



Request for Proposal (RFP)
for
Empanelment of Creative Agencies for Event
Management, Media Management, Public
Relations (PR) and Design Activities for
TRTI PUNE/ Tribal Development Department
Government of Maharashtra.

Tender Notification No.: TRTI/2021/EVENT/01/3172 01/12/2021

Issued By
The Commissioner
Tribal Research & Training Institute, Pune
Government of Maharashtra

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Tribal Research & Training Institute
28 Queen's Garden Pune- 411001

Tel - 02026362772
Email trti.mah@nic.in
trti.maharashtra.gov.in

E-Tender No TRTI/Media Partner/D-4/2021-22/3172

dt 01.12.2021


Request for Proposal (RFP) for Empanelment of Creative Agencies for Event Management, Media Management, Public Relations (PR) and Design Activities for TRTI Pune / TDD GoM.

Online Proposals (in two Bid system - Technical Bid & Commercial Bid) are invited for Empanelment of Creative Agencies for Event Management, Media Management, Public Relations (PR) and Design Activities for TRTI, Pune / TDD. Interested companies / firms / institutions having adequate required resources can submit their Technical Bid & Commercial Bid online on website <https://maharashtra.etenders.in>

Name of the Service	Estimated Cost	Tender Fee	Earnest Money Deposit(EMD)
Request for Proposal (RFP) for Empanelment of Creative Agencies for Event Management, Media Management, Public Relations (PR) and Design Activities for TRTI Pune / TDD GoM.	Rs. 3,00,00,000/-	Rs. 20,000/-	Rs. 5,00,000/-

- The Company / Firm shall be selected based on the selection criteria decided by TRTI as mentioned in the Bid Document.
- Joint Venture Consortium is not permitted.
- The Bid Documents are available on website <https://maharashtra.etenders.in>
- The interested Bidders will have to register and enroll on website <https://maharashtra.etenders.in> participate in the Bid process.
- The interested Bidders will have to submit all the required documents by online .
- The Tender Fee of Rs. 20,000/-is required to be deposited online .
- The EMD of Rs. 5,00,000/-is required to be deposited online through Net Banking.
- The detailed Bid Document is available on the website <https://maharashtra.etenders> and can be downloaded there from.
- Interested Providers/ Bidders shall submit their Bid on or before **15/12/2021, 17:00**.
- The advertisement is also available on office website - <http://trti.maharashtra.gov.in> for information and further notices.
- Right to reject any or all the Bids is reserved by the Commissioner, TRTI ,Pune.

Notice: This document is the property of TRTI, Pune. It may not be copied, distributed or recorded on any medium, electronic or otherwise, without TRTI's written permission, even by the authorized personnel / company / agency for any purpose other than the purpose specified here in and it is strictly prohibited as it shall amount to copyright violation and thus shall be punishable under the Indian Law.


(Dr. Rajendra Bharud I.A.S.)
Commissioner, TRTI, Pune

Tribal Research and Training Institute, Pune

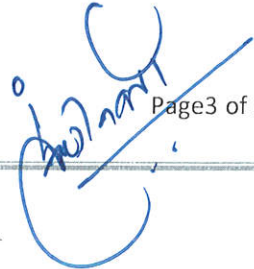
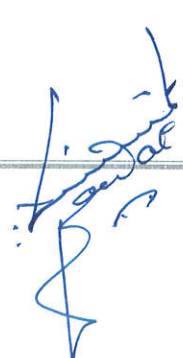
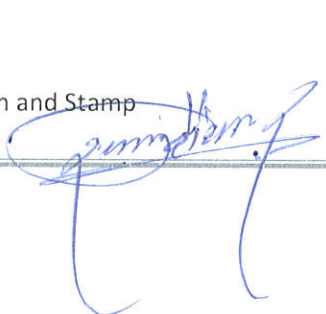
Request for Proposal (RFP) for Empanelment of Creative Agencies for Event Management, Media Management, Public Relations (PR) and Design Activities for TRTI, Pune / TDD

Tender Reference	TRTI PUNE/e-Tender-IT/PR/-- dt . 01/12/02021
Tender Website	https://mahatenders.gov.in/
Date of availability of tender documents on Website	01/12/2021 to 15/12/2021 17.00 hrs
Doubts and queries regarding Tender document should be sent by e-mail-----	trti.mah@nic.in
Last date and time for submission of bids	15/12/2021 17.00 hrs
Time and date of opening of Technical Bid	17/12/2021 17.00 hrs
Place of opening of bids	Tribal Research And Training Institute,28,Queens Garden ,Pune-411001
Address for communication	Tribal Research And Training Institute,28,Queens Garden ,Pune-411001
Cost of the Tender Document	Rs.20,000/-

The tender document can be downloaded Rs 20,000/- cost from the website of <https://mahatenders.gov.in/>

Interested bidders are advised to regularly visit the website in order to update themselves with regard to any change or additional information related to the tender.

Bidder's Sign and Stamp



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DISCLAIMER

The information contained in this Request for Proposal document ("RFP") or subsequently provided to bidders, verbally or in documentary or any other form by or on behalf of the Tribal Research And Training Institute, Pune (here forth referred to as TRTI PUNE in this document) or any of its employees or advisers, is provided to bidders on the terms and conditions set out in this RFP and such other terms and conditions subject to which such information is provided.

This RFP is not an agreement and is not an invitation by the Employer to the prospective Agencies/Consultants or any other person. The purpose of this RFP is to provide interested bidders with information that may be useful to them in the formulation of their Proposals pursuant to this RFP. This RFP includes statements, which reflect various assumptions and assessments arrived at by the Employer in relation to the Consultancy. Such assumptions, assessments and statements do not purport to contain all the information that each bidder may require. This RFP may not be appropriate for all persons, and it is not possible for the Employer, its employees or advisers to consider the objectives, technical expertise and particular needs of each party who reads or uses this RFP. The assumptions, assessments, statements and information contained in this RFP, may not be complete, accurate, adequate or correct. Each bidder 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 RFP and obtain independent advice from appropriate sources. Information provided in this RFP to the bidder (Agency/consultant/ developer/ Supplier, etc.) is on a wide range of matters, some of which depends upon interpretation of law. The information given is not an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. The Employer accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on the law expressed herein.

The TRTI PUNE and its employees and advisers make no representation or warranty and shall have no liability to any person including any bidder under any law, statute, rules or regulations or tort, principles of restitution run just enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this RFP or otherwise, including the accuracy, adequacy, correctness, reliability or completeness of the RFP and any assessment, assumption, statement or information contained therein or deemed to form part of this RFP or arising in any way in this Selection Process.

The TRTI PUNE also accepts no liability of any nature whether resulting from negligence or otherwise however caused arising from reliance of any bidder upon the statements contained in this RFP.

The TRTI PUNE may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumption contained in this RFP. The issue of this RFP does not imply that the Employer is bound to select a bidder or to appoint the selected bidder, as the case may be, for the Consultancy and the TRTI PUNE reserves the right to reject all or any of the Proposals without assigning any reasons whatsoever.

The bidder shall bear all its costs associated with or relating to the preparation and submission of its Proposal including but not limited to preparation, copying, postage,

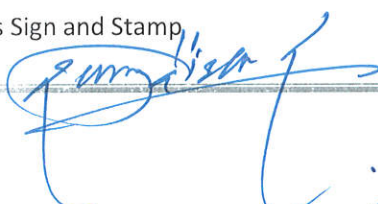
Bidder's Sign and Stamp

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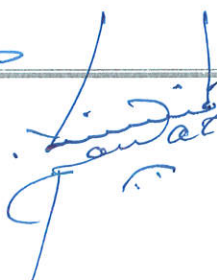
delivery fees, expenses associated with any demonstrations or presentations which may be required by the TRTI PUNE or any other costs incurred in connection with or relating to its Proposal. All such costs and expenses will remain with the bidder and the TRTI PUNE shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by a bidder in preparation or submission of the Proposal, regardless of the conduct or outcome of the Selection Process.

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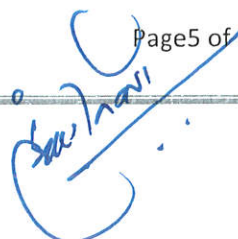
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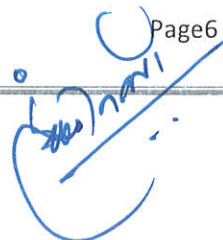
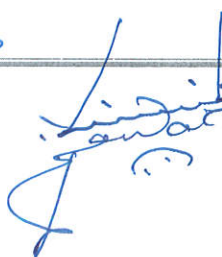
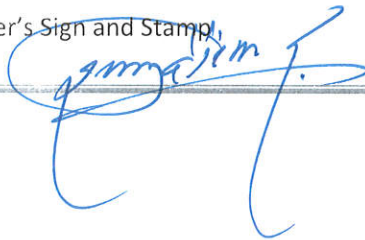


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CONTENTS OF RFP

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3	Section -II: Detailed Tender Notice
4	Section -III: Scope of the work
5	Section – IV: General Condition of the RFP/ Agreement
7	Section V : Instruction to Bidders
8	Section VI : Formats for submission of proposal

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**RFP PART-I:
Notice Inviting Tender**

Request for Proposal (RFP) for Empanelment of Creative Agencies for Event Management, Media Management, Public Relations (PR) and Design Activities for Tribal Research and Training Institute, Pune

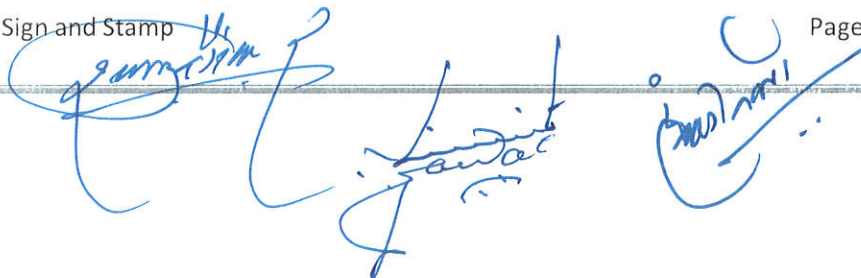
Tribal Research And Training Institute, Pune (TRTI PUNE) is a Autonomcus Body constituted under Tribal Development Department, Government of Maharashtra with an aim to empower youth to take part in the economic and all round growth of Maharashtra and INDIA. The Mission acts as the nodal agency in the state of Maharashtra to ensure organization of skill training programs for the rural and urban youth through empanelled training partners. TRTI PUNE integrates the efforts of various departments and public and private stakeholders engaged in Training the ST population of the state through various scheme, In-services training to TDD staffs and bring necessary scale, synergy, oversight and effective coordination in their implementation.

An e-TENDER is invited by TRTI PUNE to utilize services of credible professional agencies by empanelling them for a period of one year (which may be extended at the discretion of TRTI PUNE on same Terms & Conditions for maximum of further one year subject to satisfactory performance to be reviewed periodically) for producing original creatives, content TVCs, promotional material, media management, managing public relations and events management. The agencies will provide professional services including Strategic as well as Tactical Media Planning Strategy and Formulation, including strategies for digital media, electronic media, print media, outdoor media, content creation, networking, management, etc as under the direction of TRTI PUNE on case to case basis. The proposal/bids are invited from credible professional agencies/firms, for this purpose. The scope of works to be taken by the agencies have been broadly spelt out in Section - III.

The agency/firm must have in-house organizational and production capability. All other requirements such as manpower, tools, applications, creative content, advertising etc. will have to be met by the Agency. Agency must have expertise in the activities as desired to be performed in accordance to the Scope of Work. The entire data and intellectual property generated from the activity will be owned fully by the TRTI PUNE. The firm has the responsibility to store the same and provide it to TRTI PUNE on a weekly basis or as & when demanded. Agency will be completely responsible to maintain the 1.Back-up, 2. Storage and 3.Recovery mechanism. The agency will ensure data protection (secrecy) and ensure that no data is leaked to any person not authorized by the TRTI PUNE. In case of any such leak /breach of data, the entire legal, financial and other consequences will be borne by the

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firm/agency. All the real and virtual creations will be the property of TRTI PUNE and IPR will vest with TRTI PUNE. The agency/firm will also ensure that all the creations submitted by them to the TRTI PUNE are free of copyright and IPR encumbrances and any error and omission in this matter shall be sole responsibility of the Agency.

Schedule and critical dates

The tentative schedule and critical dates are shown below:

Sr. No.	Event	Date
1.	Date of publication of e-Tender	01/12/2021 11.00 Hrs
2.	Last date of request of queries	09/12/2021 14.00 Hrs
3.	Pre-Bid date at TRTI PUNE	10/12/2021 14.00 Hrs
3.	Last date of submission of bids	15/12/2021 17.00 Hrs
4.	Opening of Technical Bids	17/12/2020 17.00Hrs

The complete details for the e-tender document can also be downloaded from TRTI PUNE's website <https://trti.maharashtra.gov.in/> and <https://mahatenders.gov.in/nicgep/app>. Interested bidders are advised to regularly visit these websites in order to update themselves with regard to any change or additional information related to the tender.

TRTI PUNE reserves the right to re-issue again/amend/cancel this tender, amend the tentative schedule and critical dates of participating in the tender. It is the sole responsibility of prospective bidders to go through TRTI PUNE's website from time to time for any updated information.

Procedure, Terms and Conditions

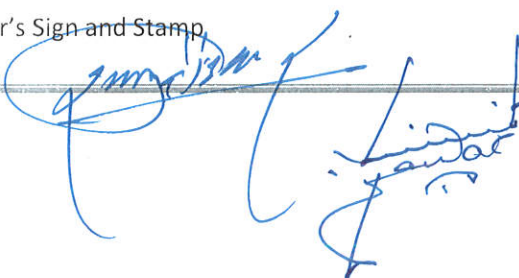
- It is the responsibility of the bidder to ensure that the bids are submitted on time.
- The TRTI PUNE reserves the right to solicit additional information from Bidders. Additional information may include, but is not limited to, past performance records, lists of available items of work etc.
- The TRTI PUNE reserves the right to accept the whole, or part of or reject any or all bids without assigning any reasons and to select the Bidder(s) which, in the sole opinion, best meets the interest of the TRTI PUNE.
- The TRTI PUNE reserves the right not to accept bid(s) from agency(ies) resorting to unethical practices or on whom investigation/enquiry proceedings have been initiated by Government investigating Agencies/Vigilance Cell.
- All information contained in the TENDER, or provided in subsequent discussions or disclosures, is proprietary and confidential. No information may be shared by the bidder with any other organizations/agencies.

