

 eProcurement System Government of Uttar Pradesh Tender Details						
Date : 26-Mar-2025 08:17 PM						
 Print						
Basic Details						
Organisation Chain	Varanasi Nagar Nigam Varanasi					
Tender Reference Number	29/PRO-VNN/2024-25					
Tender ID	2025_NNVAR_1022814_1	Withdrawal Allowed	Yes			
Tender Type	Open Tender	Form of contract	Item Rate			
Tender Category	Services	No. of Covers	2			
General Technical Evaluation Allowed	No	ItemWise Technical Evaluation Allowed	No			
Payment Mode	Offline	Is Multi Currency Allowed For BOQ	No			
Is Multi Currency Allowed For Fee	No	Allow Two Stage Bidding	No			
Payment Instruments		Cover Details, No. Of Covers - 2				
Offline	S.No	Instrument Type	Cover No	Cover	Document Type	Description
	1	RTGS - RTGS Payment	1	Fee/PreQual/Technical	.pdf	Technical Bid
			2	Finance	.xls	BoQ
					.pdf	Financial Bid
Tender Fee Details, [Total Fee in ₹ * - 5,000]			EMD Fee Details			
Tender Fee in ₹	5,000		EMD Amount in ₹	60,000	EMD Exemption Allowed	No
Fee Payable To	A/c 159201001032	Fee Payable At	IFSC ICIC0001592	EMD Fee Type	fixed	EMD Percentage
Tender Fee Exemption Allowed	No			EMD Payable To	A/c 159201001031	EMD Payable At
						IFSC ICIC0001592
Click to view modification history						
Work /Item(s)						
Title	Request for Proposal for Selection of PR Agency for Branding, Content Strategy, Content Creation, Content Moderation, and Social media Management for Varanasi Municipal Corporation					
Work Description	Request for Proposal for Selection of PR Agency for Branding, Content Strategy, Content Creation, Content Moderation, and Social media Management for Varanasi Municipal Corporation					
Pre Qualification Details	As per RFP document					
Independent External Monitor/Remarks	NA					
Show Tender Value in Public Domain	No					
Tender Value in ₹	0.00	Product Category	Miscellaneous Services	Sub category	PR and Social Media Management	
Contract Type	Tender	Bid Validity(Days)	180	Period Of Work(Days)	NA	

Location	Varanasi Nagar Nigam	Pincode	221010	Pre Bid Meeting Place	O/o AMC-V, Varanasi Nagar Nigam
Pre Bid Meeting Address	O/o AMC-V, Varanasi Nagar Nigam	Pre Bid Meeting Date	03-Apr-2025 12:00 PM	Bid Opening Place	Varanasi Nagar Nigam
Should Allow NDA Tender	No	Allow Preferential Bidder	No		

Critical Dates

Publish Date	27-Mar-2025 02:00 PM	Bid Opening Date	11-Apr-2025 02:00 PM
Document Download / Sale Start Date	27-Mar-2025 02:00 PM	Document Download / Sale End Date	10-Apr-2025 05:00 PM
Clarification Start Date	27-Mar-2025 02:00 PM	Clarification End Date	02-Apr-2025 05:00 PM
Bid Submission Start Date	05-Apr-2025 02:00 PM	Bid Submission End Date	10-Apr-2025 05:00 PM

Tender Documents

NIT Document	S.No	Document Name	Description	Document Size (in KB)	
	1	Tendernotice_1.pdf	NIT	291.72	
Work Item Documents	S.No	Document Type	Document Name	Description	Document Size (in KB)
	1	Tender Documents	TD.pdf	RFP Tender Document	4345.28
	2	BOQ	BOQ_1845956.xls	BoQ	286.00

Bid Openers List

S.No	Bid Opener Login Id	Bid Opener Name	Certificate Name
1.	vkq1476@vnn.com	VINOD KUMAR GUPTA	VINOD KUMAR GUPTA
2.	anilint650@gmail.com	Anil Kumar Yadav	ANIL KUMAR YADAV
3.	sanjayyatharth112@gmail.com	SANJAY PRATAP SINGH	SANJAY PRATAP SINGH

Tender Properties

Auto Tendering Process allowed	No	Show Technical bid status	Yes
Show Finance bid status	Yes	Stage to disclose Bid Details in Public Domain	Technical Bid Opening
BoQ Comparative Chart model	Normal	BoQ Compative chart decimal places	2
BoQ Comparative Chart Rank Type	L	Form Based BoQ	No

