

RFP for Selection of Digital Media Agency for MySurat Digital Media Plan & Execution



**Surat
Municipal
Corporation**



Selection of Digital Media Agency for Branding, Content Strategy, Content Creation, Content Moderation, and Channel Management for Citizen Engagement Ecosystem for Surat City



Invited by
Surat Smart City Development Limited

115, Smart City Cell, Surat Municipal Corporation,
Muglisara, Main Road, Surat – 395003, Gujarat

RFP No.: SSCDL-DigitalMediaAgency-RFP-01-2019

Last date (deadline) for Online Price Bid Submission: - 02/02/2019

Last date (deadline) for Technical Bid Submission: - 07/02/2019

DISCLAIMER

This RFP is being issued by the Surat Smart City Development Limited (hereunder called "Authority"/ "SSCDL") for inviting tenders to shortlist qualified Digital Media Agency with proven digital media experience to develop and execute a comprehensive media strategy for Surat City including branding, content strategy, content creation, content moderation and channel management for citizen engagement ecosystem.

It is hereby clarified that this RFP is not an agreement and is not an offer or invitation by Authority to any party hereunder. The purpose of this RFP is to provide the Bidder(s) with information to assist in the formulation of their proposal submission. This RFP document does not purport to contain all the information Bidders may require. This RFP document may not be appropriate for all persons, and it is not possible for Authority to consider particular needs of each Bidder. Each Bidder should conduct its own investigation and analysis, and should check the accuracy, reliability, and completeness of information in this RFP document and obtain independent advice from appropriate sources. Authority and their advisors make no representation or warranty and shall incur no liability Financial or otherwise under any law, statute, rules, or regulations or otherwise as to the accuracy, reliability, or completeness of the RFP document.

The parties to whom this invitation is extended are not mandated under any agreement, made here, to bid. Responding to this invitation will be their sole commercial decision. Such decision will entail risks, responsibilities and rewards as described in this RFP. It is deemed that a party /institution choosing to respond by way of a bid, in general, is accepting them.

Authority may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information in this RFP document.

The Authority reserves the right not to proceed with the selection process at any stage or to change the process or procedure to be applied in a fair and transparent manner. It also reserves the right to decline to discuss the process further with any party submitting a proposal/Bid. No reimbursement of cost of any type shall be paid to persons, entities submitting a bid/proposal.

SSCDL shall not be responsible for any costs or expenses incurred by the Bidders in connection with the preparation and delivery of bids, including costs and expenses related to visits to the sites. SSCDL reserves the rights to cancel, terminate, change or modify this procurement process and/or requirements of bidding stated in the RFP, without assigning any reason or providing any notice and without accepting any liability for the same.

The Bidders would be selected based on the criteria mentioned in this RFP. Only the Price Proposal of Qualified Bidders as per RFP terms would be opened. The date of opening of Price Proposal will be communicated to qualified bidders later.

NOTICE INVITING REQUEST FOR PROPOSAL



 <p>Smart City MISSION TRANSFORMATION</p>	<p align="center">Surat Smart City Development Limited (SSCDL) 115, Smart City Cell, Surat Municipal Corporation - Head Quarter, Muglisara, Main Road, Surat - 395003, Gujarat.</p> <p align="center">Notice Inviting RFP for Selection of Digital Media Agency for branding, content strategy, content creation, content moderation and channel management for citizen engagement ecosystem for Surat City</p> <p align="center">[RFP No.: SSCDL-DigitalMediaAgency-RFP-01-2019]</p>	 <p align="center">સુરત મહાનગર પાલિકા बहुजनहिताय बहुजनसुखाय</p>
<p>This RFP Document is being published by the Surat Smart City Development Ltd (SSCDL) for the project "MySurat" which is an initiative for providing Citizen Engagement platform based ecosystem for serving public awareness and community engagement for Surat Citizens. SSCDL hereby invites Proposals for the selection of the implementing agency.</p>		
<p>Bid Fee (Non-refundable)</p>	<p>INR 3600 + 12% GST = INR 4032 (Three Thousand Six Hundred + 12 % GST = Four Thousand Thirty Two Only) by Demand Draft</p>	
<p>Date of Issue of the Bid Document</p>	<p>21/01/2019</p>	
<p>Pre-bid Conference by Submission of queries by email</p>	<p>By e-mail to it@suratsmartcity.com on or before 25/01/2019, 18:00 hrs</p>	
<p>Price Bid Submission</p>	<p>To be submitted online only on https://smc.nprocure.com on or before 02/02/2019 up to 18:00 hrs</p>	
<p>Technical Bid Submission (in Hard Copy) filled-in Technical Bid along with Bid Fee, EMD, Solvency Certificate and other documents.</p>	<p>In sealed envelope, strictly by RPAD/Postal Speed Post on or before 07/02/2019 up to 18:00 hrs. to the Chief Accountant, Surat Municipal Corporation, Muglisara, Surat – 395003, Gujarat.</p>	
<p>Earnest Money Deposit (EMD)</p>	<p>INR 1,00,000/- (Rupees One Lakh only) by Demand Draft</p>	
<p>RFP Document Availability</p>	<p>https://smc.nprocure.com, http://suratsmartcity.com, https://www.suratmunicipal.gov.in</p>	
<p>The right to accept/reject any or all bid(s) received is reserved without assigning any reason thereof.</p>		
<p align="right">Chief Executive Engineer Surat Smart City Development Ltd.</p>		

TABLE OF CONTENTS

DEFINITIONS.....	7
A. INTRODUCTION AND BACKGROUND.....	9
1. INTRODUCTION.....	9
1.1 ABOUT SURAT.....	9
1.2 ABOUT SURAT MUNICIPAL CORPORATION.....	9
1.3 ABOUT SURAT SMART CITY DEVELOPMENT LIMITED (SSCDL).....	10
1.4 VISION FOR CITIZEN ENGAGEMENT ECO SYSTEM.....	10
1.5 CITIZEN ENGAGEMENT ECO-SYSTEM.....	12
2. SCOPE OF WORK.....	14
2.1 OVERVIEW.....	14
2.2 KEY ENGAGEMENT CHANNELS.....	15
2.3 RESPONSIBILITIES OF DIGITAL MEDIA AGENCY.....	19
B. INSTRUCTION TO BIDDERS.....	29
3 GENERAL.....	29
3.1 INTRODUCTION TO THIS BID PROPOSAL.....	29
3.2 BID AVAILABILITY & VALIDITY.....	29
3.3 GOVERNING LAW AND JURISDICTION.....	29
3.4 AUTHORITY'S RIGHT TO ACCEPT AND REJECT ANY PROPOSALS OR ALL PROPOSALS.....	29
3.5 EARNEST MONEY DEPOSIT (EMD).....	30
3.6 DUE DILIGENCE.....	30
3.7 ACKNOWLEDGEMENT BY BIDDER.....	31
3.8 COST OF BIDDING.....	31
3.9 BID FEE.....	31
3.10 SCHEDULE OF BIDDING PROCESS.....	31
3.11 TERMS OF CONTRACT.....	32
3.12 KPIs & SLAs.....	39
4 DOCUMENTS AND PRE-BID CONFERENCE.....	43
4.1 CLARIFICATION TO RFP DOCUMENTS.....	43
4.2 PRE-BID MEETING.....	44
4.3 AMENDMENT OF BIDDING DOCUMENTS.....	44
5 PREPARATION AND SUBMISSION OF PROPOSALS.....	45

5.1 LANGUAGE OF PROPOSAL	45
5.2 PROPOSAL CURRENCY	45
5.3 FORMAT AND SIGNING OF PROPOSAL	45
5.4 PROPOSAL SUBMISSION FORMAT & SEALING AND MARKING OF PROPOSALS	46
5.5 PROPOSAL DUE DATE	48
5.6 LATE PROPOSALS	48
5.7 MODIFICATION AND WITHDRAWAL OF PROPOSALS	48
5.8 FIRM PRICES	48
C. PROPOSAL EVALUATION	49
6 PRE-QUALIFICATION & EVALUATION CRITERIA	49
6.1 PRE- QUALIFICATION CRITERIA / BASIC ELIGIBILITY CRITERIA	49
6.2 TECHNICAL EVALUATION PARAMETERS	50
6.3 FINAL EVALUATION THROUGH QCBS	52
7 EVALUATION PROCESS	53
7.1 OPENING OF TECHNICAL BID/PROPOSAL	53
7.2 EVALUATION OF TECHNICAL BID/PROPOSAL	53
7.3 OPENING OF FINANCIAL BID	54
7.4 CLARIFICATION OF BIDS AND REQUEST FOR ADDITIONAL/ MISSING INFORMATION	54
7.5 VERIFICATION AND DISQUALIFICATION	54
7.6 CONTACTS DURING PROPOSAL EVALUATION	55
7.7 CORRESPONDENCE WITH BIDDER	56
7.8 CONFIDENTIALITY	56
8 APPOINTMENT OF SELECTED BIDDER AND SIGNING OF AGREEMENT	57
8.1 SELECTION OF BIDDER	57
8.2 NOTIFICATION OF AWARD	57
8.3 SIGNING OF CONTRACT AGREEMENT	57
8.4 SECURITY DEPOSIT	57
8.5 ANNULMENT OF AWARD	58
8.6 TAX LIABILITY	58
D. APPENDIX-I: FORMATS FOR TECHNICAL PROPOSAL	60
Form –1.1: Covering Letter	61
Form –1.2: Format for Power of Attorney for Signing of the Proposal	64
Form –1.3: Format to Share Bidder’s Particulars	65

Form –1.4: Financial Capability Statement 66

Form –1.5: Experience Statement for Digital/Social Media 67

Form –1.6: Project execution Methodology 68

Form –1.7: Affidavit..... 69

Form –1.8: Format for Declaration by the bidder for not being Blacklisted / Debarred..... 70

Form –1.9: Non-Disclosure Agreement 71

Form –1.10: Curriculum Vitae of Proposed Team Members (Key Personnel) 72

Form –1.11 -Experience Statement for Traditional Media 74

E. CONTENT & FORMATS FOR PRICE PROPOSAL 75

 General Instructions 76

 Commercial Bid Format 77

DEFINITIONS

In this RFP, the following word (s), unless repugnant to the context or meaning thereof, shall have the meaning(s) assigned to them herein below:

1. **"SSCDL"** or **"Authority"** means the Surat Smart City Development Limited and shall include its authorized successors and assigns at all times.
2. **"SMC"** means Surat Municipal Corporation.
3. **"Bid/Proposal"** means the proposal submitted by the Bidder(s) in response to this RFP in accordance with the provisions hereof including Technical Proposal and Price Proposal along with all other documents forming part and in support thereof as specified in this RFP.
4. **"Bidder"** means Digital Media Agency responding to the RFP.
5. **"Earnest Money Deposit (EMD)"** means Security furnished by the Bidder.
6. **"Bid Process"** means the process of selection of the Successful Bidder through competitive bidding and includes submission of Proposals, scrutiny and evaluation of such Bids as set forth in the RFP.
7. **"Deadline for Submission of Bids/ Proposal"** or **"Proposal Due Date/Bid Due Date"** shall mean the last date and time for receipt of Bids as set forth in 'Invitation for Proposal' of this RFP or such other date / time as may be decided by SSCDL in its sole discretion and notified by dissemination of requisite information.
8. **"MySurat Digital Media Project"** or **"Project"** refers to the design, development, implementation, operation, maintenance and management of unified citizen engagement mechanism on all mentioned channels.
9. **"Agreement"** means the legal agreement including, without limitation, any and all Appendix thereto, which will be entered into between SSCDL and the Successful Bidder for branding, content strategy, content creation, content moderation and channel management for citizen engagement ecosystem. The terms of this RFP, along with any subsequent amendments at any stage, shall become part of this Agreement.
10. **"Selected Bidder"** shall mean the Bidder who has emerged as preferred bidder in terms of this RFP and has been issued the Letter of Acceptance (LoA) by SSCDL and awarded the work under this RFP.

11. **“Letter of Acceptance”** or **“LOA”** means the letter issued by SSCDL to the Successful Bidder to undertake and execute the project in conformity with the terms and conditions set forth in the RFP and any subsequent amendments thereof.
12. **“Security Deposit”** shall mean the Demand Draft furnished by a successful Bidder for punctual and due performance of its duties as per terms and conditions of this RFP.
13. **“RFP”** or **“Tender”** shall mean this RFP document which comprises of the following sections: Disclaimer, Instructions to Bidders, Scope of Services, Draft Contract Agreement, Service Level Agreement, Forms of Bid which include any applicable Appendix.
14. **Technical Proposal Evaluation Criteria** shall have a meaning specified in clause 6.2 of this RFP.
15. **Citizen Engagement** as per the UN Public Administration Glossary, implies the involvement of citizens in a wide range of policymaking activities, including the determination of levels of service, budget priorities, and the acceptability of physical construction projects in order to orient government programs toward community needs, build public support, and encourage a sense of cohesiveness within neighborhoods.
16. **Key Personnel** means the members assigned to this project who will implement the project and form the core team. Certain experienced, professional members who are essential for successful accomplishment of the work to be performed under this contract. The resumes of these personnel will be submitted for evaluation of the proposal and such personnel shall not be removed from the contract work or replaced without compliance.

Any other term(s), not defined herein above but defined elsewhere in this RFP shall have the meaning(s) ascribed to such term(s) therein and shall be deemed to have been included in this Section.

A. INTRODUCTION AND BACKGROUND

1. INTRODUCTION

1.1 ABOUT SURAT

Located in western part of India in the state of Gujarat, Surat is referred as the silk city and the diamond city. It has the most vibrant present and an equally varied heritage of the past. Surat is also known as economic capital of Gujarat and is having one of the highest growth rates amongst Asian cities. As per the Census 2011, it is the eighth largest city in the country with population of 4.48 million. On the scale of population growth, Surat is the fastest growing city in Asia and holds 4th rank in the world. On the economic front, Surat holds top most position with highest per house-hold income in the country. Surat City has consistently maintained high GDP growth rate of 12 to 13% and high per capita income.

The economic base of Surat consists of large chemical and petrochemical and natural gas based industries at Hazira established by leading industry houses such as ONGC, Reliance, ESSAR, and Shell. Surat is the biggest centre of MMF (man-made fibre) in India. The overall annual turnover is around 5 billion rupees (approximately USD 82 million). There are over 800 cloth wholesalers in Surat. Surat produces 9 million meters of fabric annually, which accounts for 60% of the total polyester cloth production in India. Textile and apparel industries offer major employment in this region. Surat region is a hub of diamond cutting and polishing industries. The city accounts for 90% of world and 99.9% of India's total rough diamond cutting and polishing. It also accounts for 90% of India's total diamond export.

Surat has practically zero percent unemployment rate and jobs are easier to get here due to very fast development of various industries in and around Surat City. Surat continues to be a favourite place for job seekers as people from all around the country flock in for business and jobs

Surat has also been selected as one of twenty Indian cities (in the first round of selection) to be developed as a smart city under Smart Cities Mission.

1.2 ABOUT SURAT MUNICIPAL CORPORATION

Surat Municipal Corporation is a local self-government which has come into being under the Bombay Provincial Municipal Act, 1949. It carries out all the obligatory functions and discretionary functions entrusted by the BPMC Act, 1949. It became one of the first municipalities of India in 1852 AD, and a municipal corporation in 1966.

The administration of SMC with the help of the people and elected members of the city has transformed Surat to one of the cleanest cities of India. SMC has taken all necessary steps to make

the city a better place to live with all amenities. SMC has taken up many path breaking initiatives and these efforts have been acknowledged at national and international level.

SMC's commitment to achieve its mission and carry out the above listed functions successfully can be summarized as below:

- Dedication to achieve excellence in providing civic amenities
- Responsive, Modern, Simple, Accountable and Transparent Administration

Surat Municipal Corporation (referred to as SMC henceforth) has harnessed the power of IT before it became ubiquitous and a necessity for organization of its size. SMC is one of the very few local self-governments to adopt computerization in its early phase and initiated its use for better governance.

Over the years, SMC has adopted several initiatives in e-governance. Following are the achievements of SMC in the area of e-Governance:

- 19 functional Civic Centers offering wide range of citizen centric services
- Virtual Civic Center offering host of services through SMC's portal
- Commissioning of information Kiosk for the self-help of the citizens
- Implementation of m-Governance – vaccination alerts to parents on their mobile
- Adoption of e-Tendering Process
- Comprehensive portal with detailed information of departments and online payment facility
- Comprehensive IT application portfolio of over 45 applications. Crucial operations are fully computerized.
- SMC owned Mobile Application which offers information and service on the go.

More Information regarding SMC and the services provided by SMC can be found on SMC's website at www.suratmunicipal.org.

