

**NOTICE INVITING EXPRESSION OF
INTEREST [EOI]**

**FOR ENGAGEMENT OF ADVERTISING
AGENCIES FOR PROPAGATING THE IDEAS
OF MNB**



Office of the
PURBA MEDINIPUR ZILLA PARISHAD
Tamluk :: Purba Medinipur




Memo No: 257/JSH-II/SBM-20A/PMZP/17

Date: 28/6/17

NOTICE INVITING EXPRESSION OF INTEREST (EOI)
FOR EMPANELMENT OF ADVERTISING AGENCIES

Purba Medinipur Zilla Parishad (Mission Nirmal Bangla Cell) invites bids from reputed advertising agencies to undertake the job of conceptualization, design and execution of a sustained campaign to build identity through multi-media, multi-lingual awareness programme and campaigns. A list of such items which are required by this office are given in the **Annexure-I** attached herewith. Intending quotationers may download tender documents from e-procurement portal of our website <https://www.purbamedinipurzp.org/tenders> from 28th June, 2017 (Wednesday) at 17-00 Hours to 14th July 2017 (Friday) upto 15:00 Hours. The pre-qualification and bid documents duly filled in all respect and digitally signed should be submitted on-line through our e-portal from 28st June, 2017 (Wednesday) at 17-00 Hours to 14th July 2017 (Friday) (as per server clock) upto 15:00 Hours. Purba Medinipur Zilla Parishad does not take any responsibility for the delay caused due to non-availability of Internet connection or traffic jam in Internet etc.


Additional Executive Officer
Purba Medinipur Zilla Parishad


27/6

Memo No: 257/1(11)/JSH-D/SBM-20A/PMZP/17

Date: 28/6/17

Copy forwarded for information to:-

1. The Sahakari Sabhadhipati, Purba Medinipur Zilla Parishad.
2. The Karmadhyaksha, (JOPSS / POPSS / MOPSBSS), Purba Medinipur Zilla Parishad.
3. The Secretary, Purba Medinipur Zilla Parishad.
4. The Executive Engineer, Purba Medinipur Zilla Parishad.
5. The Deputy Secretary, Purba Medinipur Zilla Parishad.
6. The District Engineer, Purba Medinipur Zilla Parishad.
7. The F.C. & C.A.O. , Purba Medinipur Zilla Parishad.
8. The Nodal Officer, M.N.B, Purba Medinipur Zilla Parishad.
9. CA to the Sabhadhipati, Purba Medinipur Zilla Parishad.
10. CA to the District Magistrate, Purba Medinipur.
11. The DIA, PMZP- with request to publish this Quotation notice in PMZP website


Additional Executive Officer
Purba Medinipur Zilla Parishad

27/6

PART I – Statement of Purpose and Bid-Outline

1. **The scope of activity as envisaged would include the following :**
 - a. To assist Sanitation Cell in forming Image building plan for post ODF.
 - b. To plan and develop campaigns for development of brand image of the project.
 - c. To design and develop advertisement for Mission Nirmal Bangla and its services under MNB.
 - d. To provide service to Purba Medinipur Zilla Parishad for the period of engagement.
2. **The selected creative agency would be responsible to undertake integrated promotional campaigning for Mission Nirmal Bangla through the following:**
 - a) Creation of suitable advertisement in relevant newspapers and publications.
 - b) Designing of In-house publication and promotional materials.
 - c) Conceptualization and supervision of audio-visual including but not limited to production of films, audio spots and presentations in various electronic formats.
 - d) Promotional materials to be presented and circulated in exhibitions/seminars/workshops and also creating the 3D designing for the said exhibitions / seminars / workshops. The selected agency will be responsible for assisting Purba Medinipur Zilla Parishad with the identification of fabricators to execute the same.
 - e) Advertisement through audio-visual and electronic media.
 - f) Advertisement through banners, hoardings, mobile vans, etc.
 - g) Anything related to branding and communications but not mentioned above that would help refurbish the brand identity for MNB.