Tender Inviting Authority

Name	Municipal Commissioner
Address	Varanasi Nagar Nigam

Tender Creator Details

Created By	Anil Kumar Yadav
Designation	Assistant Municipal Commissioner
Created Date	26-Mar-2025 07:59 PM

Varanasi Municipal Corporation, Varanasi

Notice Inviting Tender

Varanasi Municipal Corporation invites tenders from all interested Bidders for 'Selection of PR Agency for Branding, Content Strategy, Content Creation, Content Moderation, and Social media Management for Varanasi Municipal Corporation. Interested entities may see/download details in RFP document available on portal and also participate/ upload their proposal along with required documents at etender portal www.etender.up.nic.in as per below date/schedule:

1.	RFP document online Publish/Download Start Date and Time	27 -03-2025, 1400hrs (IST)
2.	Last date and time of sending queries	02 -04-2025, 1700hrs (IST)
3.	Pre Bid Meeting Date and Time	03 -04-2025, 1200hrs (IST)
4.	Proposal Submission Start Date and Time	05 -04-2025, 1400hrs (IST)
5.	Proposal Submission (Online) End Date and Time	10 -04-2025, 1700hrs (IST)
6.	Technical Proposal Opening Date and Time	11 -04-2025, 1400hrs (IST)

Any further changes in schedule, bid corrigendum (if any) may only published on etender portal only.

Date: 26 March 2025


Municipal Commissioner
Varanasi Municipal Commissioner



E-bid document

Request for Proposal for Selection of PR Agency for Branding, Content Strategy, Content Creation, Content Moderation, and Social media Management for Varanasi Municipal Corporation

Issued by:

Varanasi Municipal Corporation

Sigra, Varanasi – 221010, Uttar Pradesh, India

E-mail: nagarnigamvns@gmail.com, pro.nnvns@gmail.com

Website: www.nnvns.org.in

संदीप श्रीवास्तव
जनसंचार अधिकारी
वाराणसी नगर निगम

५
"विभागाध्यक्ष"
मीडिया प्रकाशन विभाग

विनोद कुमार गुप्ता
अपर नगर आयुक्त
नगर निगम वाराणसी

लेखाधिकारी
नगर निगम वाराणसी

नगर लेखा परीक्षक
वाराणसी नगर निगम

Request for Proposal for Selection of PR Agency for Branding, Content Strategy, Content Creation, Content Moderation, and Social media Management for Varanasi Municipal Corporation

Disclaimer

This Request for Proposal (RFP) document for Request for Proposal for Selection of PR Agency for Branding, Content Strategy, Content Creation, Content Moderation, and Social media Management for Varanasi Municipal Corporation (hereinafter referred to as the "RFP") contains brief information about the scope of work and qualification process for the selection of Bidder. The purpose of the RFP Document is to provide the Bidders (hereinafter referred to as "Bidder/s") with information to assist the formulation of their proposals (hereinafter referred to as the "Proposal/s").

This RFP is not an agreement and is neither an offer by the Varanasi Municipal Corporation (hereinafter referred to as the "VMC") to the prospective Bidder/s or any other person. The purpose of this RFP is to provide interested parties with information that may be useful to them in making their Financial Bids pursuant to this RFP. While all efforts have been made to ensure the accuracy of information contained in this RFP Document, this document does not purport to contain all the information required by the Bidders. The Bidders should conduct their own independent assessment, investigations and analysis and should check the reliability, accuracy and completeness of the information at their end and obtain independent advice from relevant sources as required before submission of their Proposal. VMC or any of its employees or existing advisors shall incur no liability under any law, statute, rules or regulations as to the accuracy or completeness of the RFP Document. VMC reserves the right to change any or all conditions/ information set in this RFP Document by way of revision, deletion, updating or annulment through issuance of appropriate addendum as the VMC may deem fit without assigning any reason thereof.

VMC reserves the right to accept or reject any or all Proposals without giving any reasons thereof. The VMC will not entertain or be liable for any claim for costs and expenses in relation to the preparation of the Proposals to be submitted in response to this RFP Document.

Information provided in this RFP to the Bidder (s) is on a wide range of matters, some of which may depend upon interpretation of law. The information given is not intended to be an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. The VMC accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on law expressed herein.

