

# **REQUEST FOR PROPOSALS (RFP)**

**For  
PUBLIC RELATIONS AND MEDIA ADVISORY SERVICES  
TO SUPPORT  
YEAR OF HORTICULTURE 2012-13**

**Being observed under the overall policy guidance of  
DEPARTMENT OF AGRICULTURE AND COOPERATION  
MINISTRY OF AGRICULTURE  
GOVERNMENT OF INDIA**

**Technical support by  
Small Farmers' Agribusiness Consortium  
5<sup>th</sup> Floor, NCUI Auditorium Building,  
August KrantiMarg, HauzKhas,  
New Delhi 110016.**

**January 2012**

**SECTION – 1**  
**INVITATION OF BIDS**

## SECTION 1-: INVITATION OF BIDS

Dept. of Agriculture and Cooperation (DAC), Ministry of Agriculture, Govt. of India, has resolved to observe 2012-13 (beginning January 2012 and ending 31<sup>st</sup> March 2013) as the **Year of Horticulture (YOH)**. This is meant to focus policy attention at the Central and State level on the importance of horticulture as a sub-sector of agriculture and as an important source of income for farmers; highlight its role for producers and consumers; address issues of quality, availability and value addition and in general raise the profile of horticulture as a major economic activity capable of contributing significantly to the agricultural GDP.

Small Farmers' Agribusiness Consortium (SFAC), a registered Society under the administrative control of DAC, has been nominated as a Technical Support Agency to provide various backstopping services for YOH and in general to support DAC in the roll out of various events and programmes associated with YOH.

As part of this mandate, SFAC invites bids to empanel a public relations and media advisor, to be retained by SFAC on behalf of DAC, to provide the full range of PR and media advisory services during this period.

Tentative activities to be undertaken during this period are:

1. Widespread ad campaign in the mass media on various aspects of horticulture
2. Non-paid interventions in the mass media, in the form of interviews, talks, backgrounders and exposure of key personnel in various media formats
3. Conferences, seminars, special events related to horticulture
4. Innovative interventions involving common farmers, citizens etc.

1. **Technical and Financial Proposals** are invited for PR and media consultancy services required for YOH from suitably qualified and experienced PR firms.

- i) This Bid Document contains Terms of Reference and Instructions to Bidders for formulation and submission of proposals.
- ii) The PR agency bidding for the project should have a minimum turnover of Rs 5 crore in the last financial year.
- iii) The PR Agency should be in business for at least a period of 10 years.
- iv) Preference will be given to PR agencies having worked with/working with State governments/PSUs/Central government ministries.
- v) Pan India presence is a must with at least 5 centers in the metropolitan cities. (Address proof for the same has to be provided).
- vi) PR agency should be capable of deploying a dedicated and experienced taskforce for the project.

- vii) SFAC reserves the right to alter any or all terms and conditions specified in this Bid Document. The terms and conditions governing the proposed assignment are not exhaustive and additional conditions, as may be mutually accepted, will be included in the Work Order / Contract Agreement. These conditions are also subject to modifications or deletion listed herein and clearly indicates specific deviations, if any, considered absolutely necessary.
- viii) The Bidders are free to make suggestions in their offer, in addition to the specified Scope of Work or Methodology, to meet the objectives of the proposed assignment.
- ix) SFAC reserves the right to reject all or any of the proposals without assigning any reason thereof.
- x) It may be noted that the costs of preparing the proposal and of negotiating the contract, including visits to SFAC, are not reimbursable, and SFAC is not bound to accept any of the proposals that may be submitted.
- xi) The project goal, objectives & outcome, scope of work are given Section 2 – Terms of Reference.
- xii) The selected Bidder is expected to commence the assignment on the date specified in the Work Order.

2. Sealed offers under two-bid system (Part-I: Techno-Commercial Bid & Part-II: Price Bid) for the above-mentioned assignment may be forwarded to **Managing Director, SFAC, NCUI Auditorium Building, 5th Floor, 3, Siri Institutional Area, August Kranti Marg, Hauz Khas, New Delhi 110016.**

3. Last date for submission of proposals is **16<sup>th</sup> January 2012 by close of office hours.**

## **SECTION – 2**

### **TERMS OF REFERENCE**

## SECTION – 2: TERMS OF REFERENCE

### 2.1 Scope of Work

The communication and media strategy should cover awareness creation mainly through the media. It will also entail preparation of an effective Public Relations Strategy Plan for YOH. The strategy should separately address different stakeholder groups of YOH.