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- The Agency selected is not supposed to use its name, logo or any other information/ publicity on content published on any media/advertising platforms of TRTI PUNE.
- The Agency must maintain uniformity in the uploading of content on the platforms and application. Any content which is replaced, renewed or removed from any platform shall be simultaneously modified on the other platforms and applications instantly.
- All material, creatives, etc. used in execution of the awarded works will be property of the TRTI PUNE. Content shared online must be copyright protected.
- All the real and virtual creations will be right of TRTI PUNE and Intellectual Property Rights (IPR) will vest with TRTI PUNE.
- No increase in the prices would be allowed during the contract period.
- TRTI PUNE shall deduct Income tax at source as per relevant income tax rules (TDS and GST TDS as applicable) and shall provide TDS certificate for the same to the respective empanelled agency(ies) as and when the work order is issued for respective projects thereafter.
- Bid should also include a non-refundable Form fee of Rs.20,000/- . Proposals that are not accompanied by the proposed demand draft shall be rejected.

Bidder's Sign and Stamp



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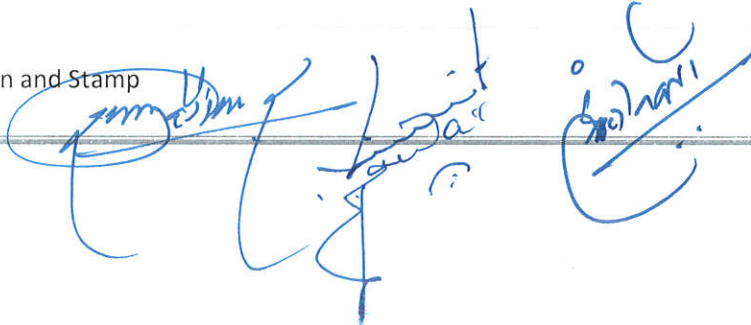
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RFP PART-I: SECTION-I

SHORT TERMS AND DEFINITIONS

1. The words "TRTI PUNE, TDD", "Client", or "Employer" mentioned in the RFP shall mean explicitly /implicitly, Tribal Research And Training Institute, Pune and Tribal Development Department represented through its Commissioner and shall also mean other official(s) concerned of TRTI PUNE formally or informally declared/advised/instructed by Commissioner to act and perform the duties of TRTI PUNE on behalf of, Commissioner" for any parts(s)/Portion(s) of the work or for the whole work. The word, TRTI PUNE shall also mean the various committees of TRTI PUNE.
2. "GoM" or Govt. of Maharashtra, TDD -Tribal Development Department or any other Dept." Or its subordinate functionaries/ organizations/agencies mentioned in this RFP shall have the same meaning, implication and power to intervene in this work as understood/IMPLIED from the corresponding clauses of this RFP where the above terminologies appeared/mentioned.
3. After the tender is finalized and accepted the words/ expression; selected bidder, selected consultant, selected agency, consultant, Consultant, Successful bidder mentioned in this RFP shall have the same meaning and shall, ordinarily, mean/be understood as "agency/consultant".
4. The words, contract, Contract, Agreement, agreement appearing in this RFP shall mean agreement.
5. The words, "work", "Work" and "works" shall have the same meaning unless otherwise mentioned in this RFP and it includes the deliverables by the agency during the defect liability period of 365 days from the date of completion of the original works.
6. Clarification(s) on other terminologies, if any required, shall be issued as and when necessary.
7. "Last five financial years" means 2020-21, 2019-20, 2018-19, 2017-18 and 2016-17.

Bidder's Sign and Stamp

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RFP PART-I: SECTION-II SCOPE OF WORK

Introduction:

Tribal Research And Training Institute, Pune (TRTI) is a Autonomous body under Tribal Development Department, Government of Maharashtra with an aim to empower ST youth to take part in the economic and all round growth of Maharashtra and INDIA. TRTI acts as the nodal agency in the state of Maharashtra to ensure organization of skill training programs for the rural and urban ST youth through empanelled training partners. TRTI PUNE integrates the efforts of various departments and public and private stakeholders engaged in skilling the ST youth of the state through skill development schemes and brings necessary scale, synergy, oversight and effective coordination in their implementation.

In order to take forward TRTI PUNE projects/events with new focus, the TRTI PUNE would like to utilize the services of an Agency by empanelling them for event management, designing and producing original creatives, content TVCs, promotional material, PR and Networking activities. The agencies will provide professional services including Strategic as well as Tactical Media Planning Strategy and Formulation, including strategies for event management, digital media, electronic media, print media, outdoor media, content creation, networking, management, etc as under the direction of TRTI PUNE on case to case basis.

Tasks:

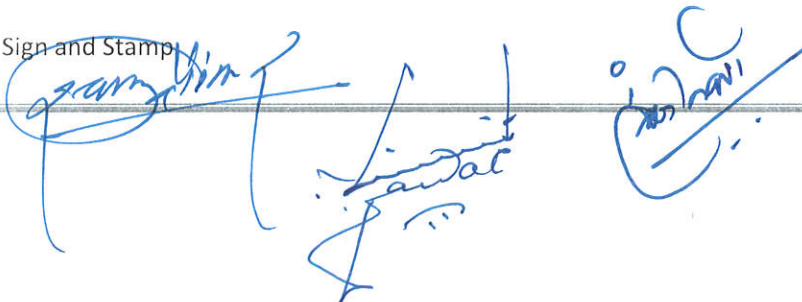
- i. Providing market insight in advertising, PR and media relation activities as per the latest trends in skill development sector
- ii. Develop concepts based on the market insight for various events/projects of TRTI/TDD .
- iii. Provide art works/ creative based on concepts
- iv. Identify best channels to promote the events and projects of TRTI PUNE/TDD.
- v. Produce audio/video as per the direction of TRTI PUNE/TDD.
- vi. Publish content on different media channels under the guidance of TRTI PUNE/TDD.
- vii. Manage event-based PR and Networking activities and others as per the direction of TRTI PUNE/TDD.
- viii. Manage events as per directions of TRTI PUNE/TDD.

SCOPE OF WORK

An indicative scope of work is mentioned below, and it should be deliverable by the empanelled agency in its entirety, however the list is not exhaustive and additional task may be given as per the direction of TRTI PUNE and is on case to case basis.

1. Concept Development and Art Work/ Creative Creation
2. Event Management
3. Media Management
4. Public Relations and Networking
5. Production of content for PR and advertising
6. Branding
7. Additional services

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1. Concept Development and Art Work/ Creative Creation

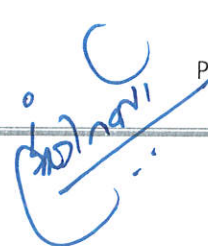
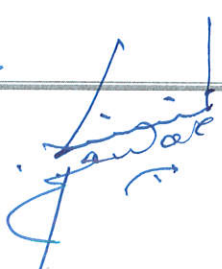
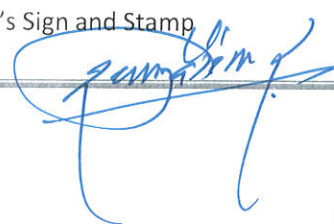
- As per the direction of TRTI PUNE/TDD, for the print advertisement of any event, festival, fair, competition, etc. the empanelled agencies (who so ever are asked) shall develop at least three concept and three art work each for the approval
- As per the direction of TRTI PUNE/TDD, for the advertisement of any event, festival, fair, competition, etc. through brochures, posters, standees, backdrops, maps and any other outdoor and indoor promotional material the empanelled agencies (who so ever are asked) shall develop at least two concept and three art work each for approval
- As per the direction of TRTI PUNE/TDD, for the radio advertisement of any event, festival, fair, competition, etc. the empanelled agencies (who so ever are asked) shall develop concept and create at least three first cut of radio jingle for the approval
- As per the direction of TRTI PUNE/TDD, for the video advertisement (30sec/60sec) of any event, festival, fair, competition, etc. the empanelled agencies (who so ever are asked) shall develop at least two concept and a premise, outline and rough story board for each concept for the approval
- As per the direction of TRTI PUNE/TDD, for creating short promotional film (ranging from 2 minutes to 10 minutes) of any event, festival, fair, competition, etc. the empanelled agencies (who so ever are asked) shall develop at least two concept and a premise, outline and rough story board for each concept for the approval
- As per the direction of TRTI PUNE/TDD, for any other internal/external communication drive the empanelled agencies (whosoever are asked) shall develop two concept and create at least two templates each (newsletter, presentations, PDF forms, etc.) for approval. Each template shall contain at least design for four pages/ slides whichever is the case.
- Creation of any other concept and artwork as directed by TRTI PUNE/TDD on case to case basis

2. Event Management

1. Events Planning: The agency shall be responsible for creative conceptualizing, planning, budgeting and execution for the events (which may include but not limited to activities such as seminars, conferences, rallies, drives, road shows, street plays, thematic / cultural programs / knowledge sharing events, competitions, awards, etc.) to be taken up by the authority and as listed below:

- Co-ordination with respective Ministries / Agencies of the State government (s) and Government of India
- Hospitality management
- End-to-End logistics management (including commuting to venue & back, Airport/ Road/ Railway station transfers, event catering - food & beverage arrangements at the venue, to & fro movement of equipment/machinery, tools, consumables for events, etc.)
- Venue management (Infrastructure Arrangement - for VIPs, Visitors, 24 hrs Security Services, adequate lighting, flooring/carpet, fire safety, water inlet & outlet, compressed air, waste disposal & recycling, etc.)
- Propose colour theme for events
- Background designs for the Stage

Bidder's Sign and Stamp



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2. Promotion & Media management for Events: The agency shall promote the named events that are happening in the state and shall also promote the newly identified events that are taken up by TRTI PUNE/TDD. The agency shall also assist the media management during events which includes photographs, narratives, etc.

- Promotional Videos: Video Films – in both Hindi and English for any event as decided by TRTI PUNE/TDD (Video length 1 to 3 minutes)
- Teaser films (Video length 30 to 60 seconds)
- State Pitch Video (Video length 8 to 15 minutes)
- Scheme/sectoral Films on focus schemes/sectors (Video length 4 to 8 minutes)
- Design & development of TV Advertisements
- Design & development of Newspaper Advertisements in regional and national media
- Design & Development of outdoor advertisements such as hoarding/Banners & Standees
- Souvenirs
- Preparation of video clip summarizing the event
- Brochures/Flyers/Booklet designing for the knowledge partner as per the requirement
- Feeds for online media

3. Coverage of the events: The agency shall manage the tracking and submission of online, print & electronic coverage of the events.

4. Content Designing: Designing and printing of creative for various events. However, printing of flyers, posters, banners, hoardings, flex etc. for the events shall be under taken by TRTI PUNE/TDD; subsequently cost of printing shall be borne by TRTI PUNE.

5. Organize Press conferences, Preparation of Press Releases, Press Reports, Press kit and co- ordination with Print and Electronic Media

6. Facilitate state level/national level media partnerships/ alliances and time-bound deliverables around the event

3. Media Management

The agency must identify the appropriate media or a combination of different media for the best representation of the projects and various promotional activities involving communities and stakeholders, with a vision to:

1. Strengthen the awareness and encouragement on the effective utilization of TRTI PUNE/TDD schemes for the beneficiaries.
2. Strengthen the media engagement locally and nationally
3. Strengthen the civic engagement in TRTI PUNE/TDD schemes through publications focusing on quality public awareness around projects and civic issues in and around project areas.
4. Strengthen the process of exchange of ideas and best practices from other states skilling Missions and established projects.
5. Strengthen the unified voice of media towards righteous acceptance of TRTI PUNE /TDD schemes.
6. Strengthen the publication of the projects through conferences, workshops, media coverage and publications.

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Functions of the empanelled agency(ies) as per directions of TRTI PUNE shall include following under various Media Platforms

(i) Digital Media

- a. Preparation of short audio – visual script / content on the project, especially focusing on its benefits for society at large.
- b. Upload all digital representations of projects and corresponding promotional activities on YouTube; and its link to be shared across other media platforms for telecasting and wide-spread publicity.
- c. Make qualitative PowerPoint Presentations on every project and its promotional activities, for TRTI PUNE/TDD schemes' related meetings, conferences, etc.
- d. Make Creative contents for the assigned project(s)/ event(s) in an innovative, eco-friendly and cost effective manner.
- e. Release of various advertisements through print and electronic media for the assigned project(s)/ event(s).
- f. Help to take forward the citizen/other perception online survey/poll analysis creatively to publication platform for the assigned project(s)/ event(s).
- g. Create and Update the website and social media sites of TRTI PUNE/TDD with well credited digital data for the assigned project(s)/ event(s).
- h. Assist TRTI PUNE /TDD in developing qualitative stand-alone major videos for the assigned project(s)/ event(s) along with any expertise within agency representing TRTI PUNE/TDD schemes for online media, YouTube, etc.

(ii) Print Media

- a. Engage the Vernacular/Regional/National media for the assigned project(s)/ event(s).
- b. Organize regular media gatherings /conferences on various topics time to time.
- c. Deliver timely news by coordinating with media houses–both Hindi and English.
- d. Coordinate with reputed state & national main stream Hindi media for coverage of for the assigned project(s)/ event(s).
- e. Encourage TRTI PUNE/TDD agencies/consultants /employees, investors and TRTI PUNE's literary figures and important celebrities to write for the assigned project(s)/ event(s).
- f. Ensure good State/National visibility and promotion through appropriate media coverage's for the assigned project(s)/ event(s).
- g. Ensure that State level news coverage for the assigned project(s)/ event(s)are with mutual discussion and consent from scheme owners and TRTI PUNE /TDD authorities.
- h. Assist TRTI PUNE / TDD to conduct Youth/ Yuva Melas with media experts at educational institutions promoting skill development and youth engagement for the assigned project(s)/ event(s).

