



**REQUEST FOR PROPOSAL – SELECTION OF AN AGENCY
FOR BRANDING AND MARKETING REQUIREMENTS**

BY EMAIL

RFP No	04/2022	DATE	22nd October.2022
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Name and Address of Agency

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CARE India Solutions for Sustainable Development (CISSD) is 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 **Select an Agency/Firm/Consultant for Branding and Communication Requirements**, we kindly request you to submit a Technical Proposal and Financial Proposal (Two bids/Separately) via email. The Financial Proposal should be password protected and the financial proposal password will be asked at a later stage.

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

Important Dates and Information

Date	Activity
29th October 2022	Submission of Technical and Financial Bid separately via email. Proposal to be sent on “procurementhq@careindia.org”
Financial proposals should be password protected and passwords will be asked at a later stage.	
Kindly submit Technical and Financial proposal via link if data size exceed from 10 mb.	

Minimum Eligibility Criteria

Eligibility will be evaluated on Pass/Fail basis.

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

Technical Evaluation Criteria

S. No	Evaluation Criteria	Marks	Documents to be submitted
1	Experience of the consultant/ agency/ firm/related to the assignment as per ToR.	20	Key 3 profiles of work that has been done in the last 3 years
2	Experience in the production of social sector development communications for development orgs like BMGF, MSDF etc.	10	Share the list of clients with reference of the respective person holding the portfolio (Point of Contact) for the conducted work
3	Experience in the production of documentary/short films & promotional films, producing communication tools such as - Coffee Table books, brochure, booklet, ads etc	10	Need to share 2 documentary videos one 1-3 minutes and the 5 to 7 minutes. (Samples will be evaluated for their impact, creativity, originality and technical quality.) Share the work done in the last 3 years.
4	Adequacy of the proposed work plan and Methodology. Also share the approach towards requirement gathering from programs and other units. Clear understanding of the objectives of the assignment, and approach for the production of the required documents.	20	A description of the manner in which vendor would plan to execute. Kindly dedicate a max 500 word of the recommended methodology for each requirement as shared in the TOR.
5	Annual Report production	8	Sample of Annual Reports.
6	Qualification & competency of the key team Members. Director of the production, Art Director(s), Editor(s), any other staff	14	Profile of the individual key crew members. The composition of the team of personnel that the Agency/consultant would propose to provide and the tasks, which would be assigned to each team member. To be assigned to the work, who would be responsible to produce materials. Numbers of people and their key strengths
7	Content production - Quality of writing	8	Share 2 sample of reports or proposals written
8	Proficiency in Indian Languages, Connects with relevant people/artists such as Voice Over Artists	5	Different required artists for the work. Must have connects with relevant vendors.
9	Innovation	5	Sample of out of the box ideas executed in past
Total Score		100	
Qualifying Score – 70 marks			

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 the above-mentioned criteria, completeness, 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 a 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 a 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 the document.
 - ii. In exceptional circumstances, prior to the 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 the proposal, it shall remain the agency's 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 the 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 the prescribed format only (Annexure -1). Typed, stamped, and duly signed by the authorized signatory.**
- (i) Please quote the 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 the 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. **The 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 queries, please contact

Yours sincerely,

Procurement Team

(CISSD). Tel - 011-69200000

FINANCIAL PROPOSAL

Date:

Sl. No	Description	Fee in Rs.	GST in %	Total Fee in Rs.
1	Lump sum Cost Detailed breakup is required			
2	Any Other cost Detailed breakup is required			
3	Cost break up of each task as mentioned in the TOR			
4	Mention all applicable charges			

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	Billing to be on actuals
Special Terms/Conditions, if any	In case of any advance bill requirements, kindly share the same 30 days prior Mention all exclusions and inclusions with the proposed cost

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

Designation

Date