



Rourkela Smart City Limited

Expression of Interest for empanelment of Creative Agency for Social Media Management, creation of Audio-Visual creatives and other related activities like event planning & design.

No: RSCL / 421

Date: 21.08.2018

Rourkela Smart City Limited (RSCL) invites Expression of Interest (EOI) from reputed agencies for "Empanelment of Creative Agency for Social Media Management, creation of Audio-Visual creatives and other related activities like event planning & design". Eligibility criteria and other details about EOI are available in the detailed document which can be downloaded from www.rmc.nic.in , www.smartnet.niua.org .

Sl. No.	Event Description	Date
1.	Release of EOI	25.8.2018
2.	Pre-bid Meeting date	10.9.2018
3.	Last date of receipt of pre-bid queries online(E-Mail : rourkelascl@gmail.com)/hard copy .	12.9.2018
4.	Last date for submission of hard copy of documents.	29.9.2018

The agencies fulfilling the eligibility criteria may submit their application together with requisite documents in sealed cover addressed to:-

Chief Executive Officer
Rourkela Smart City Limited
Udit Nagar, Rourkela, 769012
rourkelascl@gmail.com

The applicants must clearly mention on the envelope "Application for Empanelment of Creative Agency for Social Media Management, creation of Audio-Visual creatives and other related activities like event planning & design"

Sd/-

Chief Executive Officer
Rourkela Smart City Limited



Rourkela Smart City Limited

Rourkela, Odisha

Expression of Interest (EOI)

Empanelment of Creative Agency for Social Media Management, creation of Audio-Visual creatives and other related activities like event planning & design for Rourkela Smart City Limited.

Rourkela Smart City Limited (RSCL)
Udit Nagar, Rourkela
Odisha - 769012
August 2018

Important Dates :-

Sl. No.	Activity	Timeline
1.	Notice Inviting EOI	24.8.2018
2.	Release of EOI	25.8.2018
3.	Pre-bid Meeting date	10.9.2018 at 3:00 PM
4.	Last date of receipt of pre-bid queries by E-mail /hard copy	12.9.2018
5.	Posting of response to queries and release of corrigendum, if any	17.9.2018
6.	Last date for submission of hard copy of documents - 3 Copies + CD/DVD The Chief Executive Officer, Rourkela Smart City Limited, Udit Nagar, Rourkela-769012, Sundergarh, Odisha	29.9.2018 at 3: 00 PM
7.	Date of opening of bids	29.9.2018 at 5: 00 PM
8.	Date of Technical Presentation/Demo	To be notified

Expression of Interest for empanelment of Creative Agency for Social Media Management, creation of Audio-Visual creatives and other related activities like event planning & design

Table of Content:

Sl.No.	Subject	Page Number
1.A	Introduction	01
1.B	Expression of Intrest	02
1.C	Eligibility Criteria	02
1.D	List of Documents to be Submitted with Application	03
1.E	Method of Selection	04
1.F	Scope of Work	04
1.G	Award of Work	05
1.H	Term of Contract	05
2	Appendix -I. Application Format For Selection of Creative Agency	07
3	Appendix - II. Finanacial Capacity of the Agency	08
4	Appendix - III. List of Major Clients Service as per Clouse C1 of EoI	09
5	Appendix - IV. Affidavit	10
6	Appendix - V. Power of Attorney	11
7	List of Enclosure	12



Rourkela Smart City Limited

Expression of Interest (EOI) for “Empanelment of Creative Agency for Social Media Management, creation of Audio-Visual creatives and other related activities like event planning & design”.

EXPRESSION OF INTEREST

A. Introduction

The Rourkela Smart City envisages adopting citizen participation as a key strategy guiding the implementation of its smart city proposal. Effective citizen participation demands widespread and timely information dissemination to the residents of Rourkela to help the citizen make informed choices.