The selected creative agency shall prepare a composite campaign design for the period of the commencing from the date of engagement. The selected agency shall assist Purba Medinipur Zilla Parishad in preparing a media plan for the campaign in consultation with the Media Agency to be selected subsequently.

The agency will carry out the assignment in accordance with the highest standard of professional excellence, coupled with ethical competence and integrity, having due regard to the terms, conditions and standards of the assignment expected to be delivered.

3. Cost of bid document (Rs. 1,000 /- non refundable) & Earnest Money of Rs. 20,000 (rupees twenty thousand only) should be deposited in any designated branch of State Bank of India in the Account No. 30991405096 in favour of "Financial Controller & Chief Accounts Officer, Purba Medinipur Zilla Parishad" (Branch Code No. 8 7 4 5 and IFSC Code No. S B I N 0 0 0 8 7 4 5) with service charge, if any. Earnest Money of the unsuccessful bidders will be refunded within 30 (thirty) days of signing of contract. The Earnest Money of the successful bidder will be retained.

4. A pre-bid meeting with the intending bidders will be held on 3rd July, 2017 (Thursday) at 16.00 hrs in the Meeting hall of the Purba Medinipur Zilla Parishad, Tamluk, Purba Medinipur, Pin 721636 to discuss the issues concerning the campaign and the scope of the work. Attendance in the pre-bid meeting is not a pre-condition for participation in the tender.

5. Bids must be submitted in 3 (three) parts as detailed in Part III of the bid document:

- **PACKET 'A'**: Earnest Money Deposit and Credentials.
- **PACKET 'B'**: Technical / Creative proposal which must cover indicative illustrations for brand identity, campaign design and sample creatives.
- **PACKET 'C'**: Financial bid in a separated sealed envelope containing the bid in the format prescribed.

The bid must be submitted through online at the office of Purba Medinipur Zilla Parishad within 11:00 hrs on 14th July, 2017 (Friday) at Purba Medinipur Zilla Parishad. Offer(s) received after the stipulated date and time will not be accepted. **PACKET 'A'** of the bid, which determines eligibility, will be opened on 17th July, 2017 (Monday) at 11:00 hrs in the office of **PURBA MEDINIPUR ZILLA PARISHAD**. Bidders may remain present.

PACKET 'B' of the qualified bids will be evaluate and upload on 17th July, 2017 (Monday) at 16:00 hrs in the website of **PURBA MEDINIPUR ZILLA PARISHAD** for technical evaluation. Bidders will be given the opportunity to make a presentation before the Evaluation Committee when their technical /creative bids are opened.

PACKET 'C' of the bids which receives the minimum specified marks in their corresponding Technical Bids, will be opened on **18th July, 2017 (Tuesday) at 11:00 hrs** at Purba Medinipur Zilla Parishad after evaluation of the Technical Bids.

If a Technical Bid does not qualify, the corresponding Financial Bid will not be opened.

PART II – PROCESS OF EVALUATION AND SELECTION

AND

FORMAT FOR SUBMISSION OF BID DOCUMENT

Bids will be evaluated on Quality-cum-Cost Basis (QCBS) to ensure a fair and transparent method of selection.

PACKET 'A' EMD AND CREDENTIALS

Eligibility criteria

1. Creative agency must have full setup offices in Kolkata.
2. Full accreditation of Indian Newspapers Society (INS) / Advertising Standards Council of India (ASCI) for press advertisement / Prasar Bharti accreditation for electronic media advertisement.
3. Annual average turnover of the creative agency excluding revenues from media buying in any form including print, radio, television, internet or hoardings during last 3 fiscal years (2013-14, 2014-15 and 2015-16) should exceed Rs.1 crore (Rs. one crore).
4. Creative agency should have experience in handling similar assignments of at least 05 reputed clients including at least 1 Public Sector Undertakings. Banks/Financial Institutions/Government Bodies in the last 5 years. Agency should have experience in handling state level brand building campaigns/projects for various organizations.

The credentials of the bidders as enclosed in **PACKET 'A'** will be examined first.
The credentials will broadly cover the following areas-

- Infrastructure and capability including state-wide presence as mentioned above.
- Capacity judged on the basis of annual revenue as mentioned above.
- Compliance with regulatory requirement such as registrations, IT returns etc.
- Competence in promotional activities and sectors as mentioned above.