1.3 ABOUT SURAT SMART CITY DEVELOPMENT LIMITED (SSCDL)

As per the Government of India's guidelines, Surat Municipal Corporation has formed a separate Special Purpose Vehicle (SPV) as Surat Smart City Development Ltd. (SSCDL) for the implementation of projects under the smart city mission for the city of Surat. This SPV shall carry end to end responsibility for vendor selection, implementation, and operationalization of various smart city projects.

1.4 VISION FOR CITIZEN ENGAGEMENT ECO SYSTEM

Need for Citizen Engagement

The need for Citizen Engagement arises for sound public sector management, accountability, exchange and free flow of information and a legitimate framework for development.

Vision

SMC and SSCDL has a unique vision to empower residents and visitors of Surat city to look at a new paradigm of citizen engagement. MySurat is a unified platform for citizen engagement in governance, has been conceptualized, as a medium for information dissemination, consultation, exchange ideas/ suggestions, collaboration. The project is expected to gain momentum under the 'Smart Cities' and 'Digital India' initiative from Government of India. SMC wishes to transform Surat into a digitally empowered society and knowledge economy. The project will also be supplemented by Social Media platforms: Facebook, Twitter, WhatsApp and YouTube riding on the popularity of social media and increased digital penetration. It aligns with the citizen communication initiatives ("Information for All") of 'Digital India'. It aims to simplify the life for all residents of the city by addressing common issues. SMC and SSCDL shall pro-actively engage through social media and web based platforms to inform and interact with citizens. MySurat, a platform for citizen engagement in governance, has been conceptualized, as a medium to exchange ideas/ suggestions with Government. The aim of the project is to focus on improving the citizen experience when interacting with the Surat Municipal Corporation (SMC) — specifically, help drive meaningful citizen engagements through increased adoption of the omni channel digital platform. It will facilitate two-way communication between citizens and SMC to achieve better and inclusive governance.

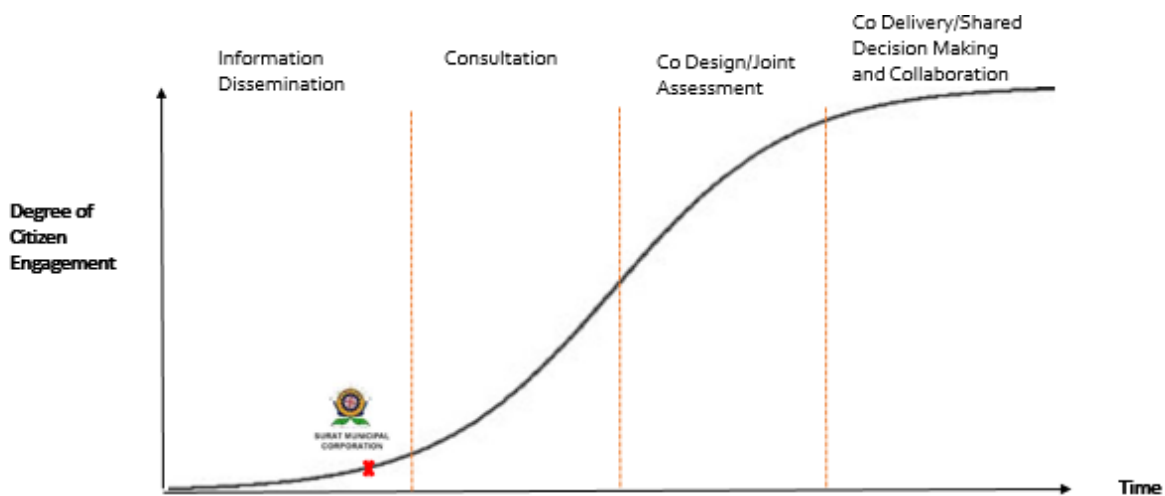


Figure 1 – Stages of Citizen Engagement

The above diagram shows various stages of citizen engagement. The red cross depicts SMC's current stage. SMC disseminates information to the Surat citizens through various channels. SMC has the vision to reach to the final stage of citizen engagement for Shared decision making and collaboration. SMC's vision is to develop policies and design services that respond to citizens needs and are relevant to their circumstances. The concepts of 'co-creation' and 'co-production' is to describe the systematic pursuit of sustained collaboration between government & citizens.

To provide the best of services to the residents and visitors, SSCDL wants to attract the best of talent from leading digital media agencies who have rich experience in running similar initiatives. The

implementation plans hence would be tendered and the party which meets all relevant requirements as per tender criteria would be awarded the contract. The parties who respond to the RFP are expected to manage the channels end-to-end.

Roll-out and adoption

The implementation of the MySurat.in and various social media platforms is expected to be 'design-develop-maintain-transfer' model awarded to the most deserving vendor. Once the vendor completes the build and goes live, citizens would start getting on-boarded on the new platform. The graph below depicts the scenario for adoption. It shows the growing user participation with MySurat.in and other social platform across the coming years in terms of citizen population and degree of engagement

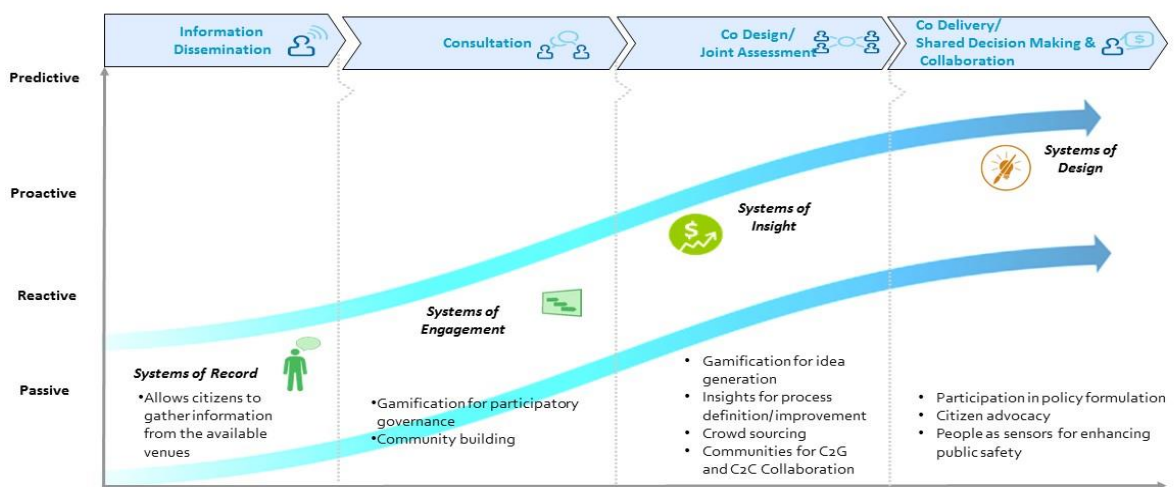


Figure 2- Growing user participation on Engagement Platforms -Adoption Lifecycle

1.5 CITIZEN ENGAGEMENT ECO-SYSTEM

The entire MySurat ecosystem constitutes of five major parties. SMC is at the core of the structure, the second member is Project Management Consultant of the ecosystem, third member would be the party which responds and wins the tender for the function- Portal creation & management, Web Analytics and Social Media Analytics, new mobile application creation, along with integration of individual mobile applications to a mother application, and is referred to as the "IT vendor". The fourth partner is the partner who will handle city wide branding, content management, content creation, content moderation & channel management, and is referred as "Digital Media agency", scope for which is covered in this document. The fifth partner is the one to supply Help Desk Manpower &

handle New Age kiosks installation & management for the civic centers, IVRS and would be referred to as "Help Desk Transformation Partner".

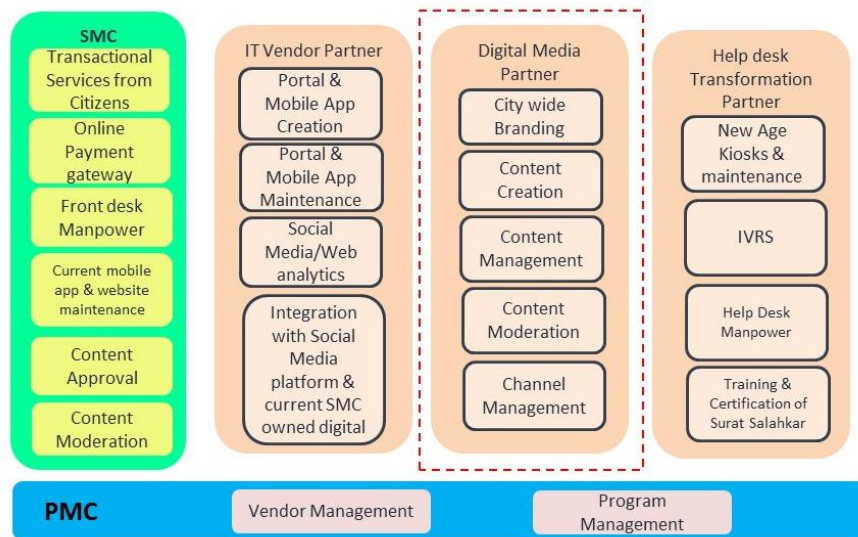


Figure 3-Citizen Engagement Ecosystem

Conceptual Overview of each partner in citizen engagement ecosystem:

IT Vendor

- MySurat Portal Creation & Management: This module would create the portal based upon the "Content Strategy" as discussed in section 2.2.3 in the document.
- Web analytics & Social Media Analytics: This module would perform various types of analytics. The same will be displayed on the portal MySurat.in. This will be done by the IT Vendor.
- Current Mobile application, current portal: IT vendor may be expected to integrate and maintain the current mobile application, the current portal.

Digital Media Agency

- The city wide branding, content creation, content management, content moderation & channel management for all the channels of citizen engagement would be done by Digital Media Agency as discussed in this bid document.

Help desk transformation partner

- This pertains to intelligent help desk services to be provided by the Civic Center and the kiosks transformation. It will be mainly responsible for providing kiosks.

SMC

- SMC would continue to offer the transactional services to the citizens, online payment gateway. Some of the functions would be additionally carried out by SMC in future. These include content moderation and content approval.

2. SCOPE OF WORK

2.1 OVERVIEW

The scope is specified below. It is to be noted that the roles & responsibility of Digital Media Agency will be inclusive but not limited to the following. The Digital Media Agency will be required to carry out all activities and perform roles & responsibility to meet the objective of the Citizen Engagement. The agency shall be required to utilize back end infrastructure like production facility/recording studio/etc. along with back end experts like music composer/singer/speaker, etc. Necessary cost for the infrastructure/back end experts (if any) should be included in the financial bid by the Bidder.

2.1.1 Branding, content strategy, content creation, content moderation and channel management for MySurat Digital Media Project

Branding, content strategy, content creation, content moderation and channel management for citizen engagement ecosystem comprising following SMC channels:

Channels to be Covered	Activities
Website/ Portal & Mobile App	Content Creation, Content Response, Content Moderation, SMS/Email Campaign Management
Facebook	Content Creation, Content Response, Content Moderation, Campaign Management
Twitter	Content Creation, Content Response, Content Moderation, Campaign Management
YouTube	Content Creation, Content Response, Content Moderation, Campaign Management
WhatsApp	Content Creation

Content Creation will require creation of content in following forms:

- Text/Blogs
- Images/Photos
- Videos/Digital films
- Infographics
- Jingles
- Posters/Flyers
- Short films/documentaries
- Training films

Digital media vendor is expected to interlock with SSCDL, SMC and SMC sister concerns and take inputs in any format such as print and digital.

The above-mentioned services list is indicative and SSCDL may add/ remove any service to the above list in future in consultation with the successful bidder. SSCDL may add any other social media channel at no additional cost to the above list.

The Selected Bidder shall adhere to the detailed Scope of Work of MySurat Digital Media Project as described in section 2.2 & 2.3

2.1.2 Training and handholding support to Staff

- Selected Bidder shall organize workshop for staff on MySurat Digital Media Project overview.
- Selected Bidder shall train the staff of the Authority for Content Moderation mechanism for content upload facilities. Such training shall include and not limited to content moderation via machine, community and human intervention and other activities as directed by the Authority.
- Selected Bidder is also expected to onboard and train concerned SMC employees to the Digital platforms including Social Media.

2.2 KEY ENGAGEMENT CHANNELS

There are multiple channels to cater to varying demography and different service needs of the citizens. All these channels must have "single source of truth" & should have uniform fulfillment processes. These channels would also cover citizen's services rendered from SMC and its processes. The communication around obtaining services through these processes (Eg: How do I) shall also be made available by Digital media agency and could be used for any channel as per the need. The idea is to integrate the various channels in order to make a comprehensive strategy for an integrated communication. This recognizes various channels for engagement and combines them to provide clarity, consistency, and maximum communication impact. The main channels identified are:

2.2.1 Social Media

Social media plays a critical role in citizen engagement, mainly by connecting everyday citizens with government and making communication more open and transparent. The ever-increasing use of social media has made it necessary for SSCDL & SMC to better the communication on different social channels to ensure that the information is disseminated and it reaches out to the target audiences.

The digital media agency would help in developing a comprehensive social media strategy on social media including but not limiting to on Twitter, Facebook, WhatsApp etc. The social media plan may involve development of creative in the form of images, infographics, short films, posts, blogs, etc. Indicative list of activities for Twitter and Facebook are listed in the section 2.2.4, however final list of activities shall be designed based on the requirement of SSCDL on selected social media platforms. This allows SSCDL to move from managing documents to managing digital information that can be shared, secured, and presented in a way that's most serviceable to the citizens. Indicative list of activities for Facebook, Twitter and YouTube are listed as under for reference, however final list of activities shall be designed based on the requirement of MySurat on selected social media platforms. The selected agency will be required to adopt additional digital media platform as well during the contract period if SSCDL/SMC desires to do so.

Facebook & Instagram

Facebook & Instagram pages (pertaining to SMC, SSCDL and SMC sister concerns) to be managed wherein all audio visual media, interviews, digital films etc. may be posted and additional account to be created if required.

Twitter

Featured twitter accounts (pertaining to SMC, SSCDL, SMC sister concerns, Municipal Commissioner, etc.) to be managed and additional account to be created if required. New tasks/ contests/ discussions/ groups/ rewards may be tweeted about on a daily basis.

WhatsApp

The WhatsApp is assumed to be used as an information dissemination medium to make citizens aware about important ongoing/upcoming activities. Community groups to be created for this purpose.

YouTube

A MySurat channel on You Tube should be created where all visual media, digital films/animated films etc. may be posted. Pre-roll ads may be created and posted on most watched or popular videos to increase branding and promotion.

2.2.2 SMC Owned Digital

SMC has been pioneer in starting computerization in 1979. Over the years, SMC has adopted several initiatives in e-governance. There are multiple achievements of SMC in the area of e-Governance like virtual Civic Center offering host of services through SMC's portal, commissioning of information Kiosk for the self-help of the citizens, implementation of m-Governance – vaccination alerts to parents on their mobile, adoption of e-Tendering Process, comprehensive portal with detailed information of departments and online payment facility, comprehensive IT application portfolio of over 45 applications. To further enhance the connect with citizens following channels will be considered within SMC owned digital

Web portal

SMC has a public portal and has launched MySurat portal, which is envisaged to have the mentioned features. The content around all these features will be the responsibility of the 'Digital Media partner'. The content can be in the form of text, audio, infographics, animation video, short video, podcasts etc. The envisaged features are:

1. User Management: It is expected that the portal would have a registration mechanism for users/ citizens in order to give a personalized experience.

2. Do: where citizens can do various tasks like "Design a logo" for an upcoming competition etc. The portal should be compatible with various media forms like image, video, documents etc.
3. Discuss: where citizens can give their opinion on ongoing discussions/ threads.
4. Poll: where citizens can vote for a particular idea/topic
5. Talk: where citizens can submit their idea for next community hall meeting etc.
6. Blog: where citizens can submit their views on Surat city in general.
7. Trending: This section would give a series of trending topics on the portal
8. Dashboards: Community dashboards to be displayed.
9. Groups: Grouping of ongoing threads by similar nature to make groups.

