expo
  - Sponsorships
  - Speakers
  - Newsletters
- Standee
- Outdoor campaign
  - Airport Branding
  - Bus Shelters
  - Billboards + Hoardings
  - Delhi Metro + Rajdhani train body branding (Inside & outside)
- VIP Lounge - Airport

### **1.3 Social Media**

- The Agency will be responsible for complete management of the existing Social Media channels of RE-INVEST 2019.
- The Agency should be able to develop technically correct, interesting and innovative content, campaigns, in order to have proper communication strategy for various social media platforms to enhance the reach of content in real time basis. Campaigns around holidays, festivals, anniversaries of important events.

- Developing all the required content for branding & social media management including GIFs, videos, banners, info graphic, e-book, etc.
- The Agency shall submit analytics reports of all platforms like Facebook, Twitter and LinkedIn showing increase of followers on monthly basis and when required.
- Enhance audience engagement on all social media channels through designing and implementing global contests, campaigns & promotions, etc. Generate buzz about RE-INVEST 2019 activities and engage citizens including students.
- **New Look:** Give all Social Media Platforms a new look Bi-weekly by putting up new creative features, theme lines, links etc.
- **Updates:** Daily informative and promotional updates in the form of relevant text, pictures, audio, unique & interactive content, interviews, news, quiz, etc.
- **Press Releases:** Updating/Publishing online press releases of RE-INVEST 2019 on all social platforms.
- **Engage with users:** Regularly organize online surveys, quizzes, contests on all social platforms in consultation with RE-INVEST 2019 Communication team.
- The Social Media Platforms content to be developed must be operational on all electronic devices such as PCs, Laptops, Mobiles, and Tabs etc. Failure of any one of which may be considered an incomplete execution of work order.
- The Agency must maintain uniformity while uploading of content on the platform. Any content which is replaced, renewed or removed from any platform shall be simultaneously modified on the other platform instantly. All uploads, removal of data etc. shall be as per instructions of CII.
- Round the clock running of RE-INVEST 2019's social media sites, updating, analyzing social media trends, moderation and intervention as and when required.
- Should have credible contingency plan to effectively handle crisis and emergencies.
- Reshaping of content provided by RE-INVEST 2019 for generating greater social media impact.
- Feedback/Comment Management on regular basis, moderation of pages on regular basis to keep the social media site free from spam/advertisement/ inappropriate contents, appropriate tagging etc.
- Expanding reach & penetration of activities and citizen participation via social media & SEO.
- Minimum 30 or more creatives should be posted every month.

- In-case of any upcoming RE-INVEST 2019 related events, the Agency should make and execute a plan to create a buzz about the event in tandem with the social media activity.
- The task is not limited to public outreach but also drive RE-INVEST 2019's brand positioning on a National & International level, hence requires relevant and appealing content that would engage audiences. The strategy should not be limited to RE-INVEST 2019 branding but also have a greater impact on its online tourism ranking.

#### **1.4 Media Tracking**

Use a good industry standard monitoring tool for analyzing comments/Remarks about RE-INVEST 2019 across online media, including websites, forums, blogs, social media platforms, etc., national and international.

#### **1.5 Tagging**

Create relevant tagging & linkages of content on the all platforms.

#### **1.6 Photo Bank**

A still Photo Bank with cataloguing needs to be developed consisting of high quality and high resolution aesthetic photographs (Corbis or Getty Images quality) of relevant activities and events. The Agency must also do media planning in case of any digital advertising campaign.

### 3. BIDDING PARAMETERS AND FINANCIAL QUOTATION AS PER THE RFQ

#### 3.1 MINIMUM ELIGIBILITY CRITERIA

The agencies submitting the bids should fulfill the below given **Minimum Eligibility Criteria** to qualify for making the technical presentation:

1. The bidding agency should be a registered company.
2. The bidding agency must be in possession of a valid GST Tax Certification with a valid PAN number.
3. The bidding agency must have been in operation for a minimum of 3 years as on 1 April 2019 in designing / production of campaigns, for social media and other new age media
4. The bidding agency should be able to provide a qualified Servicing and Online management and tracking team for undertaking the creative work and campaigns of 3rd RE-INVEST.
5. The Agency should not be under a Declaration of Ineligibility for corrupt or fraudulent practices with any Government departments/ agencies/ Ministries or PSUs and should not be blacklisted by any government departments/ agencies / Ministries or PSUs.

