

# **REQUEST FOR PROPOSAL (RFP)**

**For ENGAGEMENT of**

**MEDIA SUPPORT AGENCY**

**For Organizing**

**NATIONAL ENTREPRENEURSHIP AWARDS 2019**



Issued by: IITM Incubation Cell

<b>Inquiries, quoting "Reference: National Entrepreneurship Awards 2019 RFP", should be directed to:</b>	
Lead Partner	IITM Incubation Cell
Website:	<a href="http://www.incubation.iitm.ac.in">www.incubation.iitm.ac.in</a>
Phone:	+91 (0)44 66469869, 870
E-mail id:	<a href="mailto:priyamohan@incubation.iitm.ac.in">priyamohan@incubation.iitm.ac.in</a> <a href="mailto:kalyani@incubation.iitm.ac.in">kalyani@incubation.iitm.ac.in</a>

## Contents

Cover Letter for Request for Proposal (RFP).....	4
Section I - General Procedural Information.....	6
1.1. Summary.....	6
1.2. Questions/Inquiries.....	7
1.3. Addenda to RFP and Corrigenda.....	7
1.4. Presentations.....	7
1.5. Assistance.....	7
1.6. Process Modification.....	7
1.7. Projected Schedule of Events.....	8
Section II - Specifications.....	9
2.1 Guidelines for Preparation of Proposals.....	<b>Error! Bookmark not defined.</b>
2.2 Opening of Proposals & Selection Process.....	8
2.3 Duration of the Proposal Offer.....	10
2.3 Terms of Payment to selected agencies.....	10
2.4 Discretion, Cancellation, Negotiation, Contracting, Rejection, Clarification.....	10
2.5 Corrupt or Fraudulent Practice.....	10
2.6 Incurred Expenses.....	10
2.7 Confidentiality.....	10
2.8 General Contractual Conditions.....	12
2.9 Conflict of Interest:.....	12
2.10 Penalty for deficiency in Services:.....	12
Section III - Statement of Work of the Support Agency – Media (Promotion, Outreach & Advocacy).....	14
3.1 Establishing the Scheme’s Reach.....	14
3.2 Conceiving, Developing and Implementing the Media Plan.....	14
3.3 Content Creation.....	14
3.4 Facilitate Participation in Promotional Events.....	15
3.5 Material about Award Winners for use during the Awards Ceremony.....	15
3.6 Post Awards Coverage.....	15
3.7 NEA Brand Building.....	15
3.8 Preparing and Submitting a Summary Report.....	15
Section IV –Proposals and Evaluation of Proposals.....	16
4.1 Pre-Qualification Criteria.....	16
4.2 Technical Proposal.....	17
4.3 Financial Proposal – Suggested Format.....	17
4.4 Deliverables for this RFP.....	18
4.5 Evaluation of Proposals.....	18
4.6 Negotiation Phase.....	18

Section V - Other Terms and Conditions .....	20
Annexure A – A Brief about NEA 2019.....	22
Annexure B - Partner Institutions .....	25

**Cover Letter for Request for Proposal (RFP)**

**TITLE: ENGAGEMENT OF SUPPORT AGENCY (“SA”) FOR ORGANISING NATIONAL ENTREPRENEURSHIP AWARDS SCHEME 2019**

**Tender Reference Number: ICSR/NEA/Media Agency/016/2019**

Date of Issue: 14<sup>th</sup> June 2019  
Last Date of Submission: 5<sup>th</sup> July 2019  
Time (IST): 16:00 Hrs

To:  
Senior Manager  
Project Purchase  
IC & SR, 2<sup>nd</sup> Floor  
IIT Madras  
Chennai - 600036

Dear Sir/Madam,

IITM Incubation Cell intends to enter into an arrangement for providing services outlined in the RFP through a Open-but-competitive bidding process. In this respect, IITM Incubation Cell would like to invite your organization to submit a Technical and Financial Proposal as outlined in this RFP.

The Proposal (Technical and Financial bid) should be submitted in a sealed envelope separately latest by the date and time mentioned above. Any Proposals received after the stipulated date and time shall not be considered.

Yours sincerely,  
For IITM Incubation Cell

Chief Executive Officer, IITM Incubation Cell



## Section I - General Procedural Information

### 1.1. Summary

The Ministry of Skill Development and Entrepreneurship (MSDE), Government of India, has entrusted IIT **Madras**, as the Lead Partner, to implement the National Entrepreneurship Awards Scheme for 2019.

The MSDE has already initiated the Advocacy campaign across Central Ministries, State Governments and the Organizations under their Administrative Controls, to promptly spread the awareness to mobilize nominations of deserving candidates in good numbers for this National Award.

**The call for Nominations for NEA 2019 will open from 10<sup>th</sup> July 2019, and is likely to be open for a period of 45 days.**

A brief background on NEA 2019 is attached here in **Annexure A** for reference.

The Lead Partner along with 11 other premier institutions across India will be working together for the implementation of NEA at a national level.

The list of the Partner institutions is attached here as **Annexure B**.

