

**Request for Proposal (RFP)**  
**For Empanelment of**  
**Creative Agency**  
**(Integrated Marketing and Branding)**

for

# Sant Shiromani Ravidas Global Skills Park

(Department of Technical Education, Skill Development and Employment)

Government of Madhya Pradesh



**CEO,**

**Sant Shiromani Ravidas Global Skills Park**

**Government of Madhya Pradesh**

**Hazrat Nizamuddin Road, Narela Shankari,**

**Sector B, Indrapuri, Bhopal,**

**Madhya Pradesh 462022**

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The information published in this document is not intended to be exhaustive. Interested Bidders are required to make their own enquiries and assumptions wherever required for formulation of proposals.

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**Table of Clause**

Sr. No	Topic	Page No
01	SECTION I	05
02	Request for Proposal (RFP)	05
03	Schedule of Tender	05
04	SECTION II	07
05	Instructions to Bidders	08
06	A. Introduction	08
07	Introduction	08
08	Eligible Bidders	08
09	Cost of Bidding	08
10	B. Bidding Documents	08
11	Contents of Bidding Documents	08
12	Clarification of Bidding Documents	09
13	Amendment of Bidding Documents	09
14	C. Preparation of Bids	09
15	Language of Bid	09
16	Documents Comprising the Bid	09
17	Bid Form	09
18	Bid Prices	10
19	Bid Currencies	10
20	Documents Establishing Bidder's Eligibility and Qualifications	10
21	Bid Security	10
22	Period of Validity of Bids	11
23	D. Submission of Bids	11
24	Technical bid	11
25	Price bid	11
26	Deadline for Submission of Bids	11
27	Presentation on Communication plan & Strategy	12
28	Late bids	12
29	Modification and Withdrawal of Bids	12
30	E. Bid opening and Evaluation of Bids	12
31	Opening of Bids by the Purchaser	12
32	Clarification of Bids	12
33	Preliminary Examination	12
34	Evaluation and Comparison of Bids	13
35	F. Award of Contract	15
36	Post qualification	15
37	Award Criteria	15
38	Purchaser's Right to vary the Quantum of Services	15
39	Purchaser's Right to Accept any Bid and to Reject Any or All Bids	16
40	Notification of Award	16
41	Signing of Contract	16
42	Performance Security	16
43	Corrupt or Fraudulent Practices	17

44	Risk Purchase	17
45	Fall Clause	17
46	SECTION III	18
47	General Conditions of Contract	19
48	Definitions	19
49	Applications	19
50	Standards	19
51	Use of Contract documents and information	20
52	Patent Rights	20
53	Performance Security	20
54	Inspections	20
55	Packing	20
56	Insurance	20
57	Warranty	21
58	Payment	21
59	Prices	21
60	Change orders	21
61	Assignment	21
62	Subcontracts	21
63	Delays in the Service provider's Performance	21
64	Liquidated Damages	22
65	Termination for Default	22
66	Force Majeure	22
67	Termination for Insolvency	23
68	Termination for Convenience	23
69	Settlement of Disputes	23
70	Limitation of Liability	24
71	Governing Language	24
72	Applicable Law	24
73	Notices	24
74	Taxes and Duties	24
75	SECTION IV	25
76	Special Conditions of Contract	26
77	Definitions (GCC Clause 1)	26
78	Performance Security (GCC Clause 7)	26
79	Delivery and Documents (GCC Clause 10)	26
80	Insurance (GCC Clause 11)	26
81	Payment (GCC Clause 11)	26
82	Sub-contracts (GCC Clause 19)	27
83	Liquidated Damages (GCC Clause 21)	27
84	Settlement of Disputes (GCC Clause 26)	27
85	Notices (GCC Clause 30)	28
86	Warranty & Guarantee	28
87	SECTION V	29
88	Scope of Work, Requirements and Deliverables	29
89	SECTION VI	34

90	Format for Bidder's authorization letter	34
91	SECTION VII	35
92	Technical bid document checklist	35
93	SECTION VIII	36
94	Bid Form	36
95	SECTION IX	37
96	Request for clarification of bid document	37
97	SECTION X	38
98	Price Schedule	38
99	SECTION XI	40
100	Bid Security Form	40
101	SECTION XII	41
102	Contract Form	41
103	SECTION XIII	42
104	Performance security form	42
105	SECTION XIV	43
106	Format for Qualification Application	43
107	SECTION XV	44
108	Self-Declaration on Non-Blacklisting	44
109	SECTION XVI	45
110	Technical Bid Covering Letter	45
111	GLOSSARY/ACRONYM	46

**SECTION I**  
**Request for Proposal (RFP)**

1. Chief Executive Officer (SSR GSP), Government of Madhya Pradesh invites proposals from qualified, reputed and experienced agencies for Integrated Social Marketing and Branding services for empanelment with Sant Shiromani Ravidas Global Skill Park Society (SSRGSPS). The bid document is available on the website of GeM portal <https://gem.gov.in> & <http://globalskillspark.in> Interested bidders who qualify as per the criteria mentioned in the BID document, may submit their proposals through GeM Portal latest by 03/10/2024 up to 5:00 PM on GeM Portal <https://gem.gov.in>
  
2. A complete set of bidding documents may be downloaded by any interested bidder from the web site <https://gem.gov.in> & <http://globalskillspark.in>

**Schedule**

Item	Description
Date of issue of Bid document	11 /09/2024
Pre-Bid written queries by e-mail only on <a href="mailto:ssrgspdiretor.pd@gmail.com">ssrgspdiretor.pd@gmail.com</a>	18 /09/2024, 5 PM
Pre-Bid Meeting	19/09/2024 at 3:00 PM in Meeting Hall SSRGSP, Bhopal
Pre-Bid Clarification on GeM Portal only	24/09/2024, 5 PM
Start date and time for submission of bid	11/09/2024, 5 PM
Last date and time for submission of bid	03/10//2024 up to 5 PM Online on <a href="https://gem.gov.in">https://gem.gov.in</a>
Opening of Technical bid online	03 /10/2024 at 5:30 PM
Price bid opening date and time	Would be communicated to technically qualified bidders
<b>Earnest Money Deposit (EMD)/Bid Security</b>	Rs. 4,50,000 only (Four lakh Fifty Thousand only) to be submitted online
Bid Validity Period	180 days from the date of opening of bid.
EMD Validity Period	90 days from the date of Bid Submission
Performance Guarantee Value	Bank Guarantee of 3 % of contract value submitted by successful bidder before signing of agreement
Performance Guarantee validity period	14 Months beyond the contract agreement
Contract Period	1 Year

**Sd/-**

Chief Executive Officer  
SSR GSP Madhya Pradesh  
SSR Global Skills Park  
Hazrat Nizamuddin Road, Narela Shankari,  
Bhopal – 462022  
Contact:9425357109

Email: [ssrgspdirector.pd@gmail.com](mailto:ssrgspdirector.pd@gmail.com)

3. Submitted electronically only on the GeM portal <https://gem.gov.in>
4. Technical and Price bid will be submitted separately. Technical Bid will be opened first and will be evaluated as per specifications and terms & conditions of bid, thereafter; Price Bid will be opened only for those bidders whose bid will be found technically responsive. The date of opening of price bid will be announced later on.
5. Bids will be opened in the presence of Bidder's representatives who choose to attend on the specified date and time.
6. In the event of the date specified for bid submission and bid opening is declared as a closed/holiday for purchaser's office, the due date for opening of bid will be the following working day at the appointed times.

**Sd/-**

Chief Executive Officer  
SSR GSP Madhya Pradesh  
SSR Global Skills Park  
**Hazrat Nizamuddin Road, Narela Shankari,**

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**SECTION II  
INSTRUCTIONS TO BIDDERS (ITB)  
TABLE OF CLAUSES**

Clause No	Topic	Page No
	<b>A. Introduction</b>	10
1.	Introduction	10
2.	Eligible Bidders	12
3.	Cost of Bidding	12
	<b>B. Bidding Documents</b>	12
4.	Contents of Bidding Documents	12
5.	Clarification of Bidding Documents	12
6.	Amendment of Bidding Documents	13
	<b>C. Preparation of Bids</b>	13
7.	Language of Bid	13
8.	Documents Comprising the Bid	13
9.	Bid Form	13
10.	Bid Prices	13
11.	Bid Currencies	14
12.	Documents Establishing Bidder's Eligibility and Qualifications	14
13.	Bid Security	15
14.	Period of Validity of Bids	15
	<b>D. Submission of Bids</b>	16
15.	Technical bid	16
16.	Price bid	16
17.	Deadline for Submission of Bids	16
18.	Submission of Samples	16
19.	Late bids	17
20.	Modification and Withdrawal of Bids	17
	<b>E. Bid opening and Evaluation of Bids</b>	17
21.	Opening of Bids by the Purchaser	17
22.	Clarification of Bids	17
23.	Preliminary Examination	17
24.	Evaluation and Comparison of Bids	18
	<b>F. Award of Contract</b>	20
25.	Post qualification	20
26.	Award Criteria	21
27.	Purchaser's Right to vary the Quantum of Services	21
28.	Purchaser's Right to Accept any Bid and to Reject Any or All Bids	21
29.	Notification of Award	21
30.	Signing of Contract	21
31.	Performance Security	21
32.	Corrupt or Fraudulent Practices	22
33.	Risk Purchase	22
34.	Fall Clause	22



## **Section II Instructions to Bidders (ITB)**

### **A. Introduction**

#### **1. About Sant Shiromani Ravidas Global Skill Park (SSRGSP)**

The Sant Shiromani Ravidas Global Skill Park aims to equip the youths of the state with mid to advanced level of skills to meet emerging demands in the manufacturing and service industries, as well as with advanced agricultural skills. The GSP helps the Government of Madhya Pradesh (GoMP) to build quality skilled human resource.

The GSP campus is envisaged to be “aspirational” for the youth of Madhya Pradesh and encourage them for acquisition of technical skills for higher-wage jobs. The SSRGSP will serve as the state’s central hub for other GSP institutes by demonstrating global best practices in training delivery, industry cooperation, pedagogy, assessment and certification, etc.