Bidder's Sign and Stamp

(iii) Online Media

(iv)

- a. Design a strategy to utilize TRTI PUNE / TDD Websites for greater reach and dissemination of information for the assigned project(s)/ event(s).
- b. Establish a citizen friendly and interactive TRTI PUNE / TDD website, by creating a platform for receiving the feedback from citizens for improvement of project scope.
- c. Establish good network among many online sites and Government/organizational websites related to TRTI PUNE /TDD mission, and regularly update TRTI PUNE / TDD progresses through blogs and data.
- d. Establish good network among many online media houses to publish the assigned project(s)/ event(s).
- e. Help TRTI PUNE by identifying the national best practices related to skilling projects for project improvements.
- f. Assist TRTI PUNE by encouraging state's/nation's literary figures and important celebrities to write for the assigned project(s)/ event(s).
- g. Create and share the link of the audio/visual content (project videos /short documentary movies) for the assigned project(s)/ event(s) on concerned and other potential online media platforms.

(v) Social Media

- a. Leverage the existing social media channels of TRTI PUNE / TDD and setup newer platforms including but not limited to:
 1. Develop a Facebook page or manage department page for the assigned project(s)/ event(s) and ensure regular updates
 2. Develop an Instagram page or manage department page for the assigned project(s)/ event(s) and ensure regular updates Instagram Management
 3. Develop a LinkedIn page or manage department page for the assigned project(s)/ event(s) and ensure regular updates– LinkedIn Management
 4. Develop a Twitter page or manage department page for the assigned project(s)/ event(s) and ensure regular updates. Make connect with maximum youth of Maharashtra, business leaders, corporate employees, ensure live feed on twitter for all new schemes of TRTI PUNE / TDD, mini conclaves, road shows and news related to skilling schemes of Maharashtra
 5. YouTube Marketing for the assigned project(s)/ event(s)
- b. Design a strategy to utilize TRTI PUNE /TDD social media platforms for greater reach and dissemination information for the assigned project(s)/ event(s); and for receiving the feedback from citizens for improvement of project scope.
- d. Create and link the audio/ visual content (project videos/short documentary movies) around for the assigned project(s)/ event(s) on YouTube; the link to be widely shared on all concerned social media and other platforms.
- e. Initiate appropriate action after monitoring the social media conversations around the assigned project(s)/ event(s) (Social Media Intelligence)
- h. Conduct timely research on key topics and areas of interest using analytics of social

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media and inform on key trends for the assigned project(s)/ event(s). (Social Media Analytics)

- i. Spread awareness for the assigned project(s)/ event(s) to maximum number of online youth population of Maharashtra for the assigned project(s)/event(s) (Social Media activism)
- j. Pull strategy – Engage by sharing useful information, discussions and giving readers a window- view for the assigned project(s)/ event(s).
- k. Push Strategy- Exclusive content are just a few ways to incentivize your social media marketing efforts.
- l. Organic Social Media promotions of page and events.
- m. Timely updation
- n. Ads management
- o. Comments Tracking and Responding
- p. Creating Event Campaign
- q. Boosting the fan count
- r. Promotion of TRTI PUNE / TDD on diverse social media platforms/ page
- s. Make page user friendly- Easy to find and easy to operate
- t. Provide Creative and conceptual posts and gifs to make communication better for the assigned project(s)/ event(s)


To reach more and more of the target audience, the following activities should be undertaken:

- Complete management- It should include the planning and organizing of the respective accounts in Facebook, Instagram, LinkedIn, Twitter and YouTube
- Daily Posts-The Daily posts can focus on brand Tribal Development Department, Maharashtra image building and convey the messages of brand and also keep the visitors engaged with context of audience awareness
- Engaging program- Regular content strategy discussions
- Updation- Updating upcoming offers and information for the visitors
- Some innovative and interactive ideas for engagement of audience to the page
- Promoting the pages according to the target audience and region of target
- Boost posting of the creative to increase traffic on the page
- Weekly profile optimisation
- Integration of Whatsapp with Facebook
- Sponsored ads

(vi) Mobile Media

- a. Assist TRTI PUNE/TDD in collating the mobile number database of ST youth of Maharashtra from different sources for the assigned project(s)/ event(s).
- b. Utilize actively the database to effectively communicate on schemes or services related to the assigned project(s)/ event(s).

Bidder's Sign and Stamp

The image shows three distinct handwritten signatures in blue ink. The first signature is a large, stylized cursive script. The second is a more compact, angular signature. The third is a signature that includes the name 'Dhanu' written in a clear, blocky font. There are also some faint, illegible markings and lines around these signatures.

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- c. Carry out the requisite survey methodologies to capture the citizen/project beneficiary perceptions at various stages of the projects as required by TRTI PUNE/TDD.
- d. Utilize the mobile advertising spectrum for interactive advertisements towards pre-event promotions, citizen surveys, publicity of event proceedings, digital data publicity, etc., through Bulk short message service (SMS)text and Bulk E-Mails (Mobile marketing).
- e. Advertise the Mobile media to all potential stakeholders of TRTI PUNE/TDD like educational institutes, training providers, etc. for the assigned project(s)/ event(s)

(vii) Television

- a. Assist TRTI PUNE /TDD to promote the best practices and progress every phase of TDD scheme in news and special programs of television (TV) media.
- b. Coordinate with TV media, to live-stream the community engagement events around TRTI PUNE /TDD schemes/ skilling initiatives from venue.
- c. Identify slots to convene quarterly interviews in TV media on TRTI PUNE /TDDschemes by TRTI PUNE OR TDD/Governing bodies' authorities, experts, celebrities, or any important stake holders-to highlight the positive impacts of the TRTI PUNE/TDD schemes on upliftment of the society.
- d. Identify special slots in local cable channels to cover the interviews of officials of TRTI PUNE / TDD schemes and their impact on the employability of ST youth of Maharashtra.
- e. Identify engagement mode with television in a cost-effective manner like customized sponsored program, intensive awareness program, interviews, etc.
- f. Share the audio-visual content of promotional events with TV media on the same day for telecasting; and upload the YouTube link of TV cover age on concerned online and social media platforms.
- g. Convene a quarterly interaction with television to ensure all possible ways for best promotion of TDD schemes and promotions through television media

(viii) Radio

- a. Disseminate the pre-event information for the assigned project(s)/ event(s) especially campaigns and competitions through FM/AM radio channels.
- b. Engage frequently with radio broadcasters in a cost-effective manner - customized sponsored program, intensive awareness program, interviews, etc.
- c. Identify appropriate slots to convene quarterly interviews of TRTI/TDD authorities, skilling experts, celebrities, - to address on TRTI/TDD schemes and the positive impacts of the schemes on ST youth of Maharashtra.
- d. Assist in promotion of TRTI/TDD schemes and events Live from venue by radio jockeys.
- e. Find all possible ways to ensure best promotion of TRTI/TDD schemes and other good works through radio.

Bidder's Sign and Stamp

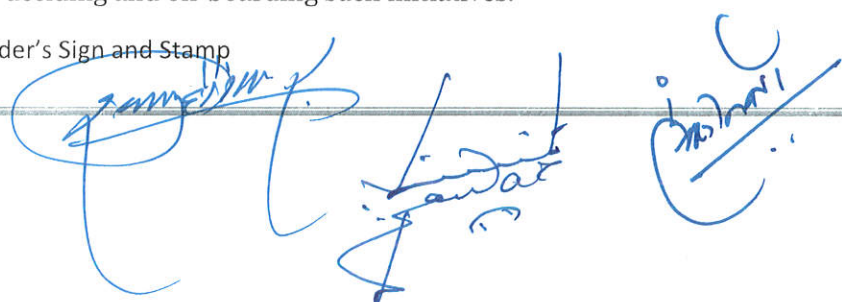
The agency shall work in selection and finalization of television channels, radio channels, print publications, websites & portals, outdoor sites, etc. in the identified target markets as per below.

- a. The selected agency shall be responsible for developing media plan, refinements and amendments as directed/needed by TRTI PUNE/TDD during the entire course of specific activity.
- b. The selected agency shall study and provide details of the target market to TRTI PUNE/TDD for better placement and promotion of the said activity across various media.
- c. The media plan by the selected agency may include one or combination of various media channels as per the reach of the channel, need of the activity and target audience such as print media, wireless media, electronic media, outdoor platforms, etc.
- d. The selected agency shall be responsible of identifying, negotiating and buying media under the direction of TRTI PUNE /TDD **for audio/visual media**. This shall broadly include
 - (i) Providing pre-buying estimates to TRTI PUNE
 - (ii) Defining schedules and process related to buying of media
 - (iii) Negotiating with the media channels/ partners at DAVP/DGIPR/DPR rates or the best available commercial rates as per agreement with TRTI PUNE if DAVP/DGIPR/DPR rates are not available.
 - (iv) Identifying and scheduling of slots, days, time, etc. for promoting the activity
 - (v) Defining delivery and cancellations as per the schedule and need
 - (vi) Providing post broadcast/telecast report for radio, television or any other medium
 - (vii) Support TRTI PUNE /TDD in any other task pertaining to audio/visual media as per the direction of TRTI PUNE/TDD
- e. The selected agency shall be responsible of identifying, negotiating and buying media under the direction of TRTI PUNE/TDD **for all print/outdoor media**. This shall broadly include
 - (i) Identify the appropriate media channels as per the activity and update TRTI PUNE.
 - (ii) Assist TRTI PUNE/TDD in selecting the various platforms under those channels
 - (iii) Processing of all internal orders as per the requirement and direction of TRTI PUNE
 - (iv) Negotiation with the media agency based on the DAVP/DGIPR/DPR rates or the best available commercial rates as per agreement with TRTI PUNE if DAVP/DGIPR/DPR rates are not available
 - (v) Identification of spots, setting schedule, placement of advertisement, monitoring the promotion activities and sharing detailed updates with TRTI PUNE/TDD
 - (vi) Support TRTI PUNE/TDD in any other task pertaining to print/outdoor media as per the direction of TRTI PUNE

4. Public Relations and Networking

- As per the direction of the TRTI PUNE/TDD, the selected agency shall involve in the PR and networking activities for events, promotions, festivals, fairs, etc. on case to case basis.
- The selected agency shall have strong media connect in terms of print, wireless, electronic media, outdoor media, etc. where it can place TRTI PUNE /TDD promotional content as per the need and direction of TRTI PUNE / TDD
- The agency shall suggest TRTI PUNE / TDD regarding new and better ways/channels of increasing PR and Networking among the industry and support TRTI PUNE / TDD in deciding and on-boarding such initiatives.

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- The agency shall manage and organize networking lunch and diners, press meets, interview opportunity, etc. for TRTI PUNE/TDD on specific events and case to case basis.
- The selected agencies shall create PR and networking related content such as press release, media kit, handouts, etc. for specific events as per the direction of TRTI PUNE/TDD
- The selected agency shall work and generate pre-event buzz for the events of TRTI PUNE/TDD or any other under the direction of TRTI PUNE/TDD and based on the timeline as suggested by TRTI PUNE/TDD

5. Production of content for PR and advertising

Content development is of core importance in the communication strategy and hence the agency must be prudent and careful in drafting the news, creative for the assigned project(s)/ event(s) in line with the principles of Govt. of Maharashtra and requirements from authority.

The most important aspect for a successful communication would be to develop content in both Hindi and English language – especially for events; and the agency must create a working participatory network with local/vernacular media.

- a. The agency shall produce appropriate creatives for the different markets and segments as per the need of the event and direction of TRTI PUNE/TDD
- b. The selected agency shall design and print of promotional material in English, Marathi and any other language (as required) and provide the designs in softcopy.
- c. Content developed by any agency shall be operational on all electronic devices such as PCs, Laptops, Mobiles, Tabs etc. the failure of which shall be considered an incomplete execution of the Work Order.
- d. The production of creative are as below, however the list and tasks are not exhaustive and may increase or add on case to case basis
 - (i) The selected agency shall produce publicity material such as print advertisements, brochures, banners, standees, backdrops, signages, leaflets, etc. based on the approved artwork/ creative
 - (ii) All printed material to be of high quality and as per the direction and satisfaction of TRTI PUNE/TDD.
 - (iii) The images used for the designing of the publicity material shall be of 4K resolution either acquired or original
 - (iv) For creation of video and TVC the agency shall either create original or acquire existing footage videos of 4k resolution.
 - (v) The agency using any image or video footage, either acquired or shot (original) shall be authentic and shall provide no objection certificate from the photographer/owner/ person, etc. captured in the image or video.
 - (vi) For creation of video or TVC the agency shall provide detailed script and storyboard for approval from TRTI PUNE

Bidder's Sign and Stamp

(vii) The agency shall submit a detailed report of any promotional activity taken by them under the directions of TRTI PUNE/TDD. Also, the agency shall provide all creative produced for the specific event which shall include banners, brochures, 4k images, final cut of the video, raw footages, actual permissions, contact of the concerning person, etc. in a DVD/pen drive separately along with the report to TRTI PUNE/TDD.

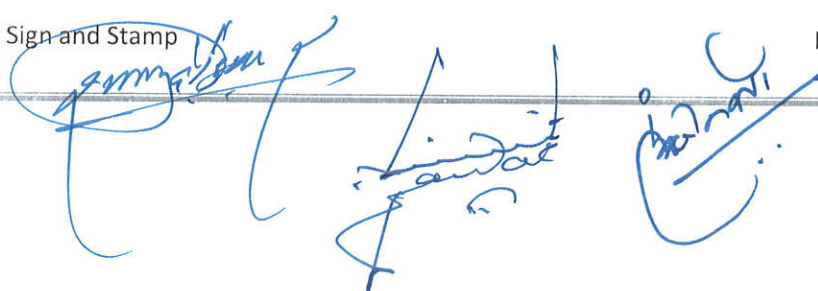
Key deliverables to include the following:

- a. Prepare press release, news articles, messages, write-ups and features for publications on mainstream print media in consultation with TRTI PUNE/TDD.
- b. Design books, brochures, folders, newsletter, posters, advertisements, creative, smart board media, hoardings, etc. in consultation with TRTI PUNE /TDD for the assigned project(s)/ event(s). To ensure materials used for promotions are only eco-friendly and reusable.
- c. Produce online creative in rich text media for the assigned project(s)/ event(s).
- d. Prepare Power Point Presentations, flash messages, etc. in all digital formats for the various road shows / Government presentation, award ceremonies, social media, etc. for the assigned project(s)/ event(s)
- e. Replicate creative produced for print, television, outdoor, online, other media for use, as per the requirement of publications, channels, outdoor sites, websites & portals etc. for the assigned project(s)/ event(s)
- g. Prepare questionnaires for various interaction platforms for appropriate delivery of content – online & mobile surveys and expert interviews on TV, radio, etc. for the assigned project(s)/ event(s)
- h. Design and print creative/illustrations on various aspects of TRTI PUNE/TDD for release of advertisement for the assigned project(s)/ event(s).
- i. Undertake any other creative work that may be needed for the assigned project(s)/ event(s).

