

**LIFE Mission  
Government of Kerala**

**Request for Proposal (RFP)**

**for**

**The Selection of  
Creative Communication Consultant (CCC)**

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Each Applicant should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments and information contained in this Document and obtain independent advice from appropriate sources.

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**LIFE Mission**  
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**LIFE Mission, 2<sup>nd</sup> floor, PTC Towers, S S Kovil Road,  
Thampanoor, Thiruvananthapuram – 695001**

**Notice Inviting Proposals**

LIFE Mission, the total housing Mission under Government of Kerala invites proposals for the selection of Creative Communication Consultant (CCC) from reputed and established communication agencies for bringing visibility to the project.

The Terms of Reference and Request for Proposal are available at

[www.lifemission.kerala.gov.in](http://www.lifemission.kerala.gov.in)

Last date for the submission of RFP : 28/11/2019 3:00 PM

**Contact person for clarification:**

Chief Executive Officer, LIFE Mission

[medialifemission@gmail.com](mailto:medialifemission@gmail.com), [lifemissionkerala@gmail.com](mailto:lifemissionkerala@gmail.com)

Ph. No. 0471 2335524

# 1. Introduction & Objective

## 1.1. Introduction

LIFE (The Livelihood Inclusion and Financial Empowerment) Mission was implemented in the year 2016 by Government of Kerala as a time bound programme for the total eradication of homelessness in the State through a multi-pronged approach of addressing the ground level issues. The Mission provides housing for the landless-houseless-poor along with a comprehensive rehabilitation programme aimed at enabling them to determine a sustainable livelihood through skill development, leading to financial self-reliance and ensuring an inclusive development scenario. Apart from the completion of incomplete houses, restoration of existing dilapidated houses, financial support for constructing houses for those having own land, the Mission also is addressing the landless-homeless beneficiaries of the state by rehabilitating them into apartment complexes. The Mission primarily focuses on facilitating access to safe and honorable houses to all and thus facilitating them a suitable livelihood option as well and also ensuring coverage of social security network to mitigate chances of them falling back into the vicious circle of indebtedness and homelessness.

The Project has now completed three years and under Phase I and II of the Mission, a total of 1,44,000 houses were completed. Even though the Mission made such a tremendous achievement, it is a fact that it has still not reached the common man. Hence it is essential that the achievements of LIFE Mission should be clearly communicated to our people and there should be a communication strategy to bring in more people/agencies to fund for the Phase III of LIFE. For this a Creative Communication Consultancy is proposed to be selected who will work for the Mission on a 360degree strategy.

## 1.2. Brief description of the Selection Process

LIFE Mission has adopted **Quality and Cost Based Selection(QCBS)** method for selection of the “**Creative Communication Consultant**” for bringing more visibility for LIFE Mission project in Kerala. Technical Evaluation and Financial Evaluation shall be carried out as per **Clause 4.2**. The Applicant obtaining the highest Composite Score would be declared as the Selected Consultant per **Clause 4.2**.

## **2. Instructions to Bidder**

LIFE Mission, under Local Self Government Department of Government of Kerala intends to develop various communication strategies to bring visibility to the Mission. LIFE Mission invites sealed offers from reputed and Experienced Consultants for preparation of various communication tools and strategies to give more visibility to the project and also to get CSR funds.

- a) Description of the objectives, broad scope of services, deliverables and other requirements relating to this assignment are specified in this Document. Applicants possessing requisite qualifications may participate in the bidding process.
- b) Applicants are advised that the selection of Consultant shall be on the basis of an evaluation by LIFE Mission through the Selection Process specified in this document. Applicants shall be deemed to have understood and agreed that no explanation or justification for any aspect of the Selection Process will be given and that LIFE Mission's decisions are without any right of appeal whatsoever.
- c) The Selection Process shall be governed by, and construed in accordance with, the laws of India and the High Court at Kerala shall have exclusive jurisdiction over all disputes arising under, pursuant to and/or in connection with the Selection Process.
- d) The Applicant shall submit its Proposal in the form and manner specified in this Document. The Applicants shall submit documents towards eligibility and qualification in accordance with provisions of Tender Document.

### **2.1 Scope of Work**

Under the guidance and supervision of the Chef Executive Officer, LIFE Mission the consultant will be responsible for the following things:

1. Proactively plan and develop creative content (stories, photos, advocacy images, contests, campaigns, audio, video, etc.) and production of multimedia content in order to increase awareness, visibility and acceptance of the activities undertaken by the LIFE Mission
2. Web-related activities, including restructuring the architecture of the existing website and social media pages of LIFE Mission to facilitate better experience and awareness to relevant target audience and coordinating with IITMK for executing the same.
3. Actively engage with online audiences through social media channels and eventually influence them to become contributors to LIFE Mission

- 4.** Creating specific goal-oriented presentations and collaterals to target Corporates, HNIs, Religious Institutions and other Social entities for fund raising for the next stage of LIFE Mission.
- 5.** Planning and creation of innovative content to suit different online forums (formal and Informal) and channels to facilitate fund raising for the next stage
- 6.** Planning and execution of Advertorials and other relevant human-interest stories to communicate the effectiveness and efficiency of LIFE Mission and coordinating with the PRD department to ensure the content will be published in relevant local, national and international media/publications
- 7.** Creation of district wise infographics to communicate the achievements and goals of LIFE Mission which will help to provide real ground level data in a nutshell to common man. The same can be uploaded on to the website also.
- 8.** Conceptualizing and implementing PPC/ad, campaigns to reach the right target group which in turn will improve the awareness on the activities of LIFE Mission and influence them to become contributors in the activities of the LIFE Mission
- 9.** Proactively plan and develop creative content (stories, photos, advocacy images, contests, campaigns, audio, video, etc.) and production of multimedia content in order to increase awareness, visibility and acceptance of the activities undertaken by the LIFE Mission
- 10.** Web-related activities, including restructuring the architecture of the existing website and social media pages of LIFE Mission to facilitate better experience and awareness to relevant target audience and coordinating with IIITMK for executing the same.
- 11.** Actively engage with online audiences through social media channels and eventually influence them to become contributors to LIFE Mission
- 12.** Creating specific goal-oriented presentations and collaterals to target Corporates, HNIs, Religious Institutions and other Social entities for fund raising for the next stage of LIFE Mission.
- 13.** Planning and creation of innovative content to suit different online forums (formal and Informal) and channels to facilitate fund raising for the next stage
- 14.** Planning and execution of Advertorials and other relevant human-interest stories to communicate the effectiveness and efficiency of LIFE Mission and coordinating with the PRD department to ensure the content will be published in relevant local, national and international media/publications

15. Creation of district wise infographics to communicate the achievements and goals of LIFE Mission which will help to provide real ground level data in a nutshell to common man. The same can be uploaded on to the website also.
16. Conceptualizing and implementing PPC/ad, campaigns to reach the right target group which in turn will improve the awareness on the activities of LIFE Mission and influence them to become contributors in the activities of the LIFE Mission

## **2.2 Eligibility Criteria**

Reputed agencies meeting the following minimum criteria as on the date of RFP are eligible to apply.