Other content to be produced is:

- **Digital Films:** Short promotional digital films can be extremely effectual for raising awareness, informing and educating the citizens about various activities/schemes/procedures on MySurat or other platforms. Key messages from various SMC departments must be taken and content in terms of print/audio/videos/images must be made by the digital media partner. This content would then be used on the MySurat portal for downloading, sharing, or at various other avenues like Municipal schools, UHCs/ health centers, Anganwadi, Mobile Vans. It should be a form of Digital storytelling with Surat as a backdrop. These videos could be related to health, sanitation, water usage, or various key messages to be conveyed from other departments of SMC. The digital media agency will be responsible for conceptualizing, creating and producing the films under this engagement. All videos shall be freshly shot for this engagement. All graphics/animations/images to be used should be developed or bought under applicable laws for the end consumption for SMC.
- **Merchandise:** The digital media agency will be responsible for suggesting creative and attractive merchandise tailored for different audiences, collaterals as rewards for contests etc. Also, the type and look of the collaterals especially the low-cost items such as pens, mugs, booklets, notepad etc. be changed regularly to maintain interest and pride of ownership in such items. Digital Media Agency has to only provide creative suggestions for merchandise and develop creative around it. The printing or supply of merchandise is not in the scope of Digital Media Agency.
- **Gamification:** Some tasks could be assigned certain credit hours and well-defined timelines for execution by the citizens. These could be individual tasks or group tasks. Successful accomplishment of each task will lead to Awards/Prizes/Suitable incentives for citizens based on the Department's task definition. The submitted tasks would be subjected to Public Review/Group Members (Social Audit) as well as moderation and acceptance of ideas / tasks by SMC Departments. Various stages of tasks could be captured.
- **Discussion Forum:** Each discussion forum can have multiple discussion threads to focus on different dimensions of a larger issue. The interface will be made by the IT Vendor partner

for the mentioned components. The content creation/moderation/management is the role of digital media partner.

The content development done can also be utilized for SMC website(s) and other channels (Eg: Jingles/Audio/Podcasts could be used for Radio)

The selected bidder is not expected to do the videography and photography for all events. However, the bidder is expected to carry our videography/photography for publishing content on digital media channels based upon the need of the event (e.g. teasers, short promotional/engagement videos of the event).

Mobile app

1. The selected agency will be responsible for creating content for mobile Application, which will be based upon similar features of the MySurat portal.
2. Personalized notifications for registered users need to be created to ensure involvement of citizen's from time to time.
3. Bulk SMS may be sent out regularly to inform or update people regarding existing and upcoming activities on the MySurat portal and important events. The digital media agency will be responsible for identifying the event on which bulk SMS is required to be sent out. Further the agency will be responsible for creating content of SMS and coordinate for the successful dissemination of SMSs through SMC SMS Gateway. Charges for Bulk SMS and Bulk SMS Gateway is not in the scope of Digital Media Agency.
4. The digital media agency will be responsible for creating MySurat jingle ring tones and phone/desktop/laptop screensavers for download from MySurat portal and MySurat Mobile Application

Call Center

SMC is to deploy IVRS in near future for Citizen Engagement. The Digital Media Agency will be responsible for content conceptualizing, content creation and flow for this purpose.

2.2.3 Physical Touchpoints

While digitization is important aspect, to reach to every strata of the society physical touch points also play a very crucial role. By focusing on physical touch points SMC want to target citizens with restricted digital understanding but at the same time these touchpoints need to be empowered through necessary digitization ensuring consistent experience for citizens across physical and digital touchpoints. The selected agency will be responsible for conceptualizing, creating and producing the content for digital / physical media for physical touch points such as civic centers, Anganwadi, UHCs, etc. Conceptualization and design of panels & posters is to be done by Digital Media Agency and printing and fixing of panels & posters or flex etc. will not be part of scope of Digital Media Agency.

2.2.1 Quantity for Various Creatives

#	Description of Item	Indicative quantity for 1 year
1	Detailed Promotion and Media Strategy including the comprehensive media planning	As per RFP
2	Creatives for Print - Newspaper Ads and Outdoor Media	Continuous
3	Creatives for Radio- Jingles (in Gujarati, Hindi and English)	12
4	Video Films / Documentaries - Promotional Campaign/ User Experience (In Gujarati, Hindi and English)	12
5	Creatives for Digital Media- for 'Social Media & SMC Owned Digital'- Twitter, YouTube, Facebook, Instagram	Continuous
	Content for Bulk SMSs	Continuous
	Web Banner/ Web Scroll	Continuous
	New Media Marketing	Continuous
	GIFs/Animation/Image transition videos including audio and text	Continuous
6	Merchandise: Different types	12
7	Live Webcast including placement of necessary instruments to capture SMC provided Video Feed	Continuous
8	Live Webcast including placement of necessary instruments including those required to capture video feeds	6 events
* Content prepared in multiple languages will be considered as single quantity.		

This is only an indicative quantity and SSCDL reserves the right to increase or decrease the indicative quantity listed any time during the period of engagement to any extent and there shall be no change in the prices quoted by the bidder. However, the cost towards the purchase of merchandise, printing and publishing of these collaterals would be undertaken by SMC.

2.3 RESPONSIBILITIES OF DIGITAL MEDIA AGENCY

2.3.1

2.3.1 SMC Branding & Promotion

For building SMC's unified citizen engagement platform and SMC as a brand, Digital media agency should first define a branding strategy for Surat Municipal Corporation comprising of brand strategy for MySurat platform covering traditional media, digital media, and other channels.

The Brand strategy is expected to cover:

- Promoting the city brand Surat by enhancing the city's reputation as a great place to live and work and as destination to explore, by attracting customers, visitors and residents, encouraging investment from business and other levels of government
- Creation & branding of the platform "MySurat". Generate buzz about MySurat and its projects and inform citizens over the status/progress of such projects.
- Awareness creation through information dissemination in terms of Governance Schemes/Policies/Services amongst citizens. Populating, publishing and updating the content

as and when required on 24X7 basis. The frequency of information will be on a continuous and daily basis.

- Awareness creation about SMC & MySurat and its components amongst Citizens
- To increase public participation in governance, the agency should be able to develop interesting and innovative content, campaigns, in order to have proper communication strategy for various platforms to enhance the reach of content in real time basis and to increase engagement from the citizens.

The brand strategy to also include a comprehensive action plan to disseminate information about the MySurat channels, its components, enhance visibility of various modules and inform citizens regarding updates on various platforms. To finalize the Brand strategy and action plan, Digital media agency to conduct necessary workshops with SMC key stakeholders for their agreement. Public Relations plan to be a part of the overall strategy plan (discussed in section 2.2.2.1). Digital Media agency will undertake the conceptualization of branding & promotion activities and further implement the approved activities for SMC. Until the Brand strategy and action plan is finalized, Digital media agency is expected to work on local instructions from SSCDL.

2.3.2 Content Management

SMC envisages digital services to be additionally delivered by them apart from existing website, mobile application and physical touchpoints.

Below are the key constituents comprising the overall content management for the project:

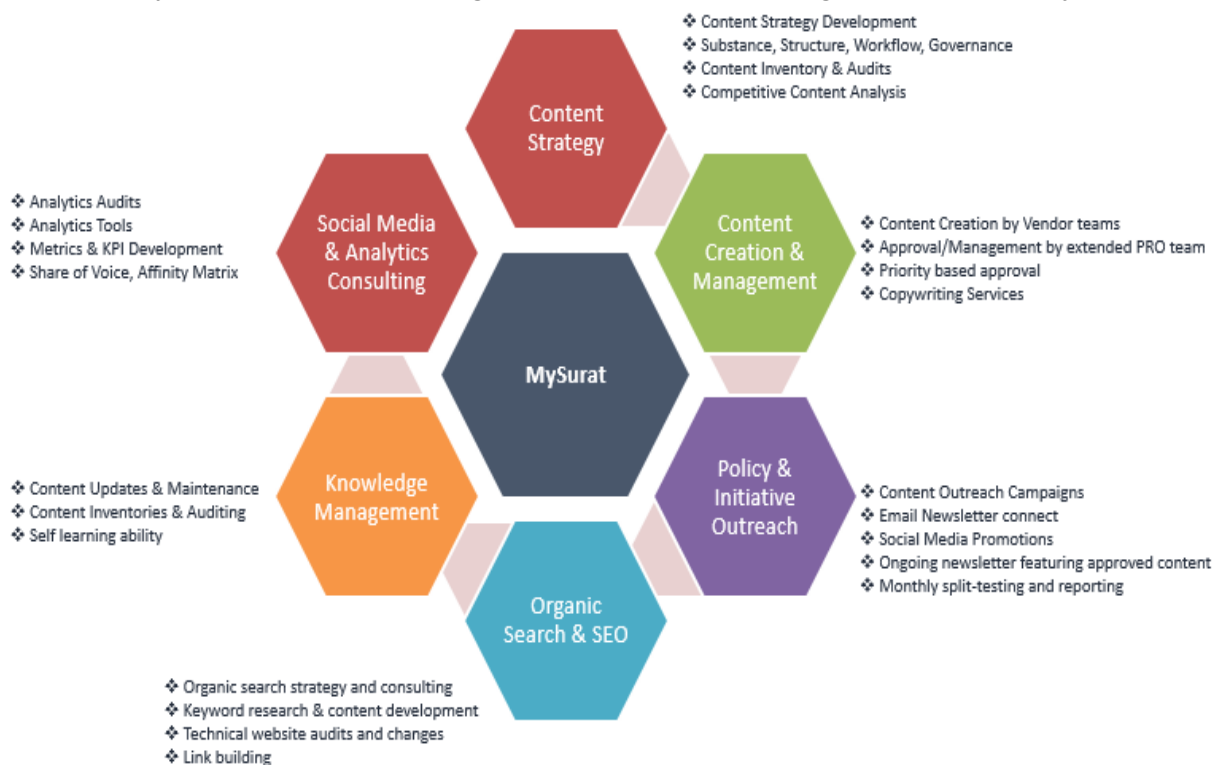


Figure 4- Building Citizen Engagement Platforms

2.3.2.1 Content Strategy

Content strategy delves deeper into the creation, publication, and governance of useful, usable content. It allows to align content with agile processes. There are four key areas—iteration, product, people, and communication—where designers and developers can find common ground with their content counterparts and usher them into to an agile world. The open and collaborative approach of modern agile development is a framework within which content work can refine itself, test, and learn. To give a consistent and integrated communication across the channels, “MySurat” name is proposed to be used for Web portal, Mobile Application & Social Media.

In order to appeal to the masses, it is proposed that the content will be designed to cater to the entire spectrum of audiences in multiple languages- Gujarati, English, Hindi. From the literate to the illiterate, from the technology-savvy to the technologically-challenged, from the well-to-do to the not-so-well-off, from the urban to the rural populations and from the young to the aged, all will be served with this platform. It will present information in various means to the public and will aim to satisfy most of their information needs. Pertinent information will be made available in a manner that can be understood by the layman. The content strategy to also include a communication plan as well as channel content optimization plan.

Communication Matrix

The agency is expected to create a formalized communication plan as part of content strategy for SMC and deliver it on agreed timelines. To finalize the Communication matrix and further plan, Digital media agency to conduct workshops with SMC HODs for their agreement.

Channel Content Optimization

The information to be published over all channels needs to be collected from the various departments of SMC by Digital Media Partner. For content upload, a priority based approval mechanism to be followed. This priority can be arrived at as per impacted population, urgency and degree of impact. The priority would decide the channel for publishing of the content, whether it is portal, FB, Twitter, WhatsApp etc. The approval and publication will be supported by the Content Management System of the web portal MySurat once available. While the content management system is available for production use, manual approvals will be required for priority setting and publishing.

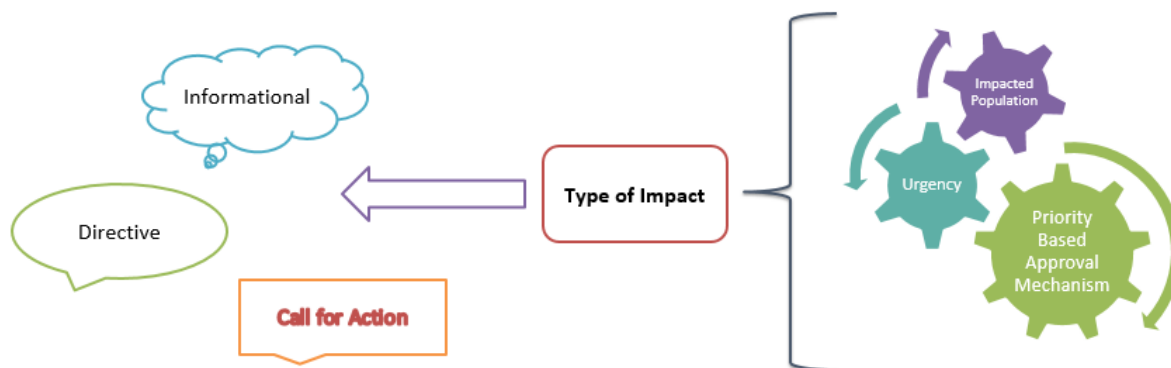


Figure 5- Priority Based Approval Mechanism

2.3.2.2 Content Creation

The Digital Media Agency would be responsible for creation & publishing the content on all Citizen Engagement platforms. To best serve the citizens of Surat, the Digital Media Agency will support the content creation, content moderation and content publishing. The agency would be required to advise SMC on apt communication strategy including media/content options and formats for various campaigns. The agency will also help SMC conceptualize and conduct workshops, events, launches and workshops.

- The Digital Media agency will be responsible for conceptualizing and developing content in different formats like text, info graphics, dashboards, jingles, animations, short films/documentaries, training films, audio visual material in any other formats as per requirement.
- The Digital Media agency will be responsible for conceptualizing creative design attractive merchandise for different audiences as per SMC's requirement.
- The Digital Media Agency will also help the conceptualization and design material for outdoor activities like hoardings, bus/train panels, bus shelters, panels & posters in metro rail and metro stations, railway stations and airport, illuminated signage, wall paintings, display panels, other exhibition materials etc.
- The Digital Media agency will be responsible for providing live webcasting on web portal/specified channels for important events & functions. The Digital Media agency will capture the video and sound output provided by SSCDL/SMC or by appointed agency of SSCDL/SMC or by utilizing its own resources and carry out necessary activities for providing webcasting on web portal/specified channels for important events and functions depending upon the type of the event and requirements.
- The agency should be able to prepare content for the following types, including but not limited to:

Type	Definition	Methods
Debate	These methods are dialogue based and might be used in citizen relationship management	<ul style="list-style-type: none"> • Online Forums • Blogging
Decide	These methods are decision orientated and might be used for policy making	<ul style="list-style-type: none"> • ePetitions • eParticipatory Budgeting • Online Consultation • ePanels • Ranking • Online Survey • Open Contest • Crowd casting
Discover	These methods are for exploration and might be used for new service development	<ul style="list-style-type: none"> • Idea Sourcing • Debate or argument visualization • Electronic Poll • Online Quizzes • Opinion Sourcing • Content Hosting
Do	These methods are action orientated and might be used for corporate social responsibility	<ul style="list-style-type: none"> • Social Reporting • Online Pledges

		• Live Co-Creation
Note: The content for all the above formats are required to be made in multiple languages (Gujarati, English and Hindi) as per the requirement of SMC.		

Towards this objective, the Digital Media Agency will be required to depute the manpower, experienced in moderating contests, analyzing discussion threads on similar threads and creating a summary for SSCDL. It would also be responsible for the operations such as coordinating with the concerned authorities for creating groups/ discussions/ polls/contests. It is also expected that it would generate weekly and monthly reports on the discussions/opinions on the SSCDL. These reports would provide insights to SSCDL on the activities happening on the citizen engagement portals, analysis of trends and identification of actionable. It would create the protocols and policies for the platforms along with processes in collaboration with SSCDL. Proper approvals and signoffs from SMC authorities for all media plans, strategies, and content produced to be taken.

All content under the RFP Scope has to be developed in one or multiple languages (Gujarati, English and Hindi) depending on the target audience. SMC/SSCDL will decide about the languages in which the content is to be developed.

2.3.2.3 Content Moderation

User generated content Moderation Types

- User Generated Content, or UGC, is a valuable resource of all social driven organizations, especially government organizations. The content is often manifested through visitor/reader comments, citizen reviews, different image uploads and videos.
- The agency should be responsible for online reputation management and social listening. The agency should respond to the negative articles/news related to SMC, SSCDL and other sister concerns of SMC after consultation with SSCDL.
- There are four types of moderation: pre-moderation, post-moderation, automated moderation, and distributed moderation. As depicted in the chart below, the vendor is expected to have an integrated approach for Automated and Post- Human Moderation.