Under the purview of project, the PR agency has to assure effective and credible communication deliverables. They have to convert the initiatives and successful case studies of horticulture into newsworthy editorials for circulation in premier media outlet across India. The PR agency will also undertake planning effective advertisement campaigns in print, electronic and interactive media in consultation with SFAC/DAC. The agency will have to bring in force a strategy for buying media at a most competitive rate or getting best return of the amount spent. Further, they have to strategically customize communication to primarily target:

- Stakeholders in agriculture in the official domain, especially State Governments
- Research bodies and other specialist organisations
- Farmers and farmer organisations
- End use customers, especially ordinary customers
- Businesses involved with agriculture, including processors, exporters, retailers, input suppliers, financial institutions
- Regulators/Policy makers
- Media Influencers

The work of the PR Agency will include:

#### **2.2.1 Public Relations**

- Assessment of current level of awareness/ public information through perception audits/SWOT analysis of the current situation
- Review the existing awareness strategies and efforts
- Setting up of media centers with media professionals who have experience of working in the agriculture sector/media/Public Relations
- Preparation of an effective Public Relations Strategy Plan for the YOH
- Making all arrangements necessary for the media coverage of any event/seminar planned by YOH/DAC throughout the country.
- Undertaking successful awareness exercise through events/seminars/conferences as desired by DAC on turnkey basis
- Arranging for national and international media to visit successful case studies of the states

- Preparation of press releases, news articles, messages, write – ups, articles, features in Hindi/ English and regional languages for publication.
- Publication of at least 18 major stories featuring YOH every quarter based on the input provided by the Ministry in national newspapers.
- Publication of 18 major stories in regional newspapers every quarter based on the input provided by DAC.
- Publication of at least three major story in national magazines like Outlook, India Today, Week, etc in every quarter
- Coverage/ telecast of at least three major story every month in TV News channel.
- Arrange for press conferences, one – to – one meets, road – shows
- To ensure publication of success stories from the states, interaction with the Minister of Agriculture, Secretary (DAC) and other senior officers associated with YOH.

### **2.2.2 Creative for Advertisement Campaign**

- Creation of advertisements for print, electronic, interactive and Out-of-Home (OOH)media.
- Developing promotion and publicity material and undertake other creative and media services.
- Coordinate design, preparation, printing and setting up of panels, display boards, signage, tableau, mobile exhibition units, etc.
- Conceptualizing, designing and supervising preparation of promotional literature / material in print and electronic form.

### **2.2.3 Media Planning and Buying**

- To prepare a comprehensive media plan, including media schedule, and to oversee its implementation.
- Planning effective advertisement campaigns in print, electronic and interactive media.
- Strategy for buying media at a most competitive rate or getting best return of the amount spent.
- Release of advertisement displays and tender notices to the registered newspapers in the country and abroad in different languages on approved rates of Department of Information & Publicity (DIP), Department of Agriculture and Department of Audio Visual Publicity (DAVP), Govt. of India.
- Publicity through outdoor formats such as hoardings, kiosks, bus & bus stand panels, wall paintings, cinema slides, animation displays etc.

## **2.3 Manpower requirement**

The task at hand is to position the YOH as a step towards overall development of the nation. There is a need to effectively disseminate calibrated information about the YOHO to national and international media. In order to help shape favorable media opinion, both nationally as well as internationally, the PR consultancy will function inter - alia, in consultation with the National Horticulture Mission, Department of Agriculture and SFAC to achieve the targets mentioned above.

The firm should be equipped with trained and skilled PR professionals and should deploy a team of dedicated professionals for servicing National Horticulture Mission, Department of Agriculture. The team shall comprise of:

- A full time dedicated liaison officer/media coordinator placed at the premises of DAC
- The liaison officer at Delhi should be a highly experienced media/Public Relations professional with no less than 5 years of proven work experience. The liaison officer will lead a team comprising of:
  - Three persons with over 3 years of experience in mass media adept at Research, Campaign planning and execution, Media Relations, Writing / editing texts, Skilled in preparing documents and power – point presentations.
  - Two persons with over three years of experience in Advertisement/Media planning and buying.

## **2.4 Format for the Proposal**

Proposals for the assignment against the above-mentioned scope of work may include the following:

- i) Approach / Methodology
- ii) Activity-wise time schedule
- iii) Expertise of the organization in the related areas of work, including the work done and key experts available for the assignment

## **2.5 Deliverables and Time for Completing the Assignment**

At the end of each month, a review meeting would be held to review the work/findings, for course corrections, if any, and discussion of the work plan for the next Phase. Similarly, a review meeting would be held midway of the assignment.