**The Agency is required to submit documents for each Eligibility Criterion as follows:**

1. Certificate of Registration/ Incorporation
2. Copy of GST Registration AND PAN Details
3. Copies of last 3 Years Audited Financials (with Balance Sheet + Profit & Loss Statement) and IT Return.
4. Copies of major work orders received for past 3 years as on 1 April 2019
5. Project Team Structure
6. Undertaking on the Organizations' letterhead that it is not blacklisted by any Central / State government / its department(s) / Ministries/ PSUs
7. Copy of Proposal duly signed by Authorized signatory of the Applicant accepting all terms & Conditions

#### 3.2 BID SUBMISSION

Interested Agencies are invited to submit their proposals for the assignment, which must include:

**Technical Proposal + Eligibility Documents**

- i. Company Profile & Relevant Past Experience
- ii. Case studies of similar projects (domestic & international)
- iii. Concept and proposed plan for RE-INVEST 2019: Campaign, Implementation Details
- iv. Documents in support of Eligibility criteria as mentioned in para 3.1 above

**Financial Proposal in Separate Sealed Envelope**

To be addressed to:

**Ms Soma Banerjee**

Executive Director, Confederation of Indian Industry

The Mantosh Sondhi Centre

23, Institutional Area, Lodhi Road, New Delhi 110003

MNRE / CII may organise pre-bid / post-bid presentations and negotiations to conclude the agency and concept best suited for the specific purpose of RE-INVEST 2019.

- Applicants are requested to submit detailed designs and quotes (in hard copy & USB) in accordance with the process defined in this REQUEST FOR PROPOSAL (RFP) document.
- Agencies who have met the qualification criteria would need to submit designs in digital form. Applicants may submit alternate technologies for the Project. CII shall, at its discretion, evaluate alternate technologies.
- Hard copy & USB of designs, quotes must be sent at CII office BEFORE DUE DATE & TIME.

### 3.3 TECHNICAL SCORING CHART

| # | Component   | Marks      |
|---|---|------------|
| 1 | Agency profile and track record                             | 30         |
| 2 | Case studies of similar projects (domestic & international) | 20         |
| 3 | Concept and proposed plan for RE-INVEST 2019                | 40         |
| 4 | Eligibility documents                                       | 10         |
|   | <b>Total</b>  | <b>100</b> |

1. **Technical score will have 70% weightage.**
2. Will be evaluated by RE-INVEST Evaluation Team
3. Agencies scoring 60% marks or more in the Technical Evaluation (i.e. 60 out of 100), will be shortlisted for opening of Financial Proposals.
4. The costs of preparing the proposal are not reimbursable.
5. CII is not bound to accept any proposal.
6. The selected agency will have to sign a contract with CII for the entire scope of work as defined in the bid document, with modifications if any appended by mutual agreement. As per on ground requirements, the actual scope may vary from the Scope of Work mentioned in bid document and same shall be considered for contract purposes.

### 3.4 FINANCIAL SCORING CHART

| Component   | Cost |
|---|------|
| <b>Agency fees for turnkey delivery of complete scope of work</b> |      |
| <b>Total costs (without taxes)</b>                                |      |
| <b>Taxes</b>  |      |
| <b>Total inclusive of taxes</b>                                   |      |

To be included as addendum to above summary:

- Specific pro-rata costs where applicable.
- Specific additional costs to be borne by client.
- **Financial score will have 30% weightage.**
- Will be evaluated by the RE-INVEST Evaluation Team.

## INCLUSIONS

- Rates quoted above should be all inclusive rate for the finished product or service as per your designs and presentations.
- Only the Quotations of applicants whose Credentials have been successfully evaluated for technical Quotations will be considered.
- Agency shall take adequate insurance cover required.

## RIGHT TO PRICE DISCOVERY NEGOTIATION

CII upon finding any unit price high in comparison will have the right to do price discovery of such items and negotiate further on the quoted price.