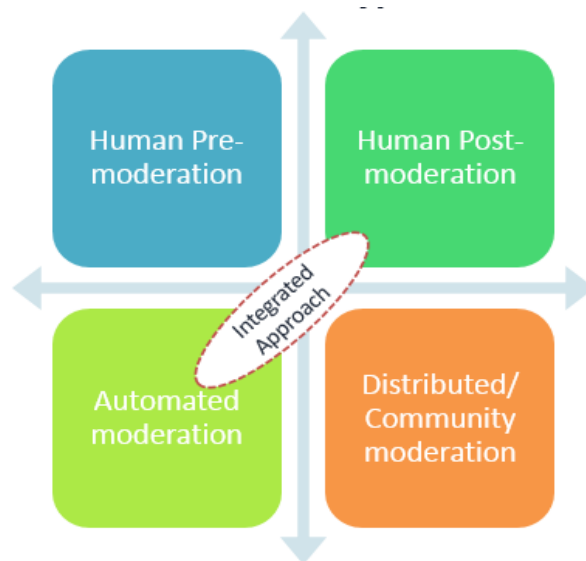


Figure 6- Moderation techniques

Recommended Approach for Content Moderation for SMC

- The UGC would be generated from various sources such as: Mobiles, Computers, cameras, web cams, existing web content
- The recommended approach is that 80% of the moderation should be done using machine filters, 10% moderation to be handled via community moderation and rest 10 % to be done by human intervention (post moderation technique)
- The community moderation would have features like: 'report abuse' for bad comments, 'like' for good comments, 'reply' to reply to specific comment. The content around these features will be the responsibility of the digital media agency.
- Agency performing the scope as per RFP will strive to build the reputation of SMC/SSCDL and will do the needful to ensure that the same is not spoiled.

2.3.2.4 Outreach, SEO and Content Repository- MySurat**Policy & Initiative Outreach**

The relevant content out of various content pushed at various social media networks has to be uploaded on portal apart from respective social media platforms. The portal will enable the SMC to solicit citizen responses on various topics/policy through poll/surveys. The portal will enable citizens to get live feed of various activities & events in the city

Success of the Citizen Engagement Portals would depend upon the active participation of citizens. Digital Media Agency would be responsible for suggesting and creating various outreach and citizen centric engagement activities such as:

- Creating focused outreach programs
- Group/ community tasks/Volunteer work
- Push content to relevant/concerned forums outside the said channels
- Coordinate with authorities/ departments for dissemination of information/ service delivery
- Facilitate and assist in the collaboration and partnered event/contest hosting
- The vendor should work closely with the SMC to prepare promotional collateral of the platforms such as blogs, newsletters among others. However, the cost towards the printing and publishing of these collaterals would be undertaken by SMC

Organic Search & SEO

The selected agency will be required to optimize the content of MySurat portal to better suit the requirements of users. Further, the agency will be required to write articles to be posted on the MySurat portal to increase its ranking on various search engines. Further it is imperative to mention here that this will be an ongoing activity throughout the duration of the engagement and specific need based articles, contents to improve the ranking shall also be part of this scope of activity which helps driving traffic to MySurat platforms. This will be the responsibility of Digital Media Agency.

Content Repository

The agency should have a knowledge repository for case studies of Citizen/User Engagement, Success stories of tasks, Outcome of Discussion groups, Profile of Contests & potential benefits, Summary of various citizen engagements, lessons learnt, Terms of Reference, legal documents, guidelines, frameworks for Citizen Engagement. It should manage a repository of digital assets such as images, videos, documents and dynamic media. Digital Media Agency is expected to maintain the Knowledge Repository within the custody of SMC.

The Agency will collect data across all digital touch-points to aggregate into a report(s) that ensures all creative and media communications are working properly, contracts are being honored and problems/opportunities are followed up on. The report will be presented to SMC on a periodic basis and shared with other stakeholders as requested by SMC.

2.3.3 Channel Management

The mentioned channels need to be monitored and updated as per agreed action plan. The message across channels needs to be consistent and the communication should be integrated. All content should be multilingual in nature with appropriate hashtags.

The agency should utilize the features of various social media channels e.g. for Facebook live Video publishing tool capability, filming, stitching and editing techniques, 360 Facebook, mentions, rights manager, social plugins, etc.; for Twitter contact management, rights manager, social plugins, etc. The agency should also utilize content around event management includes participation forms, polls, surveys, voting & results, actionable posts/articles, Facebook Mentions, go live, share everywhere, talk with citizens, optimized content for target Audience, smart publishing. The agency will post on important ongoing/upcoming activities to be posted for selected channels almost on daily basis.

For all other channels, content to be updated as per the agreed action plan and to make it relevant, up to date and engaging. Cross channel endorsements to be made in order to optimize content and improve engagement over various channels. Until the Communication plan is finalized, Digital media agency is expected to work on local instructions from SMC/SSCDL.

For feedback management from citizens, Digital media agency is expected to work with the Complaint Management team of SMC to provide feedback/comments/appropriate reply on incoming negative sentiments from citizens.

2.3.4 Onsite Team Deployment

On being awarded the contract, the bidder shall depute the following team members on SSCDL/ SMC's site for the sole purpose of this project during the contract period.

#	Key Personnel	No. of Resources Required
1	Brand Strategist & Leader	1
2	Digital Media Expert	1
3	Design & Creative Expert	3
4	Analyst	1

Credentials of Team Members

Bidder to share the profiles of named key personnel (as per format described in Form 1.10 of D. Formats for Technical Proposal) who would be assigned to the project based out of Surat working from SMC office. It is desirable that all the Key Personnel specified in the Proposal to be available during implementation of the Agreement.

Conditions of Eligibility for Key Personnel: Each of the Key Personnel must fulfill the Conditions of Eligibility specified below:

Key Personnel	Minimum qualification (Full time)	Post Qualification Relevant Experience	Language Proficiency/ Experience required aligned to "Expected roles to be performed by Key Personnel's" mentioned below	No. of Resources Required
Brand Strategist & Leader	MBA (Preferably in Communications, advertising, or marketing domain)	5 years	Total 5 years post qualification experience, out of which minimum 2 years' experience as Brand Strategist/Leader	1
Digital Media Expert	MBA (Preferably in Communications, advertising, or marketing domain)	3 years	Total 3 years post qualification experience in Digital Media domain handling content strategy and social media analytics.	1
Design & Creative Expert	Graduate	3 years	Total 3 years post qualification experience in Design & Creative. Gujarati and English proficiency is necessary	3
Analyst	B.Tech/B.E./ MCA / MSc(IT)	2 years	Total 2 years post qualification experience in managing content on websites and mobile app with copyrighting and editing skills	1

Expected role to be performed by Key Personnel

- 1. Brand Strategist & Leader:** Responsible for deciding on and overseeing the digital promotion efforts, also creates a content calendar and keep the efforts on track. A strategist needs to have a combination of both analytical and creative skills. S/he is responsible for initial planning phase to establish a tone and style for content, to develop a consistent and engaging communication strategy across channels mentioned to make it a single, coherent strategy (Communication matrix discussed earlier). This person will also be responsible for keeping SSCDL aware of consumer trends and technology developments that have potential impacts on SMC's digital communications. The digital communications plan will take into consideration and work seamlessly with other non-digital communications. S/he will be responsible for the composition, performance of the agency team in respect to quality of work, timeliness of delivery, ability to work within budget and ability to deliver the communications objectives set out in SSCDL's brief. Act as liaisons with citizen focus groups, establish and maintain cooperative relationships with the news media, local communities and other public-interest groups, lead survey initiatives, analyses public opinions and resolves conflicts.

Key deliverables: Brand Strategy Document with detailed action plan resulting from stakeholder workshops, Content Strategy Document with communication plan and channel optimization plan, content calendar, progress report, setting of approval mechanism. Analyze public opinions/ draw reference and provide inputs and drive content strategy based upon analytics around public opinion to improve overall public sentiments and engagement.

- 2. Digital Media Expert:** Responsible for posting relevant content and engaging with followers. S/he would engage citizens and other stakeholders on social networking sites. S/he should also stay informed about trends and shifts in social media demographics. Also, should be an expert in knowing how to communicate SMC's voice to the outside world in a way the citizens want. S/he would also be responsible for providing accurate and apt response to the negative articles/news related to SMC, SSCDL and other sister concerns of SMC after consultation with SSCDL. Responsible for online reputation management and social listening.

Key deliverables: Content Strategy with communication plan and channel optimization plan, Social media analytics, Content formulation aligned to strategy and analytics, ongoing content updates/moderation.

- 3. Design & Creative Experts:** Content creators will be responsible for creation of content. S/he should be skilled at both written and verbal communication, and should create anything from blog posts to videos.

Key deliverables: Prepare content for all channels, content creation through Content Management System for web portal, ongoing content updates/moderation.

- 4. Analyst:** Responsible for organizing, preparing and loading portal content, typically using a content management system. S/he should have at least a basic understanding of HTML and/or XML, and a strong familiarity with site content and the overall business or organization behind the portal. Also, should also have strong copywriting and editing skills. He would work with media files such as audio, video or interactive (Flash), and therefore may need those skills or may work with another media specialist outside of the core web team to develop rich media content. S/he would also be responsible for providing response to the negative articles/news related to SMC, SSCDL and other sister concerns of SMC after consultation with SSCDL and Social Media expert.

Key deliverables: Content upload through Content Management System, ongoing content updates/moderation, create web analytic reports and action plan based on the same.

B. INSTRUCTION TO BIDDERS

3 GENERAL

3.1 INTRODUCTION TO THIS BID PROPOSAL

SSCDL intends to invite proposals through this RFP. The Technical Bid along with EMD & Bid Fee is to be submitted in hardcopy whereas the Price Bid is to be submitted online on <https://smc.nprocure.com>.

3.2 BID AVAILABILITY & VALIDITY

Bid documents can be downloaded from the web site <https://smc.nprocure.com> up to the date and time mentioned in the Online RFP Notice “**SSCDL-DigitalMediaAgency-RFP-01-2019**”.

The proposal should be valid for acceptance for a minimum period of 180 days from the Bid Due Date/Bid Submission Date (the “**Proposal Validity Period**”). If required, Authority may request the bidder to have it extended for a further period.

3.3 GOVERNING LAW AND JURISDICTION

The Bidding Process shall be governed by, and construed in accordance with, the laws of India and the Courts at Surat shall have exclusive jurisdiction over all disputes arising under, pursuant to and/or in connection with the Bidding Process.

3.4 AUTHORITY’S RIGHT TO ACCEPT AND REJECT ANY PROPOSALS OR ALL PROPOSALS

- a) Authority reserves the right to accept or reject any Proposal and annul the bidding process/ Proposal Evaluation Process and reject any/all Proposals at any time, without thereby incurring any liability to the affected bidder or bidders or any obligation to inform the affected bidder or bidders of the ground for Authority’s action.
- b) Without prejudice to the generality of Clause (a), the Authority reserves the right to reject any Proposal/Bid if:
 - 1) at any time, a material misrepresentation is made or discovered, or
 - 2) The Bidder found to be indulging in Fraudulent and Corrupt Practices as defined in this RFP.
 - 3) The Bidder does not provide, within the time specified by the Authority, the supplemental information sought by the Authority for evaluation of the Proposal.
 - 4) Bidder submitted conditional Proposal/Bid.

- c) If such disqualification/ rejection occurs after the Proposals have been opened and the Selected Bidder as per award criteria gets disqualified/ rejected, then the Authority reserves the right to consider the next best Preferred Bidder, or take any other measure as may be fit in the sole discretion of the Authority, including annulment of the Selection Process.

3.5 EARNEST MONEY DEPOSIT (EMD)

- (a) Earnest Money Deposit (EMD) of amount Rs. 1,00,000 (Rupees One Lakh only) should be paid in the form of Demand Draft of any nationalized / scheduled banks, payable at Surat in the favor of the **“Surat Smart City Development Limited”**.
- (b) Any bid not accompanied with valid Earnest Money Deposit in the acceptable amount, form and validity period will be summarily rejected by the Authority as being non-responsive and bids of such Bidder shall not be evaluated further.
- (c) No interest will be payable by the Authority on the Earnest Money Deposit.
- (d) The EMD of unsuccessful Bidders will be returned by the Authority, without any Interest, as promptly as possible on acceptance of the Proposal of the Selected Bidder or when the Authority cancels the Bidding Process.
- (e) The Selected Bidder’s EMD will be returned, without any interest, upon the Selected Bidder signing the Agreement and furnishing the Security Deposit in accordance with the provision thereof.
- (f) The EMD shall be forfeited and appropriated by the Authority as damages without prejudice to any other right or remedy that may be available to the Authority hereunder or otherwise, under the following conditions:
- 1) If a Bidder submits a non-responsive Proposal;
 - 2) If a Bidder engages in a corrupt practice, fraudulent practice, coercive practice, undesirable practice, or restrictive practice
 - 3) If a Bidder withdraws its Proposal during the Proposal Validity Period as specified in this RFP and as extended by mutual consent of the respective Bidder(s) and the Authority;
 - 4) In the case of Successful Bidder, if it fails within the specified time limit –
 - i to sign the Agreement within the time period specified by the Authority.
 - ii to furnish the Security Deposit within the time period or
 - 5) In case the Successful Bidder, having signed the Contract, commits any breach thereof prior to furnishing the Security Deposit.

3.6 DUE DILIGENCE

The Bidders are encouraged to examine and familiarize themselves fully about the nature of assignment, scope of work, all instructions, forms, terms and conditions of RFP, local conditions and any other matter considered relevant by them before submitting the Bid by paying a visit to the site, sending written queries to the Authority, and attending a Pre-Bid meeting.

3.7 ACKNOWLEDGEMENT BY BIDDER

- a) It shall be deemed that by submitting the Bid, the Bidder has:
- 1) made a complete and careful examination of the RFP
 - 2) received all relevant information requested from the Authority;
 - 3) accepted the risk of inadequacy, error or mistake in the information provided in the RFP or furnished by or on behalf of the Authority
 - 4) acknowledged that it does not have a Conflict of Interest
 - 5) agreed to be bound by the undertakings provided by it under and in terms hereof.
- b) The Authority shall not be liable for any omission, mistake, or error in respect of or any of the above or on account of any matter or thing arising out of or concerning or relating to the RFP or the Bidding Process, including any error or mistake therein or in any information or data given by the Authority.

3.8 COST OF BIDDING

All costs and expenses (whether in terms of time or money) incurred by the bidder in any way associated with the development, preparation and submission of the Bid and bidder's participation in the Bid Process, including but not limited to attendance at meetings, discussions, demonstrations, etc. and providing any additional information required by Authority, will be borne entirely and exclusively by the bidder.

3.9 BID FEE

All Bidders must submit non-refundable Bid Fee of INR 3600 + 12% GST = INR 4032 (Three Thousand Six Hundred + 12 % GST = Four Thousand Thirty Two Only) by Demand Draft in favour of the "Surat Smart City Development Limited" payable at Surat.

3.10 SCHEDULE OF BIDDING PROCESS

The Authority shall endeavor to adhere to the bidding schedule as specified in table below:

Date of Issue of the Bid Document	21/01/2019
Pre-bid Conference by Submission of queries by email	By e-mail to it@suratsmartcity.com on or before 25/01/2019 up to 18:00 hrs
Price Bid Submission	To be submitted online only on https://smc.nprocure.com on or before 02/02/2019 up to 18:00 hrs.

Technical Bid Submission (in Hard Copy) filled-in Technical Bid along with Bid Fee, EMD, Solvency Certificate and other documents.	In sealed envelope, strictly by RPAD/Postal Speed Post on or before 07/02/2019 up to 18:00 hrs. to the Chief Accountant, Surat Municipal Corporation, Muglisara, Surat – 395003, Gujarat.
Date, Time and Venue for Opening of Financial Bid	The technically qualified bidders will be notified with the date and time of the Financial Bid opening.
Signing of Agreement	Within 15 days from the date of issuance of LOA/Work Order

3.11 TERMS OF CONTRACT

- 3.11.1 Selected Bidder shall undertake project on Design-Develop-Maintain-Transfer basis.
- 3.11.2 Selected Bidder shall design, develop, maintain and transfer the project during the Contract Period commencing from the date of issue of LOI/Work Order Provided in the event of earlier termination of the Contract, this period shall be ending with the date of termination of the Contract (the "License Period/Contract Period"). The selected bidder shall carry out the scope of work for a period of three years. The work would be awarded for a period of one year and renewable at the end of first and second year considering the performance of the bidder.
- 3.11.3 The eligible and technically qualified bidder will be considered for price bid evaluation and the work will be awarded as per the evaluation defined in Section 6.3.
- 3.11.4 The payment to the Selected Bidder be according to the milestones defined in section 3.12. The payment for the 1st, 2nd and 3rd milestones will be made on successful completion of the respective milestone. The payment for remaining milestones will be made on a quarterly basis, starting from 4th month on successful completion of the milestones of respective quarter.
- 3.11.5 In case of Termination due to Selected Bidder's Event of Default, the Authority shall have right;
- To forfeit the Security Deposit in full.
 - To appoint another Bidder. In such case selected bidder will need to handover to SSCDL or appointed agency as per clause (3.11.17) under this section.
- 3.11.6 Performance and fulfillment of its roles & responsibilities and obligations as per the provisions specified in RFP and Addenda & Corrigenda if any.
- 3.11.7 **Termination / Withdrawal:** SSCDL reserves the right to withdraw/ terminate the agency of applicant in any of following circumstances:

- Agency becomes insolvent, bankrupt, resolution is passed for the winding up of the applicant organization
- Information provided to SSCDL is found to be incorrect;
- Delivery conditions are not met within the specified time period;
- Misleading claims about the agency are made;
- Clear evidence is received that agency has breached copyright laws/ plagiarized from another source;

3.11.8 If the agency does not execute the contract to the satisfaction of the SSCDL then the SSCDL may invoke any or all of the following clauses.