Social Media Creatives, Audio-Visual creatives, proper conceptualisation, planning and design of events are probably the preferred mediums for information dissemination in urban areas. But the quality of the creatives is a key factor in ensuring that the message is effectively communicated to the citizen and stakeholders with a simplified & clear representation of contents.

It is an endeavour of Rourkela Smart City Limited (RSCL) to empanel a resource pool of creative agencies having experience and capability of producing excellent quality of creative content and design for many of its' project activities mandated in Rourkela smart city proposal.

The target audience will be the citizen of Rourkela Smart City, investors, Government and Non-Government agencies and other stakeholders. The successful bidder will be provided the details about the Smart City Proposal and associated projects to help prepare the creative design and content.

The successful agencies will have to manage the social media pages entirely; starting from the content development, infographics design, updating the page and also will be responsible to enhance its' reach. For developing audio - visual creatives; the agency will be responsible for the entire production; starting from the concept designing to post production, photography, video shooting, location arrangements etc. Similarly for event planning and design also the agency will be responsible for the entire process involved with the assignment.

The duration of the audio-visual creatives, the frequency for updating the social media page and event planning & design will be as per the terms and conditions; mentioned in the concerned Request for Proposal (RFP) document to be issued by RSCL time to time on need basis.

B. Expression of Interest

B1.Rourkela Smart City Limited (RSCL) invites expression of interest for “Empanelment of Creative Agencyfor Social Media Management, creation of Audio-Visual creatives and other related activities like event planning & design “under smart city mission for Rourkela. Agencies with proven track record of having delivered services to large business houses on major regional / national projects in aforesaid content creation are invited to participate in this empanelment process. The services will be sought for creatives required for citizen communication at city, state and national level.

B2.The empanelment shall remain valid for two year from the date of signing of the agreement. RSCL may decide to extend the empanelment for another two years on the basis of performance of the agency.

B3. Pre-bid meeting will be held on **10th September 2018, 03:00 PM** at the address mentioned in B4.

B4. The agencies fulfilling the eligibility criteria may submit their application together with requisite documents in sealed cover addressed to the

Chief Executive Officer,
Rourkela Smart City Limited,
Udit Nagar, Rourkela
Odisha - 769012

on or before **29th September, 2018, up to 03:00 PM**. The applicants must clearly mention on the envelope “Application for Empanelment of Creative Agency for Social Media Management, creation of Audio-Visual creative and other related activities like event planning & design”. The EOI would be opened on **29th September, 2018 at 05:00 PM**.

B6. RSCL reserves the right to reject any or all the EOIs without assigning any reason whatsoever. Any form of canvassing, shall invite immediate disqualification.

C. Eligibility Criteria for Agencies

C1. The minimum eligibility criteria prescribed for Creative Agency is as provided below: -

- i. The agency must have an average annual turnover of minimum Rs.25 lakhs during the last three financial years and should have registered office in Odisha and a branch office at Rourkela. The turnover is to be supported by Audited Annual financial statement of accounts duly certified by the Chartered Accountant, along with the details about service tax paid for jobs undertaken during last three years.

- ii. The Agency should have a minimum of three years' experience in managing social media accounts, producing creatives for print media, electronic media & social media, planning and designing events for citizen engagement preferably in Urban Development Issue. A minimum of three work orders of value at least Rs.Three Lakhs each (or any other supporting document) which the applicant might have executed must be enclosed.
- iii. CD of Show reel of work undertaken in the last 3 years should be submitted.
- iv. The Agency should have the resources to produce multi-lingual creatives with multimedia software/hardware technology with proficiency and proof reading facilities in at least English, Hindi and Odia.
- v. The Agency shall not have been involved in any major litigation that may have an impact affecting or compromising the delivery of services required.

C2. Applicants not meeting the minimum eligibility criteria will not be considered for further evaluation and short listing. Self-attested documents against each parameter must be submitted by the applicant. All documents must be properly indexed and referenced for the convenience of evaluation. RSCL reserves the right to seek clarification, documents from the applicants for proper assessment of application made by them.