Review of the report will be carried out by the NHM within two weeks. Final report will be required to be submitted thereafter in two weeks upon receiving comments on the draft report.

## **2.6 Terms of Payment**

For this year long project, the PR Agency shall be paid the fee agreed upon plus applicable taxes to be paid in four installments, once every quarter.



**SECTION – 3**  
**INSTRUCTIONS TO BIDDERS FOR FORMULATION AND**  
**SUBMISSION OF PROPOSALS**

## **SECTION – 3: INSTRUCTIONS TO BIDDERS FOR FORMULATION AND SUBMISSION OF PROPOSALS**

The bidders are expected to examine all terms and conditions and instructions included in the document. Failure to provide all requested information will be at the bidders risk and may result in rejection of their proposal. Further, the bidders are requested to submit technical and financial proposals separately.

### **3.1. PREPARATION OF TECHNICAL PROPOSAL**

During preparation of the technical proposal, you must give particular attention to the following:

- 3.1.1 A brief description of the Bidder's organization and an outline of recent experience on assignments of similar nature. The information as per format given at **Appendix-I** to be furnished on each assignment should indicate, inter-alia, the profiles of the professionals, duration, contract amount and firm's involvement.
- 3.1.2 The composition of the proposed professional teams as per format given at **Appendix-II**.
- 3.1.3 Estimates of the total time (person x months) for each professional staff.

### **3.2 PREPARATION OF FINANCIAL PROPOSAL**

- 3.2.1 The budget should cover all costs of consulting services for this assignment including remuneration of the experts in the field and home office. The estimate should also include the time required for reviewing and incorporating comments on the draft final report.
- 3.2.2 The budget should also cover cost of preparation of reports, and other related expenses. The break-up of the total consultancy fee may be reflected against each major activity.
- 3.2.3 The financial proposal must take into account all the tax liabilities such as service tax, income tax, cost of insurance etc. However, these liabilities may be indicated separately in the proposal.
- 3.2.4 The financial proposal should be prepared using, but not limited to, the formats given at **Appendix – III**

### **3.3. EVALUATION AND PROCEDURE FOR SELECTION OF THE BIDDER**

An Evaluation Committee will be constituted to evaluate the technical and financial proposals and recommend award of the consultancy assignment.

### 3.3.1 EVALUATION OF TECHNICAL AND FINANCIAL PROPOSALS

(i) Points for evaluation for technical proposals:

	<u>Points</u>
➤ Approach/Methodology/Work Plan proposed	50
➤ Relevant expertise/experience of the organization	25
➤ Qualifications/experience of the key personnel on the assignment	25
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<b>Total: 100</b>	

(ii) Financial proposals will be opened only for those bidders who obtain more than 50 points on the technical proposal. Eligible bidders will be invited to the opening of financial bids.

(iii) 75% weightage will be assigned to technical bids and 25% to financial bids.

(iv) The combined score of the technical and financial evaluation will be used to recommend the award of the consultancy assignment.

### 3.4 GENERAL INSTRUCTIONS

3.4.1 Bids that are incomplete in any respect, or those that are not consistent with the requirements as specified in this Request For Proposal (RFP), or those that do not adhere to formats, wherever specified, may be considered non-responsive and may be liable for rejection.

3.4.2 All communication and information should be provided in writing.

3.4.3 SFAC reserves the right to reject any or all the Bids submitted in response to this Request for Proposals at any stage without assigning any reasons whatsoever.

3.4.4 SFAC reserves the right to change any or all of the provisions of the RFP Document. Such changes would be intimated to all parties.

3.4.5 Acknowledgement of the RFP Documents

The bidders who are interested to participate must fill in, sign and return the "Acknowledgement of RFP", as per format given at **Appendix -IV** so as to reach the SFAC at the given address.

3.4.6 The Authorized Signatory, as mentioned in the bid document, would be authorized to represent the Bidder(s) in its dealings with the SFAC. In case the Bidder(s) wish to change the Authorized Signatory from the one identified at the RFP Stage, the Bidder(s) would be required to furnish a fresh Power of Attorney in the name of the new Signatory.

3.4.7 SECURITY DEPOSIT - The successful tenderer shall deposit 5% of the contract price as a security deposit in the form of Bank Guarantee within 7 days of issue of Work Order. The security deposit shall be in the form of an irrevocable Bank Guarantee issued by a Scheduled

Commercial Bank in favour of SFAC, as per the format given at **Appendix – V** This security deposit shall be released only after successful completion of the consultancy assignment.