- Forfeit the Security Deposit Amount
- Terminate the contract without any liability of SSCDL towards the agency.

3.11.9 **Intellectual Property Rights:** SSCDL shall remain the owner of all the content conceptualized, created, and implemented by the selected agency under this engagement. All intellectual property rights in the content whether in tangible or intangible form shall belong to SSCDL and the selected agency has no right to assign, license, sell, or use any content conceptualized, created and implemented under this engagement and/or accompanying Agreement to any third party under any circumstances. All the content conceptualized, created, and implemented by the selected agency whether in tangible or intangible form shall bear relevant copyright notices in the name of SSCDL. The selected agency shall take all such appropriate legal actions to safeguard violation of SSCDL's intellectual property rights, if any.

3.11.10 The bidder should arrange their own Laptops/Computers, software etc. SSCDL would provide only space, electricity and connectivity for operations. Vendor represents and warrants that its collection, access, use, storage, disposal, and disclosure of SSCDL's Information does and will comply with all applicable SMC's privacy and data protection laws, as well as all other applicable regulations and directives. Bidder will be required to arrange necessary internet connectivity required at the event place for live twitting, publication of social media posts, live webcasting done through Mobile Phones, laptops etc. through dongle or mobile data plan if the same is not available from SMC. SMC will provide internet connectivity for events where webcasting is to be done using camera feeds from professional camera.

3.11.11 The content to be developed must be operational on all electronic devices such as PCs, Laptops, Mobiles, Tabs etc.

3.11.12 The team to be deployed for carrying out this project must be familiar with common open source Content Management System. However, a training would be conducted by the IT vendor to the Digital Media Partner for Content Management System usage.

- 3.11.13 **Indemnification:** Digital Media Agency (the "Indemnifying Party") at its expense and to the maximum extent permitted by law, undertakes to indemnify, defend and hold harmless SSCDL (the "Indemnified Party") from and against all losses, liabilities, costs, damages and expenses and will reimburse such fees and expenses as they are incurred, including in connection with any claim or action threatened or brought against the Indemnified Party, attributable to the Indemnifying Party's or its representative's negligence or willful default, including but not limited to, mismanagement of the brand SSCDL, bodily injury, death or damage to tangible personal property arising in favour of any person, corporation or other entity (including the Indemnified Party) in performance or non-performance under this Agreement; provided, however, that Indemnifying Party shall not be obligated to defend, indemnify, or hold the Indemnified Party from and against any such liabilities, costs, losses, damages and expenses to the extent caused solely by any negligent act or omission or intentional wrongdoing of such Indemnified Party. In case of any negligence or willful default by agency, leading to disrepute/ financial obligations/ penalties to SSCDL, during the course of contract or after, the media agency will be held liable.
- 3.11.14 The agency must provide a dedicated team of 6 members as detailed in RFP based in Surat to service the account of the Surat Municipal Corporation within 20 days from the date of award of contract.
- 3.11.15 The Authority desires that all the Key Personnel specified in the Proposal to be available during the contract period. Any substitution shall be subject to equally or better qualified and experienced personnel being provided to the satisfaction of the Authority with an overlap period of minimum 15 days at the cost of agency. In case of more than one such substitution in first six months, more than two substitutions in next six months, for each instance, Authority shall be permitted to reduce the remuneration of agency equal by 10% of respective milestone during which resource was changed. It is to be noted that the change of resource is considered as loss of knowledge and experience the candidate had gained during the engagement period while working with SMC/SSCDL and the new candidate deployed has to start afresh on site. The penalty for replacement is levied to demote such replacements and no representation for waiver of this penalty will be considered including citation of Indian Contract Act or any other laws.
- 3.11.16 The agency must coordinate between SSCDL, SMC departments and sister concerns of SMC to achieve the objective of Citizen Engagement.
- 3.11.17 **Exit Management:** The exit process would start at the beginning of the last two quarters of second year (i.e. from the date starting from LOA) in case contract is not extended further. At the beginning of the last quarter of the end of the contract period or in the event of termination of contract, the Digital Media Partner is required to provide necessary handholding and transition support, which shall include but not limited to, conducting detailed walkthrough and demos/drills for digital media project services, project

documentation, etc., and addressing the queries/clarifications of new digital media partner selected by SSCDL.

Digital media partner shall provide support in terms of smooth handing over of its services. At the end of the Contract Period or earlier Termination of Contract due to Digital media partner Event of Default, the Digital media partner shall transfer ownership of all content developed for MySurat Digital Media Project except its proprietary Software to Authority at no cost to Authority.

During the contract period, the digital media partner shall ensure that all the documentation including policies, procedures, etc. are kept up to date and the same are handed over to SSCDL during the Exit management process.

- 3.11.18 It is desirable that the bidder shall depute the same key personnel at SSCDL as proposed as per Form 1.10. The bidder shall depute a person on its staff at SSCDL only after the person is interviewed / screened using any selection procedure by SMC and/or its any representative(s) and the sanction for the same is given in writing. The bidder would also remove a person from its staff at SSCDL if instructed to do so by the SSCDL within one month and provide suitable replacement with minimum overlap of 15 days. All persons deputed shall be on the payroll of the Bidder's organization. All the staff proposed to be deployed at SSCDL (as per Form 1.10) should be full time employees of the Bidder's organization at the time of bid submission and also at later stage during the contract period.
- 3.11.19 The person deployed for the project at SSCDL will take the permission for leave of absence from SSCDL.
- 3.11.20 Twelve leaves of absence with prior sanction per year will be admissible for each position; additional leaves would be liable to deductions.
- 3.11.21 A schedule of up to 12 festival/national holidays per year for the staff will have to be provided by the bidder and get it approved by SSCDL in advance for the entire year. For the current year the list is to be provided as soon as the contract comes into effect. Any change thereat will have to be effected only after prior permission of the SSCDL.
- 3.11.22 In case of personnel deputed at SSCDL by bidder is on a leave of absence for more than five days,
- Then a competent substitute, fully conversant with the processes at SSCDL will have to be provided by the bidder. Thus, the bidder is required to keep other personnel employed but not deputed at SSCDL so that the vacancy of the key personnel could be kept filled in.

- If the substitute is not provided for more than 5 days than such leaves after fifth day will be considered as if a person is not deployed by the bidder and monetary deduction will be made accordingly.

3.11.23 The personnel of development team will observe the work-time of 8 hours per day, 6 days per week (Sunday being holiday); but they will have to put in extra time whenever called for by SSCDL without any additional charges but the same may be compensated in the form of "off-hours" from the normal working schedule.

3.11.24 The leaves of key personnel should not affect the deliverables as per scheduled timelines.

3.11.25 Non-adherence to above clauses will be considered as Absence of employee. The bidder shall ensure minimum team strength of 6 resources as defined in RFP. The payment as per the below mentioned percentage of monthly consideration will be made for respective position. Failure to deploy suitably qualified resources will lead to deductions as per below mentioned table. Additionally, penalty may be levied for delays and non-performance attributable to bidder organization or deployed staff.

#	Role	Percentage of monthly milestone payment consideration to be deducted per resource
1.	Brand Strategist & Leader	22.5 %
2.	Digital Media Expert	17.5 %
3.	Design & Creative Expert	15 %
4.	Analyst	15 %

Note: There is NO CAPPING on the applicable deduction for non-availability of resources as per the above table.

3.11.26 In case the minimum team is not deployed within time, penalty will be charged over and above the deductions as specified at Clause 3.11.25 at the following rate for the respective positions

- 25% of deduction amount as penalty for delay up to one month
- 50% of the deduction amount as penalty for delay of more than one month up to two months
- 100% of the deduction amount as penalty for delay of more than two months

This will be applied even for positions that fall vacant during the contract period and for such period during which resource was not available due to leave of absence for more than 5 days and substitute is not provided.

3.11.27 The persons deployed by the bidder shall not claim nor shall be entitled to pay, perks, and other facilities admissible to casual, ad-hoc, regular/confirmed employees of SMC during the contract period or, after expiry of the contract.

3.11.28 The bidder's personnel shall not divulge or disclose to any person, any details of office, operation process technical know-how, administrative/ organizational matters as all are confidential/secret in nature.

- 3.11.29 The bidder's personnel's working should be polite, cordial, positive and efficient, while handling the assigned work and his/her actions shall promote goodwill and enhance the image of SMC. The bidder shall be responsible for any act of indiscipline on the part of persons deployed by him.
- 3.11.30 The bidder shall be solely responsible for the redressal of grievances/resolution of disputes relating to persons deployed. SMC shall, in no way, be responsible for settlement of such issues whatsoever.
- 3.11.31 The transportation, food, medical and other statutory requirements in respect of personnel of the service provider shall be the responsibility of the bidder.
- 3.11.32 The personnel of development team will be required to visit any of the SMC offices or any other places as per the directions of the Head of the IS Department / Point of contact person appointed by SMC. They will need to have their own vehicle / arrangements for this purpose and the bidder shall have to bear the cost for this and SMC will not make additional payment in this regard. Bidder will be required to arrange necessary internet connectivity required at the event place for live twitting, publication of social media posts, live webcasting done through Mobile Phones etc. SMC will provide internet connectivity for events where webcasting is to be done using professional camera feed.
- 3.11.33 The staff deputed must possess mobile phone to ensure their availability. The bidder shall have to bear the cost for this and SMC will not make additional payment in this regard.
- 3.11.34 **Force Majeure:** The bidder shall not be liable for any delay or failure of performance of any of its obligations under or arising out of this contract, if the failure or delay is the result of an event of Force Majeure. "Force Majeure" means an event beyond the control of the bidder and not involving the bidder's fault or negligence, and not foreseeable. Such events may include, but are not restricted to, acts of the End customer in its sovereign capacity, wars or revolutions, riot or commotion, earthquake, fires, earthquake, floods, epidemics, quarantine restrictions. The bidder shall continue to perform its obligations under the Contract as far as is reasonably practical and feasible.
- 3.11.35 The Agency must maintain uniformity while uploading of content on the platforms. Any content which is replaced, renewed or removed from any platform shall be simultaneously modified on the other platforms instantly
- 3.11.36 The Agency's Work Order shall be immediately terminated if SSCDL finds it responsible for uploading any defamatory, seditious, gender prejudiced or obscene content with notice period of 10 days. SSCDL shall terminate the work order if no reply is received from the Agency or the reply received from the Agency is unsatisfactory. The Agency shall promptly remove any content of the aforementioned malicious nature uploaded/posted by a member of the team or from the public, and inform SSCDL with relevant details/proofs to take suitable legal action

- 3.11.37 **Solvency certificate:** Along with the technical bid documents, the bidder should submit Solvency Certificate amounting 20% of the consideration of the Contract from a scheduled/nationalized bank. The Solvency Certificate should valid and should not be older than one year from the bid start date.
- 3.11.38 During the bidding process or during the contract period, if any bidder is found involved in fraudulent and corrupt practices, SSCDL reserves the right to reject the bid or cancel the contract, forfeiting the EMD and security deposit.
- 3.11.39 The Bidding Process shall be governed by, and construed in accordance with, the laws of India and the Courts at Surat shall have exclusive jurisdiction over all disputes arising under, pursuant to and/or in connection with the bidding process.
- 3.11.40 It shall be deemed that by submitting the Proposal, the Bidder agrees and releases the Authority, its employees, agents and advisers, irrevocably, unconditionally, fully and finally from any and all liability for claims, losses, damages, costs, expenses or liabilities in any way related to or arising from the exercise of any rights and/ or performance of any obligations hereunder, pursuant hereto and/ or in connection with the Bidding Process and waives, to the fullest extent permitted by applicable laws, any and all rights and/or claims it may have in this respect, whether actual or contingent, whether present or in future.
- 3.11.41 Nothing contained in the RFP shall be construed or interpreted as constituting a partnership between the Parties. Neither Party shall have any authority to bind the other in any manner whatsoever.
- 3.11.42 The selected bidder shall be deemed to be acting as an independent contractor of Authority and shall not be deemed an agent, legal representative, joint venture, or partner of Authority. Neither party is authorized to bind the other to any obligation, affirmation, or commitment with respect to any other person or entity.
- 3.11.43 Except in case of gross negligence or willful misconduct on the part of the Bidder or on the part of any person in carrying out the Services, with respect to damage caused by the Bidder to the SSCDL/SMC's property, shall not be liable to the SSCDL/SMC: (i) for any indirect or consequential loss or damage; and (ii) for any direct loss or damage that exceeds a fixed amount two times the estimated project value.
- This limitation of liability shall not affect the Bidder's liability, if any, for damage to Third Parties caused by the Bidder or any person in carrying out the Services or any obligation of the Bidder to indemnify the Authority with respect to intellectual property rights infringement claims.
- 3.11.44 The authority, in its sole discretion and without incurring any obligation or liability, reserves the right, at any time to:

- (i) The Authority, Suspend and/ or cancel the Bidding Process and/ or amend and/ or supplement the Bidding Process or modify the dates or other terms and conditions relating thereto;
- (ii) consult with any Bidder in order to receive clarification or further information;
- (iii) retain any information and/ or evidence submitted to the Authority by, on behalf of, and/ or in relation to any Bidder; and/ or
- (iv) Independently verify, disqualify, reject and/ or accept any and all submissions or other information and/ or evidence submitted by or on behalf of any Bidder.

3.12 KPIs & SLAs

3.12.1 Timelines & Deliverables:

The following is an indicative list of deliverables and milestones for the agency, assuming that the engagement starts at time T (Issuance of Lol/Work Order).

Milestone #	Deliverables	Timelines	% Payment
M1	SMC Brand Strategy Document with detailed action plan along with routine citizen engagement activities	T+30 Days	10%
M2	Content Strategy Document with communication plan and channel optimization plan along with routine citizen engagement activities	T+60 Days	10%
M3 – M12 (monthly)	Content Management which include content creation, updation, moderation, channel management	Continuous Work	8% each
	Updation of Action plan and communication plan based upon inputs from SMC stakeholders along with routine citizen engagement activities		

The percentage defined above is percentage of yearly contract value. Monthly Progress Reports/MIS to be submitted every month or as and when desired by SMC indicating the activities remaining/completed and progress as against the scheduled tasks / activities defined in action plans in brand strategy document and content strategy document.

In case authority, want the agency to do a major review and redesign the SMC brand strategy and content strategy through workshops, the payment milestone for first two months of 2nd year or 3rd year the payment for first two months will be same as M1 & M2 (i.e. 10%). Else payment for all monthly milestones will be same i.e. 8.33% of the yearly contract value.

3.12.2 KPIs & Penalty

#	Type of Work	Frequency	Applicable SLA
1	Regular creative content for Digital Media platforms	<p>On a Weekly basis: Design, development and posting of at least 21 creatives. Adaptations of the same for different digital media channels.</p> <p>(Note: Posting of similar content on multiple digital/social media channel will be considered as one creative.)</p>	A Penalty of 0.1% of the total quarterly contract value per shortfall of creative.
2	Overall followers on Social Media (excluding WhatsApp)	<p>Addition of minimum 25,000 followers (organic) on a quarterly basis covering all channels and accounts</p> <p>(Note: Shortfall in any quarter must be compensated in next quarter apart from addition of minimum 25,000 followers)</p>	Penalty at the rate of 1% of the total quarterly contract value for every 1% shortfall (maximum upto 10% penalty)
3	Channel wise followers on Social Media	<ul style="list-style-type: none"> - Minimum average 5% month on month rise for Facebook on a quarterly basis - Minimum average 3% month on month rise for Twitter on a quarterly basis - Minimum average 1% month on month rise for Instagram on a quarterly basis 	<p>A penalty at the following rate of the total quarterly contract value in case the channel wise average month on month rise is not achieved (for each channel)</p> <ul style="list-style-type: none"> - At 1.5% if shortfall in average month on month rise is less than 5% - At 2% if shortfall in average month on month rise is less than 5% and less than 10% - At 3% if shortfall in average month on month rise is more than 10% <p>e.g. If the required 5% monthly rise for followers on Facebook is 5000 in numbers and the actual rise is 4750. The shortfall is 250, which is 5% and accordingly penalty of 1.5% will be charged on the quarterly contract value.</p>
4	Time spent on mySurat portal	Minimum average 5% month on month rise for mySurat portal on a quarterly basis	A penalty of 0.5% of the total quarterly contract value per 1% shortfall

			e.g. If the average month on month rise is 3%, it will be considered as 2% shortfall and accordingly $2 \times 0.5\%$ i.e. 1% penalty will be charged on the quarterly contract value
5	Average interaction on mySurat portal	Minimum average 2% month on month rise for mySurat portal on a quarterly basis	A penalty of 0.5% of the total quarterly contract value per 1% shortfall e.g. If the average month on month rise is 3%, it will be considered as 2% shortfall and accordingly $2 \times 0.5\%$ i.e. 1% penalty will be charged on the quarterly contract value
6	Blog Content on mySurat portal	On monthly basis: At least 1 article Blog articles need to be 300 to 500 words with appropriate graphical content. At least 3 blog articles shall be required per quarter.	A Penalty of 1% of the total quarterly contract value per shortfall of creative.
Note: Only for those channels and or accounts which are managed by the agency will be considered for calculating various KPI parameters.			