In this context, the Lead Partner is entrusted to hire a Support Agency/Agencies, and hence seeks to appoint an Agency/Agencies (Support Agency or Support Agencies, referred as “SA” throughout this document) for

- Media Support (Promotion, Outreach, Advocacy for Mobilization of Nominations) for NEA 2019,

The Support Agency/Agencies will be working in close coordination with the Partner Institutions and the Lead Partner.

With regard to the above, the Lead Partner has prepared this document, the Request for Proposal (RFP) for appointment of the Support Agency, through a limited tender process.

The key criteria of the support agency and the information required are provided in the Statement of Work.

The Proposals are invited from Proposers having relevant experience to handle such programs and activities, and are interested to provide their services for 'National Entrepreneurship Awards Scheme 2019.

The closing date for submission of Proposals is mentioned in the **NEAS 2019 RFP Projected Schedule of Events**.

### **1.2. Questions/Inquiries**

1. All Questions/Inquiries must be submitted in writing and must be received not later than the Last date for receiving Questions/Inquiries referred to in the **NEAS 2019 RFP Projected Schedule of Events**, contained in this document.
2. Questions/inquiries will be accepted by email, details are available in the **NEAS 2019 RFP Projected Schedule of Events**, contained in this document.

### **1.3. Addenda to RFP and Corrigenda**

1. If the Lead Partner finds it necessary to revise any part of this RFP or correct any errors, an addendum will be provided.
2. Any addenda will be issued in the same form as the RFP was issued to the prospective Proposers.

### **1.4. Presentations**

Shortlisted Proposers will have to give a Presentation about their Proposals at place decided by the Lead Partner, likely to be in Chennai or New Delhi or some other location, at a time to be determined. Proposers will be responsible for their own expenses associated with such presentations.

### **1.5. Assistance**

The Lead Partner may seek the assistance of others in the fulfilment of its responsibilities in regard to the evaluation of responses to this RFP.

### **1.6. Process Modification**

The Lead Partner may choose to re-open the RFP or to enter into further negotiations with one or more of the Providers if the situation warrants.

## 1.7. Projected Schedule of Events

The Lead Partner intends to process this RFP in accordance with the following schedule:

### NEAS 2019 RFP Projected Schedule of Events

Date-Time	Activity
June 14, 2019	Floating of tender
June 24, 2019	Last Date for receipt of Questions/Inquiries
June 29, 2019	Issuance of Responses, if any, to Questions/Inquiries, if any
July 5 , 2019	Last Day for Submission of Proposals (Technical & Financial) by Proposers
July 8, 2019	Opening of Technical Bid (1030 Hrs)
July 10, 2019	Presentation of Proposals by Proposers
July 10, 2019	Evaluation of Proposals
July 12, 2019	Award of Contract
July 12, 2019	Meeting of MSDE, the Lead Partner, Regional Partners, Support Agency

Inquiries, quoting “Reference: National Entrepreneurship Awards 2019 RFP”, should be directed to:	
Lead Partner	IITM Incubation Cell
Website:	<a href="http://www.incubation.iitm.ac.in">www.incubation.iitm.ac.in</a>
Phone:	+91 (0)44 66469869, 870
E-mail id:	<a href="mailto:priyamohan@incubation.iitm.ac.in">priyamohan@incubation.iitm.ac.in</a> <a href="mailto:kalyani@incubation.iitm.ac.in">kalyani@incubation.iitm.ac.in</a>



## Section II - Specifications

### 2.1 Guidelines for Preparation of Proposals

- 2.1.1 Agencies are required to submit their bids in sealed packets as per the details given below:-  
(a) **First envelope**:- Necessary prequalification documents & Technical bid (This envelope should be super scribed as '**Technical packet for appointment of a Media Planning Agency**')  
(b) **Second envelope**:- Financial bid (This envelope should be super scribed as '**Financial bid for appointment of a Media Planning Agency**')

2.1.2 Both the sealed envelope as mentioned above should be kept in a bigger envelope to be super scribed as **Technical and Financial Bid for appointment of Media Planning agency** with due date of submission. The Bottom Left corner of the outer cover should carry the full name, address, telephone nos., e-mail ID etc. of the agency submitting the Proposal.

2.1.3 The outer sealed envelope containing the sealed Technical and Financial bids should be addressed to:

**The Senior Manager  
Project Purchase  
IC&SR, 2<sup>nd</sup> Floor  
IIT Madras  
Chennai – 600036**

2.1.4 **Pre-Qualification** would contain documents related to Pre-qualification Criteria only of the agency bidding.

2.1.5 **The Technical Bid shall not include any financial information** otherwise the proposal would be rejected outright.

2.1.6 The Technical Proposal and the Financial Proposal should be submitted in separate sealed envelopes.

2.1.7 The Proposal should be submitted **on or before 1600 hrs. on 5<sup>th</sup> July 2019.**

2.1.8 No Proposal will be accepted after the deadline for submission and in the event of any proposal being received after the closing time for submission of proposals, the same shall be returned un-opened.

