

STATE CHILD PROTECTION SOCIETY, ASSAM

REQUEST FOR BID (RFB)

FOR

**COMPREHENSIVE COMMUNICATION MANAGEMENT AND OUTREACH
ACTIVITIES THROUGH DIFFERENT IEC ACTIVITIES**

Issue of RFQ Document: 23/01/2020

Last date for submission of the RFB: 05/02/2020

STATE CHILD PROTECTION SOCIETY, ASSAM

(A Government of Assam Organisation)

46, Survey Bus Stop, Beltola, Guwahati- 28

Ph:- 0361 (2229275/ 2265385), Fax:- 0361-2229275,

Email: scpstraining.iecassam1@gmail.com website: www.scpsassam.org

SCHEDULE OF RFQ PROCESS

Events	Date
Date of Advertisement	22/01/2020
Availability of RFB documents	23/01/2020
Due date/last date for submission of RFB	05/02/2020
Opening of Technical bids	05/02/2020 (In case of any changes of date it will be uploaded in the website)
Address for communication	STATE CHILD PROTECTION SOCIETY, ASSAM 46, Survey Bus Stop, Beltola, Guwahati-28 Ph:- 0361 (2229275/ 2265385), Fax:- 0361-2229275

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



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NO. SCPS (G)305/2016/17/PART

Dtd Guwahati the

, 2020

NOTICE INVITING REQUEST FOR BID (RFB)
FOR EMPANELMENT OF BIDDERS

State Child Protection Society, Assam invites Technical Bids from eligible intending bidders affixing non-refundable court fee stamp of Rs-8.25/-)Rupees Eight and Twenty Five Paise only) for comprehensive communication management and outreach activities.

The terms and conditions and details of the BIDS can be obtained from website-www.scpsassam.org w.e.f 23/01/2020 to 05/02/2020 and submit the bid document on or before 2.00 pm on 05/02/2020 in the office of the State Child Protection Society, Assam house no-46, 1st floor survey bus stop, Guwahati-28.

Last date for submission of RFB: 05/02/2020

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Commissioner & Secretary, Social Welfare cum
Member Secretary
State Child Protection Society, Assam.

BACKGROUND

State Child Protection Society, Assam invites bids from eligible intending bidders for comprehensive Communication Management and Outreach Activities.

Taking into consideration the complex needs in furtherance of its mandate, State Child Protection Society, Assam intends to empanel technically competent, experienced and financially sound agencies for handing its IEC Needs and Outreach Activities. The services of the agencies will be utilized for creative designing, production, promotion & publicity, printing, media release, outreach activities and other allied works.

Term of Contract: The term of contract will be for a period of 3 (three) years from the date of empanelment. The State Child Protection Society, Assam reserves the right to accept or reject any or all the technical bids.

1. SCOPE OF WORK

- (a) Conceptualization and designing of various creative for Print Media, Outdoor Branding, Road-shows, Exhibitions, Posters, Events & Activities, Digital & Social Media and Other Collaterals.
- (b) Conceptualization and production of Radio Spots, Television Commercials and other Audio-Visuals as may be required from time-to-time.
- (c) Release of Advertisements in Newspapers, TV & Radio as may be required from time-to-time.
- (d) To co-ordinate and liaison with Media Houses for various PR activities/Services as may be required from time-to-time.
- (e) To manage the Social Media Channels of State Child Protection Society, Assam.
- (f) To provide outdoor sites viz., hoardings, standees, banners, gates, bus branding, wall painting etc.
- (g) Printing of
 - a. Handbooks
 - b. Leaflets
 - c. Posters
 - d. Flex for Hoarding / Banners/ Standees
 - e. Any other print/ production works
- (h) Management of various outreach activities held by or participated by State Child Protection Society, Assam.