Note:

Any publication or communication material to be published in public domain only after approval from Commissioner, TRTI PUNE. The entire data and intellectual property generated from the activity will be owned fully by the TRTI PUNE. The firm has the responsibility to store the same and provide it to TRTI PUNE on a weekly basis or as & when demanded. Agency will be completely responsible to maintain the 1.backup, 2.Storage and 3.recovery mechanism. The firm will ensure data protection (secrecy) and ensure that no data is leaked to any person not authorized by the TRTI PUNE. In case of any such leak /breach of data, the entire legal, financial and other consequences will be borne by the firm/agency. All the real and virtual creations will be the property of TRTI PUNE and IPR will vest with TRTI PUNE. The agency/firm will also ensure that all the creations submitted by them to the TRTI PUNE are free of copyright and IPR encumbrances and any error and omission in this matter shall be sole responsibility of the Agency. All the real and virtual creations will be right of TRTI PUNE and Intellectual Property Rights (IPR) will vest with TRTI PUNE. All electronic content (text, photo, video or otherwise) to monitored. All

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Intellectual Property displayed on these platforms and application shall belong to TRTI PUNE exclusively, and any Intellectual Property Rights emanating from such content shall vest solely and exclusively with TRTI PUNE.

No content shall be put on the social/online/print/digital media sites without prior approval from TRTI PUNE.

6. Branding

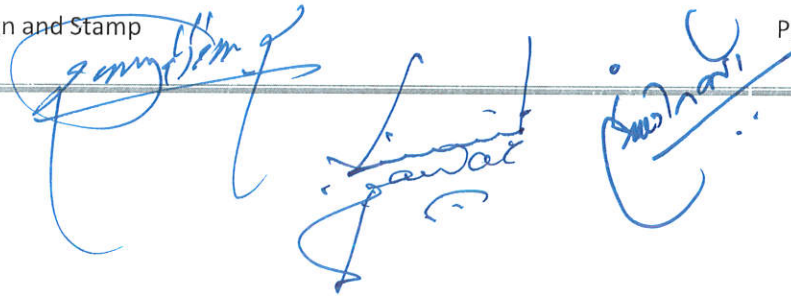
1. Prepare a comprehensive strategy for branding of for the assigned project(s)/ event(s), as approved by TRTI PUNE/TDD.
2. Integrate and complement the assigned project(s)/ event(s) with the overall branding strategy.
3. The Agency shall collect all necessary data required for development of Branding Strategy; and promotion of branding can be undertaken through competitions.
4. Monitor the presence of, and discussion about, brand TDD/TRTI PUNE in social and political circles for the assigned project(s)/ event(s).
5. Create logos, slogan, brand name and a creative and assertive name to every promotional events and media articles
6. Produce exceptional thematic project videos as per inputs from TRTI PUNE.
7. Ensure that the publications of TDD/TRTI PUNE reaches state and nation; and also, to concerned Government departments/ ministries and their online/social media sites.
8. TRTI PUNE /TDD logo and Brand Name must be a core aspect of every representation of its constituents– 4Ps- Projects, Promotions, Products and Publications. Youth of state must be able to connect with the righteousness of TRTI PUNE /TDD schemes through the best marketing options especially the eco- friendly and sustainable goods and services mode.

7. Additional services

- a. Designing and distributions of invitations.
- b. Printing of invitation, conference note pads, information booklets, telephone directories, etc., including digital printing, electrostatic printing, embossing, letterpress, offset lithography, and screen printing.
- c. Printing of lapels, identity cards / badges, mini booklets for programs, files / folder covers, letter heads, delegates' bags /folders, etc., access badges with RFID/QR codes/other as per the guidance of TRTI PUNE/TDD.
- d. Preparation of documents from information generated before, during and after the event.
- e. Creating backdrops and signages at the conference venue, airports, various points in the state, flags, welcome arches on approach roads. The agency shall develop good quality graphic content for the signages.
- f. Undertake correspondence and allied communication services.
- g. The agency may be asked to take up and provide services on tasks of campaigns and promotions under the guidance of TRTI PUNE/TDD such as creating media kit, event kit, multimedia presentations, conference labeled pen drives, event brochures, scheme brochures, etc. on case to case basis

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The bottom of the page features several handwritten signatures and stamps in blue ink. On the left, there is a large, stylized signature. In the center, there is a signature that appears to be 'Santosh' with a date '10/10/2021' written below it. On the right, there is another signature and a circular stamp containing the word 'Santosh'.

Additional

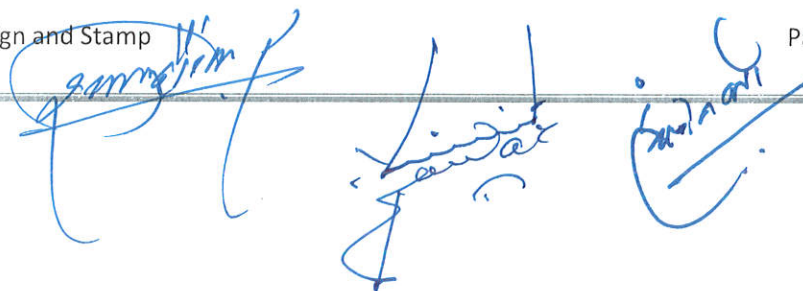
- The Agency will regularly interact and network with the TRTI PUNE for work, which at times may be at very short notice.
- For any activity relating to the Media Planning, Media Strategy, Promotion, Advertising, PR and Networking the TDD/TRTI PUNE may seek advice from any of the empanelled agency.
- It may be noted that the cost of preparing the basic concept and creative/artwork are not reimbursable by TRTI PUNE and is for selection purpose only.
- The cost of any production of content &/execution of any activity as included in the scope of work in this tender document will be as per DAVP/DGIPR/DPR rates or the best available commercial rates as per agreement with TRTI PUNE if DAVP/DGIPR/DPR rates are not available.
- The agencies are required to provide professional, objective, and impartial service and always hold the TRTI PUNE's interests paramount, without any consideration for future work, and strictly avoid conflicts with other assignments or their own corporate interests.
- The agencies have an obligation to disclose any situation of actual or potential conflict that impacts or may impact their capacity to serve the best interest of TRTI PUNE, or that may be reasonably perceived as having this effect.
- Any empanelled agency must observe the highest standards of ethics during the selection and execution of the work allotted (if selected).

Note:

The following cost for the out of scope work shall be borne by the authority and hence shall be reimbursed to the Agency on actual basis and on prior approval of TRTI PUNE; or the entire task to be taken up by TRTI PUNE.

1. Printing and Circulation of publications and IEC materials.
2. Boosting the online presence through paid subscription of social, online and mobile media (Bulk SMS) platforms.
3. Telecasting the still or video content in various channels like television, radio, cinema halls, various online/social media platforms, etc.
4. Branding and Advertisements through various media channels.
5. Procuring products for merchandising.
6. Purchase of Database of Mobile users through Third Party.
7. Events expenses

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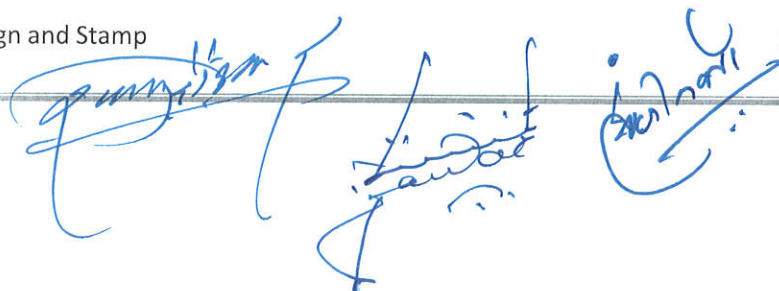
RFP PART-I: SECTION-III

Detailed Tender Notice

a. Prequalification Criteria

S.No.	Pre-Qualification criteria	Supporting document
1	The bidder must be a company registered in India under the companies Act, 1956/2013 for at least last 5 years.	Certificate of incorporation.
2	Bidder should have an average annual turnover of Rs. 03Crores or equivalent during the last 05 financial years from Event Management/Social media management / campaign / branding/ Design and developing of ads Films for advertisement in national / regional channels.	Attach Balance Sheets & documents certified in original by Chartered Accountant with UDIN No. Provisional B/S duly certified in original by Chartered Accountant may also be attached for the year 2021-22.
3	Bidder should have experience of Event Management, Digital marketing in areas of Social Media Management/ Digital Advertising /Creative Content Production in any Ministry/State/ Central Govt. / UT administration/ Semi-Government Organization/ PSUs /Private ,etc.in the last 05 years.	Self-attested Copy of Work Orders & Work completion certificates from clients along with documentary proof (if any).
4	The Bidder should have carried out at least 2 events in the last 5 financial years for Government of India/ of any state of India or any Central/State Ministry involving the Hon'ble Chief Minister (s) or Hon'ble Governor(s) of any of the states of India, out of which one event should be of a minimum value of Rs. 1 Cr .	Self-attested Copy of Work Orders & Work completion certificates from clients along with documentary proof (if any).
5	The bidder shall submit a self-declaration for being not under legal action for corrupt or fraudulent practices (blacklisted) by any Ministry/ State/Central Govt/ UT of Administration/ Semi-Government Organization/ PSU.	Self-Attested Declaration by Authorized Signatory (format Annexure VI)
6	The bidder should have a valid GSTIN.	Copy of the certificate of GSTIN.
7	Tender e-service fee	Scanned copy of demand draft to be submitted online
8	Tender EMD	Scanned copy of demand draft to be submitted online

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9	Empanelment with DAVP/DGIPR	The agency must currently be empanelled with at least 01 prominent government departments/ ministries/govt. initiatives or have worked for a National Scheme of Government of India. Self-certified copies of empanelment with at least 01 (one) prominent govt. departments/ ministries/govt. initiatives or self-certified copies of having worked for a National Scheme of Government of India to be attached.
10	Consortia/Tie Ups/ JVs / Subcontracting of any kind not permitted	Would lead to automatic disqualification

Relevant documents as specified above need to be attached.

NOTE: Proposals not conforming to the above requirements shall be rejected.

b. Technical Eligibility

The bidders are required to meet the below mentioned eligibility criteria.

S.NO.	Parameter	Max. Marks	Required Document
1	Company Competence (Refer section on Technical Bid Evaluation for detailed point system)	30	Audited Financial Statement/Auditor Certificate to be submitted.
2	Previous experience of handling at-least 2 large scale projects of event management where activities performed by agency includes creative conceptualization of the events and end-to-end execution, venue management, opening ceremony, closing ceremony, exhibition, skills competition, seminar & conferences for Central/State Govt. Organizations/PSUs during last 05 years with minimum value of each work order at Rs. 1 Cr.	15	Proof of experience in the form of client citations/work orders to be submitted.
3	Overall relevant experience in digital marketing services including social media management, digital promotions and online influencer programs globally for government/PSU in last 5 years.	15	Proof of experience in the form of client citations/work orders to be submitted.
4	Qualifications & experience of the team proposed to be associated exclusively for requirements by TRTI PUNE.	20	Qualification and experience certificates duly attested from competent authority.

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5	Technical Experience/Expertise of Developed Work Demonstration of previously developed contents/events management/creative designs/ad/video/short films Demonstration of the theme adopted by the bidding agency in previous projects	10	Presentation on Methodology and Approach of their previous Projects, Detailed Project Plan, Quality of service etc.
6	Awards won by the Bidding Agency	10	Attested copies of the certificate to be Submitted
	Total Points/Marks	100	
	Cut off Points for Qualifying	70	Bidder should obtain at least 70 marks for technical qualification

Besides above following need to be ensured:

- EMD is as per requirement.
- e-service fee as per requirement.
- Filled and signed 'Annexure I: Power of Attorney for Signing of Bid', 'Annexure V: CERTIFICATE OF NO RELATIONSHIP' and 'Annexure VI: AFFIDAVIT' together with signed 'Annexure IV: Terms and Conditions of Contract' included in the bid.

NOTE: Proposals not conforming to the above requirements shall be rejected.

Any condition of the Bidders sent along with the bids, if any, shall not be binding on TRTI PUNE and liable to be rejected. Bids will be evaluated by an Evaluation Committee formed by TRTI PUNE.

Technical Bid Evaluation

Only those Bidders who have fulfilled the pre-qualification criteria will be evaluated further. The cut- off marks for short-listing based on the technical evaluation is 70% of total marks. Based on the bid evaluation, only technically qualified Bidders scoring equal to or more than cut-off marks shall be short-listed for further process. If less than two Bidders qualifies the technical evaluation, the authority at its discretion may relax the norms for technical evaluation.

Bid marks (Stm) shall be assigned to each bid on the basis of following evaluation matrix

Technical Bid Score: The Technical; Bid Score 'St' of the Bidder shall be derived as under

- $St = (Stm/SH) \times 100$, where St is the Technical Bid Score
- Stm= Total technical bid marks of the bidder under consideration
- SH= Highest total technical; bid marks amongst all evaluated bids.