D. List of documents to be submitted with application

In addition to the documents mentioned in Section C (Eligibility Criteria) of the EOI document, applicants should submit following documents with their application. Performance against the parameters must be duly supported with self-attested documentary evidences.

- i. Profile of the Agency.
- ii. Proof of ownership or tie ups of production facilities.
- iii. Organisation setup in terms of technical staff indicating their qualifications and competencies.
- iv. Sample creatives of various kinds. (May be given in hard form or in a CD)
- v. Self-Certificate stating that the agency has not been blacklisted in the past.
- vi. A certificate indicating that information submitted by him/her is correct. Anyone found guilty of furnishing false information shall be blacklisted by Rourkela Smart City Limited.
- vii. Duly attested photocopies of Certificate of Incorporation, PAN Card, GST Registration Certificate, ITR& GST Return Certificate.
- viii. Empanelment Certificate from DAVP/NFDC if any.

E. Method of Selection

- E1.** All the proposals received will be scrutinized to assess their eligibility based on the qualifying criteria. Those proposals which do not meet the qualifying criteria will be rejected, forthwith, or at any stage of detection.
- E2.** Agencies fulfilling the eligibility criteria shall be requested to make a PowerPoint presentation on some of their recent creative, media planning, social media and audio-visual content and other aspects as may be required.
- E3.** The final shortlisting and empanelment will be based on overall evaluation which shall be based on the following:
- i. Its creative capability supported by recent credentials.
 - ii. The agency's understanding of the Rourkela smart city and the projects for content creation.
 - iii. Quality of personnel, in terms of experience, exposure to different creative content, idea, design, planning etc. and, length of service in industry.
 - iv. Availability of infrastructure facilities to carry out the assignment.
- E4.** Agencies empanelled with other Government departments for similar kind of assignment and /or empanelled with Directorate of Advertising and Visual Publicity (DAVP)/National Film Development Corporation of India (NDFC) will be given preference.

F. Scope of Work

The scope of work for the assignment shall include one or more of but not limited to, the following:

F1. Social Media Management (Creation & Maintenance of Social Media Platforms for Rourkela Smart City Limited)

The Agency shall create and subsequently maintain Social Media Platform for RSCL including but not limited to, Facebook Page, Twitter Profile and YouTube Channel. The agency should ensure for the New Look, Updates, Publishing online Press Releases, Multimedia Releases, Engagement with users, Publicity, Query Management, Gate Keeping, Media Tracking, Tagging while managing the social media pages.

The agency must position three dedicated members mainly Project Manager, Content Developer and Designer either at RSCL office or at its own office in Rourkela during the period of contract.

F2. Preparation of Audio - Visual Creative

The agency will be responsible for Designing and Production of quality creative audio- visual (jingle, film/ documentary/ TVC/SRP) content on various themes as per the need of the Rourkela Smart City Limited.

F3.Event Planning and Design

The agency will be responsible for effective planning of the events and design the strategy for successfully conducting the events.

G. Award of Work

The agencies selected will be empanelled by RSCL. As and when required, the RSCL will ask for price bid from the empanelled agencies within respective categories. The terms and conditions of submission of price shall be provided along with Invitation to Bid. The work shall be awarded based on the price bids received in accordance with the terms and conditions mentioned in the Invitation to Bid.

H. Terms of Contract

H1. Payment against social media page management and updation shall be made on quarterly basis after final approval of competent authority.

H2. Payment against other creative works shall be made at the rate of -

- (a) 10% after submission of conceptual framework on the creatives
- (b) 60% on submission final draft
- (c) Balance 30% on final approval by competent authority.

H3. Payment will be by way of cheque or ECS within 30 days from the date of submission of Bills of accepted works as per milestones mentioned above.