#### **2. Eligible Bidders**

Bidders should not be associated, or should not have been associated in the past, directly or indirectly with a firm or any of its affiliates which have been engaged by the purchaser to provide consulting service for the preparation of the design, specifications and other documents to be used for the procurement of the services to the purchaser under this invitation of bids.

#### **3. Cost of Bidding**

The bidder shall bear all costs associated with the preparation and submission of its bid, and Chief Executive Officer, SSR GSP Bhopal hereinafter referred to as "the Purchaser", Bhopal, will in no case be responsible or liable for these costs, regardless of the conduct or outcome of the bidding process.

### **B. The Bidding Documents**

#### **4. Contents of Bidding Documents**

- 4.1 The services required, bidding procedures and contract terms are prescribed in the RFP documents. In addition to the invitation for RFP, the RFP documents include:
- a) Request for Proposal (RFP) - (Section I)
  - b) Instructions to Bidders (ITB) - (Section II)
  - c) General Conditions of Contract (GCC); - (Section III)
  - d) Special Conditions of Contract (SCC); - (Section IV)
  - e) Scope of work, requirements and deliverables; - (Section V)
  - f) Format of bidder’s authorization letter; - (Section VI)
  - g) Technical bid document check list - (Section VII)
  - h) Bid Form in Section VIII
  - i) Request for clarification of bid document - (Section IX)
  - j) Price Schedule - (Section X)
  - k) Bid Security Form - (Section XI) (Not Applicable; only online payment)
  - l) Contract Form; - (Section XII)
  - m) Performance Security Form; - (Section XIII)
  - n) Format for Qualification Application- (Section XIV)- Not Applicable
  - o) Self-Declaration of Non-Blacklisting - (Section XV)

p) Technical Bid Covering Letter - (Section XVI)

- 4.2 The bidder is expected to examine all instructions, forms, terms, and specifications in the bidding documents. Failure to furnish all information required with regards to the bidding documents or submission of a bid that is not substantially responsive to the RFP documents in every respect will be at the bidder's risk and may result in rejection of its bid.

**5. Clarification of Bidding Documents**

- 5.1 A prospective bidder requiring any clarification of the bidding documents may notify the purchaser in writing or by mail at the purchaser's mailing address indicated in the invitation for bids in the formats given at section ix on or before timeline giving in the RFP schedule Section I. The purchaser will respond in writing to any request for clarification of the bidding documents, which it receives in the timeline giving in the RFP schedule Section I.

- 5.2 **Pre-Bid meeting** shall be called on date and time indicated in the RFP; the interested bidder may attend the meeting. Bidders are advised to seek clarification on such bid terms if any, during the pre-bid meeting or may seek clarification in writing in pre-bid clarification response.

**6. Amendment of Bidding Documents**

- 6.1 At any time prior to the deadline for submission of bids, the Purchaser may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective bidder, modify the bidding documents by amendment.
- 6.2 The prospective bidders who have registered in the site will be notified of the amendment through e-mail, and will be binding on them. The amendment will be uploaded on the website.
- 6.3 In order to allow prospective bidders reasonable time in which to take the amendment into account in preparing their bids, the Purchaser, at its discretion, may extend the deadline for the submission of bids.

**B. Preparation of Bids**

**7. Language of Bid**

The bid prepared by the bidder, as well as all correspondence and documents relating to the bid exchanged by the bidder and the Purchaser shall be in written in English language. Supporting documents and printed literature furnished by the bidder may be in another language provided they are accompanied by an accurate translation of the relevant passages in English language in which case, for purposes of interpretation of the bids, the translation shall govern.

**8. Documents Comprising the Bid**

The bid prepared by the bidder shall comprise of the following components:

- a. A Bid Form and Price Schedule completed in accordance with instructions to bidders (ITB) Clause 09, 10 and 11;
- b. Documentary evidence established in accordance with ITB clause 12 that the bidder is eligible to bid and is qualified to perform the contract if its bid is accepted;
- c. Documentary evidence established in accordance with ITB Clause 12 that the services and ancillary services to be supplied by the bidder are eligible services and conform to the bidding Documents; and
- d. Bid Security furnished in accordance with ITB Clause 13.

**9. Bid Form**

The bidder shall complete the Bid Form in Section VIII and the appropriate Price

Schedule furnished in the bidding documents, indicating the services to be provided.

**10. Bid Prices, and Validity**

10.1 The bidder shall indicate charges for Media Marketing and Advertising Agency Services in the appropriate Price Schedule Section X, price bid.

10.2 The bidder's separation of the price components in accordance with price schedules section X will be solely for the purpose of facilitating the comparison of bids by the Purchaser and will not in any way limit the Purchaser's right to contract on any of the terms offered.

10.3 **Validity of Price: - 1 Year**

**11. Bid Currencies**

Prices shall be quoted in Indian Rupees (INR)

**12. Documents Establishing Bidder's Eligibility and Qualifications**

12.1 The bidders shall furnish as a part of its bid, documents establishing the bidder's eligibility to bid and its qualification to perform the contract if its bid is accepted, only eligible bid shall be considered for evaluation.

12.2 The bidder shall have financial, technical and service capability to perform the contract and meet the Criteria outline in qualification criteria as below: -

i. The bidder should be a company registered in India under the Indian Companies Act, 1956 or a Registered Partnership Company/ Firm or LLP and existing for the past 5 years as on 31/03/2024.

ii. The bidder should have valid GST registration in India.

iii. The bidder should submit an authorization letter for authorizing the tender signing authority for signing and submission of the tender.

iv. The bidder should be a company with at least 5 or more years of experience in media and advertising and branding.

v. The bidder should have own infrastructure for content development/ aggregation, audio visual equipment's, editing setup, designing of creatives/ concepts, publishing, promoting, production.

vi. The bidder should have done at least 03 media campaigns.

vii. The bidder should have minimum **Total turnover of INR 50 lakhs in last five year.**

CVs of all key personnel as per requirement given in the scope of work should be submitted.

**13. Bid Security**

13.1 The bidder shall furnish, as part of its bid, a bid security as per given in RFP Section (I). No concession/exemption shall be allowed.

13.2 The bid security is required to protect the purchaser against risk of bidder's conduct which would warrant the security's forfeiture.

13.3 Any bid not secured in accordance with ITB clause 13 above will be rejected by the Purchaser as non-responsive.

13.4 Unsuccessful bidder's bid security will be discharged/returned as promptly as possible but not later than 30 days after the expiration of the period of bid validity prescribed by the purchaser pursuant to ITB Clause 14.

13.5 The successful bidder's bid security will be discharged upon the bidder signing the contract, pursuant to ITB Clause 30 and furnishing the performance security, pursuant to ITB Clause 31.

13.6 The bid security may be forfeited:

a. If a bidder:

- i. Withdraws its bid during the period of bid validity specified by the bidder on the Bid Form: or
- b. In case of a successful bidder, if the bidder fails:
  - i. To sign the contract in accordance with ITB Clause 30 or
  - ii. To furnish performance security in accordance with ITB Clause 31.
- c. Bidder does not respond to requests for clarification of its proposal.
- d. Bidder is found to canvass, influence or attempt to influence in any manner the qualification or selection process, including without limitation, by offering bribes or other illegal gratification.
- e. Bidder submitted false or misleading documents/credentials for the purpose getting unethical advantage in evaluation process.

**14. Period of Validity of Bids**

- 14.1 Bids shall remain valid for 180 (One Hundred Eighty) days after the date of bid opening prescribed by the Purchaser. A bid valid for a shorter period shall be rejected by the Purchaser as non-responsive.
- 14.2 In exceptional circumstances, the Purchaser may solicit the bidder's consent to an extension of the period of validity. The request and the responses thereto shall be made in writing. The bid security provided under ITB Clause 13 shall also be suitably extended. A bidder may refuse the request without forfeiting its bid security. A bidder granting the request will not be required nor permitted to modify its bid.
- 14.3 No bid may be withdrawn in the interval between the deadline for the submission of bids and expiration of the period of bid validity specified by the bidder on the Bid Form. Withdrawal of a bid during this interval may result in the bidder's forfeiture of its bid security pursuant to ITB Sub-clause 13.7.

**C. Submission of Bids**

**15. Technical Bid: -**

The bidder shall furnish the following documents compulsorily on the GeM portal <https://gem.gov.in>.

- a. Technical bid covering letter section XVI.
- b. Bid Security as per RFP in bid security form Section XI
- c. All the requirements along with documents stated in ITB clause 12.
- d. Bid form as per section VIII duly sealed and signed by the bidder.
- e. Bidders' authorization letter Section VI.
- f. Check list of technical bid Section VII.
- g. Self-declaration of Non-Blacklisting Section XV.

**16. Price Bid: -**

The bidder should furnish the following:

- i. The price quoted by the bidder as per proforma given in Section X should be as per given scope of work, schedule of requirement and deliverables in bid document. The bidder is not permitted to change / alter the specifications.
- ii. The price quoted shall be including all charges and taxes, but exclusive of GST which will be extra.
- iii. Fixed Price: - The price quoted by the bidder shall be fixed.

**17. Deadline for Submission of Bids**

- 17.1 Bids will not be accepted after the time and date specified in the RFP.
- 17.2 The Purchaser may, at its discretion, extend the deadline for submission of bids by amending the Bid Documents in accordance with ITB Clause 06, in which case all

rights and obligations of the Purchaser and bidders previously subject to the deadline will thereafter be subject to the deadline as extended.

**18. Presentation on Communication Plan and Strategy**

18.1 The bidder has to present their Communication Plan and strategy on the following points before the committee constituted by the purchaser-

- (i) Understanding of the project.
- (ii) Proposed implementation strategy with timeline and Gantt Chart.
- (iii) Communication and campaign strategy plan.
- (iv) Proposed team, their experiences and qualifications.

18.2 The committee will evaluate the presentations which is a part of Technical Bid and shall allocate the marks as per criteria given in ITB 24.4 point 10.

18.3 The bidder who fails to present before the committee, their financial bid will not be opened and the bid shall be rejected.

**19. Late Bids**

No bid shall be considered after the last date and time of submission of bid.

**20. Modification and Withdrawal of Bids**

The bidders may modify or withdraw their bids before last date and time of submission of bids.