### 2.2 Opening of Proposals and Selection Process

2.2.1 Bid received will be opened in the presence of competitive authorities at **1030 hrs. on 8<sup>th</sup> July 2019 at the Conference Hall, IC&SR, IIT Madras.**

2.2.2 The documents in respect of pre-qualification bid will in the first instance, be examined in the Lead Partner to ascertain fulfilment of pre-qualification criteria.

2.2.3 Media Planning Agencies who fulfil the pre-qualification criteria would be considered for opening of the technical bid. A constituted committee would evaluate the technical bids. The agencies having submitted all the required documents in their Technical proposal will be invited to make presentations on their Technical Proposal at a date/time to be specified and conveyed by the Lead Partner. All

agencies are requested to ensure that the documents / papers requested in the technical bid are submitted or else they would not be called for making the presentation.

2.2.4 The Technical Proposals, on which presentations will be made, will carry weightage of **70%** and be evaluated by a Constituted Committee, based on the following criteria;

- Extent of the Network on advocacy for entrepreneurship
  - Experience in handling networks of stakeholders in the field of handling advocacy for entrepreneurship
  - Measurable Evidence of creative promotions undertaken within the past 2 years, from at least 2 large entrepreneurship promotion events
  - Details of the reach achieved by media promotion, in 2 large events promoted within the past 2 years
  - Evidence of having conducted the evaluation process of 2 major national level competitive entrepreneurship awards program
  - Experience of key personnel's (Give complete details about qualifications and complete experience of handling assignment in current as well as previous organizations). Details of only those personnel/s should be given who would be directly involved in this project (Top 3 in terms of involvement in this project in Media, Scrutiny, Leadership position).
- Requisite Qualifications
  - Requisite Experience

2.2.5 **Agencies scoring 70% marks or more in the Technical Evaluation, will be shortlisted for opening of financial bids.**

2.2.6 Financial Bids of the shortlisted agencies will be opened in the presence of authorized representatives on a date /time to be specified by the Lead Partner. Financial evaluation, based on the total fee quoted by the Agency for the Project, will carry a weightage of **30%**.

2.2.7 Selection of the Media Planning Agency will be based on the aggregate of the Technical and Financial Evaluation.

2.2.8 From the time the opening of pre-eligibility bid to the time the contract is awarded, if any Media Planning Agency wishes to contact the Lead Parntner on any matter related to its proposal, he/she should do so **only** in writing. Any effort by the Media Planning Agency to influence the Lead Partner in the proposal evaluation or contract award decisions may result in rejection of the proposal of the Media Planning Agency.

<b>Inquiries, quoting "Reference: National Entrepreneurship Awards 2019 RFP", should be directed to:</b>	
Lead Partner	IITM Incubation Cell
Website:	<a href="http://www.incubation.iitm.ac.in">www.incubation.iitm.ac.in</a>
Phone:	+91 (0)44 66469869, 870
E-mail id:	<a href="mailto:priyamohan@incubation.iitm.ac.in">priyamohan@incubation.iitm.ac.in</a> <a href="mailto:kalyani@incubation.iitm.ac.in">kalyani@incubation.iitm.ac.in</a>

## **2.3 Terms of Payment to the Selected Media Planning Agency.**

2.3.1 Advance payment will **not** be allowed.

2.3.2 The bills towards payment of annual fee would be raised by the selected Media Planning Agency on quarterly basis.

2.3.4 Payment will be made by electronic transfer of funds to the bank account of the Media Planning Agency in Indian Rupees. The Media Planning Agency will submit pre-receipted invoices in triplicate, complete in all respects, for necessary settlement.

2.3.5 The final payment, shall be released only after completion of the required work specified by the Lead partner for the year and on submission of a statement

## **2.4 Duration of Proposal Offer**

2.4.1 Proposals shall be valid and irrevocable for at least 21 days following the closing date of this RFP. This period may be extended by written agreement between a Proposer and the Lead Partner.

## **2.5 Discretion, Cancellation, Negotiation, Contracting, Rejection, Clarification**

2.5.1 The Lead Partner may, any time, cancel this RFP, in whole or in part, at any time without assigning any reason.

2.5.2 The Lead Partner may obtain the assistance of others in fulfilment of its responsibilities in regard to the evaluation of responses to this RFP.

2.5.3 The Lead Partner may disqualify Proposals that it deems to be non-responsive.

2.5.4 The Lead Partner may reject a Proposal if the Proposer:

- a. Fails to submit by the deadline; or
- b. Fails to submit the information required; or
- c. Fails to submit a Proposal in accordance with the required format; or
- d. Fails to submit a cost quotation response; or
- e. Fails to respond to requests for clarification, make a presentation, or perform tests if requested; or
- f. For any other reason the Lead Partner, in its sole discretion, deems to be reasonable

2.5.5 The Lead Partner may seek clarification of any element of a Proposer's Proposal.

2.5.6 The Lead Partner may shortlist one or more Proposer for contract negotiations on the basis of the strength, viability, technical and financial terms of their Proposals and presentations, their known track records for similar functions, and the credentials and experience presented in their Proposals. The Lead Partner does not make any commitment regarding the outcome of these negotiations.

2.5.7 The Lead Partner will seek to enter into contract(s) with one or more Proposer(s) that the Lead Partner deems, in its sole discretion, to represent the best value combination of performance and cost, not necessarily the lowest Proposer.

## **2.6 Corrupt or Fraudulent Practice**

2.6.1 In the event of the Proposer engaging in any corrupt or fraudulent practice during the Proposal process, as per the judgment of the Lead Partner, the Proposal will be rejected. Any decision of the Lead Partner in this regard shall be final and binding on the Proposer.

2.6.2 For the purpose of this clause: “Corrupt Practice” means the offering, giving, receiving or soliciting of anything of value to influence the action of the Lead Partner in the selection process. It also includes bringing undue influence through any quarter or interfering directly or indirectly in the selection process to affect its outcome.

2.6.3 “Fraudulent Practice” means a misrepresentation of facts in order to influence selection process to the detriment of the Lead Partner.

2.6.4 All Proposals and related documents, on their submission to the Lead Partner, shall become the property of the Lead Partner.

## **2.7 Incurred Expenses**

2.7.1 The Proposer shall be responsible for any cost incurred in the preparation and submission of a Proposal, presentations in support of such Proposal, performance of any tests, and preparation of a services agreement.

## **2.8 Confidentiality**

2.8.1 The Proposer shall maintain strict confidentiality with regard to all the data, reports etc. made available/generated during rendering of the Services.

2.8.2 The MSDE shall also have sole ownership of the data, reports etc. which shall not be shared/used by the Proposer anywhere during the period of Agreement and even subsequently without prior permission of the Lead Partner and/or MSDE.

## **2.9 General Contractual Conditions**

2.9.1 The contract to be executed with one or more successful Proposer(s) shall contain the general provisions included in this RFP.

2.9.2 This RFP, including the Statement of Work will be incorporated by reference and made a part of the contract.

2.9.3 The **SA** shall give the payment schedule, however, 10% of the total payable amount to be released only after the certificate of satisfactory completion of event by the Organizing Secretary/Committee.

2.9.4 The **SA** shall be directly responsible for any/all disputes arising between itself and its personnel/workers and shall keep the Lead Partner indemnified against all losses, damages and claims arising thereof.

2.9.5 The **SA** shall be solely responsible for payment of wages/salaries/all applicable taxes and allowances to their personnel that are applicable under the laws in force including any new act or order of Government that may become applicable. The Lead Partner shall have no liability whatsoever in this regard.

2.9.6 The **SA** shall be fully responsible for theft, burglary, fire or any mischievous deeds by its staff.

2.9.7 All consumable items & material used by the Proposer shall be of standard make and approval of designated officer of the Lead Partner shall be taken for the same.

2.9.8 The **SA** will make his own arrangement for watch and ward till the completion of the work.

2.9.9 The **SA** will work in close co-ordination with the Lead Partner.

2.9.10 Insurance of complete activities mentioned in the statement of work and all Licenses and permissions for execution of contract will be the responsibility of the **SA**. The Lead Partner will have no responsibility in the case of fire, theft of goods etc.

2.9.11 The Lead Partner reserves the right to award the work in full or in part to one or more than one Proposer(s) and to reject any one or all the Proposals without assigning any reason.

2.9.12 Besides the Proposals, the **SA** would be required to give presentations as required by the Lead Partner from time to time in Chennai or New Delhi or other locations as specified from time to time.

2.9.13 Since the **SA** shall be required to coordinate with various agencies, only the service charge or event management fee as a percentage to the total cost must be mentioned in the financial Proposal.

## **2.10 Conflict of Interest:**

2.10.1 The Lead Partner requires that **SA** must provide professional and objective services and at all times hold the Lead Partner interest paramount, strictly avoid conflicts with other Assignment/jobs or their own corporate interests and act without any consideration for future work.

2.10.2 Conflicting relationships: The Proposer/**SA** (including its Personnel and Sub-Consultants) that has a business or family relationship with a member of the Lead Partner staff who is directly or indirectly involved in any part of (i) the preparation of the Terms of Reference of the assignment/job, (ii) the selection process for such assignment/job, or (iii) supervision of the Contract, may not be awarded a Contract, unless the conflict stemming from this relationship has been resolved in a manner acceptable to the Lead Partner.

## **2.11 Penalty for deficiency in Services:**

2.11.1 In case of minor deficiency in service (as decided by the Lead Partner), a written warning to the **SA** will be issued and in case of major deficiency in service causing adverse effect on the Event, other penal action including stoppage of complete payment may be initiated by the Lead Partner. Additionally, the Lead Partner will also be entitled to recover any actual or potential loss suffered due to commission / omission of the service provider attributable to the deficiency in service

as aforementioned. The decision regarding minor/major deficiency will be taken by the Lead Partner and shall be binding on the SA.

### **Section III - Statement of Work of the Support Agency – Media (Promotion, Outreach & Advocacy)**

Proposals are being sought for:

- Media Support (Promotion, Outreach, Advocacy for Mobilization of Nominations) for NEA 2019,

The below mentioned statement of work is indicative and not exhaustive. Changes/additions can be made by the Lead Partner as and when necessary in discussion with the Support Agency.

