

Government of Rajasthan
Transport Department
(Road Safety Cell)

No: F10(231)/Pari/RS/AP/17-18/2017

1.40251

Date: 17/8/17

Mr. Vaibhav Sharma,
Taramani, 1297, Sango Ka Rasta,
Kishanpole Bazar, Jaipur-302003.
Mob: 9079299669.

Sub: Seeking Proposal for Development, Execution and Coordination of Road Safety Aggressive Social Media Campaign, Website and Donate Space Campaign.

Dear Sir,


Transport Department, Rajasthan is the Nodal Department for executing Road Safety measures in the state through its Lead Agency, Road Safety Cell. In this context, your proposal for organizing a unique creative awareness drive using innovative ideas has been approved in the 13th meeting of the State Road Safety Council held on 29.05.2017 under the chairmanship of the Hon'ble Transport Minister of Rajasthan. The same has also been approved in the 1st meeting of Dedicated Road Safety Fund Functional Committee held on 30.05.2017 and its Implementation Committee Meeting held on 15.06.2017. The proposal has been taken up for further action under the first phase of Road Safety Action Plan 2017-18.

In accordance to the above process, this department wishes to initiate the project proposed by your organization which covers a number of activities such as donation of space, creation of visuals for display at different locations such as educational institutions, corporate and government offices etc. to create awareness to involve maximum people in the cause of Road Safety. The project also includes creation of website, short films incorporating activities like visual identity, copywriting, typography, designing, script writing, cinematography and promoting the created stuff through digital marketing on various social media platforms like Facebook, Twitter, Instagram, LinkedIn and YouTube etc. Thus, the nature of proposed work is purely creative and innovative as it also cultivates an advertising space on important social issue of road safety in the very core where the students and employees etc. spend most of their time.

You are therefore, requested to submit a detailed proposal as per the terms and conditions of the enclosed Terms of Reference latest by 09.08.2017 at 11:00 am at the office mentioned below:

Dy. Transport Commissioner (Road Safety), Road Safety Cell, 208, Parivahan Bhavan, Sahakar Marg, Jaipur - 302005.

Encl: Terms of Reference.


(Nidhi Singh)

Dy. Transport Commissioner (RS)

Terms of Reference

Engaging Professional Creative Agency for Development, Execution and Coordination of Road Safety Aggressive Social Media Campaign, Website and Donate Space Campaign etc.

1. Introduction & Objective of Assignment

- 1.1 Road Safety Cell, Transport Department is the lead agency constituted by the State Government of Rajasthan, for execution and implementation of its Road Safety policy through annual action plans in the state in order to achieve the target of reduction in number of road accident and fatalities caused by them.
- 1.2 The first phase of Road Safety Annual Action Plan 2017-18 has been approved in the 13th meeting of Road Safety Council held on 29th May 2017 under the chairmanship of the Hon'ble Transport Minister of Rajasthan. Under this action plan the cell is required to execute the Donate Space Campaign, Website Development and Road Safety Aggressive Social Media Campaign etc.
- 1.3 The project will involve the following activities that will require a considerable amount of creative thought and imagination:

- **Donate Your Space Campaign**

The aim of the campaign is to create a wide bank of spaces within the respective ecosystem be a school, college, hospital, café, park, corporate or government departments. In these places, creative visual (duly approved by Road Safety Cell, Transport Department) of road safety is to be displayed which has to be maintained after every 15-20 days. Total locations to be covered under the project is 500.

- **Road Safety Web Design**

A fresh website is required to be designed dedicated to road safety. The domain name, as per availability, of the website shall be approved by the Road Safety Cell. Once the website will be ready the same shall be updated by the agency till the end of the project. All the activities pertaining to road safety along with other relevant content shall be approved by the cell before uploading on to the website.

- **Short Films (4 of 30 seconds each)**

Four short films of 30 seconds each is required to be produced to support the campaign for the launch. These films shall be uploaded in the website and all the other social media platforms. It shall serve a tool to mobilize the people specially the college students.

- **Aggressive Social Media Marketing**

An aggressive social media campaign is to be initiated to support this project. Various social media such as Facebook, Twitter, YouTube and LinkedIn etc. shall be utilized for promotion. Monthly reporting on number of engagements and influence detail shall also to be submitted to the Road Safety Cell for evaluation.

- 1.4 There is need for developing, executing and coordinating the campaign for proper management and implementation of approved work under the first phase of the Road Safety Action Plan 2017-18.

2. Scope of Work

- 2.1 The Creative Agency will work under the close coordination with the officers of the Road Safety Cell, Transport Department Rajasthan.
- 2.2 The Scope of Work in accordance with these Terms of Reference include the following:

S.N.	Name of Activity
1	Donate Your Space Campaign
2	Road Safety Web Design & Development
3	Short Films – (4 Films 30 Sec. Each)
4	Aggressive Social Media Marketing – 30 Print Creative

3. Responsibilities and Duties of the Creative Agency

- 3.1 To execute, coordinate and monitor all the activities involved in the project as referred to in para 2.2.
- 3.2 All visuals, creatives, designs, scripts etc. shall be approved by the Road Safety Cell, Transport Department before implementing by the agency.
- 3.3 To coordinate and report the development of project to the officers of Road Safety Cell, Transport Department.

4. Commencement of Service

- 4.1 The agency shall commence their services with the date of issue of Letter of Acceptance (LOA)

5. Time Period of Assignment

- 5.1 The time period of assignment shall be different for each activity and that has to be discussed, decided and mutually agreed by the agency.

6. Financial Proposal

- 6.1 Performance Security, 5% of the total project cost, shall be deposited by the agency.
- 6.2 The payment schedule shall be finalized as per the mutual understanding between agency and the Road Safety Cell.
- 6.3 All taxes levied by the government shall be deducted as per the applicable rate on the proposed category of work.
- 6.4 The payment will be released to the agency after the due verification of the completed work by the officers of Road Safety Cell.

7. Conflict of Interest

The Cell requires that the Creative Agency at all times hold the Cell's interest paramount, avoid conflicts with other assignments or own corporate interests, and act without any consideration for future work. The Creative Agency shall not engage, either directly or indirectly, during the term of this Agreement, any business or professional activities which would conflict with the activities assigned to them under this Agreement.

8. Termination of Assignment

An Agreement shall be executed between the Creative Agency and Cell. The Agreement between the Creative Agency and the Cell can be terminated by the Cell by giving a written notice of not less than one month, if the Creative Agency fails to perform its part of duties and responsibilities substantially. The Cell after having terminated the contract shall have the right to deploy another agency.

Signature & Name of the
Owner of Creative Agency

Signature & Name of the
Authorized Signatory

Format of Financial Offer

S.N.	Name of Activity	Duration	Offered Price
1	Donate Your Space Campaign		
2	Road Safety Web Design & Development		
3	Short Films – (4 Films 30 Sec. Each)		
4	Aggressive Social Media Marketing – 30 Print Creative		
TOTAL			

Signature with Name and Address
of the Agency Owner