### **a. Minimum Criteria**

- a) The Consultant should be a company registered in India under the Companies Act 1956, a partnership firm, or a proprietorship firm offering digital/communication consultancy services across not just conventional media, but content advertising such as infilm and new/emerging media in the digital arena and have a minimum experience of at least 3 years in Communication/Digital Marketing.
- b) The Consultant turnover for last 3 consecutive financial years i.e. F.Y. 2016-17, 2017-18 and 2018-19 should be at least Rs. 1 Crore (sum total of 3 consecutive financial years) as per audited balance sheets.
- c) The Consultant should have accomplished major campaigns of minimum Rs 10.00 lacs and above during each of the last 3 financial years for a single product/service/brand

### **b. Other Eligibilities**

Consultant not meeting the necessary eligibility criteria will not be considered for further evaluations.

1. The Consultant should have a minimum experience of at least 3 years in Communication/Digital Marketing and preferably experience in the social sector.



2. The Consultant should have an office in Kerala and shall allocate a dedicated team to execute communication and digital media campaigns across all digital/media platforms. If there is no office at present in the state of Kerala, they have to open an office once selected. The consultancy will be required to furnish the list of personnel who will be assigned to service LIFE Mission along with a brief profile of their /career experiences.
3. The Consultant shall not have been blacklisted / debarred by any Central / State Government/Public or Private Sector Undertakings or any related bodies of the media / advertising industry.
4. The Consultant should be able to extend to LIFE Mission the same standard of industry credit that it enjoys from different digital platforms. The Consultancy is expected to examine all instructions, terms and specifications of this document. Failure to furnish all information required as per this document or submission of the proposals not substantially responsive to this document in every respect will be at the consultancy's risk and may result in rejection of the proposal.

LIFE Mission reserves the right to waive any kind of eligibility requirements to some or all the Applicants if it decides that such an action is in the interest of citizens/general public at large and it will not affect the competition.

**c. Key Professional Staff:**

**Key Professionals required for the Assignment:** The Consultant hired for this assignment are expected to have good experience in developing and executing various IEC to give more visibility to the activities of the Mission. The following are some key personnel that make a full service agency. Complete CVs for the above positions, indicating their relevant educational qualifications, experience and language skills will be needed.

Position	Academic Qualifications	Experience
<p><b>Chief Coordinator</b> (for day to day contact). Serves as main focal point with Project</p>	<p>Postgraduate degree/diploma in Mass Communication/journalism/Social Work / Business Management or a related discipline with 5 years' experience</p> <p style="text-align: center;">OR</p> <p>Graduate degree in Mass Communication/journalism/Social Work/Business management or a related discipline with 5 years' experience</p>	<ol style="list-style-type: none"> <li>1. Min 5 years' experience depending upon educational qualifications in developing and implementing IEC activities and research work</li> <li>2. At least 3 years' experience in documentation work</li> </ol>
<p><b>Art director/ Visualizer</b></p> <p>The person typically thinks through the early phase of the project to develop the concept. This director oversees the entire team, which includes the copy chief, and art director.</p> <ul style="list-style-type: none"> <li>• Visualize and execute creative ideas for web, print, social and films</li> <li>• Illustrate in different styles</li> <li>• Possess strong software skills and aptitude to learn new technologies</li> <li>• Work in tight deadlines</li> <li>• Work in teams</li> </ul>	<p>Masters/Bachelor's Degree/ diploma in Commercial/Fine Arts</p>	<p>Min 5 years' experience out of which should have handled/ worked on at least 2 projects in the social sector</p>
<p><b>Copywriter x two persons</b></p> <p>The Copywriters must demonstrate a high level of creative talent and</p>	<p>Graduate degree in Mass Communication/Jour</p>	<p>Min 3 years' experience out of which should have worked directly</p>

conceptual development, with excellent writing abilities. Responsible for and contributes across multiple platforms, including Print, web and social media. Projects they will be part of will include <b>print campaigns, websites, videos and ad films, social media updates and campaigns.</b>	nalism/Social Work or a related discipline with more than 3 years' experience	on at least 1 project in the social sector
<b>Script writer:</b> responsible for coming up with the idea and writing the concept, characters, dialogue, etc.	Graduate degree in Mass Communication/journalism or a related discipline with more than 5 years' experience	Min 3 years' experience out of which should have worked directly on at least 1 project in the social sector
<b>Print and Av production Specialist:</b> Responsible for all aspects of <b>printing</b> , assembly and distribution of <b>production work</b> including scheduling, planning and execution.	Post Graduate in the relevant field with at least 3 years of experience	3 years of experience in managing the print and audio video production
<b>Community Manager:</b> in charge of building relationships on social media. They will log right into each platform to engage with the audience directly by responding to comments on posts and engaging with what others share	Proven work experience as a community manager Experience launching community initiatives (e.g. building an online forum, launching an ambassador program, creating an event series and writing an email newsletter)	Experience: At least 3 years' experience in social media content generation
<b>Social Media Manager</b> Responsible to Develop, implement and manage social media strategy, define most important social media KPIs, Manage and oversee social media content Measure the success of every social media campaign,	Graduate degree in Mass Communication/Journalism/Social Work/Management or a related discipline with more than 3years' experience	Minimum 3 years of experience in relevant field

<p>Stay up to date with latest social media best practices and technologies,  Use social media marketing tools such as Buffer,  Attend conferences, and  Work with copywriters and designers to ensure content is informative and appealing</p>		
<p><b>SEO Specialist:</b> Responsibilities include optimizing copy and landing pages for search engine optimization, performing ongoing keyword research including discovery and expansion of keyword opportunities and researching and implementing content recommendations for organic SEO success</p>	<p>A degree and a minimum of one to three years of web experience is required for the SEO Specialist position, including knowledge of HTML, CSS, programming language and blogging</p>	<p>Proven SEO experience  Proven SEM experience managing PPC campaigns across Google, Yahoo, etc.  Solid understanding of performance marketing, conversion, and online customer acquisition  In-depth experience with website analytics tools (e.g, Google Analytics, NetInsight, Omniture, etc.</p>

The following conditions would apply:

- d) Only one Curriculum Vitae (CV) shall be submitted for each position and relevant experience which is similar to this Project, must be demonstrated using the formats mentioned in this Document. The CVs should be signed by the Authorized Representative/Signatory or by the Personnel himself.
- e) The Applicant's eligible for participating in the tendering process should be a single Business Entity / Consortium in which each entity shall mean a company registered in India under the Companies Act 1956, a partnership firm, or a proprietorship firm.
- f) Applicant must submit Power of Attorney as prescribed in Schedule - 2 in favor of the authorized representative who shall sign the Technical and Financial Proposal and accompanying documents.
- g) The Applicant have to furnish copies of Audited Balance Sheets and Profit & Loss Accounts for last three (3) years along with a Certificate from Statutory Auditor/Chartered Accountant to establish minimum Average Annual Turnover required toward Financial Eligibility.