संदीप श्रीवास्तव
जनसंपर्क अधिकारी

4
"विभागाध्यक्ष"
बीडीया प्रकाशन विभाग

बिनोद कुमार गुप्ता
पर नगर आयुक्त
नगर निगम वाराणसी

लेखक
नगर निगम वाराणसी
मुख्य नगर लेखा परीक्षक

Contents

1	Data Sheet.....	5
2	Terms of reference	9
2.1	Scope of services	9
2.2	Deliverables	15
2.3	Deliverable, milestones and payment timelines	18
2.4	Period of Contract	18
2.5	Team	19
2.6	Review and monitoring of Bidder's work	19
3	Eligibility and Evaluation criteria	20
3.1	Eligibility criteria	20
3.2	Technical Evaluation	21
3.3	Financial Evaluation	22
4	Instructions to Bidders	23
4.1	General instructions	23
4.2	Preparation and submission of Proposals	24
4.3	Performance Security	29
4.4	Bid Security/EMD	30
4.5	Power of Attorney	30
4.6	Conflict of Interest	30
5	General Conditions of Contract	31
5.1	General Provision	31
5.2	Commencement, Completion, Modification and Termination of Contract	34
5.3	Force Majeure	34
5.4	Termination	35
5.5	Obligations of the Selected Bidder	35
5.6	Obligations of VMC	36
5.7	Good Faith and Indemnity	37
5.8	Penalty	37
5.9	Settlement of Disputes	37
5.10	Interpretation of Documents:	38
6	Annexure I: Service Level Agreement	39
7	Annexure II: Technical Proposal	40
7.1	FORM 1: Letter of Application	40
7.2	FORM 2A Bidder's organization	41
7.3	FORM 2B: Financial capacity certificate of the bidder	42
7.4	FORM 3: Power of Attorney for authorised representative	43

Request for Proposal for Selection of PR Agency for Branding, Content Strategy, Content Creation, Content Moderation, and Social media Management for Varanasi Municipal Corporation

7.5	FORM 4: Eligible assignments of the Agency.....	44
7.6	FORM 5: Bidder's experience.....	45
7.7	Form 6: Undertaking	46
7.8	Form 7: Team.....	47
7.9	Form 8: Presentation.....	48
7.10	Financial form.....	49

संदीप श्रीवास्तव
जनसंपर्क अधिकारी

"विभागाध्यक्ष"
श्रीडीया प्रकाशन विभाग

विनोद कुमार गुप्ता
अपर नगर आयुक्त
नगर निगम वाराणसी

लेखाधिकारी
नगर निगम वाराणसी

मुख्य नगर लेखा परीक्षक
नगर निगम वाराणसी

Notice Inviting Tender (NIT)

Varanasi Municipal Corporation invites tenders from all interested Bidders for 'Selection of PR Agency for Branding, Content Strategy, Content Creation, Content Moderation, and Social media Management for Varanasi Municipal Corporation. Interested entities may upload/participate their proposal along with required documents available in the RFP document uploaded in the eProcurement System of Uttar Pradesh Govt.

Website: www.etender.up.nic.in

Indicative Scope:

The broad scope of services required under through this RFP, shall be inter alia as briefed below:

- Branding
- Content creation
- Content moderation
- Social media management

Contract Period: 01 year. Period may be extended for further period of 1 year on same terms & conditions with the approval of Competent Authority

Bid Security/ Earnest Money Deposit (INR): Rs. 60,000/- (INR Sixty thousand only)

Eligibility: The bidders should meet the following minimum eligibility criteria:

1. The bidder must be a legal entity registered in India under the Companies Act, 1956, having registered office and operations in India.
2. Bidder must not be under any declaration of ineligibility by any Central/ State Government Sector/ Public Sector Units/ Autonomous Bodies/ Public Sector Banks/ Statutory Bodies and should not be blacklisted with any of the government project as on date of proposal.
3. Bidder must have at least three (3) years of experience in providing similar works in India.
4. The average annual turnover for the any three of last five financial year should be at least Rs 9 lakhs.
5. The Bidder should have successfully implemented at least 3 similar works.
6. Bidder should be registered with the Income Tax, Goods and Services Tax, Labour laws, Employees Provident Fund Organization, Employees State Insurance Corporation.
7. Bidder should have submitted bid processing fee and EMD as specified in the Data Sheet

Instructions:

- The detailed Request for Proposal document can be downloaded from www.etender.up.nic.in : nnvns.org.in from RFP document Download Start Date and Time indicated in the Date Sheet till opening of bids.
- To clarify the queries and take suggestions of the Bidders, a pre- bid meeting is scheduled on date and time specified in Date Sheet at office of VMC, Varanasi Municipal Corporation Sagra, Varanasi – 221010, Uttar Pradesh, India
- Duly completed proposal along with other prerequisites/ documents in support of eligibility criteria etc. and information as per formats given in RFP must be submitted online latest by date and time as specified in the Date sheet below. For details, please refer the RFP documents.
- Bids shall be submitted online only at website: www.etender.up.nic.in ;. Bidders are advised to follow the instructions provided in the "Instructions to the Bidders for the e-submission of the bids online and in Clause 4 of RFP document. Bid documents may be scanned with 100 dpi with black and white option which helps in reducing size of the scanned document.
- Bidders shall not tamper/modify forms of this RFP. In case if the same is found to be tempered/modified in any manner, tender will be completely rejected and EMD would be forfeited and bidder is liable to be banned from doing business with Varanasi Municipal Corporation.
- Intending tenderers are advised to visit www.etender.up.nic.in ; regularly till closing date of submission of RFP for any corrigendum / addendum/ amendment

Request for Proposal for Selection of PR Agency for Branding, Content Strategy, Content Creation, Content Moderation, and Social media Management for Varanasi Municipal Corporation

Date Sheet:

7.	RFP document Download Start Date and Time	27 -03-2025, 1400hrs (IST)
8.	Last date and time of sending queries	02 -04-2025, 1700hrs (IST)
9.	Pre Bid Meeting Date and Time	03 -04-2025, 1200hrs (IST)
10.	Proposal Submission Start Date and Time	05 -04-2025, 1400hrs (IST)
11.	Proposal Submission (Online) End Date and Time	10 -04-2025, 1700hrs (IST)
12.	Technical Proposal Opening Date and Time	11 -04-2025, 1400hrs (IST)

Contact Person: Sri Sandeep Kumar Srivastava, Public Relations Officer, Varanasi Municipal Corporation

Contact number: +91-8601872646

E-mail: pro.nnvns@gmail.com, nagarnigamvns@gmail.com

Address: Varanasi Municipal Corporation Siga, Varanasi – 221010, Uttar Pradesh, India

संदीप श्रीवास्तव
जनसंपर्क अधिकारी

“विभागाध्यक्ष”
मीडिया प्रकाशन विभाग

विनोद कुमार गुप्ता
अपर नगर आयुक्त
नगर निगम कार्यालय

लेखाधिकारी
नगर निगम वाराणसी नगर लेखा परीक्षक
मुख्य निदेश, वाराणसी

1 Data Sheet

1.	Name of the Bid	Selection of PR Agency for Branding, Content Strategy, Content Creation, Content Moderation, and Social media Management for Varanasi Municipal Corporation
2.	Time-period of contract	1 year. Period may be extended for further period of 1 year on same terms & conditions with the approval of Competent Authority.
3.	Method of selection	L1 (Least Cost)
4.	Bid Processing Fee	Non – refundable fees of INR 5,000/- (Five Thousand Only) (through RTGS only)
5.	Ernest Money Deposit (EMD)	Refundable amount of INR 60,000/- (INR Sixty thousand only) (through NEFT/RTGS only)
6.	Financial Bid	The tender will be two bids system. The financial bid to be submitted in Financial Bid section of the Bid on Etender website only.
7.	Name of VMC's official for addressing queries and clarifications	Contact Person: Sri Sandeep Kumar Srivastava, Public Relations Officer Contact number: +91-8601872646 E-mail: pro.nnvns@gmail.com , nagarnigamvns@gmail.com Address: Varanasi Municipal Corporation, Sagra, Varanasi – 221010, Uttar Pradesh
8.	Proposal Validity Period	180 days from Proposal Due Date
9.	Proposal Language	English
10.	Proposal Currency	INR
11.	Schedule of Bidding Process	
	Task	Key Dates
	Bid upload date/time	As per schedule (Date sheet) mentioned in NIT or latest corrigendum published on eProcurement portal.
	Last date of sending queries	
	Pre-bid meeting	
	Response to queries	
	Bid Start Date	
	Bid End Date	
	Opening of Technical Bids	
	Technical presentation	To be communicated

Request for Proposal for Selection of PR Agency for Branding, Content Strategy, Content Creation, Content Moderation, and Social media Management for Varanasi Municipal Corporation

	Opening of Financial Bid	To be communicated
	Issuance of Letter of Award (LOA)	To be communicated
12.	Signing of Agreement	To be communicated
13.	Consortium to be allowed	No
14.	Sub-contracting is allowed	No
15.	Account details	For EMD A/c Name: Nagar Nigam Varanasi Earnest Money Account No: 159201001031 IFSC Code: ICIC0001592 Bank Name: ICICI Bank, Nadesar Varanasi
16.	Location of pre bid meeting	O/o Additional Municipal Commissioner (AMC-V), Head Office, Sigra, Varanasi 221010 Bidders may confirm their participation in the pre-bid meeting by sending email to contact person.