2. ELIGIBILITY CRITERIA :

- (a) The bidder can either be a company/firm/agency registered as per Indian Law (Registration Certificate to be enclosed)
- (b) The bidder must have a registered office in Guwahati. Valid address proof to be submitted along with Bid.
- (c) The bidder must have a minimum average turnover of Rs. 50 Lakh during the last three Financial Years. CA Certificate along with Audited reports & ITR to be submitted along with the bid.
- (d) The bidder must have sufficient skilled manpower and infrastructure. Details to be submitted along with bid.
- (e) The bidder must have minimum 3 years of proven experience in creative, advertising, PR, Social Media, production of TVC, AV & Radio Spots, event management and promotion & publicity services. Documentary evidence to be submitted along with bid. (As applicable)
- (f) The bidder must have the experience of executing at least one IEC campaign during last three years for any Government Department. Documentary evidence to be submitted along with bid (As applicable)
- (g) The bidder must also have experience of having executed minimum two projects successfully during three years on comprehensive communication management including 360 degree media campaign for any Government Department Documentary evidence to be submitted along with bid (As applicable)
- (h) The bidder must be currently empanelled with minimum 3 (three) Government Agencies/Departments within last three years. Documentary evidence to be submitted with bid.
- (i) The bidder should have valid (a) GST Registration (b) PAN (c) Labour License (d) Trade License and (e) MSME Registration (As applicable)
- (j) Bidder should not have been debarred/blacklisted by any State Government or Central Government or their instrumentalities. There should not be any criminal case pending before any court of competent jurisdiction. A self-declaration certificate to this effect must be submitted along with the bid.

3. TERMS AND CONDITIONS

- a) This RFB is not an offer and is issued with no commitment. SCPS reserves the right to withdraw the RFB and change or vary any part thereof at any stage and also reserves the right to disqualify any bidder at any stage.
- b) SCPS, Assam reserves the right to withdraw this RFB if it determines that such action is in the best interest of the SCPS.
- c) No oral conversation or agreement with any official or employee of the SCPS, Assam shall be superseded by the definitive agreement that result from this RFB process.
- d) Neither the bidder nor any of the bidders representatives shall have any claims whatsoever against SCPS, Assam or any of their respective officials, agents or employees arising out of or relating to this RFB or these

procedures (other than those arising under a definitive service agreement with the bidder in accordance with the terms thereof).

- e) Bidders those who are found to canvass, influence or attempt to influence in any manner the qualification or selection process by offering bribes or other illegal gratification shall be disqualified from the process at any stage..
- f) An amount of Rs-5000/- (Rupees Five Thousand)only will have to be deposited in the form of Demand Draft Drawn on any nationalized /scheduled bank on India in favour of “State Child Protection Society, Assam” payable at Guwahati as EMD with the technical bid.
- g) EMD of unsuccessful bidders shall be released immediately on finalization of the bid/tender on application of the parties.

4. BID SUBMISSION

- a) Bidders must submit their bid in sealed envelopes super-scribed “Technical Bid”
- b) The sealed envelope should super-scribed “**Technical bid for Comprehensive Communication Management and Outreach Activities**” and addressed to the State Child Protection Society, Assam. The name, address with mobile number of the bidder should be written legibly on the sealed envelopes.
- c) Technical bid should contain
 - i. Bid document fees & EMD in the form of DD/BD.
 - ii. Agency profile with manpower & infrastructure details.
 - iii. Self attested copies of valid certificate of Incorporation, Trade License, Labour License, PAN, GSTIN & MSME Registration.
 - iv. Proof of turnover for last 3 financial years audited and certified by Chartered Accountant.
 - v. Documentary evidence of past work experiences in the form of work orders/contacts/completion certificates.
 - vi. Copies of empanelment letters.
 - vii. Self-declaration certificate for non-blacklisting.
 - viii. The bidder must sign and affix seal on every page of submitted documents.
 - ix. The bidder must submit copy of complete RFB document with sign and seal of bidder.

5. BID EVALUATION

- a) Bids will be opened initially as per prescribed schedule and evaluated for technical eligibility.
- b) Only those bidders scoring 60% and above in technical evaluation will be declared responsive and eligible for empanelment.
- c) No conditional bid will be accepted.
- d) Technical evaluation will be made on the basis of the following criteria.

Sl no	Technical Evaluation Criteria	Marks
1	Agency Profile(up to 15 marks)	15
2	Empanelment with Government Agencies/Departments a) 3 no.s of empanelment-10 marks b) 4 no.s of empanelment-15 marks c) 5 no.s of empanelment-20 marks	20
3	Compliance with all legal documents	5
4	Average minimum Financial Turnover for last 3 FYs a) 50 Lakhs to 100 Lakhs-10 marks b)101 Lakhs to 150 Lakhs-15marks c)151 Lakhs to above-20 marks	20
5	Experience of IEC campaign a) 1 Assignment-15marks b) 2 assignment and above-20 marks	20
6	Experience of comprehensive communication management including 360 degree media campaign a) 2 assignment-15 marks b) 3 assignments-20 marks	20
	Total	100

Commissioner & Secretary, Social Welfare
Cum Member Secretary
State Child Protection Society, Assam.