### 2.3 Cost of RFP document

RFP document can be downloaded from website of LIFE Mission: [www.lifemission.kerala.gov.in](http://www.lifemission.kerala.gov.in). When RFP document is downloaded from the website, a demand draft of Rs. 10,000/- (as cost of RFP document is Rs.10,000/- (Rupees Ten Thousand only) drawn in favor of “**Chief Executive Officer, LIFE Mission**”, payable at Thiruvananthapuram is to be submitted along with the proposal. The document fee is non-refundable.

### 2.4 Earnest Money Deposit

Technical Proposal should necessarily be accompanied with Earnest Money Deposit (EMD) of Rs.50,000/- (Rupees Fifty Thousand Only), without which a Proposal shall be considered non-responsive. The Earnest Money Deposit shall be in the form of a Bank Demand Draft in favour of “**Chief Executive Officer, LIFE Mission**”, payable at Thiruvananthapuram drawn on any Nationalized Bank/Scheduled Bank is to be submitted by all the bidders. The EMD of the unsuccessful bidder will be returned within a period of 30 days from the date of signing the agreement with the successful bidder. However, EMD of successful bidder will be refunded after signing of agreement and issue of work order.

### 2.5 Schedule of Bidding Process

LIFE Mission shall endeavor to adhere to the following schedule:

Sr. No.	Event Description	Date
1.	Date of Publishing of Tender Document	11/11/2019
2.	Last date of receiving Queries Online	18/11/2019
3.	Last date of replying to queries by LIFE Mission	20/11/2019
4.	Proposal Due Date	28/11/2019 by 3.00 PM
5.	Opening of Technical Proposals	30/11/2019 by 11.00 AM
6.	Opening of Financial Proposals	Shall be intimated by email

## **2.6 Validity of the Proposal**

Completed proposals in the formats given in this document with necessary enclosures should indicate that the proposal would remain valid for a period of 120 days from the date of submission of the proposal. The Authority reserves the right to reject any proposal that does not meet this requirement.

In exceptional circumstances, prior to the expiry of the proposal validity period, Authority may inform the Applicant to extend the validity of the Proposal for a specified additional period. Applicant may refuse the request, but accepting the request will not be allowed to modify the proposal but will be required to extend the validity of the proposal for the period of extension.

## **2.7 Last Date for Submission of Proposal**

The last date and other details of Bidding Process are mentioned in Clause No. 2.5 in this document. The Chief Executive Officer, LIFE Mission may at his discretion, extend the deadline for the submission of proposals by amending the RFP document in which case all rights and obligations of the Applicant subject to the previous deadline shall thereafter be subject to the deadline as extended.

## **2.8 Amendment of Invitation for RFP document**

At any time prior to the deadline for submission of Proposals, LIFE Mission may, for any reason, modify this Tender document by the issuance of Addendum. Such Addendum to this Invitation of RFP document shall be posted by LIFE Mission on its official website and shall be binding on all Applicants.

## **2.9 Communications**

2.9.1 All communications including the submission of Proposal should be addressed to:

The Chief Executive Officer,  
LIFE Mission, 2<sup>nd</sup> floor,  
PTC Towers, S S Kovil Road, Thampanoor,

Thiruvananthapuram-695001

E-mail: [medialifemission@gmail.com](mailto:medialifemission@gmail.com)

Website: [www.lifemission.kerala.gov.in](http://www.lifemission.kerala.gov.in)

Phone: (0471) 2335524

2.9.2 All communications, including the envelopes, should contain the following information, to be marked at the top in bold letters:

**“Selection of Creative Communication Consultant for LIFE Mission”**

## **2.10 Right to reject any or all proposals**

**2.10.1** Notwithstanding anything contained in this Tender Document, LIFE Mission reserves the right to accept or reject any Proposal and to annul the Selection Process and reject all Proposals, at any time without any liability or any obligation for such acceptance, rejection or annulment, and without assigning any reasons thereof.

### **2.10.2 LIFE Mission reserves the right to reject any Proposal if:**

At any time, a material misrepresentation is made or uncovered, or the Applicant does not provide, within the time specified by LIFE Mission, the supplemental information sought by LIFE Mission for evaluation of the Proposal. Such misrepresentation/improper response may lead to disqualification of the Applicant. If such disqualification/rejection occurs after the Proposals have been opened, such Applicant shall not be eligible for participating in the Selection Process.

### **3. Preparation and Submission of Proposal**

#### **3.1 Language**

The Proposal with all accompanying documents and all communications in relation to or concerning the Selection Process shall be in English Language and strictly on the forms provided in this Invitation for RFP document. No supporting document or printed literature shall be submitted with the Proposal unless specifically asked for and in case of any of these documents are in another language, it must be accompanied by an accurate translation of the relevant passages in English, in which case, for all purposes of interpretation of the Proposal, the translation in English shall prevail.

#### **3.2 Preparation of Proposal**

**3.2.1** The Applicant shall provide all the information sought under this Invitation for RFP document. LIFE Mission would evaluate only those Proposals that are received in the specified formats and complete in all respects.

**3.2.2** The documents accompanying the Proposal submission shall be placed in separate comprise of two (2) separate Envelopes and marked as indicated below. The Proposal submission shall include:

##### **Envelope No.1: “Technical proposal”**

- Demand Draft as the cost of Tender Document
- Demand Draft of Earnest Money Deposit of Rs. 50,000/-
- Technical proposal as is in Format 4.2.2 printed on Company’s Letterhead along with all relevant documents
- Cover letter in the prescribed format Schedule – 1
- Power of Attorney for authorizing the person to sign the Proposal, in the prescribed format Schedule – 2
- In case bidder is a Partnership Firm he must present Partnership Deed, in case Company is formed under company law – Copy of Company Incorporation & Registration Certificate should be enclosed.



- Eligible Experience - The Applicant should furnish the details of experience as per Schedule - 3 and submit supporting documents i.e. Client Certificates to support its claim.
- Financial Capability - The Applicant should furnish the details of Financial Capability and furnish evidence to support its claim as per Schedule 4
- The Applicant should furnish the details of Key Personnel in the format set out in Schedule – 5
- The General approach and Methodology proposed by the consultant to carry out the assignment.
- The Applicant should sign on all the pages of RFP document and submit the same in Envelope No.1.

**Envelope No.2: “Financial Proposal”**

The Financial Proposal, as per Format 4.2.3 duly printed on Company’s Letter Head and signed by the authorized signatory.