संदीप श्रीवास्तव
जनसंपर्क अधिकारी


"विभागाध्यक्ष"
मीडिया प्रकाशन विभाग


विनोद कुमार गुप्ता
अपर नगर आयुक्त
नगर निगम वाराणसी


मुख्य नगर सेवा परीक्षक
नगर निगम वाराणसी

2 Terms of reference

Varanasi Municipal Corporation is the nodal agency responsible for management and development of the urban areas under its jurisdiction in Varanasi. VMC undertakes multiple activities in the VMC area to ensure that the city is liveable for its citizens. Several vendors/suppliers are involved in providing goods/services to the VMC as part of these ongoing activities, which pertain to various aspects of citizen centric services like city planning, provision of essential services, city sanitation and waste management, upkeep and management of public spaces like parks, playgrounds, parking spots, vending zones etc.

VMC requires branding and content creation to effectively share information about its programs and services with citizens. Hiring a vendor will ensure professional support in designing communication materials and maintaining consistency in outreach efforts, helping VMC connect better with the public and raise awareness about its initiatives.

With this background, VMC seeks services of qualified agency for branding, content strategy, content creation, content moderation and social media management for Varanasi Municipal Corporation.

The Terms of Reference (the "TOR") and the scope of the Bidder for this assignment are specified below.

2.1 Scope of services

2.1.1 PR Strategy

I. Agency will have to prepare and submit a year-long PR strategy for VMC in the first month of assignment in consultation with Employer management. The objective of the strategy should be to enhance the visibility of VMC and its initiatives. The strategy should include below mentioned aspects related to PR:

- a. Defining objectives
- b. Identify Target audience
- c. Key messages
- d. Content creation
- e. Medium of content distribution
- f. Media relation
- g. Crisis management
- h. Other relevant aspects

The strategy must be reviewed and revised in consultation with Employer management on quarterly basis.

II. Create awareness about VMC among relevant stakeholders:

- a. Promote VMC through extensive coverage in all types of media (e.g. print, digital, electronics, social, outdoor, event etc.)
- b. Project a positive image in the media highlighting VMC's strengths, potential, achievements, success stories etc.
- c. Ensure regular media coverage of VMC through interviews, press conferences, press releases, media tours, and strategic partnerships with influential media outlets.
- d. Ensure local and national media personnel from print, digital, and electronic outlets are present for all roadshows, events, announcements, and other significant activities.
- f. Hired agency will have to attend meetings, based on which they will prepare press releases, news articles, and other content in English and Hindi.
- h. Act as a liaison between VMC and the media houses
- i. Undertake any other awareness campaigns and public relations related activities.

2.1.1.1 Media monitoring:

- a. Tracking Coverage: Regularly scanning various media like newspapers, magazines, blogs, social media platforms etc. both offline & online, nationally for mentions of VMC by using good industry

संदीप श्रीवास्तव
जनसंपर्क अधिकारी

"विभागाध्यक्ष"
मीडिया प्रकाशन विभाग

विनोद कुमार गुप्ता
अपर नगर आयुक्त
नगर निगम वाराणसी

लेखाधिकारी
नगर निगम वाराणसी

नगर सचिव, वाराणसी

- standard monitoring tools (like Talkwalker/ Tableau/ MailChimp/ Woorank/ Taboola) for analyzing comments / remarks.
- Analysing Sentiment: Evaluating the tone of the coverage (positive, negative, or neutral) to understand public perception.
 - Identifying Trends: Spotting emerging trends, recurring themes, and potential issues related to VMC's development and image.
 - Reporting and Strategy Adjustment: Providing regular reports on media coverage to stakeholders and adjusting PR strategies based on findings to enhance VMC's image and address any negative perceptions.
 - Promotion & Media management for Events: The agency shall promote all the existing events that are happening in the areas within the city that fall under VMC's ambit, and shall also promote the newly identified events that are taken up. The agency shall also perform the media management during events which includes photographs, narratives, etc.
 - Coverage of the events: The agency shall manage the tracking and submission of online, print & electronic coverage of the events – including content writing and photography and any other related work assigned by the authority.
 - Printing of Contents: All the Printing of flyers, posters, banners, hoardings, flex etc. shall be undertaken by client through separate agency, subsequently cost of printing shall be borne by the client. The agency will be required to print samples/prototypes for authority approval.