## **LAST DATE FOR RESPONSE TO RFP: 1700 IST, 28 AUGUST 2019**

Please send your bids in sealed envelopes to:

**Ms Soma Banerjee**

Executive Director, Confederation of Indian Industry

The Mantosh Sondhi Centre

23, Institutional Area, Lodhi Road, New Delhi 110003

## 4. OTHER TERMS AND CONDITIONS

- 4.1 The bidding agency should agree to undertake the assignment in accordance with the Scope of Work, which may be modified by mutual consent at any stage of the project.
- 4.2 The agency is expected to deliver each milestone within the pre-set timelines. Financial penalties may be imposed for failing to meet deadlines.
- 4.3 In the event of any changes, modification(s) to the services to be rendered are proposed by CII / MNRE due to changing circumstances, the Agency shall be notified about such changes, modifications and the Agency shall execute the Services accordingly.
- 4.4 For purposes of timely execution of the Services in the best possible manner, Agency shall regularly consult CII and provide regular/weekly updates to CII or its designated contact person in writing. A Single Point of contact would be appointed for the same.
- 4.5 Agency shall be responsible for its own tax and legal compliances.
- 4.6 Any queries related to clarity on submission of quotes should be sent within 3 days of issue of RFP in writing to designated email id of [jayashri.singh@cii.in](mailto:jayashri.singh@cii.in) cc [shuva.raha@cii.in](mailto:shuva.raha@cii.in).

## 5. DISCLAIMER

- 5.1 This RFP is neither an agreement, nor an offer or invitation to perform work of any kind to any party. The purpose of this RFP is to provide interested parties with information to assist the preparation of their Proposal and Quote.
- 5.2 No representation or warranty is given as to the reasonableness of forecasts or the assumptions on which they may be based & nothing in this RFP is, or should be relied on as, a promise, representation or warranty.
- 5.3 The information contained in this RFP is selective and is subject to updating, expansion, revision and amendment at the sole discretion of CII. It does not, and does not purport to, contain all the information that a recipient may require for the purposes for deciding for participation in this process. Neither CII nor any of its officers, employees nor any of its advisors nor consultants undertakes to provide any Party with access to any additional information or to update the information in this RFP or to correct any inaccuracies therein which may become apparent. Each Party must conduct its own analysis of the information contained in this RFP, to correct any inaccuracies therein and is advised to carry out its own investigation into the proposed Project, the regulatory regime which applies thereto and by and all matters pertinent to the Project and to seek its own professional advice on the legal, financial, regulatory and taxation consequences of entering any agreement or arrangement relating to the Project.
- 5.4 This RFP includes certain statements, estimates, projections, targets and forecasts with respect to the Project. Such statements estimates, projections, targets and forecasts reflect various assumptions made by the management, officers and employees of CII, which assumptions (and the base information on which they are made) may or may not prove to be correct. No representation or warranty is given as to the reasonableness of forecasts or the assumptions on which they may be based & nothing in this RFP is, or should be relied on as, a promise, representation or warranty.
- 5.5 The validity of this document is subject to the happening of the event mentioned. As it is a Government event, CII holds no responsibility in case of any unforeseen change of plan / dates / Force Majeure situation etc.

## 6. RIGHT TO ACCEPT AND REJECT ANY OR ALL APPLICATION(S)

- 6.1 Notwithstanding anything contained in this RFP, CII reserves the right to accept or reject any Application and to cancel or withdraw the RFP process and reject all Applications, at any time without any liability or any obligation for such acceptance, rejection or annulment, without assigning any reasons.
- 6.2 CII reserves the right to reject any Application, if at any time a material misrepresentation is made or uncovered. This would lead to the disqualification of the Application.
- 6.3 The final decision of selection would be of CII and CII reserves the right not to entertain any discussions on the same.
- 6.4 Quantities wherever mentioned in the Proposal are based on assumptions as on date. The same may vary at the time of actual execution. Only actual quantities would be considered for billing purposes.**



## 7. EVALUATION OF PROPOSALS AND SELECTION PROCESS

- 7.1 Selection of the Agency will be based on aggregate of the Technical and Financial Evaluation.
- 7.2 From the time the RFP is rolled out to the time the contract is awarded, if any Agency wishes to contact CII on any matter related to its proposal, it should do so **only** in writing.
- 7.3 Any effort by the Agency to influence the decision in the proposal evaluation or contract award decisions will directly result in rejection of the proposal of the Agency.
- 7.4 The selection done by the CII evaluating committee will be final and selected applicant will be intimated to sign the service agreement with CII.
- 7.5 CII reserves the right to cancel the appointment of any Agency, even after selection, if the delivery and quality of work is not found satisfactory to the requirements of CII or MNRE and also reserves the right to amend the Scope of Work or require only part work to be delivered by Agency and to get the other part completed by any other Agency. Same shall be enabled after giving a notice period of 7 days to the Agency.

## 8. FINAL SELECTION

The selection of the Agency shall be done based on cost-cum-quality formula of marks obtained for Technical presentation and Financial Quotations. The calculation of marks will be done as mentioned in above paragraphs.