H4. Performance Security Deposit: - The shortlisted agencies will be required to deposit Rs. 25,000/- (Rupees Twenty Five Thousand Only) in the form of a Demand Draft as performance security deposit with RSCL which will be refunded within one month after completion of the contract. In cases where the amount of contract awarded or cumulative value of contract by RSCL to an agency exceeds Rs. 3,00,000/- (Rs. Three lakhs only), then such agency shall be required to furnish additional performance security at the rate of 10% of the contract value exceeding Rs. 3,00,000/- (Rs. Three Lakhs Only). Such additional deposits will be refunded after successful completion of respective contracts. In all cases the agency shall maintain a Performance Security Deposit of Rs. 25,000/- with RSCL during the concurrency of agreement.

H5. The ownership of the approved creatives will vest with the Rourkela Smart City Limited and the agency will have no proprietary or other intellectual rights in respect of the same.

H6. Conditional bids will be rejected outright.

H7. RSCL reserves the right to reject offer received from any agency without any intimation to the bidder.

H8. RSCL reserves the right to reject or accept any design or creative produced by the agency.

H9. RSCL has the right to cancel / postpone the tender without assigning any reason.

- H10.** The selected agency shall execute an agreement with the RSCL on stamp paper of Rs. 100/- as per procedure.
- H11.** RSCL reserves its right to place an order for full or part quantities under any items of work under scope.
- H12.** The period of validity of RFP/tender is 180 days from the last date of submission of application.
- H13.** Payment of approved rates will be made only for creative which have been finally approved. No payment will be due on creative which have been asked to be modified or are not accepted. If an agency fails to complete the work in stipulated time frame then RSCL have full right to get the job completed from another agency without any further obligation to the agency.
- H14. Force Majeure** - Neither party will be liable in respect of failure in fulfil its' obligations, if the said failure is entirely due to acts of God, Governmental restrictions or instructions, natural calamities or catastrophes, epidemics or disturbances in the country. The party affected by an event of force majeure will immediately notify to the other party about its inability to fulfil its contractual obligation resulting from such force majeure Act. It should similarly notify to the other party on cessation of disability arising from such event.
- H15. Arbitration:** In case of any disputes and on written request of the agency, an arbitrator shall be appointed by Arbitration & Conciliation Act,1996 and whose verdict binding on both parties.
- H16. Jurisdiction:** The contract shall be governed by laws of India and all Government rules issued from time to time and in force at time of execution of contract.
- H17.** RSCL reserves right to terminate the contract of any agency / agencies without assigning any reason with a seven day notice. In case the selected agency desires to terminate the contract, a notice period of 60 days is required during which they will required to carry out the work awarded to them. Failure to do so would be result in forfeiture of performance security deposit.
- H18.** RSCL will have the right to assess the performance of the agency and may decide to continue or terminate the contract as per assessment made.
- H19.** RSCL may in the interest of work, include any additional agency in the panel and assign it work at mutually agreed rates.

Expression of Interest for empanelment of Creative Agency for Social Media Management, creation of Audio-Visual creatives and other related activities like event planning & design

Appendix - I: APPLICATION FORMAT FOR SELECTION OF CREATIVE AGENCY

1.	Name of the Agency / Firm	
2.	Address	
3.	Name of the Proprietor / Partners / Directors	
4.	Date of Establishment	
5.	No.ofyears in Business i. Social Media Page Management ii. Audiovisualproduction iii. Event Planning and Design	
6.	No.ofbranches/offices&their addresses	
7.	Infrastructure:	
	a) Creative Artists (Number)	
	b) Client Servicing (Number)	
	c) Other Staff (Number)	
	d) Other (Number)	
9.	Detailsofkeypersonnelifassignedwhowill work on the 'PREPARATION OF AUDIO-VISUALCREATIVESANDALLIED WORKS UNDER SMART CITY MISSIONFOR ROURKELA'withage,qualification, experience (in years), notable skills and achievements	

(Authorized Signatory)

Name:

Designation:

Company Seal:

Place & Date

Appendix II - FINANCIAL CAPABILITY OF THE AGENCY

Sl. No.	Financial Year	Annual Turnover (In Rs. Cr.)
1	FY 2015 - 16	
2	FY 2016 - 17	
3	FY 2017 - 18	

Enclose certificate issued by Chartered Accountant stating the details of annual turnover during the above three financial years along with audited financial statements.