**D. Bid Opening and Evaluation of Bids**

**21. Opening of bids by the Purchaser**

Opening of Technical Bid and PRICE BID of the tender:

- 21.1 All bidders are entitled to be present if they choose to attend at the date and time for opening of technical bid.
- 21.2 The bidder's representatives who are present shall sign a register evidencing their attendance. In the event of the specified date of bid opening being declared a holiday for the Purchaser, the bids shall be opened at the appointed time and location on the next working day.
- 21.3 The bidders' names, presence or absence of the requisite bid security and such other details as the Purchaser, at its discretion, may consider appropriate, will be announced at the opening of technical bid. No bid shall be rejected at bid opening.
- 21.4 Bidders who were found eligible on satisfying the criteria for technical evaluation can only be invited to be present at the date and time for opening of price bid of the tender.

**22. Clarification of Bids:**

During evaluation of bids, the Purchaser may, at its discretion, ask the bidder for clarification of its bid. The request for clarification and the response shall be in writing and no change in prices or substance of the bid shall be sought, offered or permitted.

**23. Preliminary Examination**

- 23.1 First the technical evaluation will be carried out, and thereafter price bid of successful bidder will be opened later, on announced date.
- 23.2 Preliminary examination shall involve assessment of submitted documents to determine whether the bidder meets the eligibility criteria, completeness of the bid, whether the documents have been properly signed by the authorized signatory and whether the bids are generally in order.
- 23.3 **CEO/SSRGSP** reserves the right to seek information/clarifications from the

- bidders. Any bids found to be non-responsive for any reason or not meeting the minimum levels of eligibility criteria specified in the various sections of the bid document shall be rejected and not included for further consideration.
- 23.4 Bid Evaluation Committee may waive any minor infirmity or non-conformity or irregularity in a bid which does not constitute a material deviation, provided such a waiver does not prejudice or affect the relative ranking of any bidder.
- 23.5 Prior to the detailed evaluation, the Evaluation Committee will determine the substantial responsiveness of each bid to the bidding documents. For purpose of these clauses, a substantially responsive bid is one, which conforms to all the terms and conditions of the bid documents without material deviations.
- 23.6 If the Evaluation Committee determines that a bid is materially deviating from the prescribed terms and conditions, then the matter may be referred at higher level to decide whether the deviations of the bid are material or not. Decision of the Evaluation Committee/higher level regarding this shall be final and binding.
- 23.7 The Committee's determination of a bid's responsiveness shall be based on the contents of the bid itself without recourse to extrinsic evidence. If there is any difference in interpretation of bid terms, Bid Evaluation Committee's interpretation will be final and applied on all the bids.

## 24. Evaluation and Comparison of Bids

### A. Technical Bid Evaluation

The purchaser will evaluate and compare the bids previously determined to be substantially responsive, pursuant to Clause 23.

- 24.1 The committee will evaluate technical bid as per qualification and evaluation parameters /criteria given below.
- 24.2 The committee may seek further clarification, if required, from the bidders for the purpose of technical evaluation.
- 24.3 If a Technical Bid is determined as not substantially responsive, the **CEO/SSRGSP** will reject it and in such a case price Bid will not be opened.

24.4 **Bids received would be assigned scores (Evaluation Marks) based on the parameters given below: -**

S. No.	Evaluation Criteria	Max Marks	Evaluation Criteria
1	Number of years of experience in the field of advertisement and media.	10	3-6 Years: 5 7-10 Years: 10
2	Quality of previous works done in terms of creativity and impact.	40	Subjective Evaluation based on previous work
3	The agency should full fledged media and creative facilities to plan and execute campaign in Rural & Urban areas	10	Subjective evaluation after visiting their facility.
4	Number of assignments done for Govt. or Educational or Skilling institutes in last 5 years	10	0-2 : 5 3 and more : 10
5	Presentation of plan/Roadmap for GSP to build its brand, increase awareness among stakeholders and attract youth/industries	30	Roadmap presentation

Note:

- Agency will have to score minimum 50 marks under the above parameters to qualify

for empanelment.

- Relevant supporting documents to be submitted.

## 1. Eligibility Criteria

The Agency must fulfill following eligibility criteria:

1. Minimum 5 years as an establishment as Business Entity with experience in the field of advertisement & media.
2. The bidder should have minimum **Total turnover of INR 50 lakhs in last five year.**
3. Agency should have professionally qualified and experienced personnel as may be required to perform the services under the specific works assigned by GSP.
4. The agency has done a successful campaign that is quite popular.
5. The Agency with experience of working for educational institution will be given preference
6. The agency must have carried out **communication campaigns for State or Central Government/Department/PSU/Universities/Skilling Institutes in the past.**

Note: Documents supporting Eligibility Criteria are required to be submitted by the Agency

## Evaluation Criteria

### B. Financial Bid Evaluation

The price bids shall be opened in the presence of representatives of technically qualified bidders, who choose to attend.

The purchaser will evaluate and compare the price bids previously determined to be substantially responsive, pursuant to Clause 23. The financial bid of those bidders who have been found to be technically qualified and have scored at least 70% marks will be opened. The financial bids of ineligible bidders will not be opened.

### (I) Evaluation and Comparison of Bids

Quality and cost-based selection (QCBS)

80% weightage will be awarded for Technical Evaluation and 20% weightage will be awarded for Financial Evaluation

Technically bid will be assigned a Technical score (Ts) out of a maximum of 100 points, as per the scoring model provided in the ITB 24.4.

**(II) Financial Evaluation criteria –**

The individual bidder’s financial scores are normalized as per the formula given below:

- $F_n = F_{min}/F_b * 100$  (rounded off to 2 decimal places), where,
- $F_n$  = Normalized financial score for the bidder under consideration;
- $F_b$  = Absolute financial quote for the bidder under consideration;
- $F_{min}$  = Minimum absolute financial quote;
- Composite score(s) =  $T_s * 0.8 + F_n * 0.2$

**(III) Bid evaluation shall be illustrated as follows:**

#	Process	Bidder-1	Bidder-2	Bidder-n
a	Technical score (max 100)			
b	Technical Weightage	0.80	0.80	0.80
c	Technical Score after weight (a*b)			
d	Financial score (Lowest bid value/ Bidder’s Actual Quote) *100 (Max 100)			
e	Financial Weightage	0.20	0.20	0.20
f	Financial Score after weight (d*e)			
g	Overall score (c+f)			
h	Rank (highest score after combining weighted technical & financial score would be rank 1)			

**(IV)** The bidder with highest composite score(s) shall be awarded the contract. The bids shall be determined excluding GST

**F. AWARD OF CONTRACT**

**25. Post qualification**

- 25.1 In the absence of prequalification, the Purchaser will determine to its satisfaction whether the bidder that is selected as having submitted the responsive bid is qualified to perform the contract satisfactorily, in accordance with the criteria listed in ITB Clause 12.
- 25.2 The determination will consider the bidder's financial, technical, and capability. It will be based upon an examination of the documentary evidence of the bidder's qualifications submitted by the bidder pursuant to ITB Clause 12 and the bidder’s highest ranked / scored as per QCBS Formula ITB Clause 24 B (III).
- 25.3 An affirmative determination will be prerequisite for award of the contract to the bidder. A negative determination will result in rejection of the bidder's bid in which event the Purchaser will proceed to the next bid to make a similar determination of that bidder's capabilities to perform the contract satisfactorily.

**26. Award Criteria**

Subject to ITB Clause 25, the Purchaser will award the contract to the successful bidder whose bid has been determined to be substantially responsive and has got highest rank/ score as per QCBS formula.

**27. Purchaser's right to vary the Quantum of Services**



The Purchaser reserves the right to increase or decrease quantum of services and services originally specified in the Schedule of Requirements without any change in price, terms and conditions.

**28. Purchaser's right to accept any Bid and to reject any or all Bids**

The Purchaser reserves the right to accept or reject any bid, and to annul the bidding process and to reject all bids at any time prior to award of contract, without thereby incurring any liability to the affected bidder or bidders or any obligation to inform the affected bidder or bidders of the grounds for the Purchaser's action.

**29. Notification of Award**

29.1 Prior to the expiration of the period of bid validity, the Purchaser will notify the successful bidder in writing by registered letter or by e-mail, or by speed post, that its bid has been accepted.

29.2 The notification of award will constitute the formation of the contract section XII.

29.3 After furnishing the performance security by the successful bidder pursuant to ITB Clause 31, the Purchaser will promptly notify each unsuccessful bidder and will discharge the bidder's bid security, pursuant to ITB Clause 13.

**30. Signing of Contract**

30.1 At the same time as the Purchaser notifies the successful bidder that its bid has been accepted the Purchaser will send the bidder the Contract Form provided in the bidding documents, incorporating all agreements between the parties.

30.2 Within 15 days of receipt of the Contract Form, the successful bidder shall sign and date the contract and return it to the Purchaser.

**31. Performance Security**

31.1 Within 15 days of the receipt of notification of award from the Purchaser, the successful bidder shall furnish the performance security in accordance with the Clause 06 of General Conditions of Contract, in the Performance Security Form provided in the bidding documents or in any other form acceptable to the Purchaser.

31.2 Failure of the successful bidder to comply with the requirement of ITB 30 and ITB 31 shall constitute sufficient grounds for the annulment of the award and forfeiture of the bid security.

### **32. Corrupt or Fraudulent Practices**

32.1 For the purposes of this provision, the terms set forth as follows:

- (i) "Corrupt practice" means the offering, giving, receiving or soliciting of anything of value to influence the action of a public official in the procurement process or in contract executions, and;
- (ii) "Fraudulent practice" means a mis-presentation of facts in order to influence a procurement process or the execution of a contract to the detriment of the purchaser, and includes collusive practice among bidders (prior to or after bid submission) designed to establish bid prices at artificial non-competitive levels and to deprive the purchaser of the benefits of free and open competition;
- (iii) Will reject a proposal for award if it determines that the bidder recommended for award has engaged in corrupt or fraudulent practice in competing for the contract in question;
- (iv) Will declare a firm ineligible, either indefinitely or for a stated period of time, to be awarded a contract if it any time determines that the firm has engaged in corrupt or fraudulent practice in competing for, or in executing, a contract.