3.4.11 Bank Guarantees issued by the following Banks would be accepted:

- State Bank of India and its subsidiaries
- Any Indian Nationalized Bank
- IDBI or ICICI Bank or Axis Bank

### 3.5 Submission of Proposals

The Bidders must submit one '**Original**' and '**One Copies**' of the Technical proposal in one envelope, which must be sealed and clearly marked "**Technical Proposal**". The Financial proposal must be kept in a separate envelope, which must be sealed and clearly marked "**Financial Proposal**". Both these envelopes must then be placed in a single outer envelope, which must be sealed and addressed to the Managing Director, SFAC, NCUI Auditorium Building, 5th Floor, 3, Siri Institutional Area, August Kranti Marg, Hauz Khas, New Delhi 110016.

The Outer Envelope must further be clearly marked: Managing Director, SFAC, NCUI Auditorium Building, 5th Floor, 3, Siri Institutional Area, August Kranti Marg, Hauz Khas, New Delhi 110016.

- 3.5.1 The Bidder(s) may submit their Bids by Registered Post / Courier or in Person, so as to reach the NHM by the time and date stipulated by NHM .
- 3.5.2 The covering letter to be submitted by the Bidder along with technical bid should be as per format given at **Appendix VI**.

**REFERENCES**

*Relevant Services Carried out in the Past Five Years*

**Which Best Illustrate Qualification**

The information should be provided in the following format for each reference assignment carried out, either individually, as a corporate entity / institution, or as one of the major partner within a consortium, legally contracted by the client:

Assignment Name:		Country:	
Location within Country:		Professional Staff Provided by your Firm / Institution:	
Name of Client:		No. of Staff:	
Address:		No. of Staff Months:	
Start Date (Month/Year)	Completion Date: (Month/Year)	Approximate Value of Services: (in Rs./ USD):	
Name of Associated Firm(s) if any:		No. of Months of Professional Staff provided by Associated Firm(s):	
Name of Senior Staff (Project Director/ Coordinator, Team Leader) involved and functions performed:			
Narrative Description of Project:			
Description of Actual Services Provided by your Staff:			

**COMPOSITION OF THE TEAM AND THE TASKS  
TO BE ASSIGNED TO EACH TEAM MEMBER**

1. **Technical / Managerial Staff**

S. No.	Name	Position	Contact Details
1.			
2.			
3.			
4.			
..			
..			

FORMATS FOR SUBMISSION OF FINANCIAL PROPOSAL

To,  
Managing Director,  
SFAC, NCU Auditorium Building,  
5th Floor, 3, Siri Institutional Area,  
August KrantiMarg, HauzKhas,  
New Delhi 110016.

Dear Sir,

- 1 We have understood the instructions and the terms and conditions mentioned in the RFP Document and have thoroughly examined the RFP Document and are fully aware of the scope of work required. We are hereby submitting our "Financial Proposal" as per prescribed format in a separate sealed envelope.
  
- 2 The amount of consultancy fees quoted is Rs. \_\_\_\_\_

For and on behalf of:  
Signature:

(Authorised Signatory)  
Name of the Person :  
Designation :

PROFORMA FOR NOTICE OF INTENT TO BID

(To be provided on the Letterhead of the Bidder)

Managing Director,  
SFAC, NCUI Auditorium Building,  
5th Floor, 3, Siri Institutional Area,  
August KrantiMarg, HauzKhas,  
New Delhi 110016.

**Sub: Notice of Intent to Bid for the Consultancy of the Year of Horticulture**

Dear Sir,

The undersigned, in his/her capacity as the representative of -----, hereby gives notice of its intent to submit a proposal. The undersigned also confirms that the complete RFP Document has been received by us.

---

Name (Company)

---

Signature

---

Name of Signatory

---

Title of Signatory

---

Date of Receipt of RFP

---

Date of Transmittal of this form



**BANK GUARANTEE FORMAT**  
(To cover payment of Security Deposit)

On a stamp paper of Rs.----- (From any Nationalized or Scheduled Bank)

To  
Managing Director,  
SFAC, NCUI Auditorium Building,  
5th Floor, 3, Siri Institutional Area,  
August KrantiMarg, HauzKhas,  
New Delhi 110016.