- 3.2.3** Envelope No.1 (Technical Proposal) and Envelope No.2 (Financial Proposal) shall be placed in an outer envelope, which shall be sealed. Each of the 2 (Two) envelopes shall also clearly indicate the name and address of the Applicant.
- 3.2.4** The Technical Proposal (Envelope 1) of the proposal should not contain anything about the Financial Proposal otherwise the proposal will be rejected.
- 3.2.5** The Financial Proposal (Envelope 2) of the proposal shall consist of only Financial Offer in the prescribed format.
- 3.2.6** The Proposal shall be typed or written in indelible ink and signed by the authorized signatory of the Applicant who shall initial each page, in blue ink. All the alterations, omissions, additions, or any other amendments, made to the Proposal shall be initialed by the person(s) signing the Proposal. The Proposal must be properly signed by a duly authorized person holding the Power of Attorney (the “Authorized Representative”).
- 3.2.7** Applicants shall submit the Proposal in the formats specified herein. Failure to comply with the requirements shall make the Proposal liable to be rejected. LIFE Mission reserves the right to verify all statements, information and documents, submitted by the Applicant in response to the Invitation for RFP document. Failure of LIFE Mission to

undertake such verification shall not relieve the Applicant of its obligations or liabilities hereunder nor will it affect any rights of LIFE Mission thereunder.

**3.2.8** Conditional proposals will be rejected. Any conditional discounts by Applicant shall not to be taken into account for the purpose of evaluation.

### **3.3 Submission of Proposal**

**3.3.1** The Applicants shall submit the Proposal in hard bound/Spiral Binding. Each page of the submission shall be signed or initialed by the Authorized Representative of the Applicant.

**3.3.2** The Proposal will be sealed in an outer envelope which will bear the address of LIFE Mission, name of the Assignment and the name and address of the Applicant.

**3.3.3** If the envelope is not sealed and marked as instructed above, LIFE Mission assumes no responsibility for the misplacement or premature opening of the contents of the Proposal submitted.

**3.3.4** The completed Proposal must be delivered on or before the specified time on Due Date. Proposals submitted by Fax, Telex, Telegram or e-mail shall not be entertained.

**3.3.5** No modifications will be allowed in the proposals once submitted.

### **3.4 Late Proposals**

The Applicant should ensure that their Proposal is received before the expiry of the due date and time. Delayed Proposals shall not be entertained irrespective of any cause. The proposal offered or received after the due date and time shall not be accepted or if inadvertently accepted, shall not be opened.

## **4. Opening and Evaluation of Proposals**

### **4.1 Proposal opening procedure**

The Technical Proposals will be opened on 30/11/2019 at 11:00 AM. The Chief Executive Officer, LIFE Mission or authorized person will open the proposals in three stages, in presence of bidders or their representative who choose to remain present for the opening.

- 4.1.1** The First Stage would involve a Test of Responsiveness based on the Submissions in accordance with the provisions of the Tender Document and the Applicants shall be qualified for the next stage of evaluation (“Responsive Applicants”).
- 4.1.2** In the Second Stage of the evaluation process, the Technical Proposals of only Responsive Applicants would be evaluated in accordance with the provisions of the Tender Document and the Applicants shall be short-listed for the next stage of evaluation. The Technical Score under the Technical Proposal submission would be the arithmetic sum of the marks assigned to each of the parameters listed for evaluation of Technical Proposal.
- 4.1.3** In the Third Stage the Financial Proposal of only those Applicants who scores at least **70% marks** in Technical Proposal evaluation shall be opened and evaluated as per financial evaluation criteria laid down here in the Tender Document.

### **4.2 Evaluation of Proposals**

#### **4.2.1 Evaluation Criteria**

The proposals of the Bidders will be evaluated in two stages i.e. Technical Proposal and Financial Proposal

#### **4.2.2 Technical Proposal**

All claims given in the technical proposal should be substantiated with work orders or relevant documents and work samples

**1. Experience in delivering creative solution for a specific problem/issue faced by a client/ Govt. consultancy**

<b>Sl. No</b>	<b>Client &amp; Problem addressed</b>	<b>Solution Offered</b>	<b>Media Used</b>	<b>Result</b>

1 mark per issue subject to a maximum of

**10 mark**

**2. Experience in Planning and implementing viral campaigns in Social media**

<b>Sl. No.</b>	<b>Client</b>	<b>Project</b>

1 mark per project, subject to a maximum of

**10 marks**

**3. Experience in managing the social media handles on day to day basis for clients on FB, Instagram, Twitter, YouTube, LinkedIn**

<b>Sl. No.</b>	<b>Client</b>	<b>Project</b>

1 mark per project, subject to a maximum of

**5 marks**

**4. Experience in Planning and implementing paid ad campaigns on Social media**

<b>Sl. No.</b>	<b>Client</b>	<b>Project</b>

1 mark per project, subject to a maximum of

**5 marks**

**5. Expertise in Scripting and production (Corporate films / Promotional movies /Ad films/ tactical videos)**

<b>Sl. No.</b>	<b>Title</b>	<b>Content</b>	<b>Format</b>	<b>Client</b>

1 mark per title subject to a maximum of

**10 marks**

**6. Experience in planning and execution of print ads/ for clients**

<b>Sl. No.</b>	<b>Client</b>	<b>Since when</b>	<b>Average Volume of work per annum</b>

1 mark per client, subject to a maximum of

**5 marks**

**7. Experience in development of advertorials (Malayalam & English)**

<b>Sl. No.</b>	<b>Client</b>	<b>Since when</b>	<b>Average Volume per annum</b>

1 mark per project, subject to a maximum of

**5 marks**

(Each project should have a minimum of 200 words and should be published in Newspaper/ Magazines)

**8. Experience in content development and management of Social Media channels  
(FB, Twitter, LinkedIn, Instagram, Vimeo, Dailymotion)**

<b>Sl. No.</b>	<b>link</b>	<b>Client</b>	<b>Since when</b>

1 mark per platform, subject to a maximum of

**5 marks**

**9. Experience in developing various promotional campaigns for various sectors**

<b>Sl. No.</b>	<b>Title of the work</b>	<b>Brief description</b>	<b>Client</b>

1 mark per work per sector subject to a maximum of

**5 marks**

**10. Experience in developing infographics**

<b>Sl. No.</b>	<b>Title of the work</b>	<b>Brief description</b>	<b>Client</b>

1 mark per work per sector subject to a maximum of

**10 marks**

**11. Presentation on Methodology: The firm should make an action plan for the promotional requirement of LIFE Mission with various PR/Media tools**