32.2 Furthermore, bidders shall be aware of the provisions stated in sub clause ITB 06 and 05 of the General Conditions of contract.

### **33. Risk Purchase**

If the bidder fails to provide services as per the order or if it fails to rectify the services within the stipulated time given by the Purchaser, the Purchaser reserves the right to procure the same at the bidder's risk and cost from others.

### **34. Fall Clause**

If at any time during the execution and currency of this **Rate Contract, the second party (bidder) reduces the services price or offers to provide such services, which are covered under the contract, to any person/organization including the purchaser or any department of Central/State Government or any PSUs** at a price lower than the price chargeable under the contract, the Second Party shall forthwith notify First Party (Purchaser), and the necessary difference amount about such reduction price or offer to the purchaser (First Party) and the price payable under the contract for the services provided after the date of coming into force of such reduction of price shall stand correspondingly reduced and deposited to First Party by the bidder or First Party will deduct the difference amount from the pending bills/performance security deposit to recover the loss to the Government.

**SECTION III**  
**GENERAL CONDITIONS OF CONTRACT (GCC)**  
**TABLE OF CLAUSES**

<b>Clause No</b>	<b>Topic</b>	<b>Page No</b>
1.	Definitions	19
2.	Applications	19
3.	Standards	19
4.	Use of Contract documents and information	20
5.	Patent Rights	20
6.	Performance Security	20
7.	Inspection and Tests	20
8.	Packing	20
9.	Insurance	20
10.	Warranty	21
11.	Payment	21
12.	Prices	21
13.	Change orders	21
14.	Assignment	21
15.	Subcontracts	21
16.	Delays in the Service provider's Performance	22
17.	Liquidated Damages	22
18.	Termination for Default	22
19.	Force Majeure	22
20.	Termination for Insolvency	23
21.	Termination for Convenience	23
22.	Settlement of Disputes	23
23.	Limitation of Liability	24
24.	Governing Language	24
25.	Applicable Law	24
26.	Notices	24
27.	Taxes and Duties	24

**SECTION: III**  
**General Conditions of Contract**

**1. Definition**

- 1.1 In this Contract, the following terms shall be interpreted as indicated:
- a. "The Contract" means the agreement entered into between the Purchaser and the Service provider, recorded in the Contract Form signed by the parties, including all the attachments and appendices thereto and all documents incorporated by reference therein.
  - b. "The Contract price" means the price payable to the Service provider excluding taxes for the full and proper performance of its contractual obligations within the contract period.
  - c. "Services" means Social Marketing and Branding services provided to Purchaser under the contract.
  - d. "GCC" means the General Conditions of Contract contained in this section.
  - e. "SCC" means the Special Conditions of Contract.
  - f. "The Purchaser" means the organization obtaining the Social Marketing and Branding Services as named in SCC.
  - g. "The Service provider" means the individual firm/bidder supplying/ giving the services under this contract.
  - h. "Day" means calendar day.
  - i. "Solution" means study, plan, and design, develop, customize, and implement the agreed framework.
  - j. "Successful Bidder" means the bidder who has submitted most responsive highest score evaluated bid as per (QCBS).
  - k. "Department" means Madhya Pradesh Skills Development Project, Department of Technical Education, Skill Development & Employment, Government of Madhya Pradesh.
  - l. "Deliverables" means the report, format and services agreed to be delivered by the successful bidder in pursuance of the agreement as defined more elaborately in Scope of Work, Schedule of requirement and deliverables.
  - m. "State Government" means the Government of Madhya Pradesh.
  - n. "RFP/ Bid Document" means document issued to bidder for soliciting their offer.
  - o. "RFP" means Request for Proposal.
  - p. "MPSDP" means Madhya Pradesh Skills Development Project.
  - q. "GSP" means Global Skills Park.
  - r. "SSRGSP" means Sant Shiromani Ravidas Global Skill Park
  - s. "GSPCC" means Global Skills Park - City Campus Bhopal.
  - t. "SSRGSPS" means means Sant Shiromani Ravidas Global Skills Park Society registered under Madhya Pradesh Government.**
  - u. "P.S." means Principal Secretary Department of Technical Education, Skill Development & Employment, Government of Madhya Pradesh.

**2. Application**

These General Conditions shall apply to the extent that they are not superseded by provisions in other parts of the contract.

**3. Standards**

The services provided under this contract shall conform to the schedule of requirement and standards mentioned in the Section V and, when no applicable

standard is mentioned, to the authoritative standard appropriate to the services of country of origin and such standards shall be the latest issued by the concerned institution.

#### **4. Use of Contract Documents and Information**

The service provider shall not, without the Purchaser's prior written consent, disclose the contract, or any provision thereof, or any specification, plan, drawing, pattern, sample or information furnished by or on behalf of the purchaser in connection therewith, to any person other than a person employed by the service provider in performance of the contract. Disclosure to any such employed person shall be made in confidence and shall extend only so far as may be necessary for the purpose of such performance.

#### **5. Patent Rights**

The service provider shall indemnify the Purchaser against all third-party claims of infringement of patent, trademark or industrial design rights arising from use of the services or any part thereof in India.

#### **6. Performance Security**

- 6.1 Within 15 days of the Purchaser's receipt of notification of award, the service provider shall furnish performance security in the amount specified in SCC.
- 6.2 The proceeds of the performance security shall be payable to the Purchaser as compensation for any loss resulting from the service provider's failure to complete its obligations under the contract.
- 6.3 The Performance Security shall be denominated in Indian Rupees and shall be in one of the following forms:
  - i. A Bank Guarantee issued by a nationalized bank in India in the form provided in the bidding documents section - XIII or any other form acceptable to the Purchaser.
- 6.4 The performance security will be discharged and returned to the Service provider not later than 60 days following the date of completion of the Service provider's performance obligations, including any warranty obligations.

#### **7. Inspections**

- 7.1 The Purchaser or its representative shall have the right to inspect and / or test the services to confirm their conformity to the contract. The special Conditions of Contract and/or the Technical Specifications- scope of work shall specify what inspections and tests the Purchaser requires and where they are to be conducted. The Purchaser shall notify the service provider in writing of the identity of any representatives retained for these purposes.
- 7.2 (i) Any inspected services fail to conform to the specifications; the Purchaser may reject them and the service provider shall either replace the rejected services or make all alternations necessary to meet specification requirements free of cost to the Purchaser.  
  
(ii) Nothing in Clause 7 shall in any way release the service provider from any warranty or other obligations under this contract.

#### **8. Packing**

Not Applicable.

#### **9. Insurance**

Not Applicable.

## **10. Warranty for Deliverables**

- 10.1 The service provider warrants that the services under this contract are best and most recent or current models and incorporate all recent improvements. The period of warranty shall be specified in the SCC.
- 10.2 The service provider shall, with all reasonable speed, replace the defective services without any cost to the Purchaser. The service provider will be entitled to remove, at his own risk and cost the defective services once the replacement services have been delivered.
- 10.3 If the service provider, having been notified, fails to remedy the defect(s) within seven days, the Purchaser may proceed to take such remedial actions as may be necessary, at the service provider's risk and expense and without prejudice to any other rights which the Purchaser may have against the service provider under the contract.

## **11. Payment**

- 11.1 The method and conditions of payment to be made to the service provider shall be specified in the SCC.
- 11.2 The service provider's request(s) for payment shall be made to the Purchaser in writing accomplished by an invoice describing, as appropriate, service performed, and by documents, upon fulfilment of other obligations stipulated in the contract.
- 11.3 Payments shall be made promptly by the Purchaser but in no case later than forty-five (45) days of submission of the bills with acknowledgement by the service provider.
- 11.4 Payment shall be made in Indian Rupees.

## **12. Prices**

Prices charged by the service provider for services performed under the contract shall not vary from the prices quoted by the service provider in its bid.

## **13. Change Orders / contract amendments**

- 13.1 The Purchaser may at any time, by written order given to the service provider make changes within the general scope of the contract in any one or more of the following:
- 13.2 If any such change causes an increase or decrease in the cost of, or the time required, for the service provider's performance of any provision under the contract, an equitable adjustment shall be made in the contract price or delivery schedule or both and the contract shall accordingly be amended.
- 13.3 Subject to GCC Clause 13, no variation in or modification of the terms of the contract shall be made except by written amendment signed by the parties.

## **14. Assignment**

- 14.1 The Service provider shall not assign, in whole or in part, its obligations to perform under the contract, except with the Purchaser's prior written consent.
- 14.2 The Service provider may mobilize and demobilize its personnel due to reasons stated at SCC clause 8. They have to replace them with other personnel of more or equivalent qualifications and experience with prior approval of purchaser.

## **15. Subcontracts**

After written approval from **CEO/SSRGSP**

## **16. Delays in the Service provider's Performance**

- 16.1 Delivery of the Services and performance of the services shall be made by the service provider in accordance with the time schedule specified by the Purchaser time to time. If at any time during performance of the contract, the service provider should encounter conditions impeding timely delivery of the Services and performance of the service, the service provider shall promptly notify the Purchaser in writing of the fact of the delay, its likely duration and its cause(s). As soon as

practicable after receipt of the service provider's notice the purchaser shall evaluate the situation and may at its discretion extend the service provider's time for performance.

- 16.2 Except as provided under GCC Clause 19, a delay by the service provider in the performance of its delivery obligations shall render the service provider liable to the imposition of liquidated damages pursuant to GCC Clause 17, unless an extension of time is agreed upon pursuant to GCC Clause 16 without the application of liquidated damages.

## **17. Liquidated Damages**

Subject to GCC Clause 19, if the Service provider fails to deliver any or all of the services or to perform the services within the period(s) specified by the purchaser time to time, the Purchaser shall, without prejudice to its other remedies under the contract, deduct from the Contract Price, as liquidated damages, a sum equivalent to the percentage specified in SCC from contract price as a penalty for delayed services or unperformed services and its deduction is specified in SCC. Once the maximum is reached, the Purchaser may consider termination of the contract pursuant to GCC Clause 18.