## 9. SCHEDULE OF PAYMENTS

The bidder who successfully qualifies and is selected to work on the project would be paid in a graded format.

- Media buy to be preapproved and paid as per engagement on actuals (IF APPLICABLE & REQUIRED)
- Agency fees to be paid after functional & satisfactory completion as per the timeline of the project in all aspects at the time of submission of the final invoice.

**All above payments will be linked with inflow of funds from MMNRE against the demand raised by the Agency and payments will be released after receipt of funds from MNRE.**

Applicable withholding tax will be deducted on payments by CII.

No additional cost shall be provided for unless otherwise there is a change in scope of work and cost approved by CII.

The Agency undertakes to make its records relating to the Event available for inspection by CII /MNRE or its authorized representatives at any time and upon reasonable written notice, both during the term of this Agreement and also at any time during the period of 7 years following the termination of this Agreement. Agency will provide full co-operation to CII / MNRE and others as requested by CII in connection with any audits, investigations or queries relating to the Event.

## **10. PROJECT TIMELINES**

From 1 September to 30 November 2019 (3 months). However, same can be amended as per requirement.

Complete delivery of Scope of Work to be done in all aspects as per agreed timelines. Event days are from 30 October to 2 November 2019.

## **11. RIGHT TO MODIFY DESIGN / PR PLAN**

CII shall have the right to modify the design/ PR plan proposed on mutually agreed terms and conditions before the start of work.

## **12. RIGHT TO ACCEPT OR REJECT AND OR ALL APPLICATION(S)**

12.1 Notwithstanding anything contained in this RFP, CII reserves the right to accept or reject any Application and to cancel or withdraw the RFP process and reject all Applications, at any time without any liability or any obligation for such acceptance, rejection or annulment, without assigning any reasons.

12.2 CII reserves the right to reject any Application, if at any time a material misrepresentation is made or uncovered. This would lead to the disqualification of the Application.

## **13. DISPUTES**

If a dispute of any kind whatsoever arises between CII and Agency in connection with or arising out of the QUOTATION or the execution of the Project, whether during the execution of the Project or after its completion and whether before or after repudiation or termination of the Service Agreement, including any dispute as to any decision, opinion, consent, expression of satisfaction, approval, determination of value, action or instruction of CII, the matter in dispute shall be referred in writing to the Procurement Committee Chairman.

## **14. USE OF PROJECT DOCUMENTS AND INFORMATION**

14.1 Applicant and their personnel shall not either during the term or within two (2) years after the expiration of this Work Order, without prior written consent from CII, disclose the Contract, or any provision thereof, or any specification, plan, drawing, pattern, sample or information furnished by or on behalf of the CII in connection therewith, to any person other than a person employed by the Applicant in the performance of the Contract.

14.2 All project related documents issued by CII, other than the Contract itself, shall remain the property of the CII and shall be returned (in all copies) to the CII on completion of the Applicant's work under the Contract.

- 14.3 Copyright of all the project documents lies with CII and Applicant cannot exercise any rights on the documents. No information should be made public either directly or indirectly nor allowed to be accessed by an unauthorized person
- 14.4 In any circumstances, for any breach of conditions on Applicant's behalf, Applicant will be fully responsible for the same and if required, CII may levy penalty for the same and / or any legal or administrative action taken against the Applicant.

## **15. SECURITY / WORKMEN SAFETY AND INSURANCE**

The Applicant would also solely be responsible for all his staff, whether permanent or temporary, and ensure their safety and security and insurance or life insurance of their personnel working on the operation and maintenance works. CII will not be, under any circumstances, responsible for this.

## **16. JURISDICTION**

The contract shall be governed by laws of India and all Government rules on purchase matter issued from time to time and in force for the time being are applicable to the contract.

## **17. PROFESSIONAL LIABILITY INSURANCE**

Agency will maintain at its expense, Professional Liability Insurance including coverage for errors and omissions caused by the Applicant's negligence, breach in the performance of its duties under the Work Order from an Insurance Company permitted to offer such policies in India for a period of one year beyond completion of services commencing from the effective Date, for an amount not exceeding the total value of work order made or expected to be made to the Agency.

## **18. CONFLICT OF INTEREST**

Prohibition of Conflicting Activities: Neither the Agency nor their personnel nor sub-consultants (if any) shall engage directly or indirectly in any of the following activities:

- a. During the term of this Work Order any business or professional activities which would conflict with the activities assigned to them under this Work Order, and
- b. After the termination of this Work Order, such other activities as may be specified.