Dear Sir,

In consideration of your agreeing to accept Bank Guarantee for Rs..... towards Security Deposit, Messrs. .... Having its/ their office/ registered officer at ..... (hereinafter called the contractor) towards Security Deposit for the due performance of the Contract entered into by them for the ..... at ..... in accordance with the due fulfilment of the said Contract or of the terms and conditions contained therein, we hereby undertake and agree to indemnify and keep you indemnified to the extent of Rs. .... (Rupees ..... Only.

In the event of any loss or damages, costs, charges or expenses caused to or suffered by you by reason of any breach of non-observance on the part of the Contractor of any of the terms and conditions contained in the said Contract, we shall on demand and without reference to the Contractor irrevocably and unconditionally pay you in full satisfaction of your demand the amounts claimed by you; provided that our liability under this guarantee shall not at any time exceed Rs. .... (Rupees ..... only).

The guarantee herein contained shall remain in full force and effect till you certify that the terms and conditions of the said contract have been fully and properly carried out by the contractor, and that the contractor has furnished necessary deposit or fresh guarantee towards his obligation during the Defect Liability Period of the works or till this guarantee is duly discharged by you in writing.

We also agree that your decision as to whether the contractor has committed any breach or non-observance of the terms and conditions of the said Contract shall be final and binding on us.

We undertake to pay to the Employer any money so demanded notwithstanding any dispute or disputes raised by the contractor(s) in any suit or proceeding pending before any court or Tribunal relating thereto, our liability under this present being absolute and unequivocal.

The payments made by us under this bond shall be a valid discharge of our liability for payment thereunder and the contractor(s) shall have no claim against us for making a payment.

This guarantee shall continue to be in full force and effect upto and inclusive of..... Notwithstanding the above limitation, we shall honor and discharge the claims preferred by you within thirty days of the expiry of this guarantee.

We shall not revoke this guarantee during its currency except with your previous consent in writing.

This guarantee shall not be affected by any change in the constitution of our Bank or of the tenderer firm.

Your neglect or forbearance in the enforcement of the payment of any money, the payment whereof is intended to be hereby secured or the giving of time for the payment hereto shall in no way relieve us of our liability under this guarantee.

Dated this ..... Day of ....., 2011

Signature and seal of the bank

Faithfully

For.....

.....

(AUTHORISED SIGNATORY)

FORMAT FOR COVERING LETTER (COVER 1 SUBMISSION)

(The covering letter is to be submitted by the Bidder alongwith the Cover 1 of the Bid)

Date:

Place:

To,  
Managing Director,  
SFAC, NCU Auditorium Building,  
5th Floor, 3, Siri Institutional Area,  
August KrantiMarg, HauzKhas,  
New Delhi 110016.

**Sub: Consultancy Assignment for the Year of Horticulture**

Dear Sir,

Please find enclosed one (1) original + two (2) copies of our Bid in respect of selection of the consultancy organisation(s) for the National Horticulture Mission, Department of Agriculture in response to the Letter of Invitation issued by the Joint Secretary.

We hereby confirm the following:

1. The Bid is being submitted by *(name of the Bidding Company)* who is the Bidder, bidding for selection as the consultancy organization for preparation of said Report in accordance with the conditions stipulated in the RFP Document.
2. We have examined in detail and have understood, and abide by all the terms and conditions stipulated in the RFP Document issued by SFAC and in any subsequent communication sent by the SFAC. Our Bid is consistent with all the requirements of submission as stated in the RFP Document or in any of the subsequent communications from the SFAC.
3. The information submitted in our Bid is complete, is strictly as per the requirements as stipulated in the RFP Document, and is correct to the best of our knowledge and understanding. We shall be solely responsible for any errors or omissions or misrepresentations in our Bid.

4. We confirm that our Bid contains/does not contain (*strike out whichever is not applicable*) Deviations/Conditionalities.
5. We confirm that all the terms and conditions submitted in our Bid are valid for acceptance during the period of Bid Validity.
6. We as the Bidder, designate Mr./Ms \_\_\_\_\_  
\_\_\_\_(*mention name, designation, contact address, phone no., fax no., etc.*), as our representative who is authorised to perform all tasks including, but not limited to providing information, responding to enquiries, entering into contractual commitments/agreements on behalf of the Bidder.
7. We confirm that we shall adhere to the time frame for completion of the Project, as specified in the RFP.

For and on behalf of:

Signature:

(Authorised Signatory)

Name of the Person :

Designation :

Name of the Bidder :

Address of the Bidder :

Company Seal :