2.1.1.2 Coordination & Implementation of PR activities

- Support to Employer
 - Regular interaction with designated officers of Employer
 - Internal & external communication support (if necessary)
 - Identifying stories, providing inputs & guidance on way forward & execution.
 - Plan and provide media interaction training to key management officials of Employer
- Media Pitching & Seeding
 - Interact with key Journalists & Editors on regular basis
 - Share information to media houses on VMC's development activities
 - Suggest possible story/news, angles & ideas
- Content Support
 - Preparation of press releases in English and Hindi.
 - Develop pitch notes, media advisories, background materials, and prepare dossiers for media distribution.
 - Create general and special features.
 - Write and distribute news stories
- Interactions
 - Facilitation of key official interviews with print, digital & electronics media
 - Coordination with leading media houses for coverage of events, roadshows, press conferences, launch, inauguration, etc.
 - The agency should plan a meeting with relevant Employer officials every fortnight for scheduling PR & social media activities and to brainstorm on new initiatives
 - Plan, propose and execute promotion on upcoming and alternate media platforms of communications for the project.
- Photography and site visits: Photographer must accompany VMC officials at site visits and at important events as and when needed.
- In the event of multiple events occurring simultaneously, the Bidder's project manager must ensure the availability of at least one professional photographer at each event. The Bidder may hire photographers on a day-to-day basis to fulfil this requirement. The costs incurred by the Bidder for these day-to-day photographer hires will be reimbursed by the VMC upon submission of valid invoices and proof of service
- Define the target audience for VMC: The agency must focus on this target audience when developing the PR strategy.

h. Identify and reach out to Target Media for potential collaboration/positive coverage:

- Media based in Varanasi & Uttar Pradesh: Various publications including dailies & magazines, TV networks, etc.
- National & International Media: Leading newspapers & magazines with Pan-India and international reach, TV networks, etc.
- Business & Trade Dailies, Magazines, TV channels, etc.
- Trade & Commerce
- Online – News portals, Online Portals specializing in business, trade & commerce, News websites, etc.
- Blogs, Influencers, etc.

VI. Any other relevant work that may be assigned from time to time.

2.1.2 For Social Media

I. Social media Strategy: Agency will have to prepare and submit a long-term social media strategy for VMC in the first month of assignment in consultation with concerned VMC authorities. To create an effective social media strategy for VMC, agency will have to emphasise on below mentioned comprehensive approach:

- a. Defining objective
- b. Identify target audience
- c. Choose platforms
- d. Content strategy
- e. Engagement tactics
- f. Crisis management
- g. Schedule & frequency
- h. Platform compliance & best practices

II. Social media related activities

2.1.2.1 Task: IEC Content Handling and Management:

The Agency shall be responsible for dissemination of information through offline and online mediums. This would include but not limited to following:

1. Handling and managing social media: The Agency shall develop and operate official social media accounts of VMC on Facebook, Twitter, Instagram, YouTube and any other popular social media platform from time to time. Further, on behalf of the Client and after due permissions from the Client, the Agency shall post views, comments and content on various online media with respect to interest areas of the Client. The Agency shall provide analytics of social media accounts of the Client from time-to-time, as required by the Client. The Agency shall also conduct research on key topics and areas of interest using analytics of social media and inform the Client on key trends.
2. Handling and managing other digital media: The Agency shall disseminate the audio and video content using various channels such as radio channels, TV channels, Cinema Halls, e-publications, you tube channels, podcasts etc.
Note: As per the project requirements, the Agency may be required to telecast the still or video content in various channels.
3. Creation of relevant blog spot and forums wherein the participation of targeted audience can be invoked.

2.1.2.2 Digital IEC Management

Task: IEC Content Development

1. Text content: The Agency shall prepare content for text write-ups, short stories, narrations, blogs, tag-lines, short messages, surveys, polls, questionnaires, press release, newsletter etc. on the subject matter in English and Hindi language, as required.

2. Graphical content: The Agency shall prepare graphical content such as logos, posters, flyers, pamphlets, hoardings, calendars, photo collage etc.