Bidder's Sign and Stamp

Technical Evaluation - Detailed Marking System

<p>Experience of events management in any Ministry/State/ Central Govt. / UT Administration/ Semi Government Organization/ PSUs / Private ,etc. in the last 05 years.</p> <p>3 marks per project, for maximum of 5 projects. Minimum value of each project to be Rs.1 Cr.</p>	<p>15Max</p> <p>15Max</p>
<p>Experience of Digital marketing in areas of Social Media Management/ Digital Advertising/Creative Content Production in any Ministry/State/ Central Govt. / UT Administration/ Semi Government Organization/ PSUs/Private,etc. in the last 05 years.</p> <p>3 marks per project, for maximum of 5 projects. Minimum value of each project to be Rs.1 Cr.</p>	<p>20 Max</p> <p>10 Max</p> <p>10 Max</p>
<p>Qualifications, experience and skill sets of the team proposed to be associated exclusively for current requirement by TRTI PUNE.</p> <p>Qualification for Team Leader (Events Management) & Public Relation Manager</p> <p>Team Leader - Graduate – 2 marks Post Graduate – 5 marks Public Relations Manager - Graduate – 2 marks Post Graduate – 5 marks</p> <p>Relevant Experience</p> <p>Team Leader experience – 5to 8 years – 2 marks Greater than 8 years – 5 marks Public Relations Manager – 3 to 5 years – 2 marks Greater than 5 years – 5 marks</p>	<p>10 max</p> <p>max 2.5</p> <p>max 2.5</p> <p>max 2.5</p> <p>max 2.5</p>
<p>6 Listing of awards won by the Bidding Agency</p> <p>Maximum score is 10 for any bidder from awards won from all categories</p> <p>International Award - 10/award Up to National Award - 5/award Up to State Level Award - 2.5/award</p>	<p>10 max</p>

Bidder's Sign and Stamp

Note:

- a. The documents required as proof for technical marking must be submitted as client citations or work orders or letter of declaration signed by the client or Contracting Agency.
- b. Bidder should give presentation (approx. duration of 30 Minutes) with respect to above technical evaluation criteria after opening of the Technical Bid.
- c. The tender evaluation committee reserves right to visit bidder's customers where such similar project execution has taken place.
- d. The Bidder has to achieve a min of 50% marks in each category (except Technical Presentation and awards category).

Shortlisting Process:

Scores obtained by agencies against above criteria shall be prepared from the highest score to the lowest; and all those technically qualified shall be declared eligible for empanelment provided they have scored not less than the minimum qualifying mark.

Selection Process for individual event/ assignment

The empanelled agencies will be requested to submit Technical and Financial proposals for the event/ assignment. It shall include the set of creatives (as stated in the scope of work), media plan, activities, list of promotional channels/platforms, events activity timelines, broadcast schedules, etc.

The Technical and Financial evaluation; and final selection of the agency shall be as per terms and conditions given in the respective RFP and as per directions issued thereupon.

Please note that there shall not be any reimbursement of preparatory cost for proposals including creative art work.

Period of empanelment

The period of empanelment shall be for **(01) one year** from the date of signing of contract, which may be extended at the discretion of TRTI PUNE on same Terms & Conditions for maximum of further one year subject to satisfactory performance to be reviewed periodically.

Additional Terms & Conditions of empanelment

1. The empanelment does not in any way guarantee the allocation of work or any minimum business/assignment.
2. TRTI PUNE will issue tenders (limited bids) to empanelled agencies inviting rates for assignments as proposed in this tender document, financial resources available & performance of empanelled agencies. The cost of any production of content &/execution of any activity as included in the scope of work in this tender document to be done by the respective empanelled agency will be as per DAVP/DGIPR/DPR rates or the best available commercial rates as per agreement with TRTI PUNE if DAVP/DGIPR/DPR rates are not available.
3. No charges will be paid for creative to the agency during the process of finalizing the assignment. Translation of the Advertisement matter wherever required, will be done by the Agency free of cost and the Agency will be responsible for the same.

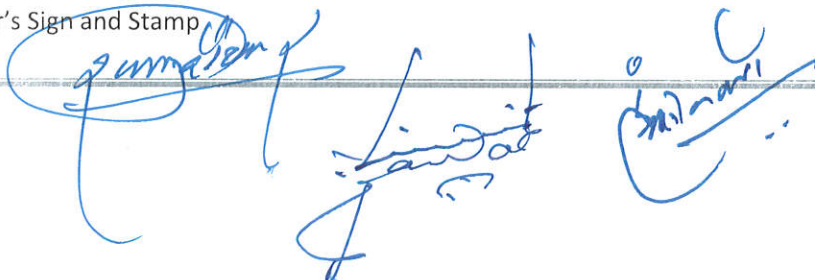
Bidder's Sign and Stamp

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4. TRTI PUNE will have the right to drop any agency from the empanelled list without assigning any reason whatsoever. TRTI PUNE also reserves the right to modify the term and conditions for empanelled agencies.
5. The empanelled advertising agency is expected to maintain high level of professional ethics and will not act in any manner, which is detrimental to TRTI PUNE. Agency will maintain confidentiality on matters disclosed till proper instruction is issued for publication. TRTI PUNE reserves the right to impose penalty in case of any violation of the above.
6. The agency is liable to execute all kinds of assignments as outlined in the Scope of Work of this tender document.
7. For Press campaign selection of artwork, TRTI PUNE will invite creative/concept from all empanelled agencies and release order will be given to the agency whose design/concept is approved. Selection of artwork will be entirely on TRTI PUNE discretion and TRTI PUNE will not pay charges for submission of artwork.
8. Artwork/Commercial once selected will be the property of TRTI PUNE and it can be repeatedly used in different media like print, outdoor, electronic, Internet, Social Networking Sites etc without seeking permission from concerned empanelled agencies or paying any commission. Agency has to provide original soft copy (open file with fonts) of the Artwork to TRTI PUNE The agency can't use the concept, artwork, picture, film and jingle for other clients once TRTI PUNE selects it.
9. The representative (s) of the Agency will collect the matter personally from TRTI PUNE and the Agency will arrange to get it published/aired/mounted in the desired media, on desired dates and on the defined page (s)/time band. The artwork/concept submitted after the stipulated timeline will not be entertained for further selection.
10. If the Advertisement is misprinted or published/aired/mounted differently from the approved one, the Agency will publish corrigendum/correct Advertisement according to work order etc, thereof at their own cost at the earliest (within a week).
11. The agency/firm must submit their bill/invoices (inclusive of required deliverables/certificates) within 30 days from completion of the work/assignment, however, on ending of financial year the timeline shall be decided according to nature of assignment. TRTI PUNE shall make payment within 40 days after receipt of the final bill, duly supported by all the newspaper clippings (in original), vouchers and publication bills in original.
12. TRTI PUNE reserves the right to make necessary modification to the selected artwork, concept, film etc and the concerned advertising agency will be required to carry the modifications suggested in the artwork.
13. Empanelled Agencies shall ensure that they have the copyrights of photographs/designs etc., that they use and TRTI PUNE shall not be responsible for any copyright violation.
14. Charges for specific activities like production of films, audio-visual material designing of Brochures and Public Relations activities, event management, etc, will be considered on case to case basis which will be decided with the prior approval
15. TRTI PUNE also reserves the right to employ any outside agency for carrying out big ticket campaigns/brand building exercise/PR activities etc.
16. TRTI PUNE may not assign any such task which falls under the category of sole right media agencies.
17. TRTI PUNE shall have the discretion to give work to any other empanelled agency and it will have no right or claim for awarding the job. TRTI PUNE may assign the Work to the Agency after comparing the aspects of Price, Quality and Experience.

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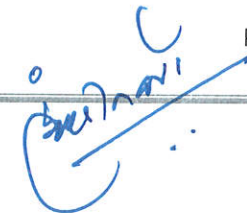
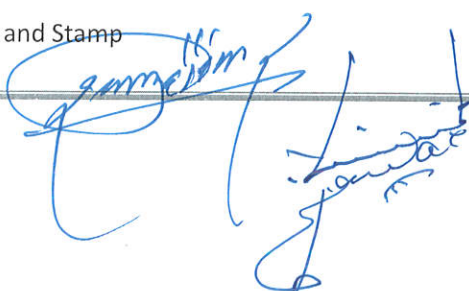


18. The agency will be required to provide services in PUNE for which a well equipped office should be made functional to fulfill the requirements of the department.
19. The performance of the empanelled agency shall be regularly reviewed on the key parameters of creativity, initiative, competency and response time. In the event that any agency fails to meet the requirements, TRTI PUNE shall be constrained to terminate the empanelment.
20. Empanelled Agency will not be allowed to engage any other sub agency or transfer the empanelment to any other agency.
21. TRTI PUNE being a service organization, many of the requirements could be of emergency nature. The empanelled agencies will have to respond to such demands at short Notice despite holidays/beyond office hours.
22. It is to be clearly understood by the parties that no financial liability of any type is created on TRTI PUNE by issuance of a letter of empanelment.
23. TRTI PUNE will reserve the right to exclude any empanelled agency from the empanelled list at any time by giving one month notice at its own discretion without assigning any reasons. However, if at any stage, it is found that any details/information provided by the empanelled agency to TRTI PUNE is incorrect; the respective agency's services will be rejected / discarded forthwith without any prior notice.

Negotiations

Negotiations, if needed, from agencies once empanelled for executing the tasks/projects as desired by TRTI PUNE at per tenders issued at later dates during the tenure of this contract, shall be as per the Maharashtra State government policy .

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RFP PART – I: SECTION –IV

GENERAL CONDITIONS OF THE RFP/CONTRACT

1. GST number required: The bidder should have a valid GST number. Failure to comply with this instruction shall render his/ her / there in complete and shall be rejected with other punitive action against the said as deemed fit by TRTI PUNE. In any change or amendment made by the Government will be applicable according the instructions.

2. Incomplete Tender(s) and Seeking Clarification(s): Tenders received in incomplete shape or found incomplete during evaluation of the bids, are liable for rejection. However, during evaluation if felt necessary by TRTI PUNE that, further clarification(s) is/are required on any document(s) submitted by any bidder(s) then TRTI PUNE may, at its sole discretion, resort to any procedure(s) deemed fit and by assigning reasonable time(s), as TRTI PUNE may decide just & proper for completion of the procedure(s).The result(s) of this/these time bound pursuit(s) shall have bearing(s) upon further evaluation/finalization of the corresponding tender(s) of the bidder(s) or on the tender for the work.

3. No Claim for Bidding/Cancellation of Tender, etc.: No claim shall be entertained towards any expenses made by any bidder for submission of the tender in case of cancellation/rejection/acceptance/withdrawal of the tender.

4. Understanding the RFP Before Bidding: The agencies shall be deemed to have satisfied themselves before tendering as to the correctness and sufficiency of his tender for the works necessary for the proper completion and commissioning of the works. The tender(s) containing extraneous condition(s) are liable for rejection.

5. Period of contract: The period of empanelment shall be for one year from the date of signing of contract, which may be extended on same Terms & Conditions for maximum of further one year subject to satisfactory performance to be reviewed annually. The contract with the successful bidder shall be signed as per ANNEXURE-III and the conditions described herein shall also be part of the agreement.

- The successful bidder(s) shall execute an agreement/contract for the fulfillment of the contract on Rs.500/- non-judicial stamp paper in the format enclosed, within ten days from the date of issuance of work award letter on acceptance of the tender. The incidental expenses of execution of agreement/contract shall be borne by the successful bidder.
- The conditions stipulated in the agreement/contract should be strictly adhered to and violation of any of these conditions will entail termination of the contract without prejudice to the rights of the TRTI PUNE and forfeiture of security deposit with TRTI PUNE.

9. Black Listing:

An agency may be black listed for: -

- a) Misbehavior/ threatening of Departmental & supervisory officers during execution of work/tendering process.
- b) Involvement in any sort of tender fixing /cartelization.
- c) Constant non-achievement of milestones on insufficient and imaginary grounds and non- adherence to quality specifications despite being pointed out.

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- d) Persistent and intentional violation of important conditions of contract.
- e) Security consideration of the State i.e., any action that jeopardizes the security of the state.
- f) Submission of False/ fabricated/ forged documents for consideration of a tender.

In case an agency is black listed, it will be widely published and intimated to all Departments of Government and also to Govt. of India Agencies working in the State.

10. Force Majeure:

Neither the agency nor TRTI PUNE shall be considered in default in delayed performance of its obligation if such performance is prevented or delayed because of work to hostilities, revolution, civil commotion, epidemic, accidental fire, cyclone, flood, earthquake or because of any law and order proclamation, regulations or ordinance of the Government thereof or because of an act of god or for any cause beyond reasonable control of the party affected. Should one or both the parties be prevented from fulfilling their contractual obligations due the aforesaid a state of force majeure lasting continuously for a period of 03 months, the two parties may consult each other regarding the further execution of the contract for mutual settlement.

11. Jurisdiction for Legal Dispute:

That for the purpose of jurisdiction in the event of issue, if any, the contract should be deemed to have been entered in front of Commissioner, TRTI PUNE will be final authority to resolve the dispute. All disputes will be settled within the jurisdiction of the Head Quarters of Commissioner, Tribal Research and Training Institute, Pune, Maharashtra.

It is also term of the contract that contractor shall not stop the work under this contract and work shall continue as expected to continue whether the arbitration proceedings have commenced or not.

Subject to as aforesaid, the provision of the Indian Arbitration Act, 1996 and any statutory modifications or re- enactments thereof and rules made there under and for the time being in force shall apply to the arbitration proceedings under this clause.

12. Statutory Approvals and clearances:

The bidder shall be liable to undertake all statutory clearances, NOC and approvals from the relevant Local/State/Central/Other statutory authorities for undertaking and executing the project. The Official fee for undertaking these clearances shall be paid/reimbursed by the TRTI PUNE. However all incidental expenses shall be borne by the bidder.