## **18. Termination for Default**

- 18.1 The Purchaser may, without prejudice to any other remedy for breach of contract, by written notice of default sent to the service provider, terminate the contract in whole or part.
- a. If the service provider fails to deliver any or all of the services within period(s) specified in the contract, or within any extension thereof granted by the Purchaser pursuant to GCC Clause 16; or
  - b. If the service provider fails to perform any other obligation(s) under the contract, the service provider may be Blacklisted / debarred for 3 years.
  - c. If the service provider, in the judgment of the purchaser has engaged in corrupt or fraudulent practices in competing for or in executing the contract.

For the purpose of this Clause:

"Corrupt practice" means offering, giving, receiving or soliciting of anything of value to influence the action of a public official in the procurement process or in contract execution. "Fraudulent Practice" means a mis-presentation of facts in order to influence a procurement process or the execution of a contract to the detriment of the borrower, and includes collusive practice among bidders (prior to or after bid submission) designed to establish bid prices at artificial non-competitive levels and to deprive the borrower of the benefits of free and open competition.

- 18.2 In the event the Purchaser terminates the contract in whole or in part, pursuant to GCC Clause 18, the Purchaser may procure upon such terms and in such a manner as it deems appropriate services or services similar to those undelivered, and the service provider shall be liable to the Purchaser for any excess costs for such similar services. However, the service provider shall continue the performance of the contract to the extent not terminated.

## **19. Force Majeure**

- 19.1 Notwithstanding the provisions of GCC Clauses 16, 17, 18 the service provider shall not be liable for forfeiture of its performance security, liquidated damages or termination for default, if and to the extent that, its delay in performance or other failure to perform its obligations under the Contract is the result of an event of Force

Majeure.

- 19.2 For purpose of this Clause, "Force Majeure" means an event beyond the control of the service provider and not involving the service provider's fault or negligence and not foreseeable. Such events may include, but are not limited to, acts of the Purchaser either in its sovereign or contractual capacity, wars or revolutions, fires, floods, epidemics, quarantine restrictions and freight embargoes.
- 19.3 If a Force Majeure situation arises, the service provider shall promptly notify the Purchaser in writing of such conditions and the cause thereof. Unless otherwise directed by the Purchaser in writing the service provider shall continue to perform its obligations under the contract as far as is reasonably practical, and shall seek all reasonable alternative means for performance not prevented by Force Majeure event.

## **20. Termination for Insolvency**

The Purchaser may at any time terminate the contract by giving 30 days written notice by mail to the service provider, if the service provider becomes bankrupt or otherwise insolvent. In this event, termination will be without compensation to the service provider, provided that such termination will not prejudice or affect any right of action or remedy which has accrued or will accrue thereafter to the Purchaser.

## **21. Termination for Convenience**

- 21.1 The Purchaser, by written notice sent to the service provider, may terminate the contract, in whole or in part, at any time for its convenience. The notice of termination shall specify that termination is for the Purchaser's convenience, the extent to which performance of the service provider under the contract is terminated, and the date upon which such termination becomes effective.
- 21.2 The services that are complete and ready for shipment within 30 days after the service provider's receipt of notice of termination shall be accepted by the Purchaser at the contract terms and prices. For the remaining Goods, the Purchaser may elect.
- a. To have any portion completed and delivered at the contract terms and prices; and /or
  - b. To cancel the remainder and pay to the service provider an agreed amount for partially completed services and for materials and parts previously procured by the service provider.

## **22. Settlement / Resolution of Disputes**

- 22.1 If any dispute or difference of any kind whatsoever shall arise between the Purchaser and the service provider in connection with or arising out of the contract, the parties shall make every effort to resolve amicably such dispute or difference by mutual consultation.
- 22.2 If, after thirty (30) days, the parties have failed to resolve their dispute or difference by such mutual consultation, then either the Purchaser or the service provider may give notice to the other party of its intention to commence arbitration, as hereinafter provided, as to the matter in dispute, and no arbitration in respect of this matter may be commenced unless such notice is given.
- 22.3 Any dispute or difference in respect of which a notice of intention to commence arbitration has been given accordance with this clause shall be finally settled by arbitration. Arbitration may be commenced prior to or after delivery of the services under the contract.
- 22.4 Arbitration proceedings shall be conducted in accordance with the rules of procedure specified in SCC.



22.5 Notwithstanding any reference to arbitration herein:

- a. The parties shall continue to perform their respective obligations under the contract unless they otherwise agree; and
- b. The Purchaser shall pay the service provider any money due the service provider.

**23. Limitation of Liability**

Except in cases of criminal negligence or willful misconduct, and in the case of infringement pursuant to GCC Clause 5.

- a. The Service provider shall not be liable to the purchaser, whether in contract, tort, or otherwise, for any indirect or consequential clause or damage, loss of use, loss of production, or loss of profits or interest costs, provided that this exclusion shall not apply to any obligation of the service providers to pay liquidated damages to the purchaser; and
- b. The aggregate liability of the service provider to the purchaser, whether under the contract, into or otherwise, shall not exceed the total contract price, provided that this limitation shall not apply to the cost of repairing or replacing defective services.

**24. Governing Language**

The contract shall be written in English language. All correspondence and other documents pertaining to the contract which are exchanged by the parties shall be written in the same language.

**25. Applicable Law**

The Contract shall be interpreted in accordance with the laws of the Union of India.

**26. Notices**

- 26.1 Any notices given by one party to the other pursuant to this contract shall be sent to other party in writing or by mail and confirmed in writing to the other party's address specified in SCC.
- 26.2 A notice shall be effective when delivered or on the notice's effective date, whichever is later.
- 26.3 The period of Notice shall be 30 days by mail, letter etc.

**27. Taxes and Duties**

Service provider shall be entirely responsible for all taxes; duties license fees, octroi, road permits, etc. incurred until delivery of the contracted services to the Purchaser including GST.

**SECTION IV**  
**SPECIAL CONDITIONS OF CONTRACT (SCC)**  
**TABLE OF CLAUSES**

1.	Definitions (GCC Clause 1)	26
2.	Performance Security (GCC Clause 6)	26
3.	Delivery and Documents	26
4.	Insurance (GCC Clause 09)	26
5.	Payment (GCC Clause 11)	26
6.	Sub-contracts (GCC Clause 15)	27
7.	Liquidated Damages (GCC Clause 17)	27
8.	Settlement of Disputes (GCC Clause 22)	27
9.	Notices (GCC Clause 26)	28
10.	Warranty & Guarantee (GCC Clause 10)	28

## **SECTION: IV**

### **Special Conditions of Contract**

The following Special Conditions of contract shall supplement the General Conditions of Contract. Whenever there is a conflict, the provisions herein shall prevail over those in the General Conditions of Contract. The corresponding clause number of the General Conditions is indicated in parentheses.

#### **1. Definitions (GCC Clause 1)**

- GCC 1.1(f) The Purchaser means **CEO SSR GSP MADHYA PRADESH. Government of Madhya Pradesh.**
- GCC 1.1 (g) The Service provider means the bidder who will supply/ provide service as per scope of work, schedule of requirement and deliverable in the bid document.
- GCC 1.1(c) The services mean items mentioned in scope of work, schedule of requirement and deliverables given in ITB and section V.
- GCC 1.1(v) SSRGSPS” means Sant Shiromani Ravidas Global Skills Park Society, which will be the user of this services.

#### **2. Performance Security (GCC Clause 6)**

- 2.1 Within 15 days after the service provider’s receipt of Notification of Award, the service provider shall furnish performance security to the Purchaser for an amount of 10% of the contract value, valid up to 60 days after the date of completion of performance obligations including warranty obligations. An irrecoverable bank guarantee of nationalized bank in India given in Performa XIII.
- 2.2 In the event of any contract amendment, the service provider shall, within 07 days of receipt of such amendment furnish the amendment to the Performance Security, rendering the same valid for the duration of the contract as amended for further period of 60 days thereafter.

#### **3. Delivery and Documents**

Upon delivery of the services. The service provider shall notify the purchaser by e-mail/Telephone the full details of:( including contract number); name of the service provider, and shall e-mail the following documents to the purchaser:

- i. Acknowledgement of receipt of services from the consignee(s);
- ii. Service provider’s warranty certificate; if any

#### **4. Insurance (GCC Clause 9)**

Not Applicable

#### **5. Payment (GCC Clause 11) and INVOICING**

- 5.1 The Bidder shall submit monthly bill for payment along with following documents to the SSRGSPS means Sant Shiromani Ravidas Global Skills Park Society.
  - Total Man days consumed
  - Progress report (deliverables)
  - Other expenses as per the contract
  - Time sheet of the consultant with deliverables.
- 5.2 The Contract Price, exclusive of GST and will be subject to deduction of TDS as per the prescribed rules, for carrying out Social Marketing and Branding activity as per scope of work and the terms and conditions.
- 5.3 Payment of accepted bills will be made within 30 days after satisfactory completion

- of work as per scope of work.
- 5.4 No interest, claim or penalty etc. would be payable by SSRSPS in case of any delay in payment beyond stipulated time.
  - 5.5 No advance payment shall be made.
  - 5.6 The vendor shall invoice to SSRSPS for the charges as laid out in the Letter of Award (LoA)/work order which shall be issued to the successful bidder firm.
  - 5.7 The total annual contract price payable for the assignment shall be as per the tender document/contract.
  - 5.8 Whenever under this agreement any sum of money shall be recoverable from or payable by the vendor to **SSRSPS** this may be deducted from any sum then due, or which at any time may become due, to the vendor under this agreement.
  - 5.9 Any work assigned in addition to the scope of the work defined in this RFP, will be decided in mutually agreed terms and conditions
  - 5.10 The costs for printing and advertisements shall be paid as per the Information and Public Relation Department, DAVP or Government of Madhya Pradesh notified rates, as updated from time to time.
  - 5.11 Any cost of Paid advertising on Social Media will be reimbursable as per actual.