3. Audio Visual content: The Agency shall prepare the digital content in audio and visual formats. This may include but not limited to short video clips, radio jingles, songs, movies, documentaries, animated graphics, animated videos, photography, videography, 3d walk-through, high-quality presentations, virtual reality videos etc. The crew and actors required for preparing video clips shall be arranged by the agency.

4. Web content: The Agency shall develop and maintain official website and microsites for the Client. Note: If any special renowned artist is required to be taken for audio / video, agency would discuss opinions along with cost implications with VMC and would do the needful upon special approval of the authority. However no extra management fee would be paid to the agency for this.

Task: IEC Knowledge Management: The Agency shall prepare and disseminate project learnings and success stories in physical formats and digital formats, as and when required by the Client. It will include but not limited to carrying out and documenting field investigations, interviews, talk shows, documentaries, coffee table books, magazines, editorials, newsletters etc.

2.1.2.3 Offline IEC Management

Task- Conducting and Management of Offline IEC Activities

1. Handling and managing offline media: The Agency shall be responsible for planning and executing advertisements and marketing campaigns using mediums like hoardings, mobile vans / rickshaws, walking billboards, portable display, pop-up display stand, kiosks, neon signage, inflatable balloon, skywriting, physical surveys etc. The agency shall also propose the authority a suitable Ambassador for the city and shall assist in appointing the same as and when required.
2. Conceptualizing and scoping events: The Agency shall be responsible for planning and scoping events, as required by the Client, which shall be executed by event management agency. It may include but not limited to activities such as seminars, conferences, rallies, drives, roadshows, street plays, thematic / cultural / sports events, competitions, awards, door to door citizen consultation etc. Note: The agency shall have to provide creative for all event specific banners and posters. The printing cost of event specific banners and posters shall be borne by the Authority, but agency have to print samples/prototypes for authority approval.
3. Integration of online and offline media: The Agency shall disseminate the brief of offline activities and content on online media and vice-versa on a regular basis.
4. Updates on VMC's social media handles:
 - Consistently upload creative content daily, including infographics, images, GIFs, and videos, paired with engaging captions in consultation with Employer
 - Create/design/prepare creatives such as infographics, images, GIFs, videos for posting on various social media platforms. Agency must carry out photography and videography on regular basis for generating new content.
 - The agency is responsible for creating/editing a video as per the requirement of social media platform. The agency will have to capture videos of the site, meetings, events, programs to make the short video for VMC's social media handles.
 - The Agency will be required to carry out video editing through voice dubbing as well.
 - Define the target audience for VMC. The agency must focus on target audience when developing the social media strategy.
 - Publicize all events, developments, job opening or any other relevant updates about VMC on all the social media platforms.
 - Create relevant hashtags, tagging & linkages of content on all platforms to generate
 - Manage live events through relevant social media platforms (e.g. YouTube, X, Facebook, Instagram, LinkedIn).
 - Efforts for amplification of social media posts through organic promotion methods/paid boosting of specific content to generate maximum engagements and/or increase no. of followers. The paid boosting should be done to target audience identified and pre-approved by Employer. The cost for the same can be reimbursed by generating relevant proof of payment and outcome.
 - Social media image management by strategically maintaining a strong online presence to foster more engaged and loyal audience