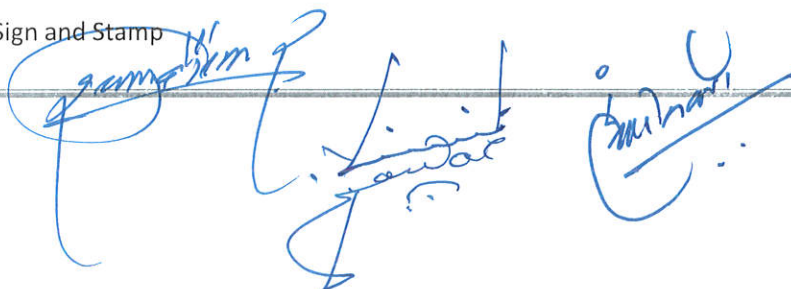
13. Use of Confidential Information

The Agency may be given access to Confidential Information from TRTI PUNE in order to perform its obligations under this agreement. The Agency shall:

- a. Use the Confidential Information of TRTI PUNE only for purposes of complying with its obligations under this Agreement and, without limiting the generality of the foregoing, shall not, directly or indirectly, deal with, use, exploit or disclose such Confidential Information or any part thereof to any person or entity or for any purpose whatsoever (or in any manner which would benefit any 3rd party including any competitor of TRTI PUNE) except as

Bidder's Sign and Stamp

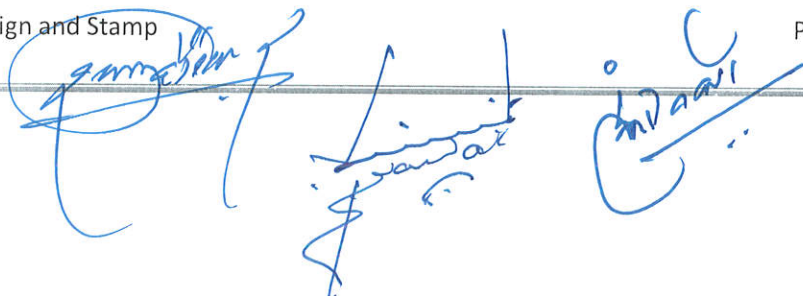
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expressly permitted hereunder or unless and until expressly authorized in writing to do so by TRTI PUNE

- b. Use reasonable efforts to treat, and to cause all its officers, agents, servants, employees, professional advisors and contractors and prospective contractors to treat, as strictly confidential all Confidential Information. In no event shall such efforts be less than the degree of care and discretion as the Agency exercises in protecting its own valuable confidential information. Any contractors engaged by or prospective contractors to be engaged by the Agency in connection with the performance of the Services shall be required to assume obligations of secrecy equal to or greater than the obligations that the Agency has assumed in this Agreement with respect to the Confidential Information
 - i. not, without the prior written consent of TRTI PUNE , disclose or otherwise make available TRTI PUNE's Confidential Information or any part thereof to any party other than those who need to know the Confidential Information for the purposes set forth herein;
 - ii. not copy or reproduce in any manner whatsoever the Confidential Information of TRTI PUNE or any part thereof without the prior written consent of TRTI PUNE, except where required for her own internal use in accordance with this Agreement; and
 - iii. promptly upon the request of TRTI PUNE, return and confirm in writing the return of all originals, copies, reproductions and summaries of Confidential Information or, at the option of TRTI PUNE, destroy and confirm in writing the destruction of the Confidential Information;
- c. The obligations of confidentiality contained in this Agreement are intended to survive the termination of this Agreement.

Bidder's Sign and Stamp



RFP PART-I: SECTION-V

Instructions to Bidders (ITB)

Conflict of Interest

In the event of a conflict of interest, the Bidder is required to obtain confirmation of 'no objection' from the Tribal Research And Training Institute, Pune in order to bid.

Conflict of interest exists in the event of:

1. The supply of services, equipment or works whose specifications were prepared by the Bidder (individuals and organization's);
2. The successor to a previous assignment executed by the Bidder (e.g. implementation of a project for which the Bidder has conducted a feasibility assessment);
3. Conflicting assignments, typically monitoring and evaluation / environmental assessment by the implementation Bidder;
4. Bidders, suppliers or contractors who are filling, or whose personnel or relatives are filling a post with TRTI PUNE e.g. advisory role, team leader;
5. Bidders, suppliers or contractors (individuals and organization's) who have a business or family relation with a TRTI PUNE staff member directly or indirectly involved in the preparation of the ToR, specifications, related recruitment or supervision, and Practices prohibited under the anticorruption policy of the Government of India, the Government of Maharashtra or Tribal Research And Training Institute,Pune.
6. Self-attested 'Annexure V - CERTIFICATE OF NO RELATIONSHIP' on company's letterhead to be provided with the bid.

Disclosure

Bidders have an obligation to disclose any actual or potential conflict of interest. Failure to do so may lead to disqualification of the Bidder or termination of its Contract.

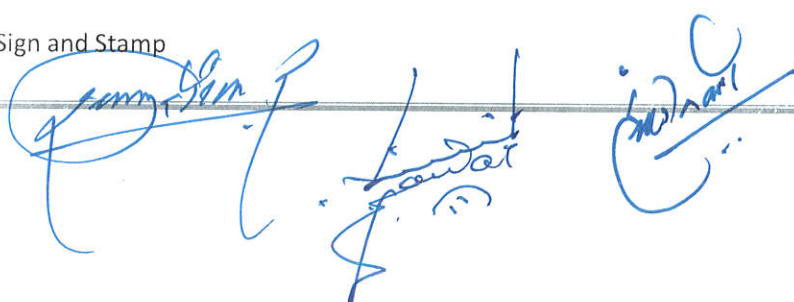
Bidders must disclose if they are or have been the subject of any proceedings (such as blacklisting) or other arrangements relating to bankruptcy, insolvency or the financial standing of the Bidder, including but not limited to appointment of any officer such as a receiver in relation to the Bidder's personal or business matters or an arrangement with creditors, or of any other similar proceedings.

Bidder's must disclose if they or any of their sub-Bidders have been convicted of, or are the subject of any proceedings relating to:

A criminal offence or other serious offence involving the activities of a criminal organization, or where they have been found by any regulator or professional body to have committed professional misconduct;

Corruption including the offer or receipt of an inducement of any kind in relation to obtaining any contract, with TRTI PUNE, any other donor of development funding, or any contracting authority; Failure to fulfil any obligations in any jurisdiction relating to the payment of taxes, etc.

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Anticorruption

A recommendation for award of Contract will be rejected if it is determined that the recommended Bidder has directly, or through an agent, engaged in corrupt, fraudulent, collusive, or coercive practices in competing for the contract in question; in such cases TRTI PUNE will declare the Bidder and/or members of the consortium ineligible, either indefinitely or for a stated period of time, from participation in TRTI PUNE -financed activities, and Bidders will be blacklisted by the TRTI PUNE .

Only one Proposal

Bidders shall submit one bid only and if found that the bidder is participating thru joint venture/ consortium etc. with other companies also in the same tender. Then all of the bids submitted by him shall be liable to be rejected with further action against him.

Preparation of Proposals Language of Proposals

The Proposal and all related correspondence exchanged between the Bidder and the TRTI PUNE shall be written in the English language. Supporting documents and printed literature that are part of the Proposal may be in another language provided they are accompanied by an accurate translation of the relevant passages in English, in which case, for the purposes of interpretation of the Proposal, the translated version shall govern.

Cost of bidding

The Bidder shall bear all costs associated with the preparation and submission of its Proposal. The Client shall not be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.

Instructions for submission of Proposal

These instructions should be read in conjunction with information specific to the consulting services contained in the Covering Letter, Data Sheet and accompanying documents. Proposals must be received before the deadline of the tender. Proposals must be submitted on or before the time specified in the tender document in the <https://mahatenders.gov.in/nicgep/app> and also proposals in original must be submitted to the address specified and delivered on or before the time specified in the tender.

Documents comprising the Proposal

- Bidders shall submit the Technical proposal along with EMD and e-service fee
- The Technical Proposals will be opened at the date and time specified.

Bidder's Sign and Stamp

Submission instructions

The Bidder shall submit proposal and use the appropriate submission sheets provided at the end of this RFP. These forms must be completed without any alteration to their format, and no substitutes will be accepted. All fields shall be completed with the information requested.

Proposal Validity

Proposals shall remain valid for the period of 180 days in the Data Sheet commencing with the deadline for submission of Technical Proposal as prescribed by TRTI PUNE.

A Proposal valid for a shorter period shall be considered non-responsive and will be rejected by TRTI PUNE.

In exceptional circumstances, prior to the expiration of the proposal validity period, the Client may request Bidders to extend the period of validity of their Proposals. The request and the responses shall be made in writing. A Bidder may refuse the request. A Bidder granting the request shall not be required or permitted to modify its Proposal.

During the Proposal validity period, Bidders shall maintain the availability of experts nominated in the Proposal. TRTI PUNE will make its best effort to complete negotiations within this period.

Format and Signing of Proposals

These instructions should be read in conjunction with information specific to the assignment contained in the Letter of Invitation, Data Sheet and other accompanying documents.

The Technical Proposal shall be typed or written in indelible ink and shall be signed by a person duly authorized to sign on behalf of the Bidder. This authorization shall consist of a written confirmation and shall be attached to both the Proposals. The name and position of each person signing the authorization must be typed or printed below the signature. All pages of the Proposals, except for un-named printed literature, shall be signed or initialized by the person signing the Proposals.

Any interlineations, erasures, or overwriting shall be valid only if signed or initialed by the person signing the Proposal.

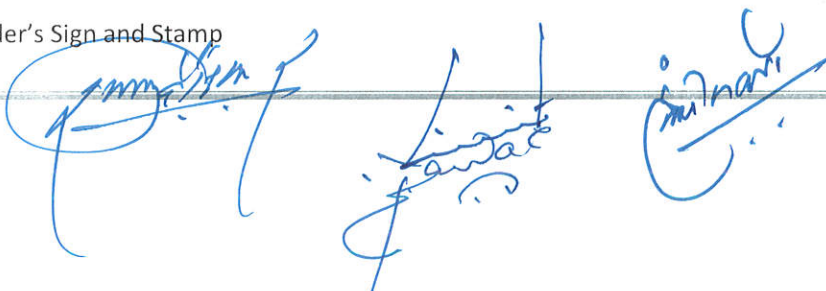
Deadline for Submission of Proposals

Proposals must be submitted to the address specified and delivered on or before the time specified.

TRTI PUNE may, at its discretion, extend the deadline for the submission of Technical Proposal by amending the RFP, in which case all rights and obligations of the Client and Bidders subject to the previous deadline shall thereafter be subject to the deadline as extended.

From the time the Proposals are opened to the time the Contract is awarded, the Bidders should not contact the TRTI PUNE on any matter related to its Technical Proposal. Any effort by Bidders to influence the Client in the examination, evaluation and ranking of Proposals, and recommendation for award of Contract, may result in the rejection of the Proposal.

Bidder's Sign and Stamp

Three handwritten signatures in blue ink are present at the bottom of the page. The signatures are stylized and appear to be in the name of the bidder.

Late Proposals

The Client will not consider any Proposal that arrives after the deadline prescribed by TRTI PUNE for submission of Proposals.

Opening of Proposals

TRTI PUNE will open Technical Proposals on the date and time specified in the RFP.

Evaluation of Proposals

Information relating to the examination, evaluation, comparison, and post-qualification of Proposals, and recommendation of Contract award, shall not be disclosed to Bidders or any other persons not officially concerned with such processes until information on Contract award is communicated to all Bidders.

Undue Influence

Any attempt by a Bidder to influence TRTI PUNE in the examination, evaluation, comparison, and post-qualification of the Proposals or Contract award decisions may result in the rejection of its Proposal.

Clarification of Proposals

To assist in the examination, evaluation, comparison and post-qualification of Proposals, TRTI PUNE may, at its discretion, ask any Bidder for a clarification of its Proposal. Any clarification submitted by a Bidder that is not in response to a request by the TRTI PUNE shall not be considered. The Client's request for clarification, and the response, shall be in writing. No change in the substance of the Proposal shall be sought, offered, or permitted, after the opening of Technical Proposals, except to confirm the correction of arithmetic errors discovered by TRTI PUNE in the evaluation of the Proposals, if required.

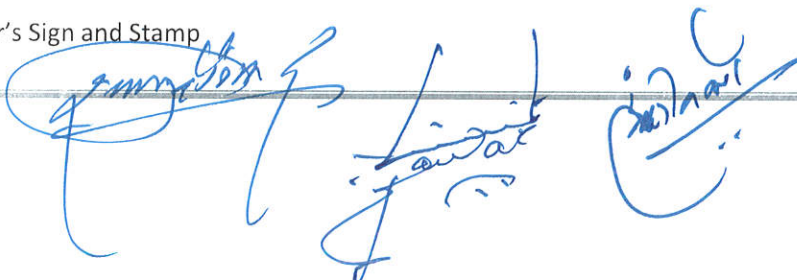
Non-conformities, Errors and Omissions

TRTI PUNE will correct arithmetical errors during evaluation of Technical Proposals on the following basis:

- (a) If there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail and the total price shall be corrected, unless in the opinion of the Purchaser there is an obvious misplacement of the decimal point in the unit price, in which case the total price as quoted shall govern and the unit price shall be corrected;
- (b) If there is an error in a total corresponding to the addition or subtraction of subtotals, the subtotals shall prevail and the total shall be corrected; and
- (c) If there is a discrepancy between words and figures, the amount in words shall prevail, unless the amount expressed in words is related to an arithmetic error, in which case the amount in figures shall prevail subject to (a) and (b) above.

If the winning Bidder does not accept the correction of errors, its Proposal shall be disqualified.

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TRTI PUNE's right to accept any Proposal, and to reject any or all Proposals or re-issue the tender

TRTI PUNE reserves the right to accept or reject any Proposal, and to annul the bidding process and reject all Proposals or re-issue the tender at any time prior to Contract award, without thereby incurring any liability to the Bidders or onus on TRTI PUNE.

Award of Contract Notification

Prior to the expiration of the Proposal validity period, TRTI PUNE shall notify the successful Bidder, in writing, that its Proposal has been accepted. At the same time, TRTI PUNE shall notify all other Bidders of the results of the bidding.

Until a formal Contract is prepared and executed, the notification of award shall constitute a binding Contract.

Signing of Contract

Promptly after notification, TRTI PUNE shall send to the successful Bidder the Contract and the Special Conditions of Contract. Pursuant to negotiations, the successful Bidder shall sign, date, and return the Contract, along with necessary supporting documents, to TRTI PUNE. All formalities of negotiation and signing of contract will be completed within twenty-one (21) days of notification of award.

Earnest Money Deposit (EMD)

Bidders shall submit along with the Proposal an EMD of INR 3,00,000 (Indian Rupees Three Lakh only) through Crossed Bank Draft in favor of 'Tribal Research And Training Institute,Pune' payable at PUNE. The EMD of unsuccessful Bidders will be returned without any interest as promptly as possible on acceptance of the bid of the selected Bidder or when the bidding process is cancelled by TRTI PUNE.

The EMD shall be forfeited;

- If a Bidder withdraws its bid during the period of bid validity.
- In case of a successful Bidder, if the Bidder fails to sign the contract in accordance with this RFP document.

Security Deposit

Empanelled agency if awarded works as per terms and conditions of the tender document to be issued at a later date will need to submit performance security deposit equal to 10% of price Bid in form of demand draft. The said Security Deposit shall be released to the 'awardee' empanelled agency (bidder) after 6 months of satisfactory completion/execution of the works as per awarded tender.

Price Fall Clause

The empanelled agencies will need to ensure that price charged for the services supplied under the tender by the agency shall in no event exceed the lowest price at which the agency provides the services of identical description to any other person/client during the period of contract and that the prices charged by the agency are not in any way higher than those quoted to or charged from the TRTI PUNE or any other State Government or Government

Bidder's Sign and Stamp



institutions

If at any time during the period of contract, the firm reduces the sale price of such services to any other department/person/client at a price lower than the price chargeable under the subject contract, the agency(/ies) shall forthwith notify such reduction to the TRTI PUNE, and the price payable under the subject contract of services supplied after the date of coming into force of such reduction shall stand correspondingly reduced for services made or to be made under the subject contract.

Empanelled agency(/ies) if awarded works as per terms and conditions of the tender document to be issued at a later date will be required to give a certificate on their bills that the rates charged by them are not in any way higher to those quoted by them to any other department of State Government, etc., during the corresponding period. The Indenting Officer will also ensure that the requisite certificate is given by the concerned agency(/ies) firm on the bills before releasing their payments.

Grievance Redressal Mechanism

Grievance Redressal Mechanism for participating Bidders/ Agencies shall be as per the details given below: -

A time bound Grievance Redressal Mechanism for dealing with the representations/ complaints/ letters of the participating bidders/ firms in the tendering process in the State Public Procurement will be governed by State Government Policy ,

(a) After the final scrutiny of the Technical Bids by TRTI PUNE, the final status of the bidders being As per Notice Inviting Tender(NIT)/ Not as per Notice Inviting Tender (NIT) will be intimated to all the participating bidders/ agencies within two days of the approval of proceeding of the final Technical Committee for the said tender. The decision will be conveyed to the bidders/agencies through electronically at their registered E-Mail ID/ Hard Copy.

(b) All the bidders/ firms who want to make any representation/ complaint against any issue related to their technical scrutiny of the bids may do the same within 5 working days (up to 05:00 P.M. of the Fifth Working day) of the date of issue of letter/ intimation regarding their As per NIT/ Not as per NIT status. They have to ensure that their communication is delivered/ reached within 5 working days and delay in postal will not be counted as a valid reason.

(c) TRTI PUNE will examine the representation/ complaints so received from the bidders/ firms and take a final decision on the same within 5 working days. The five working days will be counted from 6th day to 10th working day of the total Grievance allotted duration of 10 working days.

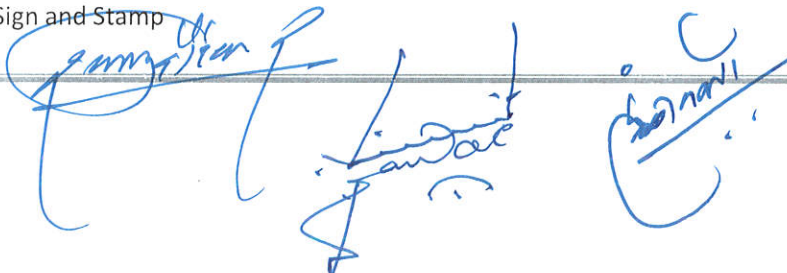
(d) After the completion of the Grievance allotted duration of 10 working days, the Financial Bid will be opened.

(e) No representation/ complaint in whatsoever manner from the bidders/ firms will be entertained after the opening of Financial Bid.

(f) In case, some serious issue is observed during the examination of representation/ complaint of the bidder/ firm as in Para (c) above, the same may be finalized/ filed or if

Bidder's Sign and Stamp

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The image shows three distinct handwritten signatures in blue ink. The first signature on the left is a cursive script that appears to read 'Ganesh'. The middle signature is more stylized and includes the word 'Jawad' written below it. The third signature on the right is also cursive and appears to read 'Ganesh'. There are some faint, illegible markings and lines around these signatures, possibly representing stamps or additional markings.

required may be brought to the notice of Commissioner, Tribal Research And Training Institute, Pune during the finalization of the subject procurement.

Prevention of Cartel Formation

In case of evidence of cartel formation by the empanelled agencies/bidder(s), the EMD is liable to be forfeited along with other actions as are permissible to Government like filing complaints with the Competition Commission of India and/ or other appropriate forums, blacklisting, etc. In case an agency is black listed, it will be widely published and intimated to all Departments of Government and also to Govt. of India Agencies working in the State.

Bidder's Sign and Stamp

Handwritten signatures and stamps in blue ink. One signature is circled. Another signature has the name 'Sudhakar' written below it. A third signature is partially visible on the right.

RFP PART-I: SECTION-VI

Annexure I: Power of Attorney for Signing of Bid

I/We (Name of the firm and address of the registered office) do hereby irrevocably constitute, nominate, appoint and authorize Mr./Ms..... (name),..... son/daughter/wife of and presently residing at , who is presently employed with us and holding the position of,as our true and lawful attorney (herein after referred to as the "Attorney") 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 Bid for the (name of the project) (the "Project")including but not limited to signing and submission of all bids and other documents and writings, participate in Pre-Bids and other conferences and providing information/ responses to the Authority, representing us in all matters before the Authority, signing and execution of all contracts including this Agreement and undertakings consequent to acceptance of our bid, and generally dealing with the Authority in all matters in connection with or relating to or arising out of our bid for the said Project and /or upon award thereof to us and/or till the entering into of this Agreement with the Authority.

AND we hereby agree to ratify and confirm and do hereby ratify and confirm all acts, deeds and things done or caused to be done by our said Attorney 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 Attorney in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us.

IN WITNESS WHEREOF WETHE ABOVE-NAMED PRINCIPAL HAS EXECUTED THIS POWEROF ATTORNEY ON THIS DAY OF 2021.

For
.....
(Signature, name, designation and address)
address)

For

(Signature, name, designation and address)

Witnesses

- 1.
- 2.

(Notarized)

Accepted

..... (Signature)

Person identified by me/personally appeared before me /signed before me /Attested/Authenticated (*Notary to specify as applicable)

(Signature, name and Address of the Notary) Seal of the Notary
Registration Number of the Notary

Bidder's Sign and Stamp

Annexure II: Letter of Award

Date:

To,

**The Commissioner
TRTI PUNE**

Sub: - Letter of Award (LOA) for "**Empanelment of Creative Agency for Event Management, Media Management, Public Relations (PR) and Design Activities for Tribal Research And Training Institute, Pune/Tribal Development Department**"

Dear Sir,

(1) We refer to your Bid, dated,2021 submitted in response to the invitation for Bids for "Empanelment of Creative Agency for Event Management, Managing the Media, Public Relations (PR) and Design Activities for Tribal Research And Training Institute, Pune".

(2) Tribal Research And Training Institute, Pune (TRTI PUNE) is pleased to inform you that your Bid dated ,2021 for "Empanelment of Creative Agency for Event Management, Managing the Media, Public Relations (PR) and Design Activities for Tribal Research And Training Institute, Pune" has been accepted by TRTI PUNE. You have been selected as the Preferred Bidder

Kindly convey your acceptance of this "Letter of Award" by signing duplicate copy by your authorized representative and deliver the same to us.

Agreed and Accepted

Signature of the Client (i.e. TRTI PUNE) Signature of the Authorized Representative of the

Agency Name:
Designation:
Address:

Name:
Designation:
Address:

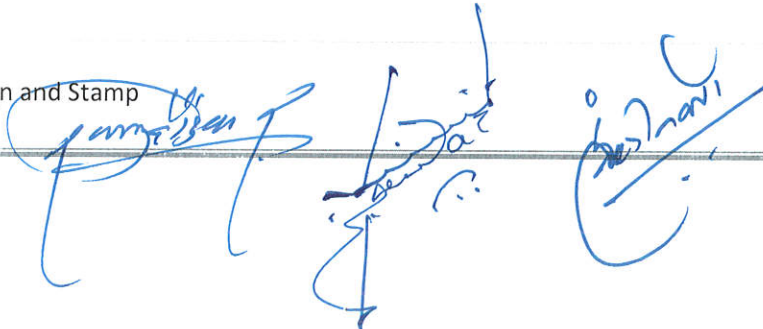
Place:
Date:

Place:
Date:

Company Seal

Company Seal

Bidder's Sign and Stamp



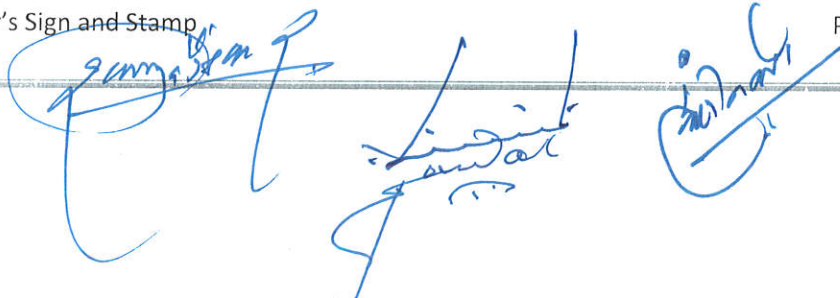
Annexure IV: Terms and Conditions of Contract

1. Time is the essence in the performance of the Parties' respective obligations under the contract. If any time period specified herein is extended, such extended time shall also be of the essence; The Agency shall be provided with all relevant information in a timely manner and to ensure that it can complete the Services within the time for completion. In the event that such information is delayed or not provided the Client shall in conjunction with the Agency agrees reasonable extension of time and revised date for completion.
2. All approvals, permissions, waivers, consents, confirmations or acceptance required from the Client or any one of them for any matter shall require the "prior", "written" approval, permission, consent or acceptance of the Client.
3. In the event of any disagreement or dispute between the Client and the Agency regarding the occurrence, determination and/or materiality of any matter including of any event, occurrence, circumstance, change, fact, information, document, authorization, proceeding, act, omission, claims, breach, default or otherwise, the opinion of the Client as to the materiality, occurrence or determination of any of the foregoing shall be final and binding on the Agency.
4. Notices
 - a. Any notices or other communications required to be given to any Party pursuant to the Contract shall be in writing and in the English language and delivered in person or sent by registered post, courier or facsimile to the address of the Party set forth in the Contract, or to such other addresses as may from time to time be designated by the Party through notification to the other Party.
 - b. However, notices delivered by facsimile shall be deemed as being effectively given on the first Business Day following the date of transmission, as indicated on the transmission confirmation slip of the document in question.
5. Location
 - a. The Scope of Services shall be performed by the Agency as per the terms specified in the RFP Document.
 - b. The Agency shall in normal course attend meetings in Pune or at any other place mutually agreed between the Parties for the purpose of explanations to and interactions with Client, Govt. Of Maharashtra and Technical Advisory Committee as may be considered necessary by TRTI PUNE.
6. Scope of Services, Commencement, Completion of the Contract
 - a. Scope of Services: The Agency shall provide the Services in terms of the scope of Services, as mentioned and in the manner provided in RFP Document and the Contract. The delivery schedule for rendering the Services shall be strictly adhered to by the Agency as per the tender document for respective works issued to the respective empanelled agency(ies). The Agency shall provide, carry out and/or perform the Services/ Assignment as per the terms of RFP Document and the Contract. However, any change carried out in the scope of the Services after the issuance of the Letter of Commencement shall be considered under Clause 7.
 - b. Effectiveness of Contract

The Contract shall come into effect on the date the Contract is signed by both the Parties.

Bidder's Sign and Stamp

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The image shows three handwritten signatures in blue ink at the bottom of the page. The first signature on the left is a large, stylized cursive signature. The middle signature is also cursive and appears to be 'S. S. Sawal'. The third signature on the right is a smaller, more compact cursive signature.

c. Commencement of Services

Notwithstanding the provision contained under clause b, the Agency shall commence the Services after execution of the Contract as mentioned in the Letter of Award issued by the Client.

d. Term and Expiration of Contract

Unless terminated earlier, the Term of the contract shall commence from the date of effective date of the Contract up to the period given in the Contract.

7. Modification of the Contract

a. Any change, modifications or re-work carried out owing to the errors or omissions based on technical due- diligence of data and information collected by the Agency and any incidental service necessary for completeness of such work shall not be deemed as Additional Services no matter how material or substantial the revisions or additions are or no matter whether the report has been approved by the Client or not. The entire responsibility of technical due diligence of data and information for carrying out the Services shall rest with the Agency.

b. Any modifications suggested by the Advisory Committee as per the scope of Services before the approval of any of the deliverables shall be considered and incorporated by the Agency in carrying out the Services. The same shall not be considered as Additional Services and shall be provided within the fees provided under the contract.

8. Termination by the Client

TRTI PUNE shall have the right to terminate the Contract, by giving not less than 15 (fifteen) days' written notice of termination to the Agency; to be given after the occurrence of any of the events specified in paragraphs (a) through (i).

(a) If the Agency does not remedy or cure a default / failure in the performance of the Services under the Contract, within a period of 15 (fifteen) days after being notified by TRTI PUNE or within such further period as TRTI PUNE may have subsequently approved in writing. After Three such notices TRTI PUNE will have the right to terminate the contract.

(b) If, as the result of Force Majeure, the Agency is unable to perform a material portion of the Services for a continuous period of not less than 60(sixty) days.

(c) If the Agency becomes insolvent or bankrupt or its entire net worth becomes negative or goes into insolvency or receivership whether compulsory or voluntary;

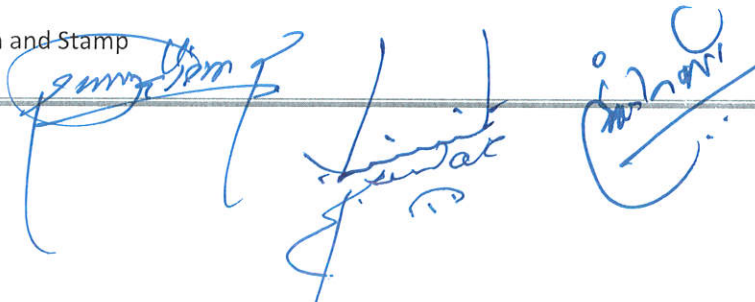
(d) If the Agency fails to comply with any final decision reached as a result of arbitration proceeding;

(e) If the Agency submits to TRTI PUNE a statement which has a material effect on the rights, obligations or interests of the Client and which the Agency knows to be false;

(f) If the Agency, in the reasonable judgment of TRTI PUNE has engaged in corrupt or fraudulent practices in competing for or in executing the Contract.

