

Terms of Reference

Publicity Support for Central Sector Schemes of SFAC

Small Farmers' Agribusiness Consortium (SFAC), a Society under the administrative control of Department of Agriculture and Cooperation, Ministry of Agriculture, Government of India is implementing the following Central Sector Schemes during the XII Plan:-

1. Venture Capital Assistance Scheme for Agribusiness Development.
2. Equity Grant and Credit Guarantee Fund Scheme for Farmer Producer Companies.

The details of the two Schemes may be seen at www.sfacindia.com.

SFAC seeks to empanel an experienced and qualified service provider to provide coordinated support for publicity and awareness building for these two Schemes. The broad scope of work of the empanelled service provider would be as follows:-

1. Publicity and Awareness Building:

Under this component the service provider is expected to prepare an overall publicity plan to build the awareness of the two Schemes among targeted stakeholders. The specific deliverables would include:-

- i) Designing, planning, conceptualizing and creating Advertisement campaigns.
- ii) Different creative for national, regional and district level targeting different stakeholders.
- iii) Quarterly plan for media planning and buying as per the priorities of SFAC, release of advertisement on DAVP rates and impact assessment of the advertisements released on a quarterly basis.
(Cost of ads not included)
- iv) Plan and implement a campaign to raise the media profile of SFAC and Schemes in the national, regional and district level press in key states.
- v) Ensure coverage in the print, electronic and web media about Scheme activities, success stories and related news and information.

- vi) Development of promotional literatures, brochures, pamphlets, a quarterly newsletter and other publicity material and organisation of media familiarization tours and interaction with State government partners will also be part of this package.

2. Awareness Building Events Package

Organization of one day awareness building camps at District Level in designated location as approved by SFAC; Organization of State Level Awareness Camps in designated locations as approved by SFAC; Complete back up support including development and dissemination of promotion literature, programme organization and logistics, event management and follow up.

The above activities will be planned for each quarter of the year and will be approved in advance by SFAC at the beginning of each quarter. The service provider is expected to give a broad overview of its approach to achieve the above objectives, without including the cost of ads, printing of promotional literature and consumables, (this cost will be borne directly by SFAC). The role of the service provider is expected to be purely of a technical nature for which SFAC will pay a quarterly fee.

For the purpose of organizing district and State level awareness campaigns, the service provider is expected to provide a broad itemized budget of components and a total figure for each category of camps.

The qualifying criteria for submitting EOI are:

- i) The agency/consortia bidding for the project should have a minimum turnover of Rs. 25.00 crores in the last financial year through the consultancy business, with a distinct focus on financial services, agriculture and rural development projects, monitoring and evaluation and media and publicity related services. Copy of last audited balance sheet of the lead bidder should be provided if it alone meets the minimum turnover norm. If minimum turnover norm is met only by combining the turnover of the partners, then last audited balance sheet of all the partners should be provided.
- ii) The Agency/consortia should be in the consultancy business for at least a period of 10 years, with a proven track record of project management, media and publicity

services, monitoring and evaluation. A list of major projects/assignments undertaken should be provided.

- iii) Preference will be given to agencies/consortia having worked with/working with State governments/PSUs/Central government ministries in the above areas.
- iv) Agency/consortia should be capable of deploying a dedicated and experienced taskforce for the project.
- v) SFAC reserves the right to reject all or any of the proposals without assigning any reason thereof.
- vi) 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.
- vii) The bidder/consortia must have offices in at least 6 States of India and full address and contact details of these offices as well as name of the head of each branch office must be given with the bid.

Submission of Proposal

Sealed offer under two-bid system(Part-I Technical Bid and Part-I 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.

A. Technical Bid:

Technical bid shall consist of following documents:

- Organization's capability (As per A of Section 1 above)
- A working prototype of the proposed solution as per the attached scope of work
- Supporting documents-
 - Registration Certificates
 - Last Audited Balance sheet
 - CVs of core team for the project
 - Supporting Documents of the projects

B. Price Bid:

The Price bid must mention total cost for each activity proposed to be undertaken in the form of a summary. The breakup of costs under each heading must be mentioned, if applicable including cost.

Taxes will be paid extra as applicable.

Last date of submission of proposal is February 27, 2015 by close of office hours.

The Bidders must submit one 'Original' and one 'Duplicate' of the Technical Proposal in one envelop, which must be sealed and clearly marked "Technical Proposal". The Financial Proposal (Price Bid) 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, Small Farmers' Agribusiness Consortium (SFAC), NCUI Auditorium Building, 5th Floor, 3 Siri Institutional Area, August Kranti Marg, Hauz Khas, New Delhi-110016, marked as "EOI for Publicity Support for Central Sector Schemes of SFAC"

Evaluation and Procedure for Selection of the Bidder

An evaluation committee will be constituted by SFAC to evaluate the technical and financial proposals and recommend award of the consultancy assignment to the Competent Authority.

Points for evaluation of Technical and Financial proposals

i) Points for evaluation for technical proposals:	
➤ Approach/Methodology/Work Plan proposed	<u>Points</u> 50
➤ Relevant expertise/ Experience of the organization	25
➤ Qualification and experience of key personnel	25
Total:	100

B. Financial proposals will be opened only for those bidders who obtain more than 60 points on the technical proposal.

C. The weightage between technical and financial evaluation will be 70:30 ratio.

D. The decision of Managing Director, SFAC regarding acceptance or rejection of the committee's recommendation will be final and no reason for the same will be provided.

General Instructions

- Bids that are incomplete in any respect, or those that are not consistent with the requirements as specified in the 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
 - All communication and information should be provided in writing
 - 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;
 - SFAC reserves the right to change any or all of the provisions of the RFP document, such changes would be intimated to all the parties.
1. Expression of Interest offers may be forwarded to Managing Director, SFAC, NCUI Auditorium Building, 5th Floor, 3, Siri Institutional Area, August Kranti Marg, Hauz Khas, New Delhi 110016 in a sealed cover with full profile of the bidder. The cover should be superscribed in bold letters:

“Publicity Support for Central Sector Scheme of SFAC.”

Last date for submission of proposal is 27th February, 2015 by close of office hours.