#### **6.Sub-contracts (GCC Clause 15)**

Add at the end of GCC sub-clause of the following:  
After written approval from **SSRGSP** only

#### **7. Liquidated Damages (GCC Clause 17)**

For delays:

Substitute GCC clause 17 by the following:

Subject to GCC Clause 19, if the service provider fails to perform any or all of the services within the time period(s) specified by the purchaser time to time. The purchaser shall, without prejudice to its other remedies under the contract, deduct from the contract price as liquidated damages, a sum equivalent to 0.5% of the contract price, for the delayed services for each week of delay or part thereof until actual delivery/performance up to a maximum deduction of 10 percent of the delayed services of the contract price. Once the maximum is reached, the Purchaser may consider termination of the contract.

#### **8. Resource deployed for the project cannot be changed unless the: -**

- 8.1 Resign from the agency services
- 8.2 Medically unfit for work
- 8.3 His work is not found satisfactory.
- 8.4 The agency has to deployed another person of equivalent or more qualifications and experience within 15 days with the permission of purchaser falling which a penalty of 50 thousand shall be imposed per person.

#### **9.Settlement of Disputes (GCC Clause 22)**

- 9.1 The dispute resolution mechanism to be applied pursuant to GCC Clause 22 shall be as follows:
  - (a) In case of dispute or difference arising between the Purchaser and the service provider relating to any matter arising out of or connected with this agreement, such disputes or difference shall be settled in accordance with the Arbitration and Conciliation Act, 1996, if dispute or differences are not resolved by mutual consultation.
  - (b) Arbitration proceedings shall be held at Bhopal and the language of the arbitration proceedings and that of all documents and communications between the parties shall be English.

- (c) Principal Secretary, Department of Technical Education, Skill Development & Employment, Government of Madhya Pradesh shall be the sole arbitrator in any dispute arising out of this tender.
- 9.2 The venue of arbitration shall be at Bhopal.
- 9.3 The jurisdiction of the court shall be at Bhopal.

**10. Notices (GCC Clause 26)**

For the purpose of all notices, the following shall be the address of the Purchaser and service provider.

Purchaser:

CEO SSR GSP, Madhya Pradesh,  
Hazrat Nizamuddin Road, Narela  
Shankari, Bhopal- 462022

Bidder/ Service provider: (To be filled at the time of Contract Signature)

.....

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**11. Warranty & Guarantee (GCC clause 10)**

GCC clause 10 the bidder shall ensure full Warranty & Guarantee of the services.

## **SECTION – V**

### **Scope of Work, Requirements and Deliverables**

**Sant Shiromani Ravidas Global Skill Park (SSRGSP)** which is a transformative initiative by Government of Madhya Pradesh to prepare youth for right opportunities by skilling them in market driven courses. The key objective of this institute is to increase the employment and income prospects for youths.

As the institute is starting its journey, we are looking to engage experienced, reputed and creative advertising agencies to meet the branding and outreach requirement of it. The key purpose of this is to create an aspirational brand and reach to all stakeholders and target audience.

Target Audience & Stakeholders.

- Youth from ITIs, polytechnics, Eng. and other colleges and similar profiles
- Employers and industry representatives.
- Influencers – Parents, Professors, Teachers, trainers and media.
- Opinion leaders – Elected representatives, industry leaders, TVET experts.
- Enablers – Department of Technical Education Skill Development & Employment, Directorate of Skill Development, Madhya Pradesh State Skill Development & Employment Generation Board, Department of Commerce & Industry, Department of MSME.

The work includes creating and executing branding strategy, conceptualization and preparation of marketing strategy, developing creative ideas, designing, script developing and production of advertisement, films, podcast, documentary publicity and other resources material, including but not limited to following activities:

- Audio and Video advertisement through promos, radio jingles, reels, podcast and audio clips, documentaries, etc.
- Print advertisement (Corporate Publicity, Notices, Recruitment, Admission & Placements)
- Digital media advertising (websites, banners, e-mailers, SMS, WhatsApp etc.)
- Outdoor publicity (hoardings, posters, banners, leaflets, Merchandise, Calendars, brochures, statutory ads and page layout, etc.) as per actual cost (DAVP).
- Design and production of in-house journal/newsletters
- Making short films, animations, documentaries, jingles, etc.
- Social media management (Developing campaigns, designing artworks, posting regular updates and managing comments and reactions, Likes, Subscribe, follower increase). (as per actual cost)
- Performance marketing to monitor the campaigns and its effectiveness.
- Project Management and sharing various reports/ KPI
- Facilitate in publishing advertisements of GSP at the lowest possible rates
- Provide services like organizing press conferences/meets, annual general meeting, coverage in media for product launches/report releases/annual day programs,
- Prepare press kits, assist in preparing presentation for media/press releases/write ups, organizing one-to-one interviews etc.

#### **2.1 Development of communication and branding strategy**

- This should include annual marketing plan based on primary inputs from key-stakeholders such as students, parents, industry representatives, department officials, principals, faculty and other opinion leaders, based on their current awareness of TVET or other related activities in MP.

- Identification of target priority markets, segments and audiences, proposed approach, and appropriate marketing strategies for promotion etc. based on current levels of exposure, awareness, motivation, and potential outputs of **SSRGSP** activities in the state;
- Selection and finalization of marketing tools and media vehicles for different markets and segments. The agency should propose most appropriate and cost-effective approaches for different target populations to maximize the brand and impacts of GSP services;
- Planning most appropriate schedules for release of the campaigns for maximum impact.

## **2.1 Implementation of annual media plans**

- 2.1.1 Media Services shall include media advertising that includes TV, press, radio, billboards and the Internet. Advise **SSRGSP** on procuring air time, slots and space against approved Directorate of Advertising and Publicity (DAVP) rates or approved government commercial rates or market rates whichever is lower.
- 2.1.2 Develop material, write-ups and maintain website to regularly update about different activities.
- 2.1.3 The Branding, Communication & Event Management agency shall acquaint the media with the initiatives, growth and developments happening in Global Skills Park at regular intervals, or as and when asked to do so by SSRGSP.
- 2.1.4 Arrange for press conferences, one-to-one meets, conclave, events in consultation with SSRGSP, or as and when instructed to do so.

## **2.2 Development of creative content**

- 2.2.1 The Agency would Conceptualize, Design and Produce creatives based on themes/ subject suggested by GSP. These creative materials may be required to be produced in English and Hindi.
- 2.2.2 The agency would create advertorials/ editorials and other publicity material, including brochures, booklets, banners, posters, calendar, etc. on themes/ subjects to be decided in consultation with SSRGSP. Advise SSRGSP in mass production of creatives and ensuring quality.

## **2.3 Campaigns and workshops**

- 2.3.1 Design external stakeholder focused mass media and direct communication strategy such as with students, parents, TVET institutions, industry and employers
- 2.3.2 Create calendar for various campaigns and design relevant content for brochures, flyers, pamphlets etc.
- 2.3.3 Process management of promotional campaigns, workshops, skill fair, film festival and communication.
- 2.3.4 Advise SSRGSP on effective and efficient ways of conducting the campaigns and ensure quality assurance.
- 2.3.5 Review the outcomes of the campaigns and submit reports for improvements.

## **3 Managing Social Media desk at GSP**

The agency would create and manage the social media desk for the **SSR Global Skill Park** to manage all the Social Media accounts like Facebook, LinkedIn, Twitter, Google+, YouTube, Blogs, Instagram and other social media identities for GSP.

The agency shall update all target social media sites and shall Prepare weekly/ monthly reports on traffic and activities on social media. The agency shall promote online advertisements by leveraging analytics

The full copyright of all creative and publicity material produced, would rest with the Global Skill Park, Government of Madhya Pradesh for all time use.

## **Team Composition**

Role	Qualification / Skill	Location
Creatives Director	A degree in Mass Communication /Journalism/ Diploma in Multimedia/ Creative Writing, with a minimum of <b>10 years</b> of experience in documentary or film production. Preferred candidates will have experience planning campaigns for government projects or serving as consultants on similar projects. Ideal candidates should be innovative thinkers, consistently generating new ideas, proposals, and creative concepts for promotion."	Onsite
Project Manager	Should have a degree in Mass Communication / Journalism/ Diploma in Multimedia working experience of at <b>least 5 years</b> in Media	Onsite
Graphics Designer.	Any graduate/ Should have good command over various designing and video editing tools including, but not limited to, Adobe Photoshop, Adobe Illustrator, Canva, CorelDraw, AI tools etc.	Onsite
Content Writer English   Hindi	Any graduate /Should have good command over English and Hindi languages / Should have experience of at least <b>five (5) years</b> of writing in a professional or creative capacity	Onsite
Editor	Diploma in Film / Video Editing Should have good command over video editing tools including Final Cut Pro, Adobe Premier, DaVinci working experience of at least 2 years in Video Editing	Onsite
Photographer / Videographer	Diploma in videography / Photography, working experience <b>at least 5 years</b> in Photography / videography	Onsite As per requirement

### 3 Roles and Responsibilities of GSP

- 3.1 Nominate a single point of contact person for coordination with the Agency.
- 3.2 Issuance of various government orders/policy amendments as per requirement of the project.
- 3.3 The GSP shall provide office space for consultant deployed on the project.

### 4 Services

- 4.1 From the service start date, the bidder shall provide the services in accordance with the terms of the agreement and Award of Contract and will ensure that with effect from the service start date, a team of persons is available to provide the services. This team will include the employees of the bidder.
- 4.2 The bidder agrees that it will follow and comply with any reasonable instructions, directions or requests given or issued which are consistent with the terms of this agreement by **SSRGSP**'s authorized representative in writing or, where it was reasonably impracticable to do so in writing, given orally and subsequently confirmed in writing by such authorized representative in connection with the performance of the services.
- 4.3 The bidder shall as soon as reasonably practicable notify **SSRGSP** whenever the vendor becomes aware of and has reasonable grounds to believe that any failure on the part of **SSRGSP** to carry out its obligations and responsibilities under this agreement will have a detrimental effect on the performance or quality of the services or cost. The same shall apply to the bidder also.

### 5 Deployment of the Resources

The deployment of the resources shall be as per the requirement of the purchaser. The payment shall be made on the basis of man-days utilised along with other expenses which shall be verified by the purchaser.