#	Description	Base line	Lower Performance		Breach		Basis of Measurement	Remarks
			Metric	Deduction	Metric	Deduction		
1	Submission of Brand strategy plan	T+ 30 days	Two days after the due date	Rs. 500 per Day	> 5 days of delay after the due date	Rs. 1,000 per Day	Dates for submission of deliverable as agreed	For the purpose of this SLA, submission of deliverable would mean formal Submission and signoff by agency.
2	Submission of Communication plan	T+ 60 days	Two days after the due date	Rs. 500 per Day	> 5 days of delay after the due date	Rs. 1,000 per day	Dates for submission of deliverable as agreed	For the purpose of this SLA, submission of deliverable would mean formal Submission and signoff by agency.
3	Submission of deliverables as per both plans	As per action plan	Two days after the due date	Rs. 5,00 per Day	> 5 days of delay after the due date	Rs. 1,000 per day	Dates for submission of deliverable as agreed for each assignment	For the purpose of this SLA, submission of deliverable would mean formal Submission and signoff by agency.

KPI/SLA Change Process

The parties may amend this KPI/SLA by mutual agreement. Changes can be proposed by either party. The bidder representative may initiate an KPI/SLA review at least half yearly which is subject to approval from SCCDL.

Management Escalation Procedures

The purpose of this escalation process is to provide a quick and orderly method of notifying both parties that an issue is not being successfully resolved at the lowest possible management level. Implementing this procedure ensures that SSCDL and Bidder's management are communicating at the appropriate levels.

- Escalation should take place on an exception basis and only if successful issue resolution cannot be achieved in a reasonable time frame.
- Either SSCDL or bidder can initiate the procedure
- Escalation will be one level at a time

3.12.3 Penalty

- (a) In case the overall support of the bidder to the SSDCL is not found sufficient or satisfactory, the same will also amount to failure and attract a penalty generally up to 10% of the consideration of Contract. The penalty will be proportionate to the time period for which the support is not found to be sufficient or satisfactory.
- (b) In case the bidder fails to deliver service as depicted in the scope of work, penalty will be imposed generally up to 10% of the consideration of contract depending upon the nature of failure or the short-fall.
- (c) In case the bidder fails to be compliant with SLAs and KPIs requirements at regular intervals as mentioned above, penalty will be imposed generally up to 10% of the consideration of contract depending upon the nature of failure or the short-fall.
- (d) The cumulative value of penalties stated under the above clauses [a to c] could be up to 10% of the consideration of the contract.
- (e) The decision of CEO/Chairman of SSCDL will be final and binding in case of the percentage of penalty to be applied, imposed in all the above cases to the bidder.
- (f) In case of continued failure or short-falls from the established standard, the contract shall be terminated and no payments will be made nor will any damages be paid to the bidder besides forfeiting Security Deposit.

4 DOCUMENTS AND PRE-BID CONFERENCE

4.1 CLARIFICATION TO RFP DOCUMENTS

- a) The prospective Bidder requiring any clarification on the RFP Document may submit his queries, via email, to "it@suratsmartcity.com" on or before 14/11/2018, 18:00 hrs.
- b) They should send in their queries on or before the above stated date to enable Authority to have adequate notice of the said queries so that the same may be addressed at the Pre-Bid Meeting. The Authority shall endeavor to respond to the queries at short span of time prior to Bid/Proposal Due Date. The responses to queries will be sent to Bidders by the Authority. The queries must be submitted in the following format only:

Request for Clarification

Request for Clarification			
Name and Address of the Organization submitting query		Name and Position of Person submitting query	Contact Details of the Organization / Authorized Representative
			Tel: Mobile: Fax: Email:
Sr. No	RFP Reference(s) (Section, Page)	Content of RFP requiring clarification	Points of clarification required

- c) The Authority shall endeavor to respond to the questions raised or clarifications sought by the Bidders. However, the Authority reserves the right not to respond to any question or provide any clarification, in its sole discretion, and nothing in this Clause shall be taken or read as compelling or requiring the Authority to respond to any question or to provide any clarification.
- d) The Authority may also on its own motion, if deemed necessary, issue interpretations and clarifications and amendment to all Bidders. All clarifications and interpretations issued by the Authority shall be deemed to be part of the Bidding Documents. Verbal clarifications and information given by Authority or its employees or representatives shall not in any way or manner be binding on the Authority.

4.2 PRE-BID MEETING

There will not be a physical pre-bid meeting for this RFP. Queries received in due course of time as per clause 4.1 will be reviewed and if required the Addenda and Corrigenda will be issued pursuant to the pre-bid queries and the same will **form the part of the original bid documents** and shall override any contradicting effects in the original bid document.

4.3 AMENDMENT OF BIDDING DOCUMENTS

- a) At any time prior to the Proposal/Bid Due Date, the Authority may, for any reason, whether at its own initiative or in response to clarifications requested by a Bidder, modify the RFP by the issuance of Addenda/corrigendum. The same will form the part of the original bid documents and shall override any contradicting effects in the original bid papers.
- b) Any Addendum/Corrigendum issued hereunder will be made available on <https://smc.nprocure.com>.

5 PREPARATION AND SUBMISSION OF PROPOSALS

5.1 LANGUAGE OF PROPOSAL

The proposals prepared by the bidder shall be in the English language. The related correspondence and supporting documents in language other than English/Hindi/Gujarati must have its English translation (which is to be duly attested by the bidder). For purposes of interpretation and evaluation of the Proposal, the English translation shall govern.

5.2 PROPOSAL CURRENCY

Prices shall be expressed in Indian Rupees only.

5.3 FORMAT AND SIGNING OF PROPOSAL

- a) The Bidder shall provide all the information sought under this RFP. The Authority will evaluate only those Proposals that are received in the required formats and complete in all respects.

The Bidder shall prepare and submit the Technical Bid (together with originals/ copies of Documents required to be submitted along therewith pursuant to this RFP) along with the EMD and Bid Fee **as per clause 5.4**.

The Price Bid must be submitted online. In case, the Price Bid is submitted physically which leads to revelation of prices before the due date of opening of the Price Bid, the bid will be disqualified.

- b) The Technical Proposal and shall be typed or written in indelible ink and signed by the authorized signatory of the Bidder who shall also initial each page, preferably in blue ink and the signature of the authorized signatory shall bind the Bidder to the contract. In case of printed and published documents, only the cover shall be initialed. All the alterations, omissions, additions, or any other amendments made to the Proposal shall be initialed by the person(s) signing the Proposal. Each page of the Proposal must be numbered at the right-hand top corner.
- c) The Proposal must be properly signed by the authorized signatory (the "Authorized Signatory") as the Bidder holding the power of Attorney. If possible, such Power of Attorney shall be supported by a Board Resolution in favour of the person vesting power to the person signing the Bid.

5.4 PROPOSAL SUBMISSION FORMAT & SEALING AND MARKING OF PROPOSALS

- a) The Bid Fee and EMD of the required value and in approved format as specified in clause 3.5 shall be sealed separately in an envelope on which the following shall be super scribed:
“Envelope 1 – Bid Fee & EMD for RFP No.: “SSCDL-DigitalMediaAgency-RFP-01-2019”
- b) The Technical Proposal shall be sealed separately in an envelope on which the following shall be super scribed:
“Envelope 2 – Technical Proposal for RFP No.: “SSCDL-DigitalMediaAgency-RFP-01-2019”

The bidder shall submit all the relevant documents so as to ascertain the claims made. Following is the indicative list of documents that are to be submitted. The documents of Technical Proposal shall be as per the Appendix 1 of this RFP and should comprise of all documents required to be submitted as per the said Appendix 1. The checklist of Technical Proposal presented below:

Check list for documents - Technical Proposal

#	Appendix	Particulars
1		DD/Banker’s Cheque of Rs. 3600/- + 12 % GST = Rs. 4032 as Bid Fee (in separate envelop) in the name of Surat Smart City Development Ltd.
2	Form -1.1	Covering Letter signed by authorized signatory of Bidder. Constituent documents such as MOA, AOA, Certificate of Incorporation, GST Registration etc.
3	Form -1.2	Authorization of signatory in the form of Board Resolution or Power of Attorney (POA notarized and Applicable in case of bid not being signed by the person directly authorized by the bidder), as applicable.
4	Form –1.3	Particulars of the Bidders (in the formats given subsequently)
5	Form –1.4	Financial Capability statement
6	Form -1.5	Experience Statement for Digital/Social Media along with the necessary supporting document from the client like work order, completion certificate, agreement, etc.
7	Form -1.6	Project Execution Methodology
8	Form -1.7	Affidavit
9	Form -1.8	Anti-Blacklisting Certificate
10	Form -1.9	Non-Disclosure Agreement
11	Form -1.10	Curriculum Vitae of Proposed Team Members (Key Personnel) along with the necessary qualification and experience certificates.

12	Form -1.11	Experience Statement for traditional media along with the necessary supporting document from the client like work order, completion certificate, agreement, etc.
13	Self-certification on letter head	The agency must have in-house production facilities for production and editing of contents in all forms including video in high definitions, research based technical content etc.
14		Original RFP documents issued along with addendums/amendments thereto, duly signed and stamped by the Bidder through its authorized signatory on all pages.
15		Along with the technical bid documents, the bidder should submit Solvency Certificate amounting 20% of the consideration of the Contract from a scheduled/nationalized bank. The Solvency Certificate should valid and should not be older than one year from the bid start date.

- c) **Outer Envelope:** Both the above stated envelopes, shall be place in a large envelope / outer envelope containing above envelopes must be sealed and super scribed

Details to be mentioned on sealed envelop	
<p>Tender Details</p> <ul style="list-style-type: none"> • Notice No.: SSSCDL-DigitalMediaAgency-RFP-01-2019 • RFP for Selection of Digital Media Agency for MySurat Project 	<p>To, The Chief Accountant, Surat Municipal Corporation, Mahanagar Seva Sadan, Gordhandas Chokhawala Marg, Muglisara, Surat - 395 003, Gujarat, INDIA.</p>

- d) The **Price Proposal** must be submitted online.
- e) The Bidders are required to submit its Proposal (i.e. Technical Proposal and Price Proposal) on or before the due date

If the envelopes are not sealed and marked as instructed above, the Authority assumes no responsibility for the misplacement or premature opening of the contents of the Proposal submitted and consequent losses, if any, suffered by the Bidder. Proposals submitted by fax, telex, telegram, or e-mail shall not be entertained and shall be rejected.

5.5 PROPOSAL DUE DATE

- a) The last date and time of submission of the Proposals (the "Proposal Due Date/Bid Due Date") is specified in Schedule of Bidding Process Clause 3.10.
- b) The Authority may, in its sole discretion, extend the Proposal Due Date by issuing an Addendum uniformly for all Bidders. In such event, all rights and obligations of Authority and Bidders previously subject to the earlier deadline will thereafter be subject to the Proposal Due Date as extended. Any such change in the Proposal Due Date shall be in the form of addenda and be made available on <https://smc.nprocure.com>.

5.6 LATE PROPOSALS

- a) Proposals not reaching to the Authority on or before the specified time limit on the Proposal Due Date will not be accepted.
- b) Authority shall not be responsible for any postal delay or non-receipt / non-delivery of any documents.

5.7 MODIFICATION AND WITHDRAWAL OF PROPOSALS

- a) Proposal once filled in, submitted shall not be allowed to be withdrawn till the validity of the bid remains in force or else the Earnest Money Deposit shall be liable for forfeiture.
- b) Any alteration/ modification in the Proposal or additional information supplied subsequent to the Proposal Due Date, unless the same has been expressly sought for by the Authority, shall be disregarded.

5.8 FIRM PRICES

Prices quoted must be firm and final and shall not be subject to any upward modifications, on any account whatsoever. The proposal prices shall be indicated in India Rupees (INR) only.

C. PROPOSAL EVALUATION

6 PRE-QUALIFICATION & EVALUATION CRITERIA

6.1 PRE- QUALIFICATION CRITERIA / BASIC ELIGIBILITY CRITERIA

To be considered qualified for evaluation of Technical Proposal, each Bidder should meet pre-qualification Criteria specified hereunder.

Sr. Pre-Qualification Criteria No.	Proof Document Required
1 <ul style="list-style-type: none"> • Bidder should be: Registered in India under the Companies Act 1956, or a partnership / proprietary firm registered under the relevant and prevailing laws relating to partnership / proprietorship in India, and operating for the last 3 years in Business as on date of issuance of the RFP • Registered under GST Consortium/JV is not allowed	Format to Share Bidder's Particulars as in Appendix 1 Form –1.3
2 <p>Turnover of last three financial years. Bidder should have had an average annual turnover of at least INR 5 Crores from the last 3 financial years (FY 2015-16, 2016-17, 2017-18).</p>	Financial Capability Statement as in Appendix 1 Form –1.4
3 <p>The bidder must have completed or have in progress a minimum of 3 project of Digital Media Management, out of which minimum 1 should be for Government / Public Sector Undertaking / ULB, each accounting for minimum 10 lakhs in last 3 years as on date of issuance of the RFP.</p>	<ul style="list-style-type: none"> • Provide Evidences in terms of copy work order / Client Completion Certificate for each of the projects undertaken • Experience Statement as in Appendix 1 Form – 1.5 • Single work order clearly indicating the value of 10 lakhs or more will be considered as a project
4 <p>The agency must have in-house production facilities for production and editing of contents in all forms including video in high definitions, research based technical content etc.</p>	Self-certification on letter head.

5	The bidder should not be black-listed / debarred by any of the Government or Public Sector Units in India as on the date of the submission of the tender.	Self-declaration / Undertaking by bidder on its letter head as per Form – 1.8
---	---	---

6.2 TECHNICAL EVALUATION PARAMETERS

To be considered qualified for opening of Price Proposal, each Bidder should meet Technical Proposal Evaluation Criteria specified hereunder.

#	Criteria	Marks
Bidder's Experience [Total – 75 marks]		
1.	Relevant experience in Digital Marketing for -Government/Public Sector/Urban Local Body in last 5 years with value of project greater than Rs. 10 lakhs <ul style="list-style-type: none"> ▶ 1st project – 12.5 marks ▶ 2nd & 3rd project – 5 marks each ▶ Every Additional project (max 2) – 2.5 marks each ▶ Project value greater than Rs. 25 lakh – additional 1.5 marks per project 	35 marks
2.	Relevant experience in Digital Marketing for - Private Sector clients in last 5 years with value of project greater than Rs. 10 lakhs <ul style="list-style-type: none"> ▶ 1st project– 7 marks ▶ Every Additional project (max 3) – 4 marks each ▶ Project value greater than Rs. 25 lakh – additional 1.5 marks per project 	25 marks
3.	Experience of handling campaigns covering designing, production of creatives / commercials for traditional media (Print/TV/Radio etc.) AND/OR experience in traditional/digital media buying in the last 5 years with value of project greater than Rs. 25 lakhs <ul style="list-style-type: none"> ▶ 1st & 2nd project – 5 marks each ▶ Every additional project (max 2) – 2.5 marks each 	15 marks

Note:

- Value of project must be for contract value of the services that are similar to present scope and excludes software licensing, website & mobile app development & hosting, hardware, webcasting and other infrastructure costs.
- For computing the project value, single work order will be considered. If multiple work orders belong to same project, the aggregate value will be considered for computation of project value.
- Bidder must provide the experience statement as per Annexure-1 (Form-1.5) for every project for Point-1 and 2 above and as per Annexure-1 (Form-1.11) for every project for Point-3 above.
- The firm must submit, with each of above mentioned forms for individual projects, the documentary evidences (such as letter of award/PO, contract copy or letter of completion from client) regarding fulfillment of above criteria for Bidder's Experience.