#### **3.1 Establishing the Scheme's Reach**

- i. Identification and listing of Touch points to be reached (including Contact Details: Organization Name, Designation, Email Id, Phone Number, Address) ensuring reasonable distribution of Touch points across all Regions. Important to identify alliances and methods to reach the “bottom-of-the-pyramid” entrepreneurs.
- ii. Plan and Execute Meetings or Telephonic Reach, Email, to create awareness for NEA 2019.
- iii. Coordinate with corresponding Regional Partners to seek their participation.
- iv. Provide Metrics, MIS on Target vs Actuals.

#### **3.2 Conceiving, Developing and Implementing the Media Plan**

- i. Prepare and present Media Plan to Lead Partner & MSDE. Coverage plan including on Social Media, Television, Radio, Print, Digital Media, Audio-Visual, Government Portals (example: mygov.in), etc. covering different segments, sectors, geographies and socio-economic strata of the society.
- ii. Present information in the Media Plan about reach, competitive advantages and costs of each of the options/providers in the promotion plan so that Lead Partner, MSDE and Regional Partners can decide upon the most optimal plan.
- iii. Amendment to the Media Plan based on feedback from Lead Partner & MSDE. Course correction, if required, to be done during the execution of the program as well.
- iv. Understand and comply with DAVP process and Rates, and get the best possible rates for the Media Plan execution.
- v. Support the Lead Partner in placing Work Orders for the Media Plan execution.
- vi. Right Timing and Monitoring the actual execution.
- vii. Provide evidence for the execution to the Lead Partner, in a format agreed upon with the Lead Partner. Provide Metrics, MIS on Target vs Actuals.

#### **3.3 Content Creation**

- i. Creation of Content – Creatives/ Designs/ Advertisements/ Campaigns/ Write-ups/ Speeches/ Fliers/ Posters/ Banners/ Standees/ Audio-Visuals/ Audios/ Press Releases in the English & Vernacular languages. These will be used in the promotion of the program across the various mediums such as Social Media, Television, Radio, Print, Digital Media, Audio-Visual, Government Portals (example: mygov.in), etc.

- ii. Amendment of Content based on feedback from Lead Partner & MSDE. Course correction, if required, to be done during the execution of the program as well.

### **3.4 Facilitate Participation in Promotional Events**

- i. Identify Promotional events, distributed across the country for Promotion of NEA 2019.
- ii. Identify five (5) or more events at each Regional Partner level, prepare events calendar in consultation with the Regional Partners and Lead Partner.
- iii. Support the Regional Partners in participation in those Events, including producing physical promotion material (printed brochures, standees, etc.) as required.
- iv. Provide evidence of the execution to the Lead Partner, in a format agreed upon with the Lead Partner. Provide Metrics, MIS on Target vs Actuals.

### **3.5 Material about Award Winners for use during the Awards Ceremony**

- i. Creation of Content (Audio-Visual, Brochure) about the Awards process.
- ii. Creation of Content (Audio-Visual, Brochure) about event, award categories and awardees.
- iii. Seek Approval of Content from Lead Partner & MSDE. Amend content based on feedback from Lead Partner & MSDE.
- iv. Coordination for actual execution at the Awards Ceremony including live feeds/streaming of the event.

### **3.6 Post Awards Coverage**

- i. Creation of Content (Audio-Visual, Brochure) about various aspects of NEA 2019.
- ii. Prepare Media plan for post-Awards promotion.
- iii. Seek Approval of Content from Lead Partner & MSDE. Amend content based on feedback from Lead Partner & MSDE.
- iv. Support the Lead Partner in placing Work Orders for the Media Plan execution.
- v. Provide evidence of the execution to the Lead Partner, in a format agreed upon with the Lead Partner. Provide Metrics, MIS on Target vs Actuals.

### **3.7 NEA Brand Building**

- i. NEA Brand Campaign creation and execution.
- ii. Media Relations. Identifying and liaising with the right subject-matter-expert Journalists.
- iii. Media Monitoring.
- iv. Spokesperson duty.
- v. Ongoing Media, including Social Media coverage of NEA throughout the course of the program and post-awards.
- vi. Public Relations & Communication of NEA during the course of the program.
- vii. Collaborating with and keeping the Lead Partner, MSDE and the Regional Partners engaged through the process.
- viii. Provide Metrics including metrics on program reach.

### **3.8 Preparing and Submitting a Summary Report**

- i. Documentation of the Program; should cover Own Activities, Observations about implementation of the Scheme, Recommendations for future versions of the Award.



## Section IV –Proposals and Evaluation of Proposals

Proposals must be submitted by the Proposers, duly accompanied by all supporting documents.

The Proposals will be evaluated by an Evaluation Committee led by the Lead Partner using the technical and financial details submitted by the Proposer. Financial and Technical qualifications will both have a weightage for the evaluation of the Proposal.

In case the Proposer is presently associated or was associated any time in the past with the Lead Partner, the Proposer's past performance shall be considered while evaluating the Proposal.

### 4.1 Pre-Qualification Criteria

- 4.1.1 The Proposer shall be a single entity and shall be a company incorporated under Companies Act 1956 or non-profit organization. The copy of memorandum and article of association should be enclosed.
- 4.1.2 The Proposer shall be an Income Tax Assessee for the last three years.
- 4.1.3 The Proposer shall have at least 10 regular professional manpower having relevant experience in the subjects described in the Statement of Work. Profiles of 5 such professionals to be provided.
- 4.1.4 The Proposer shall have minimum annual turnover of Rs. 5 crores in any of the last 2 financial year. Copies of the audited financials Accounts of last three years should be provided.
- 4.1.5 A Certificate from a Chartered Accountant certifying the turnover of Proposer from Services delivered similar to those described in the Statement of Work should be attached;
- 4.1.6 The Proposer should have carried out at least 2 programs/projects in the last 2 financial years for the Lead Partner, Government of India or any Central Ministry, of which one event should be of a minimum value of Rs. 1 crore.
- 4.1.7 Copies of work orders of the projects handled for the Lead Partner, Government of India or any Central Ministry or Corporate in the last three years should be submitted along with the Technical Proposal.
- 4.1.8 The Proposer should have at least 5 Regional Offices across India
- 4.1.9 The Proposer should not have been blacklisted by the Lead Partner, any Central or State Government(s)/Public Sector Undertaking.
- 4.1.10 The Proposer shall not have any legal case pending by/against the Lead Partner, any Central Ministry, before any court of law.

## 4.2 Technical Proposal

Media Planning Agencies are expected to provide the Technical Proposal as specified in the RFP Document. Material deficiencies in providing the information requested for may result in rejection of a proposal. Documents requested under Technical Proposal must be kept in the envelope super scribed as 'Technical packet for appointment of a Media Planning Agency'

- The Technical Proposal shall contain the following documents
- (i) A covering Letter of Technical Proposal on the letter head of the agency, signed by the authorized representative must be submitted
  - (ii) A note on each of the following criterion to be submitted along with supporting wherever possible to ascertain the Profile and Track Record of the agency in the field of Media Planning :-
    - (a) A note on number of years of experience in Media Planning
    - (b) A note on Size, Qualifications and credentials of Media Planning Team
    - (c) A note on media related activities handled in domestic and international markets
    - (d) A note on Client base (A list of important clients handled to be submitted)
    - (e) A note on any one of the most effective and successful Media Plans formulated by the Agency for a client(s) during the last three years, with an independent / third party evaluation of the impact of the campaign.
    - (h) A note on media strategy for brand reinforcement / innovation for the "National Entrepreneurship Awards 2019" campaigns.
    - (g) Any other relevant information.

**The Technical Bid shall not include any financial information** otherwise the proposal would be rejected outright

## 4.3 Financial Proposal – Suggested Format

**The Financial Proposal shall contain the following documents to be submitted in the standard formats given in Section 3 of this RFP Document:**

- (i) Covering Letter of Financial Proposal on the letter head of the agency signed by the authorized representative must be submitted (format for letter given)
- (ii) Fixed Annual Fee (exclusive of taxes), to be quoted (in figures and words) year-wise for the project, from the date of issue of work order, along with the total for the year.
- (iii) For Financial Evaluation, the total fee (exclusive of taxes) will be considered.
- (iv) This Fixed Annual Fee will cover all costs / expenses of the Media Planning Agency for undertaking work as detailed in the Scope of Work, except taxes.
- (v) Taxes / VAT etc. if any, as applicable in India will be paid as per actual and the same are not required to be indicated in the financial bid.
- (vi) The cost quoted will be firm and fixed for the duration of performance of the contract. At no point of time will any deviation from the quoted rate be entertained.
- (vii) The Financial Bid shall not include any conditions attached to it and any such conditional financial proposal shall be rejected summarily.

Item-wise costing for each of the components listed in the Statement of Work is to be provided in Financial Proposal. A suggested format is prescribed below:

<b>Serial Number (from Statement of Work)</b>	<b>Cost Components/Elements (Multiple Rows/Columns may be used)</b>	<b>Total Cost</b>
1.1.1		
1.1.2		
1.1.3		
...		
...		
...		
Any Others (to be listed)		
<b>Total</b>		

#### **4.4 Deliverables for this RFP**

- Technical Proposal
  - o A Letter of Intent to Participate Letter in this RFP process
  - o Documentary evidence to establish having met Eligibility Criteria
  - o Proposed Plan in support of coverage described in the Statement of Work
  - o Profiles of Key Personnel
- Financial Proposal
  - o Commercials for the accomplishing the Statement of Work

#### **4.5 Evaluation of Proposals**

4.5.1 An Evaluation Committee led by the Lead Partner shall evaluate each Proposal, considering the criteria as prescribed in the RFP.