S. No.	Deliverable	Accountable Resource	Details
1	<b>Social Media Management</b>	<b>Team Leader/ Executive Social Media</b>	<ul style="list-style-type: none"> <li>• The agency manpower will be responsible for creating posts, posting it on social media handle, filtering of user comments, giving responses to all official social media handles &amp; profiles.</li> <li>• All posts, tweets on all social media handles of GSP should be in accordance with the Tech Edu related activities going on at the time.</li> <li>• Repackaging of the content (videos and photographs, Videos) into suitable formats (video packages and others)</li> <li>• The agency will be responsible for planning the media strategy for the Global Skill Park and executing the plan accordingly</li> </ul>
2	<b>Innovative Social Media Campaign</b>	<b>Team Leader / Executive Social Media</b>	The team shall be responsible for designing, managing and evaluating innovative digital media campaigns to support digital media presence of GSP Education.
8	<b>Content Creation</b>	<b>Content Writer</b>	<ul style="list-style-type: none"> <li>• Creation of Blogs / Press Release / Articles For Social Media</li> <li>• Creation of Social media posts/ Content for banners/ Landing pages content / Logo/ Creative/ Animation Video / Success Stories/ Campaign Launch Video/ Poster</li> </ul>

S. No.	Platform	No. of post	Frequency
1	Facebook Creative	Minimum 50 Post in a Month	At least Daily 1 post
2	Twitter Creative	Minimum 50 Post in a Month	At least Daily 1 post
2	Instagram Creative	Minimum 50 Post in a Month	At least Daily 1 post
3	LinkedIn Creative	Minimum 30 Post in a Month	Daily 1 post
6	Success Stories Video / Audio	2	Monthly
7	Podcast Video/Audio	2	Monthly

<b>8</b>	<b>Theme Song</b>	<b>1</b>	<b>when needed</b>
<b>9</b>	<b>Presentation Video</b>	<b>3 in a year</b>	<b>when needed</b>
<b>10</b>	<b>Facebook Video Animated / Infographics</b>	<b>4</b>	<b>Monthly</b>
<b>11</b>	<b>Instagram Video /Reels / Post</b>	<b>8</b>	<b>Monthly</b>
<b>12</b>	<b>LinkedIn Video / Animated / Infographics</b>	<b>4</b>	
<b>13</b>	<b>Photography</b>	<b>Whenever required for social media posts</b>	

**SECTION VI**  
**Format for Bidder's authorization letter**

To,  
CEO,  
SSR-Global Skills Park,  
Hazrat, Nizamuddin Rd, Narela Shankari  
Bhopal-462022

Subject: Authorization Certificate

Bidder's Representative name \_\_\_\_\_ designation \_\_\_\_\_ is hereby authorized to sign relevant documents on behalf of the company / firm \_\_\_\_\_ in dealing with BID for \_\_\_\_\_ issued by you. He/she is also authorized to attend meetings related to bid, such as bid submission, Pre-bid meetings, bid opening etc. and any meeting called by you.

Authorized Signatory  
Name  
Seal

**SECTION VII**  
**Technical bid document checklist**

To,  
CEO,  
SSR-Global Skills Park,  
Hazrat, Nizamuddin Rd, Narela Shankari  
Bhopal-462022

S. No	Document	Submitted (Y/N)	Remark
1	The bidder should be a Company registered in India under the Indian Companies Act 1956 or a Registered Partnership Company/ Firm or LLP and existing for the <b>past 5 years</b> as on 31/12/2024.		
2	The bidder should have valid GST registration in India.		
3	The bidder should submit an authorization letter for authorizing the tender signing authority for signing and submission of the tender (Section – VI).		
4	The bidder should be a company <b>with 5 years</b> of experience in Media marketing, advertising and branding.		
5	The bidder should have own infrastructure for content development/ aggregation, editing setup/ Camera & Sound Equipment's.		
6	<b>viii. The bidder should have Total turnover of INR 50 lakhs in last five year.</b> i.e. FY 2018-19 to 2022-23		
7	The bidder must have carried out communication campaigns for State or <b>Central Government / PSU/ Universities/ Skilling Institutes</b> in the past.		
8	The bidder is required to set up an office in <b>GSP</b> with all team members and equipment. A list of the equipment must be submitted.		
9	Self-Declaration of Non-blacklisting in Proforma given in the section XV.		
10	CVs of all key personnel as per requirement given in the scope of work should be submitted.		

**SECTION: VIII**  
**BID FORM**

To,  
CEO,  
SSR-Global Skills Park,  
Hazrat, Nizamuddin Rd, Narela Shankari  
Bhopal-462022

Subject:

Dear Sir,

We have examined the Bidding Documents and, the receipt of same is hereby duly acknowledged, we, the undersigned offer to deliver services for Social Marketing and Branding Agency in full confirmatory with the said bidding documents.

We undertake, if our bid is accepted, to deliver the services in accordance with terms conditions and delivery schedule specified in the Schedule of Requirements.

If our bid is accepted, we will obtain the guarantee of a bank in a sum equivalent to 10% of the Contract Price for the due performance of the contract, in the form prescribed by the Purchaser in bid document.

We agree to abide by this bid and conditions thereof for a period of 120 days after the date fixed for bid opening and it shall remain binding upon us and may be accepted at any time before the expiration of that period.

Until a formal contract is prepared and executed, this bid together with your written acceptance thereof and your notification of award shall constitute a binding contract between us.

We further declare that our bid is unconditional.

We undertake if at any time, it is found that any information furnished by us to the purchaser, either in our bid or otherwise, is false, the purchaser reserves the right to terminate the contract without assigning any reasons, forfeiting the bid security or performance security and blacklisting/debarring us for a period of 3 years.

Dated this .....day of.....2024

(Signature).....

(In the capacity of: .....

Duly authorized to sign Bid for and on behalf of -----

**SECTION-IX**  
**REQUEST FOR CLARIFICATION OF BID DOCUMENT**

To,

CEO,  
SSR-Global Skills Park,  
Hazrat, Nizamuddin Rd, Narela Shankari  
Bhopal-462022

Bid Reference

Name of the Company/ Firm:

Name of Person(s) Representing the Company/ Firm:

Name of Person	Designation	Email-ID(s)	Tel. No's

Company/ Firm Contacts:

Query / Clarification Sought:

S. No.	BID Page No.	BID Clause No.	Clause Details	Query/ Suggestion/ Clarification

Date: \_\_\_\_\_

Place: \_\_\_\_\_

(Signature)

In the capacity of

Duly authorized to sign bid for and on behalf of

\_\_\_\_\_

Note: - Queries must be strictly submitted only in the prescribed format. Queries not submitted in the prescribed format will not be considered/ responded by the tendering authority.

**SECTION X  
PRICE SCHEDULE**

To,  
**CEO,  
SSR-Global Skills Park,  
Hazrat, Nizamuddin Rd, Narela Shankari  
Bhopal-462022**

Dear Sir,

Subject: Selection of Social Marketing and Branding Agency for SSRGSP Bhopal

1. We, the undersigned, offer to provide the consulting services for the above project in accordance with your Request for Proposal no. \_\_\_\_\_ dated \_\_\_\_\_. For our Financial Proposal (Grand Total) is for the sum of Rs..... (In Words) for period of **12 months** from the Commencement Date. The financial proposal is inclusive of taxes.
2. The Breakup of Financial Proposal for period of **12 months** from the Commencement Date for Social Marketing and Branding Agency.
3. The quoted price is for one year and thereafter for further period.

S. No	Remuneration	Rate per month (in INR)	GST (in INR)	Rate per month including GST (in INR)
A	Name of The Position			
1	2	3	4	5
A.1	Creative Director			
A.2	Project Manager			
A.3	Social Marketing and Branding Expert			
A.4	Creatives and Production Coordinator			
A.5	Media Service Coordinator			
A.6	Graphic Designer			
A.7	Content Writer English   Hindi			
A	Sub Total (A)	-	-	

S. No	Rate of Project	Total Cost per post/activity (in INR)	GST (in INR)	Rate including GST (per post including activity) (in INR)
1	2	3	4	5
B	Creative Expenses			
B.1	Social Media Posts			
	Facebook Creative			
	Twitter Creative			
	Instagram Creative			
	LinkedIn Creative			
B.2	Video Shoot, editing and Creation for SM (up to 60 seconds)			

	<b>Facebook Video Animated / Infographics (up to 60 seconds)</b>			
	Instagram Video /Reels / Post (up to 60 seconds)			
	LinkedIn Video / Animated / Infographics (up to 60 seconds)			
B.4	Posters / Banners (per Sq feet)			
B.5	Print Design (per Sq feet)			
B.6	Audio (Jingles etc.) (up to 60 seconds)			
<b>C</b>	<b>Other Expenses</b>			
	<b>Grand Total (A+B+C)</b>			

4. The above quote is exclusive of GST and the same shall be payable at actual **by SSRGSP, but the rate of GST have to given.**
5. The income tax etc., if applicable, shall be deducted at source from the payment as per the rule in force at the time. We further understand that if there would be any increase in any other applicable taxes, levies, duties, and fee etc. whatsoever, and other charges during tenure of contract, the financial burden of the same shall be borne by us.
6. Our Financial Proposal shall be binding upon us up to the expiration of the validity period of the Proposal.
7. The rates shall be applicable for **12 months** thereafter for further period mutually agreed subject to satisfactory performance.
8. The person days indicated in the above column are tentative which can be increase/decrease by the purchaser as per requirements.

(Signature)  
(Name of the company / firm)  
Seal



**SECTION XI**  
**EMD**

[Bank's Name, and Address of Issuing Branch or Office]

Beneficiary: **CEO, SSR Global Skill Park, Bhopal** [Name of the Purchaser]

BANK GUARANTEE No.: \_\_\_\_\_ Date: \_\_\_\_\_

Whereas..... (Hereinafter called "the Bidder") has submitted its bid dated..... (Date of submission of bid) for .....

(Name and /or description of the services) (Hereinafter called "the Bid") under Invitation for Bids No..... (IFB Number).

KNOW ALL PEOPLE by these presents that WE  
.....(name of bank) of  
.....(name of country), having our registered office at  
.....(address of bank) (hereinafter called " the Bank") are bound unto  
.....(name of Purchaser) (hereinafter called the Purchaser") in the  
sum of Rs.....for which payment well and truly to be made to the said  
Purchaser, the Bank binds itself, its successors and assigns by these presents.

Sealed with the Common Seal of the said Bank this..... Day of .....2024

THE CONDITIONS of this obligation are:

1. If the bidder withdraws its bid during the period of bid validity specified by the bidder on the Bid Form: or
2. If the bidder, having been notified of the acceptance of its bid by the Purchaser during the period of bid validity:
  - (a) Fails or refuses to execute the Contract Form if required: or
  - (b) Fails or refuses to furnish the performance security, in accordance with the instruction to bidders.

We undertake to pay the Purchaser having to the above amount upon receipt of its first written demand, without the Purchaser having to substantiate its demand, provided that in its demand, the Purchaser will note that the amount claimed by it is due it owing to the occurrence of one or both of the two conditions, specifying the occurred condition or conditions.

This guarantee will remain in force up to and including forty-five (45) days after the period of the bid validity and any demand in respect thereof should reach the bank not later than the above date.

.....  
(Signature of the Bank)

**SECTION XII  
CONTRACT FORM**

THIS AGREEMENT made the ..... day of .....2024 between..... (Name of Purchaser) of..... (Hereinafter called "the Purchaser") of first part and..... (Name of Service provider) of..... (City of Service provider) (Hereinafter called "the Service provider" of the second part):

WHEREAS the Purchaser desirous services and ancillary services viz..... (Brief Description of Services) and has accepted a bid by the Service provider for the supply of the services in the sum of..... (Contract Price in Word and Figures) (Hereinafter called "the Contract Price").

NOW THIS AGREEMENT WITNESSETH AS FOLLOWS:

1. In this Agreement words and expression shall have the same meanings as are respectively assigned to them in the Conditions of Contract referred to:
2. The following documents shall be deemed to form and be read and construed as part of this Agreement viz:
  - a) The Bid Form and the Price Schedule submitted by the Bidder;
  - b) Scope of work Requirements and deliverable;
  - c) The General Conditions of Contract (GCC);
  - d) The Special Conditions of Contract (SCC); and
  - e) The Purchaser's Notification of Award.
3. In consideration of the payments to be made by the Purchaser to the service provider as hereinafter mentioned, the service provider hereby covenants with the Purchaser to provide the services and to remedy defects therein in conformity in all respects with the provisions of the contract.
4. The Purchaser hereby covenants to pay the service provider in consideration of the provision of the services and the remedying of defects therein, the contract price or such other sum as may become payable under the provisions of the contract at the times and in the manner prescribed by the contract.

**SECTION XIII**  
**PERFORMANCE SECURITY FORM**

[The bank, as requested by the successful bidder, shall fill in this form in accordance with the instructions indicated]

\_\_\_\_\_ [Bank's Name, and Address of Issuing Branch or Office]

PERFORMANCE GUARANTEE No.: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/2024

To: Director, WHEREAS..... (Name of service provider)  
Hereinafter called "the Service provider" has undertaken, in pursuance of Contract No.....dated.....2024 to RFP for Social Marketing and Branding Agency, bid no .....

(Description of Services) hereinafter called "the Contract".

AND WHEREAS it has been stipulated by you in the said contract that the service provider shall furnish you with a Bank Guarantee by a recognized bank for the sum specified therein as security for compliance with the service provider's performance obligations in accordance with the contract.

AND WHEREAS we have agreed to give the service provider a Guarantee:

THEREFORE, WE hereby affirm that we are Guarantors and responsible to you, on behalf of the service provider, up to a total of..... (Amount of the Guarantee in Words and Figures) and we undertake to pay you, upon your firsts written demand declaring the service provider to be in default under the contract and without cavil or argument, any sum or sums within the limit of ..... (Amount of Guarantee) as aforesaid, without your needing to prove or to show grounds or reasons for your demand or the sum specified therein.

This guarantee is valid until the ..... day of .....2024.

Signature and Seal of Guarantors

.....  
.....  
.....

Date ...../...../..... 2024

Address: .....

.....  
.....

**SECTION: XIV**  
**(Please see ITB, Clause 12 of instructions to Bidders)**

**Not Applicable**

To,  
CEO,  
SSR Global Skills Park,  
Hazrat, Nizamuddin Rd, Narela Shankari  
Bhopal-462023

**FORMAT FOR QUALIFICATION APPLICATION**  
**(Bidder's experience and resources)**

All the bidders submitting their bids against this bid must submit the qualification application along with the information in the following formats:

Name and address of Bidder:

Phone no....., email Id....., website .....

- i. The bidder should be a company registered in India under the Indian Companies Act, 1956 or a Registered Partnership Company/ Firm or LLP and existing for the **past 5 years as on 31/04/2024.**
- ii. The bidder should have valid GST registration in India.
- iii. The bidder should submit an authorization letter for authorizing the tender signing authority for signing and submission of the tender.
- iv. The bidder should be a company with at least 5 or more years of experience in media, advertising and branding promotion.
- v. The bidder should have own infrastructure for content development/ aggregation, designing of creatives/ Audio Visual equipment's, lights, editing system, production.
- vi. The bidder should have done at least 02 campaigns out of 05 with government and public sector undertakings. Specify proven effective outcomes.
- vii. The bidder should have minimum Total turnover of INR 50 lakhs in last five year.**
- viii. Self-Declaration of Non-blacklisting in Proforma given in the section XV.
- ix. CVs of all key personnel as per requirement given in the scope of work should be submitted.

Seal and Signature of the Bidder

**SECTION -XV  
SELF DECLARATION ON NON-BLACKLISTING**

(On 100 Rs stamp paper)

Date: \_\_\_\_\_

To,  
CEO,  
SSR Global Skills Park,  
Hazrat, Nizamuddin Rd, Narela Shankari  
Bhopal-462023

Subject:

In response to the Tender No ..... For RFP for Social Media Marketing and Branding Agency as an owner/partner/Director of ..... I/We hereby declare that our Company/firm is having unblemished past record and is presently not declared as blacklisted or ineligible for non-performance, corrupt or fraudulent practices either indefinitely or for a particular period of time by any State or Central Government Agency/department in India.

Name of the Bidder: -

Signature: -

Seal of the Organization: -

**SECTION -XVI  
TECHNICAL BID COVERING LETTER**

To,  
CEO,  
SSR Global Skills Park,  
Hazrat, Nizamuddin Rd, Narela Shankari  
Bhopal-462023

Dear Sir,

Having examined the bid document, the receipt of which is hereby duly acknowledged, we, the undersigned, offer to supply the services as required and outlined in the bid for..... To meet such requirements and provide such services as required are set out in the bid document, we attach hereto the bid technical response as required in the bid document, which constitutes our proposal.

We undertake, if our proposal is accepted, we will obtain a performance security acceptable to **CEO/SSRGSP** for a sum of 10 % of contract value, for the due performance of the contract. We agree for unconditional acceptance of all the terms and conditions set out in the Bid document and also agree to abide by this bid response for a period of 120 days from the date fixed for bid opening and it shall remain binding upon us with full force and virtue, until within this period a formal contract is prepared and executed, this bid response, together with your written acceptance thereof in your notification of award, shall constitute a binding contract between us and the **CEO/SSRGSP**.

We confirm that the information contained in this bid or any part thereof and other documents and instruments delivered or to be delivered to **CEO/SSRGSP** is true, accurate, and complete. This proposal includes all information necessary to ensure that the statements therein do not in whole or in part mislead as to any material fact.

We agree that **SSRGSP** is not bound to accept the lowest or any bid response you may receive. We also agree that you reserve the right in absolute sense to reject all or any of the products/service specified in the bid response without assigning any reason whatsoever. It is hereby confirmed that I/We are entitled to act on behalf of our corporation/company/firm/organization and empowered to sign this document as well as such other documents, which may be required in this connection.

(Signature)

(In the capacity of) .....

Duly authorized to sign the Bid Response for and on behalf of:

(Name and Address of Company)

Seal/Stamp of bidder

Witness Signature:

Witness Name:

Witness Address:

**CERTIFICATE AS TO AUTHORISED SIGNATORIES**

I, certify that I am ..... of the ....., and that

.....who signed the above bid is authorized to bind the corporation by authority of its governing body.

Date:

Name and Designation with Seal

Place:

<b>GLOSSARY/ACRONYM</b>	
ADB	Asian Development Bank
BG	Bank Guarantee
DAVP	Directorate of Advertising and Publicity
DOSD	Directorate of Skill Development
DTESD&E	Department of Technical Education, Skill Development & Employment
EA	Executing Agency
EMD	Earnest Money Deposit
GCC	General Conditions of Contract
GESI	Gender Equality and Social Inclusion plan
GOMP	Government of Madhya Pradesh
GSP	Global Skills Park
GSP CC	Global Skills Park City Campus, Bhopal
SSRGSP	Sant Shiromani Ravidas Global Skill Park
SSRGSPS	Sant Shiromani Ravidas Global Skill Park Society
GST	Goods and Services Tax
IA	Implementation Agency
IFB	Invitation for Bids
INR	Indian Rupee
IPP	Indigenous peoples plan
ITB	Instructions to Bidders
ITEES	Institute of Technical Education Services, Singapore
ITI	Industrial Training Institute
LLP	Limited Liability Partnership
LoA	Letter of Award
MIS	Management Information System
MPR	Monthly Progress Report
MPSDP	Madhya Pradesh Skills Development Project
MSME	Ministry of Micro, Small & Medium Enterprises
NCB	National Competitive Bidding
NCVT	National Council for Vocational Training
NPI	New Price Index
OPI	Old Price Index
PAM	Project Administration Manual
PIC	Project Implementation Committee
PIU	Project Implementation Unit
PMC	Project Management Consultants
PMU	Project Management Unit
PSC	Project Steering Committee
“P.S.”	Principal Secretary
PWC	PricewaterhouseCoopers
QCBS	Quality and Cost Based Selection
QPR	Quarterly Progress Report
RFP	Request for Proposal
SCC	Special Conditions of Contract
SEO	Search Engine Optimization
SOE	Statement of Expenditures
SPOC	Single point of Contact
TBER	Technical Bid Evaluation Report

TVC	Television Commercials
TVET	Technical and Vocational Education and Training
USD	U.S. Dollar