- Invoice from the agency will not be considered as a documentary evidence regarding fulfillment of above criteria for Bidder's Experience

Bidder's Approach & Methodology [Total - 20 Marks]

1.	Proposed brand vision and media strategy for MySurat	20 marks
2.	Specific promotional strategies for various channels including traditional and digital	
3.	Content Development strategy	
4.	Work Plan and methodology	
5.	USP of Proposal	
6.	Project Risk plan and mitigation strategies	
7.	<ul style="list-style-type: none"> - 3 sample images to educate citizens about services provided by SMC - 2 sample images appealing citizens to follow certain civic practices/rules - 1 sample video of minimum 60 seconds creating awareness among citizens to use public transport / save water 	

Note: Appendix 1- Form 1.6- 'Project execution Methodology' to be submitted for "Bidder's Approach & Methodology". Word document (Form 1.6) has to be submitted along with Technical Proposal. The Presentation has to be presented to SMC appointed panel post Technical qualification, date for which will be intimated later.

Bidder's Personnel [Total - 5 Marks]

1.	Brand Strategist & Leader	1.125 marks
2.	Digital Media Expert	0.875 marks
3.	Design & Creative Expert (0.75 marks each)	2.250 marks
4.	Analyst	0.750 marks

Note: The firm must submit the profiles in the specified format along with the necessary qualification & experience certificates for each resume submitted.

The Total Technical Score of any bidder would be an arithmetic sum of scores obtained by the bidder for each of the parameter indicated above. The minimum total technical score required shall be 60% to become eligible for opening of the Financial Proposal.

6.3 FINAL EVALUATION THROUGH QCBS

The final score will be calculated through Quality and Cost selection method based with the following weightage:

- Technical Bid Score: 60%
- Commercial Bid Score : 40%

The Technical Bid Score 'St' of the Tenderer shall be derived as under

$S_t = (S_{tm}/S_H)$, where

S_t is the Total Technical Bid Score

S_{tm} = Total technical bid marks of the bid under consideration

S_H = Highest total technical bid marks amongst all evaluated bids

The Financial Proposal should contain the total cost of all services, comprising of all items as mentioned under Scope of Work. Formula to determine the scores for the Commercial Bids shall be as follows

$S_f = (F_L / F)$, where

S_f is the Financial Score

F_L is the value of lowest Commercial Bid

F is the price quoted in the bid under consideration

The final evaluation of proposals shall be on the principle of Quality Cum Cost Based Selection (QCBS) based on the final weighted score. A weightage of 50% will be assigned to the Technical Bid Score and a weightage of 50% will be assigned to the Financial Bid Score.

The final weighted score will be: **$(0.60 \times S_t) + (0.40 \times S_f)$**

The Bidder scoring the highest total final score shall be considered as Selected Bidder and considered for award. In case of two bidders scoring same total scores, a closed bid will be requested.

7 EVALUATION PROCESS

7.1 OPENING OF TECHNICAL BID/PROPOSAL

- (i) The Authority shall open the Technical Proposals received to this RFP, at time, date and Place specified in Clause 3.10.
- (ii) The Authority will subsequently examine and evaluate Technical Proposals in accordance with the provisions set out hereunder in clause 7.2.

7.2 EVALUATION OF TECHNICAL BID/PROPOSAL

The Bidders shall be required to submit documents as listed in this RFP document as per clause 5.4 along with supporting documents. The Authority shall examine and evaluate the Technical Bids as per the evaluation steps specified below:

a) **Test of Responsiveness**

- 1) Prior to evaluation of Technical Proposals (i.e. Technical Proposal Evaluation Criteria), the Authority shall determine whether each Bid/Proposal is responsive to the requirements of the RFP. A Bid/proposal shall be considered responsive only if:
 - (i) It is submitted by the bidders fulfilling the pre-qualification criteria.
 - (ii) It is received as per the format specified in RFP and prior to Proposal Date and time.
 - (iii) Technical Proposal along with the supporting documents are received through RPAD/Speed Post only.
 - (iv) It is signed, sealed, and marked as specified in clause 5.3 and 5.4
 - (v) It contains all the information, Appendices, documents, and Authorizations in accordance with clause 5.4
 - (vi) It contains two separate sealed and marked envelopes for Bid Fee & EMD and Technical Proposal in Single Outer Envelope.
 - (vii) It contains the Bid Fee & EMD as per the amount, in formats and Validity Period as specified in RFP.
 - (viii) It does not contain any condition.
 - (ix) It is not non-responsive in terms hereof and any other conditions specified elsewhere in RFP.
- 2) The Authority reserves the right to reject any Proposal which is non-responsive and no request for alteration, modification, substitution, or withdrawal shall be entertained by the Authority in respect of such Proposal.
- 3) Evaluation of Technical Proposal Criteria of only those Bidders shall be carried out whose Bids/proposals determined to be responsive.

b) Assessment of Technical Proposal Evaluation Criteria

- 1) The Bidder must meet Technical Proposal Evaluation Criteria specified in clause 6.2.
- 2) Evaluation of Price Proposal of only those Bidders meeting the Technical Evaluation Criteria as above shall be carried out.

7.3 OPENING OF FINANCIAL BID

- (i) The Financial Bid must be submitted online at <https://smc.nprocure.com>. The Financial Bid, if submitted physically will lead to rejection of the bid.
- (ii) The Price Proposal of only the Bidders determined to be Responsive and meeting the Technical Proposal Criteria in accordance with Clause 7.2, is declared "Technically Qualified Bidders", shall be opened in the presence of such of the Bidders and/or their authorized representatives who choose to attend.
- (iii) The Authority shall evaluate Price Proposal in accordance with the provision set forth in clause 6.3.

7.4 CLARIFICATION OF BIDS AND REQUEST FOR ADDITIONAL/ MISSING INFORMATION

To facilitate evaluation of Proposals, the Authority may, at its sole discretion, seek clarifications/documents/missing information in writing from any Bidder regarding its Proposal. The request for clarification or submission of information and the response shall be in writing. If the response from the Bidder is not received by the Authority before the expiration of the deadline prescribed in the written request, the Authority reserves the right to proceed with evaluation process at the total risk and cost of the Bidder.

7.5 VERIFICATION AND DISQUALIFICATION

- (i) The Authority reserves the right to verify all statements, information and documents submitted by the Bidder in response to the RFP and the Bidder shall, when so required by the Authority, make available all such information, evidence and documents as may be necessary for such verification. Any such verification or lack of such verification, by the Authority shall not relieve the Bidder of its obligations or liabilities hereunder nor will it affect any rights of the Authority there under.
- (ii) The Authority reserves the right to reject any Proposal and forfeit the EMD if:
 - 1) At any time, a material misrepresentation in terms of misleading or false representation is made or uncovered, or

- 2) Bidder or its parents/subsidiary/sister concerned from whom it is taking credit for meeting Qualification Criteria is blacklisted/barred by any Government Agency in India or abroad.
- 3) The Bidder does not provide, within the time specified by the Authority, the supplemental information sought by the Authority for evaluation of the Proposal.
- 4) In case of fraudulent Bid/proposal and involved in fraudulent and corrupt practice
- 5) A Bidder makes an effort to influence Authority in its decisions on Evaluation process/Selection process.
- 6) While evaluating the Proposal, if it comes to Authority's knowledge expressly or implied, that some Bidders may have compounded in any manner whatsoever or otherwise joined to form an alliance resulting in distorting competitive price discovery or delaying the processing of proposal.
- 7) A bidder who submits or participates in more than one Bid/ Proposal under this RFP.

Such misrepresentation/blacklisting shall lead to the disqualification of the Bidder. If such disqualification/ rejection occurs after the Bids/Proposals have been opened and the Selected Bidder gets disqualified / rejected, then the Authority reserves the right to:

- a) invite the remaining Bidders to submit their Bids/proposals, or
- b) take any such measure as may be deemed fit in the sole discretion of the Authority, including annulment of the Bidding Process.

(iii) In case it is found during the evaluation of Proposals or at any time before signing of the Contract or after its execution and during the period of subsistence thereof, that one or more of the prequalification/eligibility criteria/ conditions have not been met by the Bidder, or the Bidder has made material misrepresentation or has given any materially incorrect or false information, the Bidder shall be disqualified forthwith if not yet appointed as the Selected Bidder either by issue of the LOA or entering into of the Contract, and if the Successful Bidder has already been issued the LOA or has entered into the Contract, as the case may be, the same shall, notwithstanding anything to the contrary contained therein or in this RFP, be liable to be terminated, by a communication in writing by the Authority to the Successful Bidder or the Selected Bidder, as the case may be, without the Authority being liable in any manner whatsoever to the Successful Bidder or the Selected Bidder. In such an event, the Authority shall be entitled to forfeit the EMD, as the case may be, without prejudice to any other right or remedy that may be available to the Authority under the RFP and/or the Contract.

7.6 CONTACTS DURING PROPOSAL EVALUATION

Proposals shall be deemed to be under consideration immediately after they are opened and until such time the Authority makes official intimation of award/ rejection to the Bidders. While the Bids are under consideration, Bidders and/ or their representatives or other interested parties are advised

to refrain, save and except as required under the Bidding Documents, from contacting by any means, the Authority and/ or their employees/representatives on matters related to the Bids under consideration.

7.7 CORRESPONDENCE WITH BIDDER

Save and except as provided in this RFP, the Authority shall not entertain any correspondence with any Bidder in relation to acceptance or rejection of any Bid/Proposal.

7.8 CONFIDENTIALITY

Information relating to the examination, clarification, evaluation, and recommendation for the Bidders shall not be disclosed to any person who is not officially concerned with the process or is not a retained professional advisor advising the Authority in relation to, or matters arising out of, or concerning the Bidding Process. The Authority will treat all information, submitted as part of the Proposal, in confidence and will require all those who have access to such material to treat the same in confidence. The Authority may not divulge any such information unless it is directed to do so by any statutory entity that has the power under law to require its disclosure or is to enforce or assert any right or privilege of the statutory entity and/ or the Authority or as may be required by law or in connection with any legal process.

8 APPOINTMENT OF SELECTED BIDDER AND SIGNING OF AGREEMENT

8.1 SELECTION OF BIDDER

The Bidder scoring the highest total final score shall be considered as Selected Bidder for award of work after following due process including negotiation.

8.2 NOTIFICATION OF AWARD

Authority shall notify the Selected Bidder(s) as the Successful Bidder through letter that its/their Bid has/have been accepted (the "**Successful Bidder(s)**"). This letter ("**Letter of Award**"/ "**LOA**")/Work order) shall specify the sum which the Authority shall pay to the Successful Bidder in consideration of the project scope as per the terms of Contract.

8.3 SIGNING OF CONTRACT AGREEMENT

- a) After acknowledgement of the LOA as aforesaid by the Successful Bidder, it shall cause the Successful Bidder, subject to furnishing the Security Deposit as per clause 8.4, to execute/sign the Agreement within fourteen (14) days from the date of LOA. The Successful Bidder shall not be entitled to seek any deviation, modification, or amendment in the Draft Contract Agreement.
- b) The Draft copy of Contract Agreement will be shared with successful bidder.
- c) The Successful Bidder shall get correct amount of Stamp Duty adjudicated, at Surat in accordance with applicable law, and submit the same in two copies duly stamped and executed within fourteen (14) days from the dispatch of Letter of Award. The Authority shall return one copy duly sealed and signed as a token of acceptance of the Contract. Stamp Duty, and any other charges as may be levied under applicable law, shall be paid by the Successful Bidder.

8.4 SECURITY DEPOSIT

- a) The successful bidder will be required to place Security Deposit at 5% of the consideration of the Contract by Demand Draft or Banker's Cheque Payable at Surat in favour of "**Surat Smart City Development Limited**" of any scheduled/nationalized bank within 10 days from the date of notice of award of contract/LOA, failing which a penalty at 0.065% of the amount of security deposit will be imposed for delay of each day. The EMD placed may be considered for

conversion towards the security deposit and amount falling short of the required amount shall be payable.

- b) If the Bidder, fails to furnish the Security Deposit, it shall be lawful for the Authority to forfeit the EMD and cancel the contract or any part thereof.
- c) The Authority shall be entitled to forfeit and appropriate the amount of the Security Deposit in whole or in part:
 - i) In the event the Authority requires to recover any sum due and payable to it by the Selected Bidder including but not limited to Damages; and which the Selected Bidder has failed to pay in relation thereof; and
 - ii) In relation to Selected Bidder's Event of Default in accordance with the terms contained in the Agreement.
- d) At the end of the Contract Period, the Security Deposit shall be returned to the Selected Bidder without any interest, subject to any deductions which may be made by the Authority in respect of any outstanding dues in terms of penalties/deductions under the terms of the Contract Agreement.

8.5 ANNULMENT OF AWARD

Failure of the Successful Bidder to submission of Security Deposit and signing of Agreement as per RFP terms and any other requirements and /or the provisions of RFP and the Contract Agreement shall constitute sufficient grounds for the annulment of the award and forfeiture of the EMD.

8.6 TAX LIABILITY

- (a) The rates quoted online in Price Proposal shall be exclusive of GST but inclusive of any other directly or indirectly applicable taxes. GST as applicable shall be payable by the Authority to the Selected Bidder based on invoice raised and on submitting the evidence of payment of such GST. Any deviations due to change in the rate of directly applicable taxes and duties except GST would be Liability of the Selected Bidder. If any other tax is introduced by the Government replacing the GST, the same will be made applicable accordingly.
- (b) The Authority shall be entitled to deduct tax at source as may be applicable. The TDS certificate(s) shall be submitted as per the due date specified in the Income Tax Act.
- (c) **GST (Goods & Service Tax)** has come in existence from 1st July 2017. Contractor / Successful Bidder is bound to pay any amount of GST prescribed by the Govt. of India as per the Terms of Contract agreed upon during the course of execution of this Contract.

During the course of execution of Contract, if there is any change in Rate of GST (Goods & Service Tax) by the Government, the same shall be reimbursed / recovered separately by SMC, subject to the submission of Original Receipt / Proof of the amounts actually remitted by the Successful Tenderer / Contractor to the Competent Authority along with a Certificate from Chartered Accountant of Contractor / Successful Bidder certifying that the amount of GST paid to the Government and the same shall be intimated / submitted / claimed within 30 (Thirty) Days from the date of payment. Remittance of GST within stipulated period shall be the sole responsibility of the Successful Bidder / Contractor, failing which SMC may recover the amount due, from any other payable dues with SMC and decision of Municipal Commissioner shall be final and binding on the Contractor / Successful Bidder in this regard. Further, the non-payment of GST to the Government may lead to the termination of contract and forfeiture of Security Deposit / Performance Guarantee Amount.

If imposition of any other new Taxes/Duties/Levies/Cess or any other incidentals etc. or any increase in the existing Taxes/Duties/Levies/Cess or any other incidentals etc. (excluding GST) are imposed during the course of the contract, the same shall be borne by the Contractor/Successful Bidder Only, in no case SMC shall be liable for the same.

D. APPENDIX-I: FORMATS FOR TECHNICAL PROPOSAL

Form –1.1: Covering Letter

(To be submitted in original on letterhead of the Bidder and to be signed by authorized signatory)

Date.....

Date: dd/mm/yyyy

To

Chief Executive Engineer,
115, Smart City Cell,
Surat Municipal Corporation - Head Quarter,
Muglisara, Main Road, Surat - 395003, Gujarat.

Sub.: Selection of Digital Media Agency for MySurat Project (SSCDL-DigitalMediaAgency-RFP-01-2019)

Dear Sir/ Madam,

Having examined the Bid Document (including Addendum & Corrigendum issued thereafter, if any), the receipt of which is hereby duly acknowledged, we, the undersigned, offer to provide the professional services as required and outlined in the Bid Document for the above referred RFP. We attach hereto our responses to Technical-Qualification & Commercial proposals as required by the Bid Document. We confirm that the information contained in these responses or any part thereof, including the exhibits, and other documents and instruments delivered or to be delivered to Surat Smart City Development Ltd., is true, accurate, verifiable and complete. This response includes all information necessary to ensure that the statements therein do not in whole or in part mislead SSCDL/SMC in its shortlisting process.

1. PRICE AND VALIDITY

- All the prices mentioned in our Tender are in accordance with the terms as specified in the Tender documents. All the prices and other terms and conditions of this Tender are valid for entire contract duration.
- We hereby confirm that our Tender prices include all taxes. Taxes are quoted separately under relevant sections, as specified in the Bid Document formats.
- We have studied the clause relating to Indian Income Tax and hereby declare that if any income tax, surcharge on Income Tax, Professional and any other corporate Tax in altered under the law, we shall pay the same.