(Authorized Signatory)

Name:

Designation:

Company Seal:

Place & Date

**Appendix III - LIST OF MAJOR CLIENTS SERVICE AS PER
CLAUSE C1 OF EOI**

Sl. No.	Name of the Client	Type (Government / Corporate)	Billing for 2015-16	Billing for 2016-17	Billing for 2017-18

Completion Certificates from the respective client to be attached, otherwise the application will be summarily rejected,

(Authorized Signatory)

Name:

Designation:

Company Seal:

Place & Date:

APPENDIX-IV

AFFIDAVIT

1. The undersigned do hereby certify that all the statements made in the required attachments are true and correct.
2. The undersigned also hereby certifies that neither my / our firm / company / individuals _____ nor any of its constituent partners have abandoned/blacklisted for any consultancy or other project work in India nor any contract awarded to us for such works have been rescinded during the last five years prior to the date of this bid.
3. The undersigned hereby authorise(s) and request(s) any bank, person, firm or Corporation to furnish pertinent information as deemed necessary and as requested by the Department to verify this statement or regarding my (our) competency and general reputation.
4. The undersigned understands and agrees that further qualifying information may be requested and agree to furnish any such information at the request of the Department.
5. I further declare that no proceeding is pending against my firms name/partners name in any Court/Tribunal of India .
6. We confirm that our company or firm, _____,is currently not blacklisted in any manner whatsoever by any of the State or Union Territory and or Central Government in India on any ground including but not limited to indulgence in corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice

(Signature of Tenderer)
Title of Officer
Name of Firm
Date:

- Original Affidavit sworn before Notary Public or Executive Magistrate

APPENDIX-V

POWER OF ATTORNEY

Know all men by these presents, we, (name of Firm and address of the registered office) do hereby constitute, nominate, appoint and authorise Mr./Ms. (name & residential address) who is presently employed with us and holding the position of _____ as our true and lawful Attorney (hereinafter referred to as the "Authorised Representative") to do in our name and on our behalf, all such acts, deeds and things as are necessary or required in connection with or incidental to submission of our Proposal for "**Expression of Interest for empanelment of Creative Agency for Social Media Management, creation of Audio-Visual creatives and other related activities like event planning & design**" in response to the EOI floated by RSCL including but not limited to signing and submission of all applications, proposals and other documents and writings, representing us in all matters before the RSCL, signing and execution of all contracts and undertakings consequent to acceptance of our proposal and generally dealing with the RSCL in all matters in connection with or relating to or arising out of our Proposal for the said Project and/or upon award thereof to us till the entering into of the Agreement with the RSCL, and, we do hereby agree to ratify and confirm all acts, deeds and things lawfully done or caused to be done by our said Authorised Representative pursuant to and in exercise of the powers conferred by this Power of Attorney and that all acts, deeds and things done by our said Authorised Representative in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us.

IN WITNESS WHEREOF WE, THE ABOVE NAMED PRINCIPAL HAVE EXECUTED THIS POWER OF ATTORNEY ON THIS.....DAY OF, 2018

For (Signature, name, designation and address)

Witnesses: 1.

2. Notarised Accepted (Signature, name, designation and address of the Attorney)

Notes: 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 stamp affixed in accordance with the required procedure. Copy of such document should be submitted along with the power of Attorney.

Appendix VI - LIST OF ENCLOSURES:

[Mention list and details of all enclosures being submitted with the EOI submission]

(Authorized Signatory)

Name:

Designation:

Company Seal:

Place & Date: