



**REQUEST FOR PROPOSAL -- HIRING OF AGENCY FOR DIGITAL  
MARKETING**

**BY EMAIL**

<b>RFP No</b>	<b>01/2022</b>	<b>DATE</b>	<b>18<sup>th</sup> May 2022</b>
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**Name and Address of Agency**

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CARE India Solutions for Sustainable Development (CISSD) a company registered under section 25 of the Companies Act, 1956 (now section 8 of the Companies Act, 2013 ) having its corporate office at A-12, 'Module No. 411 | 4th Floor | NSIC-MDBP Building | Okhla Industrial Estate, Phase-III New Delhi – 110020". CISSD is a not-for-profit organization, working for the empowerment of marginalized women and girls and focusing on alleviating poverty and social injustice through well planned and comprehensive projects in health, education, livelihoods and disaster preparedness and response.

CISSD would like to engage an **Agency for Digital marketing**. We kindly request you to submit Technical and Financial Proposal (Two bids/Separately) via email. Financial Proposal should be password protected and financial proposal password will be asked at later stage.

Detailed Terms of References (TOR) is attached for reference.

**Important Dates and Information**

<b>Date</b>	<b>Activity</b>
<b>25<sup>th</sup> May 2022</b>	Last date of submission of Pre-Bid queries only through email (procurementhq@careindia.org ).
<b>13<sup>th</sup> June 2022</b>	<b><u>Submission of Technical and Financial Bid separately via email before 8:00 pm</u></b> <b><u>Proposal to be sent on "procurementhq@careindia.org"</u></b>
<b><u>Financial proposal should be password protected and password will be asked at later stage.</u></b>	

**Minimum Eligibility Criteria**

Eligibility will be evaluated on Pass/Fail basis.

Subject	Criteria	Document Submission Requirement
<b>Eligibility</b>		
Legal Status	Agency is a legally registered entity as per India Law.	Agency Registration Document
Eligibility	Agency is not suspended, nor debarred, nor otherwise identified as ineligible by any Central / State Government / Public Sector Undertaking in India. A copy of self-declaration should be submitted.	Self-Declaration Document

### Technical Evaluation Criteria

S.NO	Particulars	Marks	Document to Submit
1	Number of non-profit accounts handled by the agency across India in last 3 year from the date of issuance of RFP. 1-2 account – 1mark 3-4account – 2 marks 5+ account – 5 marks	5	Copy of PO/WO/ Agreement/Completion Certificate
2	Years of experience in generating fund raising opportunities growth by more than 50%. 1-2 Years – 3 mark 3-5 Years – 5 marks 5+ Years – 10 marks	10	Copy of PO/WO/ Agreement/Completion Certificate
3	Profile of key people (5-6 nos) of the agency including those assigned to the account apart from CEO and/or President	5	Detailed CV
4	Approach and rationale for the overall strategy recommended by the agency to enhance digital fund raising	20	Detailed Proposal
5	Creative digital fund raising solutions and routes suggested	25	Detailed Proposal
6	Fundraising growth plan as per Term of Reference	35	Detailed Proposal
<b>Total Score</b>		<b>100</b>	
<b>Qualifying Score – 70 marks</b>			

1. Procurement/Technical Committee shall have the final decision on Technical Evaluation and cannot be challenged.
2. Proposal shall be reviewed and evaluated based on above mentioned criteria, completeness and compliance of the Proposal and responsiveness with the requirements of the RFP and all other annexes providing details of CISSD requirements.
3. Agency must pass Minimum Eligibility Criteria for Technical Evaluation.
4. Agency must pass the Technical Criteria with minimum of 70 marks to be eligible for consideration to open their Financial Proposals.
5. One agency will be selected; however, CISSD reserve the right to increase the number of selected agencies.
6. CISSD will call the agency for presentation/discussion in support of their proposal. The date & time will be announced later, if required.
7. Please ensure that the financial Proposal should be made on the Request For Proposal (RFP) proforma as attached **at Annexure-1**. However, in case the proposal is submitted using a separate sheet (which must be in the same proforma format), this RFP in original should also be returned to us along with the Proposal. In the absence of which, your proposal may not be considered for evaluation

### **Standard Terms and Conditions**

#### **(a) Period of Validity of Proposals**

- i. Proposal should remain valid for the period of 90 days after the date of Proposal submission specified in document.
  - ii. In exceptional circumstances, prior to expiry of the original Proposal validity period, the Purchaser may request that the Agency extend the period of validity for a specified additional period. The request and the responses thereto shall be made in writing.
  - iii. The items/services to be quoted and supplied to CISSD should meet quality specifications/ToR as laid out.
- (b) In the course of preparing Proposal, it shall remain agency responsibility to ensure that it reaches the address/email above on or before the deadline. Proposals that are received by CISSD after the deadline indicated above, for whatever reason, shall not be considered for evaluation
- (c) Any Contract or Purchase Order that will be issued as a result of this RFP shall be subject to the General Terms and Conditions attached hereto.
- (d) Would expect you to attach copies of Catalogues as well as Certificates, if any, for the items quoted along with your Proposal.
- (e) All the goods/services are to be provided to CISSD within the time period as specified in delivery schedule.
- (f) In case the services provided by you do not confirm either to the quality specifications of CISSD or the prescribed delivery schedule, CISSD reserves

the right to not accept delivery of the items and in such event, no expenses of any sort will be reimbursed to you.

- (g) Our request and your Proposal should be in compliance with the prescribed General Terms & Conditions of CISSD. The mere act of submission of a Proposal implies that the agency accepts without question the General Terms and Conditions of CISSD.
- (h) **Please ensure that the Financial Proposal must be submitted as per prescribed format only (Annexure -1). Typed, stamped and duly signed by the authorized signatory.**
- (i) Please quote reference of the RFP in your Proposal and all other related correspondences. Only the authorized person of your organization should sign the quotes and affix the official Rubber Stamp in authentication of the Proposal.
- (j) In the course of preparing your Proposal, it shall remain your responsibility to ensure that it reaches the address/email above on or before the deadline. Proposal that are received by CISSD after the deadline indicated above, for whatever reason, shall not be considered for evaluation. **If you are submitting your Proposal by email, kindly ensure that they are signed and in the .pdf format, and free from any virus or corrupted files.**
- (k) Any discrepancy between the unit price and the total price shall be re-computed by CISSD, and the unit price shall prevail, and the total price shall be corrected. If the Agency does not accept the final price based on CISSD's re-computation and correction of errors, its Proposal will be rejected.
- (l) Please be advised that CISSD is not bound to accept any Proposal, nor award a contract or Purchase Order, nor be responsible for any costs associated with an Agency's preparation and submission of a Proposal regardless of the outcome or the manner of conducting the selection process.
- (m) Goods/services proposed shall be reviewed and evaluated based on completeness and compliance of the item specification and responsiveness with the requirements of the RFP and all other annexures providing details of CISSD requirements.
- (n) The Proposal that complies with all the requirements, meets all the evaluation criteria and offers the best value for money shall be selected and awarded the contract. Any offer that does not meet the requirements shall be rejected.

- (o) No price variation due to escalation, inflation, fluctuation in exchange rates, or any other market factors shall be accepted by CISSD after it has received the Proposal. At the time of Award of Contract or Purchase Order, CISSD reserves the right to vary (increase or decrease) the quantity of services and/or goods, by up to a maximum twenty-five per cent (25%) of the total offer, without any change in the unit price or other terms and conditions.
- (p) CISSD reserves its right to accept or reject Proposal without assigning any reasons thereof whatsoever.
- (q) CISSD will not deposit any advance/security for the services.
- (r) No deviation from either item specification/quality or contract terms and conditions will be accepted.
- (s) CISSD encourages every prospective Agency's to prevent and avoid conflicts of interest, by disclosing to CISSD if you, or any of your affiliates or personnel, were involved in the preparation of the requirements, design, cost estimates, and other information used in this RFP.
- (t) CISSD implements a zero tolerance on fraud and other proscribed practices, and is committed to preventing, identifying and addressing all such acts and practices against CISSD, as well as third parties involved in CISSD activities

We look forward to having a closer business association with you.

Should you have any query, please contact ....

Yours sincerely,

Raj

Senior Manager – Procurement

Landline – 011 - 69200000

CARE India (CISSD).

**FINANCIAL PROPOSAL FOR DIGITAL MARKETING**

**Date:**

<b>S. No.</b>	<b>As per ToR (in INR)</b>	<b>Amount (in INR)</b>	<b>Taxes (in INR)</b>	<b>Total Amount (in INR)</b>
1	Lump Sum Cost (As per ToR) <b><u>Detailed cost breakup required.</u></b>			
2.	Any other cost <b><u>Detailed cost breakup required.</u></b>			
Total (In figures)				
Total (In words)				

**Terms & Conditions: (To be specified by Agency)**

Bid Validity Period	90 days after the date of Proposal submission specified in document
Delivery Time (In days)	
Payment Terms	
Special Terms/Conditions, if any	

Name and signature of Agency/Authorized person with seal and stamp

Designation

Date