(g) For the purpose of this Clause:

Bidder's Sign and Stamp



“Corrupt practice” means the offering, giving, receiving or soliciting of anything of value to influence the action of a Client and public official in the selection process or in Contract execution.

“Fraudulent practice” means a misrepresentation of facts in order to influence a selection process or the execution of a Contract to the detriment of TRTI PUNE, and includes collusive practice among Agency (prior to or after submission of proposals) designed to establish prices at artificial non- competitive levels and to deprive TRTI PUNE of the benefits of free and open competition.

(h) If TRTI PUNE , in its sole discretion and for any reason whatsoever, decides to terminate the Contract.

(i) In case the Agency does not perform the Services as per the Contract.

9. Obligations of the Agency

The Agency shall provide the Services and carry out and perform its obligations hereunder with all due diligence, professional prudence, efficiency and economy, in accordance with generally accepted professional techniques and practices, and shall observe sound management practices, and employ appropriate advanced technology and safe methods. The Agency shall always act, in respect of any matter relating to the Contract or to the Services, as faithful advisers to the Client, and shall at all times support and safeguard the Client's legitimate interests in any dealings with the Sub-Agency or any Third Party.

10. Indemnity

The Agency shall indemnify, protect and defend for each Stage, the Client at the Agency's own expense, from and against all actions, claims, losses or damages arising out of Agency's failure to perform its obligation.

The Agency shall indemnify the Client and shall hold the Client harmless from any claims by any Third Party against the Client for adopting the Agency's reports, certification and recommendation and use of other intellectual property supplied by the Agency under the Contract.

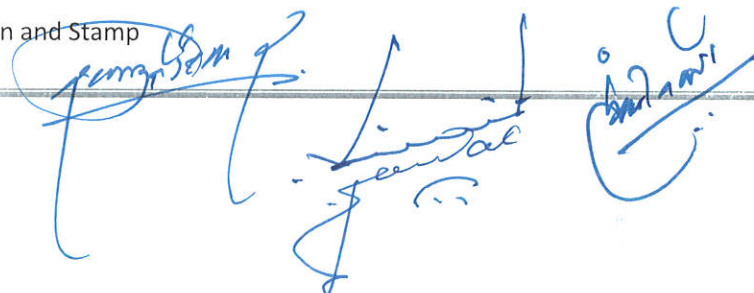
11. Penalty

Empanelled agency(/ies) if awarded works as per terms and conditions of the tender document to be issued at a later date will need to perform the Services in accordance with the time lines/ delivery schedule specified in the tender document for specific works as issued at later dates during the contract period. The Agency shall be liable to pay penalty for any Delay in the delivery of the Services. The applicable rate of penalty to be recovered from Agency shall be 0.5% of the Fees per week of delay (subject to maximum of 10% of total Fee provided therein) in providing Services for each deliverable of respective Stage indicated in the tender document for subject works.

12. Security Deposit

Empanelled agency(/ies) if awarded works as per terms and conditions of the tender document to be issued at a later date will need to submit performance security deposit equal to 10% of price Biding form of demand draft. The said Security Deposit shall be released to the 'awardee' empanelled agency (bidder) after 6 months of satisfactory completion/execution of the works as per awarded tender.

Bidder's Sign and Stamp

The image shows three distinct handwritten signatures in blue ink. The first signature on the left is a cursive script. The middle signature is more stylized and includes the word 'General' written below it. The third signature on the right is also cursive. There are no visible stamps or official seals.

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Agency's Representations and Warranties Agency represents and warrants to the Client that:

a. Corporate Existence and Power

The Agency (a) is duly formed legal entity, validly existing and in good standing under the laws of their incorporation; (b) have all requisite approvals, power and authority to enter into and execute the Contract.

b. Authorization, No Contravention

The execution, delivery and performance by the Agency of the Contract and the transactions contemplated therein (a) have been duly and validly authorized by all necessary corporate action of the Agency (b) do not violate, conflict with or result in any breach, default or contravention of any law applicable to the Agency, including Applicable Law. The Contract constitutes the legal, valid and binding obligations of the Agency, enforceable against the Agency in accordance with its terms.

c. Litigation

There are no contractual or tortuous or any other claims pending against the Agency or that have been threatened in arbitration or before any judicial authority against the Agency which could have an adverse effect on their ability to perform their Services under the Contract.

d. Corrupt Practices

The Agency have not made, directly or indirectly, any material payment or promise to pay, or material gift or promise to give, or authorized such a promise or gift, of any money or anything of material value, directly or indirectly, to any official of any Government or the Client or its shareholders or any political party or official thereof or any of their Affiliates and Associates for the purpose of influencing any such official or inducing him or her to use his or her influence to affect any act or decision in relation to the Contract or the Assignment, including the appointment of the Agency.

e. Expertise of the Agency

The Agency have and shall apply the reasonable professional skills and expertise to undertake the Services required under the Contract expeditiously and consistent with reasonable professional skill and care, good industry practices. Each of the representations made and warranties given above are and shall be true and correct as of the date of the execution of the Contract and any the Agency alone shall be responsible and liable for any consequences arising from their incorrectness.

12. Obligations of the Client Services and Facilities

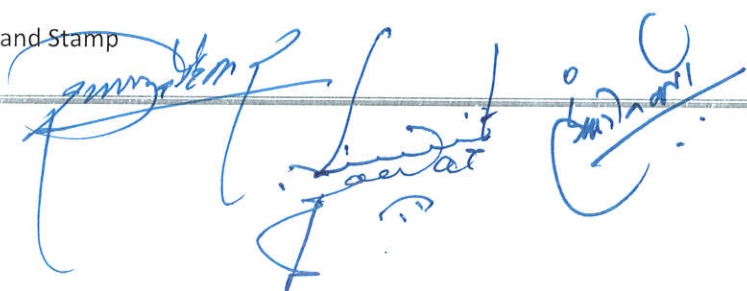
TRTI PUNE shall, on best effort basis, make available to the Agency the information, Documents and seating facilities required for satisfactory completion of this Assignment as may be available with it the Governing Law

All disputes will be settled within the jurisdiction of the Head Quarters of Commissioner, Tribal Research And Training Institute, Pune, Maharashtra. The law governing the Contract shall be Laws of India and courts at Pune shall have exclusive jurisdiction.

13. EMD

The interest free EMD of unsuccessful bidders would be returned after process of empanelment is completed. Earnest Money Deposit of empanelled bidders shall be released

Bidder's Sign and Stamp



one year after the defect liability period. All charges whatsoever such as premium, commission, etc. with respect to the bank charges shall be borne by the bidder.

14. Price Fall Clause

The empanelled agencies will need to ensure that price charged for the services supplied under the tender by the agency shall in no event exceed the lowest price at which the agency provides the services of identical description to any other person/client during the period of contract and that the prices charged by the agency are not in any way higher than those quoted to or charged from the TRTI PUNE or any other State Government or Government institutions

If at any time during the period of contract, the firm reduces the sale price of such services to any other department/person/client at a price lower than the price chargeable under the subject contract, the agency(/ies) shall forthwith notify such reduction to the TRTI PUNE, and the price payable under the subject contract of services supplied after the date of coming into force of such reduction shall stand correspondingly reduced for services made or to be made under the subject contract.

Empanelled agency(/ies) if awarded works as per terms and conditions of the tender document to be issued at a later date will be required to give a certificate on their bills that the rates charged by them are not in any way higher to those quoted by them to any other department of State Government, etc., during the corresponding period. The Indenting Officer will also ensure that the requisite certificate is given by the concerned agency(/ies) firm on the bills before releasing their payments.

15. Grievance Redressal Mechanism for participating Bidders/ Agencies shall be as per the details given below: -

A time bound Grievance Redressal Mechanism for dealing with the representations/ complaints/ letters of the participating bidders/ firms in the tendering process in the State Public Procurement will be governed by State Government Policy issued vide G.O No.2/2/2016-4I-B II of dated 1.12.2016 and as listed below:

(a) After the final scrutiny of the Technical Bids by TRTI PUNE, the final status of the bidders being As per Notice Inviting Tender(NIT)/ Not as per Notice Inviting Tender (NIT) will be intimated to all the participating bidders/ agencies within two days of the approval of proceeding of the final Technical Committee for the said tender. The decision will be conveyed to the bidders/agencies through electronically at their registered E-Mail ID/ Hard Copy.

(b) All the bidders/ firms who want to make any representation/ complaint against any issue related to their technical scrutiny of the bids may do the same within 5 working days (up to 05:00 P.M. of the Fifth Working day) of the date of issue of letter/ intimation regarding their As per NIT/ Not as per NIT status. They have to ensure that their communication is delivered/ reached within 5 working days and delay in postal will not be counted as a valid reason.

(c) TRTI PUNE will examine the representation/ complaints so received from the bidders/ firms and take a final decision on the same within 5 working days. The five working days will be counted from 6th day to 10th working day of the total Grievance allotted duration of 10 working days.

Bidder's Sign and Stamp



(d) After the completion of the Grievance allotted duration of 10 working days, the Financial Bid will be opened.

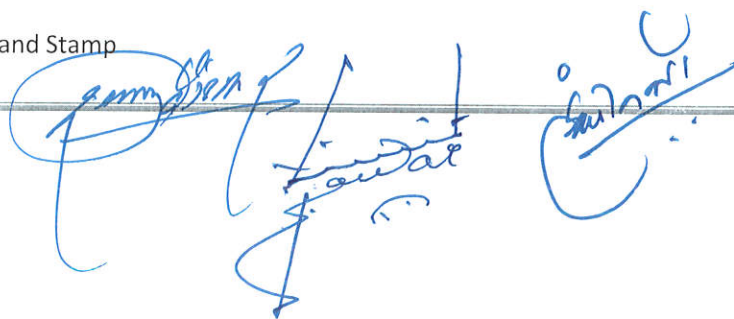
(e) No representation/ complaint in whatsoever manner from the bidders/ firms will be entertained after the opening of Financial Bid.

(f) In case, some serious issue is observed during the examination of representation/ complaint of the bidder/ firm as in Para (c) above, the same may be finalized/ filed or if required may be brought to the notice of Commissioner, Tribal Research And Training Institute, Pune during the finalization of the subject procurement.

16. Prevention of Cartel Formation

In case of evidence of cartel formation by the empanelled agencies/bidder(s), the EMD is liable to be forfeited along with other actions as are permissible to Government like filing complaints with the Competition Commission of India and/ or other appropriate forums, blacklisting , etc. In case an agency is black listed, it will be widely published and intimated to all Departments of Government and also to Govt. of India Agencies working in the State.

Bidder's Sign and Stamp

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Annexure V

CERTIFICATE OF NO RELATIONSHIP

I/ We hereby certify that I/We* am/are* **related /not related** (*) to any officer of Tribal Research And Training Institute, Pune.

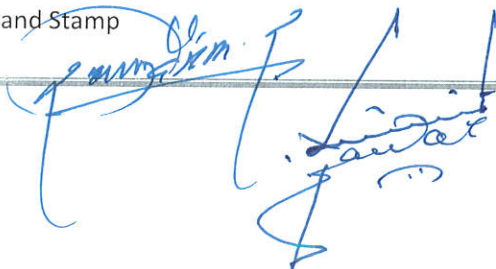
I/ We*am/are*aware that, if the facts subsequently proved to be false, my /our*contract will be rescinded with for feature of E.M.D and security deposit and I/We* shall be liable to make good the loss or damage resulting from such cancellation.

I/We also note that, non-submission of this certificate will render my/our tender liable for rejections.

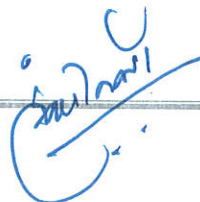
(*) – Strike out which is not applicable

Signature of the bidder

Bidder's Sign and Stamp



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ANNEXURE VI: AFFIDAVIT
(Applicable for All Bidders)

(On Non – Judicial Stamp of Rs.500/- duly attested by Public Notary)

1. I, Shri /Smt./Ms.....,Son/daughter/Wife of....., hereby declare as the agency/consultant /as the authorized signatory on behalf of the agency/consultant,” ”**(Strike out whichever is not applicable)**.
2. It is hereby declared that I/We are currently not deprived from tendering in any govt. organization including TRTI PUNE and I/We have furnished the required eligibility documents as a valid tenderer for the above-mentioned work.
3. The under signed also here by certifies that neither our firm M/s nor any of its Directors have abandoned any contract/work or blacklisted by any State/Central Govt. agencies in participating from any bidding/tendering process.
4. The undersigned understands and agrees that further qualifying information may be requested, and agrees to furnish any such information at the request of TRTI PUNE.
5. The undersigned hereby authorize(s) and request(s) any bank, person, firm or Corporation to furnish pertinent information deemed necessary and requested by TRTI PUNE to verify this statement or regarding my(our) competence and general reputation.
6. I/We hereby declare that all the information and documents furnished herewith by me/us in connection with my/our tender for the work “Empanelment of Creative Agency for Event Management, Media Management, Public Relations (PR) and Design Activities for Tribal Research And Training Institute, Pune” vide Bid Reference..... Dt is true and correct.
7. My/Our present address for correspondence isand my/our telephone/contact number is.....and e-mail ID for correspondence is.....
I/We shall promptly intimate the RFP Inviting Officer (Commissioner, TRTI PUNE) for subsequent changes, if any, of my /our telephone number, email ID and address for correspondence within a week from the date of occurrence of such incident falling which, I/ We will be held responsible for any eventual delay/gap in communication(s) between me/us and TRTI PUNE and subsequent situation may arise due to such delay/gap.

(Deponent)
(Signature of the Tenderer/Authorized Signatory/
Company with Seal of the Firm/Company)

Bidder's Sign and Stamp