4.5.2 The evaluation will be done based on the responses received against the Activities/Statement of Work,

4.5.3 The Lead Partner and/or the Evaluation Committee reserves the right to tweak and change the process and also to get into a final round of commercial negotiations with the shortlisted Proposers.

#### **4.6 Negotiation Phase**

4.6.1 The Lead Partner may enter into contract(s) with one or more Proposer(s) that represents the best value combination of performance and cost, not necessarily the low Proposer.

4.6.2 The Lead Partner will submit questions to each Proposer seeking clarification of any element of their Proposal, if needed.

4.6.3 Negotiations may include face-to-face sessions. Proposers are responsible for their own expenses associated therewith.

4.6.4 The Lead Partner reserves the right to solicit a best and final offer from each remaining Proposer.

## Section V - Other Terms and Conditions

- A. Intellectual Property Rights: All work performed by the Provider shall be “work for hire” and the Provider shall obtain no rights there from. All rights belong to the Lead Partner.
- B. The successful Proposer upon award of the contract shall be liable for and indemnify, defend, hold harmless and keep indemnified the Lead Partner, its associates, partners or its directors or its employees from and against any claim or loss including without limitation, fines, penalties, fees, damages, costs (including legal fees and expenses), liability (whether criminal or civil) suffered and/or incurred by the Lead Partner, its affiliates or its directors or its employees arising from or in connection with the performance of the services by the successful Proposer or due to any breach of the terms and condition of the contract including any covenants, obligations and representations and warranties of the successful Proposer, or breach of applicable laws and regulations governing the performance of the services by the successful Proposer.
- C. Any entity which has been barred by the Lead Partner, the Central Government, any State Government, a statutory authority or a public sector undertaking, as the case may be, from participating in any project, and the bar subsists as on the date of the Proposal, would not be eligible to submit a Proposal either by itself or through its Associate.
- D. This RFP is not an agreement or an offer. The purpose of this RFP is to provide interested Proposers with information that may be useful to them in the formulation of their Proposals pursuant to this RFP. This RFP includes statements, which reflect various assumptions and assessments arrived in relation to the Work. The assumptions, assessments etc. contained in this RFP, may not be complete, accurate, adequate or correct. Each Proposer should, therefore, conduct its own investigations and analysis and should check their accuracy, adequacy, correctness, reliability and completeness. The Lead Partner, its employees and advisers make no representation or warranty and shall have no liability to any person including any Proposer under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this RFP or otherwise, including the accuracy, adequacy, correctness, reliability or completeness of the RFP and any assessment, assumption, statement or information contained therein or deemed to form part of this RFP or arising in any way in this Selection Process.
  - E. Penalty Clause: Any delays from the time schedule to be stipulated by the Lead Partner for items of work listed in the Scope of Work, would invite a penalty of 1% of the annual cost per week, subject to a ceiling of 10% of the total annual cost, besides other action for underperformance / undue delays, including forfeiture of Performance Guarantee and blacklisting of the Media Planning Agency, as may be deemed fit by the Ministry of Tourism, Govt. of India.
  - F. Termination: Lead partner may terminate the Contract of the Media Planning Agency in case of the occurrence of any of the events specified below:
    - (i) If the Agency becomes insolvent or goes into compulsory liquidation.
    - (ii) If the Agency, in the judgment of <the lead partner>, has engaged in corrupt or fraudulent practices in competing for or in executing this Contract.
    - (iii) If the Agency submits to <the lead partner> a false statement which has a material effect on the rights, obligations or interests of Ministry of Tourism.

(iv) If the Agency places itself in position of conflict of interest or fails to disclose promptly any conflict of interest to Ministry of Tourism.

(v) If the Agency fails to provide the quality services as envisaged under this Contract. Reasons for the same would be recorded in writing.

In case of such an occurrence <the lead partner> shall give a written advance notice, not exceeding three (3) months before terminating the Contract of the Media Planning Agency.

- G. Force Majeure : Neither party will be liable in respect of failure to fulfill 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. Force Majeure shall not include (i) any event which is caused by the negligence or intentional action of a Party or by or of such Party's agents or employees, nor (ii) any event which a diligent Party could reasonably have been expected both to take into account at the time of being assigned the work, and avoid or overcome with utmost persistent effort in the carrying out of its obligations hereunder. Force Majeure shall not include insufficiency of funds or manpower or inability to make any payment required for execution of services under this Contract. A Party affected by an event of Force Majeure shall immediately notify the other Party of such event, providing sufficient and satisfactory evidence of the nature and

## Annexure A – A Brief about NEA 2019

India and the Indian Economy are undergoing a Cultural Shift. The attitudes, mindset and orientation of the younger generation are slowly but surely shifting from jobs to enterprise.

The National Entrepreneurship Awards (NEA) 2019 is the 4<sup>th</sup> edition in the NEA series. The NEA program was started in 2016, and continued in 2017 and 2018.

The NEA seeks participation of Young Entrepreneurs and Entrepreneurial Ecosystem Builders in the National Entrepreneurship Awards 2019, from all across India. It seeks to instil and entrench the entrepreneurial attitude among the future-generations and the Youth of India.