PACKET 'A' MUST CONTAIN THE FOLLOWING DOCUMENTS:

- bid document (Rs. 1,000 /- non refundable) & Earnest Money Deposit of Rs. 20000/- (Rupees twenty thousand only) should be deposited in any designated branch of State Bank of India in the Account No. 30991405096 in favour of "Financial Controller & Chief Accounts Officer, Purba Medinipur Zilla Parishad" (Branch Code No. 8 7 4 5 and IFSC Code No. S B I N 0 0 0 8 7 4 5) with service charge, if any.
- Proof of Infrastructural capability including state-wide presence – Full service offices in Kolkata evidenced by attested copies of registration (of each office) under the Shops and Establishment Act or equivalent government regulation. The bidder's Kolkata office must have Full Service Operations including client-servicing, creative, studio and production. In case of any misrepresentation in this regard, the bidder/s will forfeit the Earnest Money Deposit and will be liable for legal or administrative action as may be deemed fit.
- Capacity judged on the basis of annual turnover across all the activities mentioned – Certificate from a registered competitive authority for the last 3 fiscal years (2013-14, 2014-15 and 2015-16) showing average revenues of at least Rs. 1 crore (Rupees One Crore) in last three fiscal years excluding revenues from media buying in any form including print, radio, television, internet or hoardings.
- Compliance with regulatory requirements – attested copies of valid INS Accreditation/Advertising Standards Council of India (ASCI) for press advertisement / Prasar Bharti accreditation for electronic media advertisement, (wherever applicable) and acknowledgements of Income Tax returns (ITR-V) for the last 3 assessment years.

- **Competence in promotional activities** – testimonials / work orders from at least 5 clients / projects – Corporate Client / Government bodies or otherwise – handed over the last 3 (**2013-14, 2014-15 and 2015-16**) years where the agency has been entrusted to create an identity for brand / client on a longstanding / project basis.

PACKET ‘A’ must be super-scribed PACKET ‘A’ – EMD AND CREDENTIALS and must also bear the name of the bidder.

In case a bidder does not meet the criteria for eligibility, his Technical / Creative and Financial Bids will not be opened.

For all bidders, eligible according to the prescribed criteria, **the Technical / Creative proposals will be evaluated by a designated committee that would include internal / external experts.** The qualified bidders shall be given an opportunity to make presentation before the committee on the date specified earlier.

PACKET ‘B’ TECHNICAL / CREATIVE PROPOSAL

PACKET ‘B’ MUST CONTAIN THE FOLLOWING DOCUMENTS:

- An illustrative overall campaign design for MNB. The creativity and designs for the campaigns should be clear, concise and compelling. They should demonstrate comprehension of MNB’s vision and ideas, clarity of approach and innovativeness.
- **The bidders will have to demonstrate the superior quality of their creative acumen and may choose to use any medium whatsoever of their choice for their purpose.**

PACKET ‘B’ must be super-scribed “PACKET ‘B’ TECHNICAL /CREATIVE PROPOSAL “and must also bear the name of the bidder.

In case a bidder does not meet the criteria for eligibility as outlined in the next page, his Financial Bid will not be opened.

The Evaluation Committee will judge the Technical proposal based on the marking system as detailed in the next page.

PACKET ‘C’: FINANCIAL PROPOSAL

The Financial Proposal will be opened on the date as mentioned earlier.

The Financial Bid should be based on the agency’s services in (a) Creation of Brand Identity (b) Strategic Consulting for campaign design (c) Creative and design inputs for specific deliverables during the tenure of the agreement.

THE FINANCIAL BID WILL BE INCLUSIVE OF ARTWORK & PROCESSING, PRODUCTION COSTS, OUT OF POCKET EXPENSES SUCH AS FILMS, PHOTOGRAPHY, TRANSLATION, TBL, LODGING ETC.

The Financial proposal will be evaluated and marked on a pro-rata basis, i.e. the lowest bidder (L1) will be given the maximum marks out of 30 and other bids (N, N1, N2 etc) will be marked according to the formula "L1/N x 30".


PACKET 'C' must be super-scribed "PACKET 'C' - FINANCIAL PROPOSAL" and must also bear the name of the bidder.

EVALUATION OF THE BID

- After the evaluation of Technical competence, Purba Medinipur Zilla Parishad will intimate those agencies whose proposals did not meet the minimum qualifying marks indicating that their Financial Proposals will not be opened.
- Purba Medinipur Zilla Parishad will simultaneously intimate those agencies that have secured the minimum qualifying marks, and indicate the date and time set for opening the Financial Proposals.
- The Financial proposals will be opened in the presence of representative of the agencies.
- The names of the agencies, quality scores, and the offered prices will be read aloud and recorded when the Financial Proposals are opened, and a copy of this record will be retained.

All intending bidders may visit the Purba Medinipur Zilla Parishad office Notice Board for further information and are also welcome to approach Purba Medinipur Zilla Parishad for any information that they may require for the purpose of formulating their bids. For any clarification Nodal Officer, MNB may be contacted. Purba Medinipur Zilla Parishad reserves the right to reject any or all the applications at its sole discretion without assigning any reason there for and without reference to the applicants.

Canvassing is prohibited and would lead to disqualification


Additional Executive Officer
Purba Medinipur Zilla Parishad

27/6/17

APPLICATION FORMAT FOR EMPANELMENT OF ADVERTISING AGENCY

1. Name of the Agency :
2. Address with Telephone no. etc. of Kolkata office:
3. Income Tax PAN / TAN No. :
4. Name of the proprietor / Partners / Directors:
5. Date of Establishment / Incorporation:
6. Whether accredited to INS/ASCI/ Doordarshan:
(Copy to be enclosed)
7. No. of years in advertising business :
8. Particulars of Regd. / Head Office :
9. No. of branches / offices at Big Metros & their address (to be supported with documents regarding Registration with the concerned authorities):
10. Infrastructure available in Kolkata
 - (i) No. of persons working
 - (a) Creative Artists (Number) :
 - (b) Client servicing (Number) :
 - (c) Total (Number) :
 - (ii) Whether a full fledged studio exists (details):
 - (iii) Whether recording facilities available (details):
 - (iv) Whether printing facility available (details). If tie up with any press exists then pl. state,
11. Details of key personnel who will work on this project of Purba Medinipur Zilla Parishad with age, qualification, experience (in years) notable skills and achievement:
12. Turnover (as defined in Para 3 of Part-II of EO) details during last three years:

Year	In Rupess
2013-2014	
2014-2015	
2015-2016	

[Certificate from registered Chartered Accountant Firm required to be enclosed]:

13. List of Major Corporate Clients services [Give details of Corporate clients having annual Billing with your Agency of Rs.1.00 crore and above excluding billing for media buying in any form – Testimonials / copy of work orders from at least five (5) Clients of the projects handed over Last three years required to be enclosed]

Sl. No.	Name of the client	Billing for 2013-2014	Billing for 2014-2015	Billing for 2015-2016

14. Major campaign (s) handled during past three years (testimonials / copy of work orders from at least five (5) clients of the projects handled over the last three years required to be enclosed.

Sl. No.	Name of the client	Nature of the campaign 2013-2014	Nature of the campaign for 2014-2015	Nature of the campaign for 2015-2016

15. Give details of National / International awards in the field of advertising received, if any, during preceding three years :

Sl. No.	Name of the award	Details of the Award 1 st /2 nd /3 rd /4 th etc	Product	Value of campaign (in cr.)

16. List of enclosures

I / we hereby certify that all the particulars given above are correct and true to the best of my / our knowledge.

Signature
(Authorised Representative)

Full Name

Designation

Address

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Note: If needed, the agency can use separate sheets for explaining the above points

Annexure-I

Sl. No.	Description of Job	Duration	Quantity
1.	1 no. TVC with continuation the story board showing ODF Achievement and sustainability	30 Sec.	1 no.
2.	1 no. TVC for generation of awareness among mass community regarding heath & hygiene.	3 min.	1 no.