**20 marks**

## 4.2.3

## A. Financial Proposal\*

Sl. No.	Item	Quantity	Unit	Rate/Quantity Excluding all taxes (INR)	Total Excluding all taxes (INR)
1.	Innovative idea/concept/route/ track to communicate the achievement of LIFE Mission  Estimated Requirement: 15	15 nos	Each		
2.	Making promotional movies/ advertisements or commercials with a duration of one minute or lesser in HD format (Broadcast Quality)  (Shooting in any one location within Kerala and no artistes or models) Deliverable – Final version of the movie as data file Estimated Requirement: 15 videos	15 nos	Each		
3.	Creation of ads/printed material on LIFE Mission for print media (Shooting of Real image from one location/ad)  Estimated Requirement: 15	15 nos	Each		
4.	Creation of advertorial to communicate the achievements and plans of LIFE Mission  Estimated Requirement: 15	15 nos	Each		
5.	Adaptation of artwork to suit different media (Print ads of multiple sizes, Hoardings, Bus Panels, Unipoles  Estimated Requirement : 100	100 nos	Each		
6.	Creation of social media content (illustrations, motion graphics, animation, infographics, etc) to promote awareness and acceptance on the activities	100 nos	Each		

	undertaken by LIFE Mission Estimated Requirement: 100				
7.	Site map & Navigation and Home page, Inner page templates – Responsive Design (Files need to be handed over to IITMK for development)  Estimated Requirement: 1home page 10 inner pages	1 job	1 job		
8.	Creation of specific goal-oriented Presentations (Power point/ Plug and Play) with in (25 Slides/ 5 mins)  Estimated Requirement: 25	25 slides	Per presentation		
9.	Management of the social media handles (Facebook, Instagram)  Estimated Requirement: For 1 year/ Handle	1 job	1 job		
10.	Content development charges Rate per word for English  Estimated Requirement: 25,000 words	25,000 words	Per 100 words		
11.	Translation charges per word for foreign languages. Estimated Requirement: 25,000 words	25,000 words	Per 100 words		
12.	Translation charges per word for Indian regional languages  Estimated Requirement: 25,000 words	25,000 words	Per 100 words		
13.	Opinion Polls and FB Live Estimated Requirement: 1 opinion poll per month	12 nos	Per opinion poll		
14.	<b>Total in Rupees</b>				



## B. Social Media Management

Sl. No.	Item	Quantity	Unit	Rate/Quantity Excluding all taxes (INR)	Total Excluding all taxes (INR)
	<b>Facebook</b>				
1.	Getting (followers) on Facebook page within India and outside India Rate per 50,000 followers <i>Estimated Requirement: minimum 6 lakh followers</i>	12 nos	Per 50,000 followers		
2.	Facebook Page Boost and Event Promotions Rate per promotion per 50,000 likes <i>Estimated Reach: Minimum of 6 lakh likes per year</i>	12 nos	Per 50,000 likes		
	<b>Twitter</b>				
3.	Twitter Page Management and Monitoring Rate per month <i>Estimated requirement : One year</i>	12 months	Per month		
4.	Twitter Live updates Rate per live update <i>Estimated requirement : 30 per month</i>	360 nos	Per Live update per month		
5.	# promotion and content creation based on hashtags: 20 per month	240 nos	Per promotion per month		
	<b>LinkedIn</b>				
6.	LinkedIn Page Management and Monitoring – Rate per month <i>Estimated requirement : One year</i>	12 months	Per month		
7.	LinkedIn Email Marketing - DB Collection and Content Management	12 months	Per month		
	<b>Instagram</b>				
8.	Instagram Page Management and Monitoring	12 months	Per month		

	Rate per month <i>Estimated requirement : One year</i>				
9.	Online Promotional Activities Publishing stories in web portals for website/project promotion Publishing video channels or website/project promotion	36 nos	Per activity		
	<b>Total in Rupees</b>				
	<b>Grand total (A + B) in numerals and in words</b>				

*\* Statutory taxes, duties and levis as applicable at the time of the billing will be extra and paid at actual.*

This is an estimate of the volume of work. Actual volume of work may vary during implementation. Any other work which will not come in the above listed items will be executed by the consultancy based on separate proposals submitted by them and duly approved by LIFE Mission. In certain exceptional situations, an escalation of not more than 20% of the quoted item cost shall be allowed during the 2<sup>nd</sup> and 3<sup>rd</sup> years if the department is convinced positively.

The price proposals of only technically qualified bidders would be opened for further consideration. Consideration will be given to the total price offered by the consultant to carry out the study as per the scope mentioned. The consultant (L1), who has quoted the lowest price, will be given score of 100. The other Bidders will be allotted score relative to the score of L1, which will be;

$$\text{Financial Score} = 100 \times P_L / P$$

Where

$P_L$  = Lowest Price offered by L1;

$P$  = Price of the proposal being considered

### **4.3 Weightage of Technical and Price Factor**

The total score of each consultant will be calculated by weighting the score of Technical Proposal and Financial Proposal as calculated above. The weightage for Technical Proposal will be **70%** and the weightage for Financial Proposal will be **30%**. Based on the weighted scores, the consultant will be ranked from highest score to lowest score.

The successful bidder shall be selected on the basis of the combined score of the bidder in technical and financial terms. The bidder securing highest marks in combined score will be declared as preferred bidder.

Any effort from any bidder to influence the process of examination, Clarification, evaluation, and comparison of proposals and in decision concerning the award of contract may result in rejection of proposal.

### **4.4 Negotiations**

LIFE Mission may carry out negotiations with the preferred bidder for modification of the proposal by calling the bidder in its office and the bidder shall remain present in the office for negotiations. The bidder whose combined score is highest and ranked first will be called for the negotiation. If the first rank holder is not responsive to the negotiations the next bidder in the order of ranking will be called for the negotiations and this process will continue till the final bidder is selected. The bidder may at his volition give his revised proposal in writing. The original proposal shall then be treated as modified and modified proposal shall be treated as the final proposal.

The right to negotiate with any of the bidders whose offer has been found to be responsive and attractive to the Authority is reserved with Authority. Even Authority can cancel the bidding process at any stage of bidding and call for fresh proposals.

## **5. Contract and Terms of Payment**

### **5.1 Contract / Work Order**

On selection of the consultancy and acceptance of financial quote submitted by the selected consultancy, a Letter of Intent (LOI) would be issued to the consultancy. The consultancy should submit a Letter of Acceptance within ten days from the date of receipt of LOI. Period of contract will be three years from the date of appointment by the Chief Executive Officer, LIFE Mission extendable for further periods by mutual agreement upon such terms as may be mutually agreed.

### **5.2 Performance Security**

Upon receipt of Letter of Intent (LoI) from the LIFE Mission, the successful Consultant shall furnish the Performance Security of an amount Rs. 1,00,000/- (Rs. One Lac Only) by way of Bank Guarantee for the due performance of the Contract in the format of Performance Security Form. The Performance Security shall be furnished by the selected Consultant within the time specified in LOI but prior to execution of Agreement. The validity period of Bank Guarantee of Performance Security shall be 1 Year from the date of LoI and the Consultant shall have to provide the extended Bank Guarantee, before the expiry of 1 Year, if required, which shall be valid for the period of six months beyond the date of completion of assignment.