## **ANNEXURE 1**

(to be signed and submitted by bidder on letterhead)

### **TERMS & CONDITIONS FOR SUBMITTING THE RFP FOR RE-INVEST 2019**

1. The Bidder has carefully gone through the entire document of RFP and hereby unconditionally agree to all points mentioned in the document. The Bidder shall be required to execute a separate Service Agreement with CII if the work order is granted to the Bidder.
2. The rate Contract shall be valid till 31st December 2019 from the date of award. The job shall be completed under the direct supervision and direction of officer/officers deputed by CII.
3. The Bidder will not be allowed to alter or modify their quotations post issuance of Work Order. In case of any alteration to the quotes given, CII reserves the right to forfeit the Earnest Money deposited, if any.
4. The Financial Quotation would be submitted mentioning the rates of different work and items. The Bidder is required to quote rates for all items/services/works for delivery at New Delhi. The rates quoted otherwise will not be accepted. In case no rate is quoted or proposal without any Financial quote is given, the same would be summarily rejected.
5. No excuse will be entertained for non-compliance of the job in stipulated time frame. If at any stage, it is found that the work done by Bidder in any area is substandard or not up to the mark, CII will have full power/right to get the job completed from any other Bidder at the risk and responsibility of the Applicant and deduct the expenditure so incurred from the bill.
6. The rates quoted for shall include taxes and Third Party expense components.
7. Taxes and any other Government levies as applicable should be indicated separately for each item and shall be paid as per rates prevalent at the time of execution of work.
8. The goods supplied shall be of ISI (BIS) standards.
9. The quotation shall be valid for acceptance for a period of sixty (60) days from the last day of its submission.
10. Final selection of Bidder will be done based on final score of Quotation i.e.  $(0.30 \times \text{Financial}) + (0.70 \times \text{Technical Presentation})$ . The Quotation with the highest final score calculated in this manner shall be considered as the best value Quotation.
11. If an item is executed not to the satisfaction of CII Verification team (in terms of quality, quantity & workmanship) before event or during event and CII has no option but to accept it due to paucity of time, penalty of up to 50% may be imposed on such item as may be deemed appropriate by CII if defects are not rectified even after giving opportunity to the Bidder to rectify the defects.
12. If certain items included in the work order are not completed at all, a penalty of 50% of the value of such item may be levied in addition to withholding payment for such incomplete items.

13. If execution of certain items is delayed up to a period not exceeding 30% of duration of the event, penalty @ of 10% per day of the value of such items will be imposed. After expiry of period of 30% of the event duration, the work will be deemed to be incomplete and will be dealt with as per Clause 13.
14. Any material/items prepared/provided on purchase basis other than on hire basis after the exhibition will belong to CII and the Bidder will have no claim on it. The items which cannot be reused will be retained by the Bidder.
15. The Bidder will undertake to hire manpower as per VVIP security norms, and take all required measures to get working passes issued on time.
16. That all designs/execution and branding will be sole property of the organizer and the Bidder will have no claim on any intellectual, design rights for future use or replication without the consent of the organizer.
- 17. All payments will be linked with the inflow of Funds from MNRE against the demand raised by the Bidder as per agreed payment terms and payments will be released after receipt of funds from MNRE.**
18. By submitting a signed Proposal, the Bidder certifies that:
- i. The Bidder has arrived at the prices in its Proposal without agreement with any other applicant of this RFP for restricting competition.
  - ii. The prices in the proposal have not been disclosed and shall not be disclosed to any other applicant of this RFP.
  - iii. No attempt by the Bidder to induce any other applicant to submit or not to submit a proposal for restricting competition has occurred.
  - iv. CII is not responsible for any assumptions or judgments made by the Bidder for arriving at any type of sizing or costing. CII will benchmark the performance of the Bidder to the RFP documents circulated to the Bidder and the expected service levels as mentioned in these documents. In the event of any deviations from the requirements of these documents, the Bidder must make good the same at no extra costs to CII, to achieve the desired service levels as well as meeting the requirements of these documents. CII shall not be responsible for any assumptions made by the Bidder.
19. This annexure is to be signed by Authorized Signatory of the organization (Bidder) as mentioned in their Articles of Association.
20. Signature with stamp:
21. Name:
22. Designation:
23. Place:
24. Date:
- 25. Bidder must give signed copy of above document accepting all Terms & Conditions.**

--END OF DOCUMENT--