A total of **45 Awards** under NEA 2019 has been carefully considered to enable participation of young achievers **below the age of 40 years** and their ecosystem builders **across sectors, geographies and socio-economic background** through the **process of nomination**.

**Winners will receive a Trophy, Certificate and a Cash Prize, in a high-profile Award Ceremony proposed to be held on Saturday, 9<sup>th</sup> November 2019.**

### Enterprise Awards Tracks

45 (Forty-Five) Awards will be presented to deserving candidates

- a. Of this, 39 (Thirty-Nine) awards will be awarded in the 'Enterprise Award Track'. This is to honour the entrepreneurs who have created exemplary enterprises, primarily in the unconventional and untapped spaces.
- b. The remaining 6 (six) awards will be awarded in the 'Ecosystem Builders Track', to recognize the contribution of Ecosystem builders in creating the entrepreneurial ethos in the country.

The Scheme is divided into two tracks:

- a. **Enterprise Award Track** –winners will be identified through a process of nomination, screening, multi-stage evaluation, physical verification and jury selection.
- b. **Ecosystem Builders Track** –winners will be identified through a process of nomination, screening, evaluation, and jury selection.

The details of the Enterprise Awards are listed below:

Sector Code	Sector	(A1) Enterprise Award Track - Initial Investment up to ₹ 1 Lakh - (9 Nos)	(A2) Enterprise Award Track - Initial Investment above ₹1 Lakh to ₹ 10 Lakhs - (9 Nos)	(A3) Enterprise Award Track - Initial Investment above ₹10 Lakhs to ₹1 Crore - (9 Nos)
<b>General Category Awards</b>				
Code	Sector	A1	A2	A3
S01	Agriculture ++	1	1	1
S02	Chemicals ++	1	1	1
S03	Engineering ++	-	1	1
S04	Handicrafts	1	1	1
S05	Healthcare	1	1	1
S06	Hospitality ++	1	1	1
S07	Logistics ++	1	1	1
S08	Renewables ++	1	1	1
S09	Retail ++	1	-	-
S10	Textiles ++	1	1	1
<b>Special Category Awards</b>				
Code	Sector	A1	A2	A3
S90	Women Entrepreneurs	1	1	1
S91	Entrepreneurs from SC/ST Category	1	1	1
S92	Entrepreneur from PwDs Category	1	1	1
S93	Entrepreneurs from Difficult Areas	1	1	1















## **Ecosystem Builders Track**

The Ecosystem Builders' award aims to recognise the Institutions, Incubators, Mentors and Promoters/Facilitators of rural entrepreneurship who are building the soft and hard infrastructure in the country to enable the entrepreneurship grow. There are six (6) awards provisioned in this track which are as follows:

- a. **Entrepreneurship Development Institutes/Organisations**, refers to Institutes/Organizations teaching, training and offering courses on entrepreneurship development
- b. **Incubation Centres**, refers to Institutes/Organizations providing incubation, mentorship and handholding support, **2 awards for Incubation Centres, one for Public Sector Incubation Centres and one for Incubation Centres from the Private Sector**
- c. **Mentor**, refers to educationists, advisors, consultants working towards entrepreneurship development, 2 awards for Mentors, one for Mentors from the Public Sector, and one for Mentor from the Private Sector
- d. **Promoters of Rural Producer Enterprises**, refers to Institutions/Organizations or individuals directly involved in the promotion of farmer producer companies/cooperatives or SHG enterprises through mentoring and providing soft skill support such as development of organisational structure, training on management skills, conflict resolutions, etc. Such institutions/organisations may be governmental, non-governmental, private institutions or persons working in their individual capacity.

## Annexure B - Partner Institutions

Sl#	Name of the Partner	Short Name, Location	Logo	Geography Covered
1	Indian Institute of Technology Madras	IITM, Chennai		Tamil Nadu, Kerala, Puducherry, Lakshadweep
2	Indian Institute of Technology Bombay	IITB, Mumbai		Maharashtra, Goa
3	Indian Institute of Technology Delhi	IITD, New Delhi		Delhi, Punjab, Haryana, Jammu & Kashmir, Chandigarh
4	Indian Institute of Technology Guwahati	IITG, Guwahati		Sikkim and North- East States
5	Indian Institute of Technology Kanpur	IITK, Kanpur		Uttar Pradesh
6	Institute of Rural Management	IRMA, Anand		Rajasthan, Gujarat, Daman & Diu, Dadra & Nagar Haveli
7	National Bank for Agriculture and Rural Development	NABARD, Mumbai		Bihar
8	National Innovation Foundation	NIF, Ahmedabad		Uttarakhand, Himachal Pradesh, Odisha
9	National Institute of Agricultural Extension Management	MANAGE, Hyderabad		Andhra Pradesh, Telangana
10	Rural Development & Self Employment Training Institute	RSETI, Bangalore		Karnataka, Madhya Pradesh, Odisha
11	Tata Institute of Social Sciences	TISS, Mumbai		Chhattisgarh, West Bengal
12	Xavier School of Management	XLRI, Jamshedpur		Jharkhand, A&N Islands