### **5.3 Signing of Agreement**

The Successful bidder shall have to enter in to an agreement on Stamp paper of Rs.200/- with LIFE Mission for the purpose of executing the work as per the scope of the work mentioned elsewhere in this document. The agreement will incorporate all terms and conditions between the LIFE Mission and successful bidder. It will be signed in the office of Chief Executive Officer, LIFE Mission within 15 days of Letter of Intent.

LIFE Mission will issue the Letter of Award (LoA) which will constitute formal commencement of contract.

### **5.4 Terms of Payment**

**5.4.1** Payment to the selected consultancy would be made on completion of each stage of work. The Creative Communication Consultant can submit invoices after the successful completion of each stage and part payments can be issued. The final

payment can be made only on completion of the entire work and successful launch of the project. The number of stages or milestone in each project and the cost and volume of work to be completed at each stage or each milestone will be decided at the time of submitting proposals and awarding the work.

- 5.4.2** On completion of each stage (milestone) of work awarded, the consultancy would submit an invoice in triplicate with supporting documents, if any for payment.
- 5.4.3** After completion of the due procedures, payment will be made by electronic transfer of funds to the bank account of the consultancy concerned in Indian Rupees.
- 5.4.4** However, if the Chief Executive Officer, LIFE Mission is convinced that a work advance shall be given for the speedy and efficient execution of the work, the LIFE Mission may do so.
- 5.4.5** Statutory taxes, duties and levis as applicable at the time of the billing will be extra and paid at actual.
- 5.4.6** For facilitating Electronic Transfer of funds, the selected consultancy will be required to indicate the name of the Bank & Branch, Account Number, IFSC Code and also forward a cheque leaf duly cancelled, to verify the details furnished. The information should be furnished on the body of every bill submitted for payments by the consultancy.

The Chief Executive Officer, LIFE Mission has tried its best to make the list of works to be assigned to the consultant as comprehensive as possible. However, the Chief Executive Officer, LIFE Mission may assign any new work / project during the pendency of contract which is not part of the scope of work, but is similar to various works listed above. For any such work, cost estimates to be submitted by the consultancy, with rate reasonability of the same to be decided by The Chief Executive Officer, LIFE Mission, if it falls within the power of The Chief Executive Officer, LIFE Mission, and by the SLEC constituted by the government where it falls outside the purview of the Programme Manager's power.

## 6. General Conditions of the Contract

- 6.1. Force Majeure Event shall mean any event any event or circumstance or combination of events and circumstances set out hereunder or the consequence(s) thereof which materially and adversely affect the Party claiming force majeure (“Affected Party”) from performing its obligations in whole or in part under this contract.
- Acts of God, storm, cyclone, hurricane, flood, landslide, volcanic eruption, or fire (to the extent originating from a source external to the Project) affecting the construction of the Project.
  - Radioactive contamination, ionizing radiation.
  - Epidemic, famine
  - Strikes, boycotts or other forms of labour unrest interrupting supplies and services (excluding strikes or boycotts by employees, agents or representatives of an Affected Party, or its sub consultant or attributable to any act or omission of any of them)
  - Any failure or delay in performance by the Consultant, but only to the extent caused by another Force Majeure Event.
  - An act of war (whether declared or undeclared), invasion, armed conflict, or act of foreign enemy, blockade, embargo, revolution, riot, rebellion, insurrection, terrorist or military action, nuclear blast/explosion, politically motivated sabotage or civil commotion.
- 6.2. **Notice of Force Majeure Event:** The Affected Party shall give notice to the other Party in writing of the occurrence of any of the Force Majeure Event (“the Notice”) as soon as the same arises or as soon as reasonably practicable and in any event within 7 (seven) days of its occurrence and the adverse effect it has or is likely to have on the performance of its obligations under this contract.

The Notice shall inter-alia include full particulars of:

- the nature, time of occurrence and extent of the Force Majeure Event with evidence in respect thereof;
  - the duration or estimated duration and the effect or probable effect which such Force majeure Event has or will have on the Affected Party’s ability to perform its obligations or any of them under this contract;
  - the measures which the Affected Party has taken or proposes to take, to alleviate the impact of the Force Majeure Event or to mitigate the damage; and
  - Any other relevant information.
- 6.3. **Period of Force Majeure** shall mean the period from the time of occurrence specified in the notice given by the Affected Party in respect of the Force Majeure Event until the earlier of expiry of the period during which the Affected Party is excused from performance of its obligations in accordance with clause.

6.4. **Performance Excused:** The Affected party, to the extent rendered unable to perform its obligations under this contract as a consequence of the Force Majeure Event shall be excused from performance of its obligations provided that the excuse from performance shall be of no greater scope and of no longer duration than is reasonably warranted by the Force Majeure Event. Provided further, nothing contained herein shall absolve the Affected Party from any payment obligations accrued prior to the occurrence of the underlying Force Majeure Event.

6.5. **Resumption of Performance:** During the Period of Force Majeure, the Affected Party shall in consultation with the other Party, make all reasonable efforts to limit or mitigate the effects of the Force Majeure Event on the performance of its obligations under this contract. The Affected party shall also make efforts to resume performance of its obligations under this contract as soon as possible and upon resumption shall notify the other Party of the same in writing. The other party shall afford all reasonable assistance to the Affected Party in this regard.

6.6. **Costs, Revised Time Table**

- Each party shall bear its costs, if any, incurred as a consequence of the Force Majeure Event.
- The Affected party shall be granted by the other Party, extension of time specified in this contract for the performance of any obligation by such period not exceeding the period during which the relative performance was affected by the Force Majeure Event.

6.7. **Termination Due to Force Majeure Event:** If the period of Force majeure continues or is in the reasonable judgment of the Parties is likely to continue beyond a period of 180 days, the Parties may mutually decide to terminate this contract or continue this contract on mutually agreed revised terms.

6.8. **Events of Default - Events of Default mean the Consultant's Event of Default**

6.8.1. **The Consultant Event of Default**

The Consultant Event of Default means any of the following events unless such an event has occurred as a consequence of a Force Majeure Event:

- The Consultant's failure to perform or discharge any of its obligations in accordance with the provisions of this contract.
- Any representations made or warranties given by the Consultant under this contract is found to be false or misleading.

- Consultant Assigns, transfers, sublets or attempts to assign transfer or sub-let the entire works or any portion thereof without the prior written approval of the Authority.
- Consultant engaging or knowingly allowing any of its employees, agents, Contractor or representative to engage in any activity prohibited by law or which constitutes a breach of or an offence under any law, in the course of any activity undertaken pursuant to this contract.