2. DEVIATIONS

We declare that all the services shall be performed strictly in accordance with the Bid Documents and there are no deviations except for those mentioned in eligibility criteria documents, irrespective of whatever has been stated to the contrary anywhere else in our bid.

Further we agree that additional conditions, if any, found in our bid documents, other than those stated in the deviation schedule in eligibility criteria documents, shall not be given effect to.

3. QUALIFYING DATA

We confirm having submitted the information as required by you in your Instruction to Bidders. In case you require any other further information/documentary proof in this regard before evaluation of our Tender, we agree to furnish the same in time to your satisfaction.

4. BID PRICE

We declare that our Bid Price is for the entire scope of the work as specified in the Bid Document. The bid price at which the contract is awarded shall hold good for entire tenure of the contract. These prices are indicated in the subsequent sub-sections of this Section.

5. SECURITY DEPOSIT AND AGREEMENT

We hereby declare that in case the contract is awarded to us, we shall submit the Security Deposit as per the RFP and enter into an agreement with SSCDL.

We hereby declare that our Tender is made in good faith, without collusion or fraud and the information contained in the Tender is true and correct to the best of our knowledge and belief.

We fully understand and agree to comply that on verification, if any of the information provided here is found to be misleading the selection process, we are liable to be dismissed from the selection process or termination of the contract during the project, if selected to do so.

We agree for unconditional acceptance of all the terms and conditions set out in the Bid Document (& subsequent clarification / corrigendum, if any) document and also agree to abide by this tender response for a period of 180 days from the Bid Opening date. We hereby declare that in case the contract is awarded to us, we shall submit the contract performance guarantee bond in the form prescribed the Bid Document.

We agree that you are not bound to accept any tender response you may receive. We also agree that you reserve the right in absolute sense to reject all or any of the products/ services specified in the tender response.

It is hereby confirmed that I/We are entitled to act on behalf of our company/ corporation/ firm/ organization and empowered to sign this document as well as such other documents, which may be required in this connection.

Thanking you,
Yours faithfully,

(Signature of the Authorized Signatory)

Name

Designation

Seal.

Date:

Place:

Business Address:

Form –1.2: Format for Power of Attorney for Signing of the Proposal

(On a Stamp Paper of appropriate value)

(Applicable in case of bid not being signed by the person directly authorized by Board of firm. In the latter case, please provide a copy of the relevant Board Resolution signed by Company Secretary/ Director authorizing the Signatory.)

Dated:

To,

Chief Executive Officer,

Surat Smart City Development Limited (SSCDL)

115, Smart City Cell, Surat Municipal Corporation - Head Quarter,

Muglisara, Main Road, Surat - 395003, Gujarat

Dear Sir,

REF: RFP No. SSCDL-DigitalMediaAgency-RFP-01-2019

<Bidder's name> _____ hereby authorizes <Designated Representative's name> _____ to act as a representative of <Bidder's name> _____ for the following activities vide its Board Resolution/ Power of Attorney attached herewith.

To attend all meetings with Surat Smart City Development Limited or other entities associated with this project including Surat Municipal Corporation and to discuss, negotiate, finalize and sign any bid or agreement and contract related to RFP for selection of Digital Media agency for citizen engagement Eco System (MySurat Digital Media) within Surat City.

AND 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.

Yours faithfully,

<Signature of appropriate authority of the Bidder >

Name of appropriate authority of the Bidder:

<Signature and name of the Designated Representative of the Bidder for acceptance of this Power of Attorney>

For

<Name of Bidder > Encl: Board Authorization

Form –1.3: Format to Share Bidder’s Particulars

Sr. No.	Description	Details (to be filled by the responder to the RPF)
1	Name of the Agency	
2	Official address	
3	Phone No. and Fax No.	
4	Corporate Headquarters Address	
5	Phone No. and Fax No.	
6	Web Site Address	
7	Details of Agency’s Registration (Please enclose copy of the Agency registration document)	
8	Name of Registration Authority	
9	Registration Number and Year of Registration	
10	Sales Tax /VAT registration No.	
11	Permanent Account Number (PAN)	
12	Agency’s Revenue for last 3 years (Year wise)	
13	Agency’s Profitability for the last 3 years (Year wise)	
14	Registration details under the Companies Act 1956	
15	No. of years of operation in India	
16	GST Registration No.	

Please submit the relevant proofs for all the details mentioned above along with your Bid response.

Contact Details of officials for future correspondence regarding the bid process:

Details	Authorised Signatory	Contact Person
Name		
Title		
Agency’s Address		
Phone		
Mobile		
Fax		
E-mail		
Signature		

Form –1.4: Financial Capability Statement
(On Statutory Auditor/Chartered Accountant's letterhead)

I hereby declare that I have scrutinized and audited the Financial statements of M/s_____. Turnover* of the bidder (name of the Bidder) for the following financial years as per Audited statement is as follows:

Financial year	Turnover (INR Crore)
2017-18	
2016-17	
2015-16	

**To be provided from latest available Audited statement*

I further certify that I am competent officer in my company to make this declaration.

(Signed and Sealed by the statutory auditor)

Name :
Designation :
Address :
Telephone& Fax :
E-mail address :

Enclosure:

- (1) Form-1.4 to be submitted in original or notarized copy.
- (2) Copy of latest available Audited annual reports for last three years as applicable or as per Financial Year/Calendar Year followed by the bidder firm.

**Form –1.5: Experience Statement for Digital/Social Media
[Project Title]**

(Attach separate sheet for each project)

- A. Project Brief
- B. Client (Name & Address)
- C. Sector in which project was executed-
(Specify Government/Public Sector/Urban Local Body/Private Sector)
- D. Cost of the Project
- E. Duration & period of the Project
- F. Roles & responsibility of the organization
- G. Whether Project executed by forming Joint venture or Consortium with other organization (In case of consortium provide share in consortium)
- H. Other features of the Project

(Details such as Content creation /content moderation/ Content Response/ Applicable Channels etc.)
- I. Country in which it was executed
- J. Provide the relevant project details as under:

Channel	Sub Type channel	Yes/No	Provide Relevant Details (e.g. name of URL, Mobile App, Facebook Page, Twitter Handle, etc.)
Digital Media	Facebook Page		
	Twitter Handle		
	YouTube Channel		
	Instagram Account		
	Website		
	Mobile Application		

The information submitted above is true and I am aware that submitting false information will lead to rejection of our bid and SSCDL can take appropriate action in this regard.

(Sign & Stamped by authorized signatory)

Enclosure:

Completion Certificates /Project Acceptance Certificate/ Purchase Order or Work Order duly authenticated/signed by the respective client be furnished.

Form –1.6: Project execution Methodology (Detailed Write up and presentation)

The technical proposal should explain the solution proposed by the Bidder and should highlight its salient features (if any). The Bidders will be required to provide a Solution Overview through brief Writeup & Presentation in written form not exceeding broadly 5000 words.

Sr. No.	Content of Solution Overview
1	Understanding of the project and requirements of SSCDL through following
	Proposed brand vision and media strategy for MySurat
	Specific promotional strategies for various channels including traditional and digital
	Content Development strategy
2	Project Management Plan, Work Plan, Methodologies
3	USP of proposal
4	Project Risk Identification and Mitigation Strategies

Supporting Documents for Technical and Project Management Evaluation Criteria should be submitted.

The writeup is required to ensure that a workable solution is proposed. SSCDL reserves the right to call the bidder for any clarifications/discussions regarding the solution and suggest binding changes in the solution if it feels such solution deviates majorly from its needs and purposes.

Form –1.7: Affidavit

The affidavit format as indicated below to be furnished on non-judicial stamp paper of Rs: 100 (duly notarized) by bidder (or each member of consortium, in case of consortium)

Name of work: Selection of Digital Media Agency for Branding, Content Strategy, Content Creation, Content Moderation, and Channel Management for Citizen Engagement Ecosystem for Surat City

1. I, the undersigned, do hereby certify that all the statements made in the required attachments are true and correct.
2. The undersigned hereby authorize(s) and request(s) any bank, person, authorities, government or public limited institutions, firm or corporation to furnish pertinent information deemed necessary and requested by the SSCDL/SMC to verify our statements or our competence and general reputation.
3. The undersigned understands and agreed that further qualifying information may be requested, and agrees to furnish any such information at the request of the SSCDL/SMC.
4. The SMC and its authorized representative are hereby authorized to conduct any inquiries or investigations to verify the statements, documents, and information submitted in connection with this application and to seek clarification from our bankers and clients regarding any financial and technical aspects. This Affidavit will also serve as authorization to any individual or authorized representative of any institution referred to in the supporting information, to provide such information deemed necessary and requested by you to verify statements and information provided in the tender or with regard to the resources, experience and competence of the Applicant.
5. My/ our offer shall not be considered in case of fake/ forged document(s) found during verification at any stage or at any stage of contract. I/ We are agreed to whatever action (s) taken by competent authority of corporation in the aforesaid circumstances such as forfeiture of security deposit and debarring from participation in future tenders for the period/ years as deemed fit by the corporation and informing the same to all other state/ central level Government/ semi government organizations.

Signed by the Authorized Signatory of the firm _____

Title of the office: _____

Name of the firm: _____

Date: _____

Form –1.8: Format for Declaration by the bidder for not being Blacklisted / Debarred

<<To be printed on bidder company’s letterhead and signed by Authorized signatory>>

Date: dd/mm/yyyy

To
Chief Executive Engineer,
115, Smart City Cell,
Surat Municipal Corporation – Head Quarter,
Muglisara, Main Road, Surat – 395003, Gujarat.

Anti-Blacklisting Affidavit

I M/s., (the names and addresses of the registered office) hereby certify and confirm that our company is not black-listed / debarred by any of the Government or Public Sector Units in India or abroad as on the date of the submission of the tender.

If this declaration is found to be incorrect then without prejudice to any other action that may be taken, my/ our security may be forfeited in full and the tender if any to the extent accepted may be cancelled.

Name of the Bidder :
Authorized Signatory :
Seal of the Organization :
Business Address :
Date :
Place :

Form –1.9: Non-Disclosure Agreement

{To be given on the Company’s Letter Head}

WHEREAS, we, _____, having Registered Office at _____, hereinafter referred to as the Bidder, are agreeable to provide Citizen Engagement MySurat Project services to SSCDL, having its office at 115, Smart City Cell, Surat Municipal Corporation - Head Quarter, Muglisara, Main Road, Surat - 395003, Gujarat hereinafter referred to as the AUTHORITY and,

WHEREAS, the Bidder understands that the information regarding the AUTHORITY’s business shared by the AUTHORITY in their Request for Proposal is confidential and/or proprietary to the AUTHORITY, and

WHEREAS, the Bidder understands that in the course of submission of the offer for providing **Digital Media capabilities for Citizen Engagement Eco System (MySurat Digital Media)** and/or in the aftermath thereof, it may be necessary that the Bidder may perform certain jobs/duties on the Authority’s properties and/or have access to certain plans, documents, approvals or information of the Authority; NOW THEREFORE, in consideration of the foregoing, the Bidder agrees to all of the following conditions, in order to induce the AUTHORITY to grant the Bidder specific access to the AUTHORITY’s property/information. The Bidder will not publish or disclose to others, nor, use in any services that the Bidder performs for others, any confidential or proprietary information belonging to the AUTHORITY, unless the Bidder has first obtained the AUTHORITY’s written authorization to do so.

The Bidder agrees that notes, specifications, designs, memoranda and other data shared by the AUTHORITY or, prepared or produced by the Bidder for the purpose of submitting the offer to the AUTHORITY for the said solution, will not be disclosed to during or subsequent to submission of the offer to the AUTHORITY, to anyone outside the AUTHORITY.

The Bidder shall not, without the AUTHORITY’s written consent, disclose the contents of this Request for Proposal (Bid) or any provision thereof, or any specification, plan, pattern, sample or information (to be) furnished by or on behalf of the AUTHORITY in connection therewith, to any person(s) other than those employed/engaged by the Bidder for the purpose of submitting the offer to the Authority and/or for the performance of the Contract in the aftermath. Disclosure to any employed/engaged person(s) shall be made in confidence and shall extend only so far as necessary for the purposes of such performance.

Date:

Signature with Seal :

Name :

Designation :

Form –1.10: Curriculum Vitae of Proposed Team Members (Key Personnel)

Résumés of all the staff proposed to be deployed at SSCDL shall be attached along with the technical bid as per the format below. The bidder may submit résumés of more than 6 persons and the position on which a person will be deployed to at SSCDL shall be clearly mentioned on the right hand top corner of the first page of that person's résumé. **Each resume must be submitted with the necessary qualification & experience certificates.** The details provided should help in ascertaining the eligibility of the candidate vis-à-vis the qualification and experience requirement for that post. Resumes must be recently signed and dated, in blue ink by the respective personnel. Photocopy or unsigned Resumes shall be rejected. The attested photocopies of relevant documents (educational, experience) to be submitted as proof along with Resumes.

Sr. No.	Item	Curriculum Vitae of Proposed Team Member				
1	Name					
2	Specify role to be played in the project					
3	Name of Organization					
4	Number of years with the Current Organization					
5	Language Fluency					
	Language	Speak	Write	Understand	Read	
5.1	English					
5.2	Gujarati					
5.3	Hindi					
6	Total Experience (in Years)					
7	Experience in months (Provide details regarding name of organizations worked for, Designation, responsibilities, tenure etc.)					
	Name of Organization	From	To	Designation (Attach experience certificate)	Responsibilities	
7.1						
7.2...						
8	Summarized professional experience (Relevant to the Current Project) in reverse chronological order					
	From	To	-Role of proposed personnel in the project			

8.1			
8.2...			
9	Educational Background, Training / Certification including institutions, % of marks, specialization areas etc.		
	Degree	Year of Award of Degree	University % of marks
9.1			
9.2...			
10	Candidate's Attestation for the Resume:		
	I am available for full time assignment for the duration and location specified in this RFP at Surat.		
	Signature (in blue ink)		Date (DD/MM/YY)
11	Bidder's Attestation for the Resume:		
	<i>[All resumes shall be individually attested by the bidder]</i>		
	Place		Signature of Authorized Person
	Date		Designation
	Company Stamp		Name

Form –1.11 -Experience Statement for Traditional Media

[for projects as per Clause 6.2 (3)]
[Project Title]
(Attach separate sheet for each project)

- A. Project Brief
- B. Client (Name & Address)
- C. Sector in which project was executed-
(Specify Government/Public Sector/Urban Local Body/Private Sector)
- D. Cost of the Project
- E. Duration & period of the Project
- F. Roles & responsibility of the organization
- G. Whether Project executed by forming Joint venture or Consortium with other organization (In case of consortium provide share in consortium)
- H. Other features of the Project

(Details such as Content creation /content moderation/ Content Response/ Applicable Channels etc.)
- I. Country in which it was executed

Channel	Sub Type channel	Yes/No	Provide Relevant Details (e.g. name of URL, Mobile App, Facebook Page, Twitter Handle, etc.)
Traditional	Print		
	TV		
	Radio		

The information submitted above is true and I am aware that submitting false information will lead to rejection of our bid and SSCDL can take appropriate action in this regard.

(Sign & Stamped by authorized signatory)**Enclosure:**

Completion Certificates /Project Acceptance Certificate/ Purchase Order or Work Order duly authenticated by the respective client be furnished.

E. CONTENT & FORMATS FOR PRICE PROPOSAL

General Instructions

1. Bidder should provide all prices as per the prescribed format under this Annexure.
2. All the prices are to be entered in Indian Rupees (INR) only
3. The rates quoted online in Price Proposal shall be exclusive of GST but inclusive of any other directly or indirectly applicable taxes. GST as applicable shall be payable by the Authority to the Selected Bidder based on invoice raised and on submitting the evidence of payment of such GST. Any deviations due to change in the rate of directly applicable taxes and duties except GST would be Liability of the Selected Bidder. If any other tax is introduced by the Government replacing the GST, the same will be made applicable accordingly.
4. SSCDL shall be entitled to deduct tax at source or any other taxes/ cess as may be applicable.
5. It is mandatory to provide breakup of all Taxes, Duties and Levies wherever asked for.
6. SSCDL reserves the right to ask the bidder to submit proof of payment against any of the taxes, duties, levies indicated.
7. No escalations of prices will be considered under any circumstances.
8. For the purpose of evaluation of Commercial Bids, SSCDL shall make appropriate assumptions to arrive at a common Bid price for all the bidders. This however shall have no co-relation with the Contract value or actual payment to be made to the Bidder.
9. Evaluation of Price Proposal shall be carried out as per the method specified in clause 6.3.

Commercial Bid Format

[Note: **Must be submitted online, not to be sent physically**]

#	Description	Quote of the Bidder (in INR) exclusive of GST
1	Total yearly charges as per the scope of work	