#### **6.8.2. Authority's Rights**

Upon the occurrence of the Consultant Event of Default, the Authority without prejudice to any other rights and remedies available to it under this contract shall be entitled to terminate this contract. Provided that before proceeding to terminate this contract, the Authority shall give due consideration and shall have due regard to the nature of the underlying Event of Default, its implication on the performance of the respective obligations of Parties under this contract and the circumstances in which the same has occurred.

#### **6.8.3. Consultation Notice**

The Authority shall issue a notice to the Consultant in writing, specifying in reasonable detail the underlying Event of Default(s) and proposing consultation amongst the Parties to consider possible measures of curing or otherwise dealing with the underlying Event of Default.

#### **6.8.4. Remedial Process**

Following the issue of Consultation Notice by either Party, within a period not exceeding 15 days or such extended period as they may agree (Remedial Period) the Parties shall, endeavor to arrive at an agreement as to the manner of rectifying or remedying the underlying Event of Default. If during the Remedial period the underlying event of default is cured or waived and the Consultant agree upon the measures set out by the Authority, the Consultation Notice shall be withdrawn by the Authority who has issued the same.

#### **6.8.5. Termination due to Events of Default**

If before the expiry of the Remedial Period, the underlying Event of Default is neither cured nor waived nor the Consultant has agreed upon the measures set out by the Authority, the Authority shall have the right to terminate this contract.

### **6.9. Termination of the Contract**

- **Termination of the contract due to Consultant Event of Default**

The Authority entitled to terminate this contract either on account of an Event of Default shall do so by issue of a notice in writing ("Termination Notice") to the Consultant.

The Chief Executive Officer, LIFE Mission on such notice shall have powers to:

- a) Take possession of any materials, Reports, Drawings, etc,
- b) Undertake an assessment of the works and other aspects of the project to ascertain the amount of work completed by the Consultant and assess the Compensation payable to the Consultant by Authority. A Panel and / or any other person appointed by the



Authority would undertake the assessment of the said compensation.

- c) Carry out the remaining incomplete work at the discretion of Chief Executive Officer, LIFE Mission.

On Termination of the contract due to Consultant Event of default, the Consultant will be deemed to have relinquished all his rights under the agreement entered into with the Authority from the date of cancellation of the contract.

“The Consultant shall forfeit his performance security deposit to the Authority without prejudice to Authority’s right to recover from the Consultant any amount that may be due to it.

Chief Executive Officer, LIFE Mission, shall determine the extent of amount, if any, is payable to the Consultant for the value of the work executed by him up to the time of cancellation / termination.

- **Termination of the contract for reasons other than due to Consultant Event of Default**  
The Consultant will be compensated as per the following clauses in event of termination of the contract and takeover of the facility by Authority during the concession period, for reasons other than default of the Consultant / violation of the law / conditions of the tender by the Consultant.

Chief Executive Officer, LIFE Mission shall certify the percentage of work completed.

Compensation = (The above percentage x Total cost of project x % of fee payable) - Payments received by the Consultant till termination

This compensation may be given by the Authority in lumpsum or in five equal installments.

#### 6.10. Settlement of Disputes

If any dispute or difference or claims of any kind arises between Consultant and Authority in connection with, construction, interpretation or application of any terms and conditions or any matters or thing in any way connected with or in connection with or arising out of this contract, or the rights, duties or liabilities of any party under this contract, whether before or after the termination of this agreement, then the parties shall meet together promptly, at the request of other party, in an effort to resolve such dispute, difference or claim by discussion between them.

- **Arbitration:** Failing amicable settlement the dispute or differences or claims as the case may be shall be finally settled by binding arbitration under the Arbitration and Conciliation Act 1996 and its subsequent modifications thereof. The Arbitration will take place before a panel of three arbitrators, or such lesser number as may be mutually agreed by the parties.
  - The place of Arbitration shall be Thiruvananthapuram
  - English shall be the language of Arbitration.

- The parties shall agree upon the identity of the Arbitrator(s) within thirty days of the receipt of the Notice for Arbitration by the relevant party. If the parties are unable to so agree upon the identity of the Arbitrator(s) then:
  - The parties shall use their best endeavor to agree on to an appointing authority within thirty days of the receipt of the Notice of Reference by the relevant party and
  - In the event that the parties are unable to agree as aforesaid upon an appointing authority, the Arbitrator(s) shall be appointed by the Authority whose decision as to the identity of the Arbitrator(s) shall be final.

The arbitration expenses shall be borne by the concerned parties equally.

It is hereby clarified that the jurisdiction for all kinds of dispute, dispute resolution and arbitration, will be Thiruvananthapuram.

#### **6.11 Jurisdiction**

The contract shall be governed by the laws of India and all Government rules on purchase matter issued from time to time and are in force for the time being are applicable to this contract tender. Any dispute that may arise from the said agreement will be under the Jurisdiction of the Court of Laws of Thiruvananthapuram, Kerala.

## Schedule - 1

### Cover Letter

Date :

To,

The Chief Executive Officer,

LIFE Mission, 2<sup>nd</sup> floor,

PTC Towers, S S Kovil Road, Thampanoor,

Thiruvananthapuram-695001

Phone: (0471) 2335524

Sub: Request for Proposal for the selection of Creative Communication Consultant for LIFE Mission

Dear Sir,

With reference to your Invitation for RFP document dated ....., we, having examined the Tender document and understood its contents, hereby submit our Proposal for the aforesaid Project and declare the following:

1. The Application is **Unconditional and Unqualified.**
2. We have enclosed an Cost of Tender Document of Rs.10,000/- (Rupees Ten Thousand only) and EMD of Rs.50,000/- (Rupees Fifty Thousand only) in the form of a Demand Draft No. .... dated ..... drawn in favour of Chief Executive Officer, LIFE Mission drawn on .....
3. All information provided in the Proposal and in the Schedules is true and correct and all documents accompanying such Proposal are true copies of their respective originals.

4. We shall make available to LIFE Mission any additional information it may find necessary or require to supplement or authenticate the Proposal.
5. We acknowledge the right of LIFE Mission to reject our Proposal without assigning any reason or otherwise and hereby waive our right to challenge the same on any account whatsoever.
6. We declare that we have examined and have no reservations to the Invitation for RFP document, including any Addendum issued by LIFE Mission.
7. LIFE Mission and/or its authorized representatives are hereby authorized to conduct any inquiries or investigations to verify the statements, documents and information submitted in connection with this Application, and to seek clarification from any of our Clients.
8. We believe that we satisfy the Conditions of Eligibility and meet the requirements as specified in the Invitation for RFP document and are qualified to submit Proposal in accordance with the provisions of Invitation for RFP document.
9. We have enclosed the Original RFP documents duly initialed on all pages as a token of our acceptance of the terms and conditions of the RFP documents.
10. We agree to keep this offer valid for 120 (One hundred Twenty) days from the Proposal Due Date specified in the Invitation of RFP document.
11. We agree and undertake to aproposale by all the terms and conditions of the Invitation of RFP document.
12. In witness thereof, we submit this Proposal under and in accordance with the terms of the Invitation of RFP document.

Yours faithfully,

(Signature of the Authorized signatory)

(Name and designation of the Authorized signatory)

(Name and seal of Applicant)

**Schedule – 2**

**Power of Attorney**

**(On Stamp paper of relevant value)**

Know all men by these presents, We.....(name and address of the registered office) do hereby constitute, appoint and authorise Mr./Mrs. ....(name and residential address) who is presently employed with us and holding the position of ..... as our attorney, to do in our name and on our behalf, all such acts, deeds and things necessary in connection with or incidental to our Request for Proposal for the selection of Creative Communication Consultant for LIFE Mission including signing and submission of all documents and providing information/responses to LIFE Mission in all matters in connection with our Applicant for the said Assignment.

We hereby agree to ratify all acts, deeds and things lawfully done by our said attorney pursuant to this Power of Attorney and that all acts, deeds and things done by our aforesaid attorney shall and shall always be deemed to have been done by us.

Dated this the ..... Day of ..... 2019 Accepted

For ..... Name & signature  
(Name and designation of the person(s) signing on behalf of the Applicant)

Note:

1. The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executant(s) and when it is so required the same should be under common seal affixed in accordance with the required procedure. Copy of such document should be submitted along with the power of Attorney.
2. Also, wherever required, the Applicant should submit for verification the extract of the charter documents and documents such as a resolution/power of attorney in favour of the Person executing this Power of Attorney for the delegation of power hereunder on behalf of the Applicant.

### Schedule – 3

#### Eligible Experience of the Consultant

The following information should be provided in the format below for each reference assignment for which your firm was legally contracted by the Client stated as a corporate entity or as a one of the major Consultant in a consortium.

(NAME OF THE PROJECT)

Name of the Project:		Country
Location within the country		Professional staff & man months provided by our company
Name of the Client		Address of the client
Start Date	Completion Date (Month / Year)	Approximate Project Cost Rs.
Name of the associated firms (if any):		No. of man-months provided by the associated firms
Name of Senior Staff involved:  1. 2. 3.		
Description of the Project:		

Description of Actual Services provided

Note : Please provide a copy of Certificate/Work Order/Agreement from the client.



## Schedule – 4

### Financial Capability of the Applicant

Summary of Assets and Liabilities on the basis of the Audited Financial Statements for the last three (3) Financial Years (ending March 31)

<b>Sr. No.</b>	<b>Financial Year</b>	<b>Turnover (Rs.in Cr.)</b>
1	2016-17	
2	2017-18	
3	2018-19	
	<b>Average Annual Turnover</b>	

**Note:**

The Applicants to furnish self attested copies of audited balance sheets and profit and loss accounts for last three years along with a certificate from Statutory Auditor/ Chartered Accountant to establish minimum average annual turnover from consultancy income required toward Financial Eligibility.

**Schedule – 5**

**Key Personnel Format of Curriculum Vitae**

- a) **Name of the Person** : \_\_\_\_\_
- b) **Proposed Position** : \_\_\_\_\_
- c) **Years with Firm** : \_\_\_\_\_ **Years**
- d) **Total Experience** : \_\_\_\_\_ **Years**

**e) Professional Qualification**

**f) Employment Record**

(Starting with present position, list in reverse chronological order, for every employment held)


**g) Project Experience**

<b>Project Name</b>	<b>Client Name</b>	<b>Project Cost (Rs.in Cr.)</b>	<b>Remarks / Responsibility handled</b>

**Schedule – 6**

**FORMAT FOR PERFORMANCE SECURITY (PERFORMANCE BANK  
GUARANTEE)**

To

The Chief Executive Officer,

LIFE Mission, 2<sup>nd</sup> floor,

PTC Towers, S S Kovil Road, Thampanoor,

Thiruvananthapuram-695001

WHEREAS \_\_\_\_\_ [ Name and address of the Consultant] (hereinafter called “the Consultants”) has undertaken, in pursuance of Letter of Acceptance (LOA) No. \_\_\_\_\_ dated \_\_\_\_\_ to provide the services on terms and conditions set forth in this Contract\_\_\_\_\_

[Name of contract and brief description of works) (hereinafter called the “the Contract”).

AND WHEREAS it has been stipulated by you in the said Contract that the Consultants shall furnish you with a Bank Guarantee by a Scheduled Bank for the sum specified therein as security for compliance with his obligations in accordance with the Contract;

AND WHEREAS we have agreed to give the Consultants such a Bank Guarantee;

NOW THEREOF we hereby affirm that we are the Guarantor and responsible to you, on behalf of the Consultants up to a total of \_\_\_\_\_ [amount of Guarantee] \_\_\_\_\_ [in words\_\_\_\_\_], such sum being payable in the types and proportions of currencies in which the Contract Price is payable, and we undertake to pay you such amount in favour of Chief Executive Officer, LIFE Mission through our branch operable at Thiruvanthapuram at \_\_\_\_\_ (provide the address of the

branch at Thiruvananthapuram) and if invoked, be encashable at \_\_\_\_\_, branch of \_\_\_\_\_ bank at Thiruvananthapuram, upon your first written demand and without cavil or argument, any sum or sums within the limits of \_\_\_\_\_ [ amount of Guarantee ] as aforesaid without your needing to prove or to show grounds or reasons for your demand for the sum specified therein. We hereby waive the necessity of your demanding the said debt from the Consultants before presenting us with the demand.

We further agree that no change or addition to or other modification of the terms of the Contract or of the services to be performed there under or of any of the Contract documents which may be made between you and the Consultants shall in any way release us from any liability under this guarantee, and we hereby waive notice of any such change, addition or modification.

The liability of the Bank under this Guarantee shall not be affected by any change in the constitution of the Consultants or of the Bank.

Notwithstanding anything contained herein before, our liability under this guarantee is restricted to Rs. \_\_\_\_\_ (Rs. \_\_\_\_\_) and the guarantee shall remain valid till \_\_\_\_\_. Unless a claim or a demand or a request for extension in writing is made upon us on or before \_\_\_\_\_ all our liability under this guarantee shall cease.

This guarantee shall be valid until 1 year from the date LoA and shall be extended, before the expiry of 1 year, if required, for a period up to 6 months from the date of completion of assignment by the Consultant.

Signature and Seal of the Guarantor \_\_\_\_\_

Name and Designation \_\_\_\_\_

Name of the Bank \_\_\_\_\_

Address \_\_\_\_\_

Date \_\_\_\_\_

In presence of

1. \_\_\_\_\_

(Name, Signature & Occupation)

2. \_\_\_\_\_

(Name, Signature & Occupation)