संदीप श्रीवास्तव
जनसंपर्क अधिकारी

विभागाध्यक्ष
श्रीवा प्रव.पान विभाग

विनोद कुमार गुप्ता
अपर नगर आयुक्त
नगर निगम वाराणसी

लेखाधिकारी
नगर निगम वाराणसी

- Get social media handles verified on various platforms by following end to end process. The cost for the same can be reimbursed by generating relevant proof of payment and outcome.
 - Update all relevant pages of VMC and related projects on Wikipedia
5. Query Management:
- All the queries received through comments, direct messages or any other mode on any platform must be replied and addressed in 24 hours in consultation with Employer.
6. Profile Tracking and Reporting
- Moderation of all social media handles with a frequency of 3 times a day in order to manage/mitigate spams, unauthorized advertisements, inappropriate content etc. by taking appropriate action immediately.
 - Implement an industry-standard monitoring system to track updates about VMC across all social media and digital platforms.
 - Agency must submit a weekly report on social media and digital media updates related to VMC.
 - The agency must submit a weekly report on social media effectiveness and impact of the social media strategy. This report should include a comprehensive analysis of the promotional activities carried out on social media platforms, along with the results and metrics achieved. The components of the report would include:
 - Social presence analysis
 - Insights of VMC's social media handles
 - Social traffic analysis
 - Follower growth progress
 - Comparative engagement analysis
 - Content analysis w.r.t. different platforms and types of posts
 - Provide insights/feedback on global best practices w.r.t. marketing and promotion campaigns carried out through social media
7. Engage with influencers:
- The agency should identify and engage with relevant and highly followed influencers who can promote VMC's/ specific initiatives/ specific infrastructure project/ developments. A detailed strategy to collaborate with target social media influencers must be submitted to obtain Employer's approval. The strategy must include rational to engage with specific influencer, terms of collaboration, financial consideration, deliverables and other relevant aspects. The cost for social media influencer collaboration can be reimbursed by generating relevant proof of payment and outcome.
8. To enhance VMC's online presence, the agency will need to implement both on-page and off-page SEO strategies. On-page SEO will focus on optimizing website content, keywords, and technical elements to improve search engine rankings. Off-page SEO will involve building high-quality backlinks, increasing social media engagement, and managing local SEO to boost the site's authority and visibility. Additionally, utilizing tools like Google Analytics and SEMrush needs to be utilised to help track performance and refine strategies for maximum impact.
9. Social Media Monitoring Program:
- Planning and executing a "Social Media Monitoring Program" on all Employer's Social Media platforms. The program will undertake monitoring across 150-200 keywords and will also manage a Monitoring platform which will be both predictive and reactive in approach. The key languages to be monitored will be Hindi and English.
10. Site Tours:
- To identify & facilitate visit by bloggers, industry influencers, consultants, etc. to VMC enabling them to have a 1st hand understanding of the project & to write about it.
11. Reporting of instances of unauthorized use or misuse
- The selected Bidder must promptly report any instances of unauthorized use or misuse of VMC's social media content. This includes, but is not limited to, unauthorized reproduction, distribution, or alteration of official content published on VMC's social media platforms. The contractor shall immediately notify the appropriate VMC's representatives and provide all relevant details, including the nature of the unauthorized use, the platform or medium involved, and any evidence

or documentation available. Additionally, the contractor is expected to cooperate with VMC in taking necessary actions to mitigate the misuse and protect the intellectual property rights associated with the content.

2.1.2.4 Creative designing and repackaging:

- Creative content generation, recreate or convert the content and repackage the available content. The content may be of various forms such as graphics, cartoons, smart art, animations, story board etc. design on subject of Government schemes and programs and policies etc. The experts are also expected to make e-books, electronic version of other books and manage the graphic content of the website as and when required by the Employer.
- Repackaging of content (videos & photographs) into suitable formats (video packages and others). On average repackaged videos of 30-40 seconds are expected as deliverables.
- Uploading of repackaged and creative content on various social media platforms such as Twitter, Facebook, and YouTube etc.
- Above is to be done without any infringement of Intellectual Property Rights (IPR).

2.1.2.5 Spread the uploaded content to larger mass of stakeholders

- Agency would be responsible to spread the content on the internet and other social media sites.
- The agency should have capability to multiply the reach of content and promote content and make it viral to the most.
- The agency should also submit the options of Organic promotions and inorganic Promotions 1 week before the campaign. All costs attached to such promotions should be approved in writing or email from the client.
- The agency must submit a monthly content calendar outlining the proposed content, timelines, and strategies to achieve the targeted number of followers and viewership. If the agency fails to meet the specified targets, a 5% penalty will be deducted from the retainership fees for that month.

- Resources:** The agency must have the following resources with them to carry out the above-mentioned tasks:
 - High end computers and laptops,
 - Mobile devices,
 - Camera/ DSLR, etc,
 - Drones for video capturing, etc.

Note:

- Two representatives (Content creator & photographer) should be deputed for handling social media/ PR coordination work in Employer office during office hours by the agency for providing services mentioned in scope of work.
- During emergent exigencies, their services should be available before and after working hours or during weekend and holidays.
- The agency would work closely with Employer, and one representative should always be available as & when required by the Client. Emphasis will be on good creative team having expertise in Infographics and content writing. o Ensure that the viewership over social media site of the Employer increases substantially as per the strategy jointly prepared by Agency and Employer.
- To provide training to officers of Employer to handle social media sites through lecture, seminar, workshop, classroom and online teaching etc. Any other works entrusted by Employer for sensitizing the people through print, digital, electronics or social media Platforms.
- To ensure that viewing and uploading on the managed Social Media sites (i.e. X, LinkedIn, Facebook etc.) is smooth and uninterrupted.
- All images/content/video used by the bidder must not be copyright/patent by any other agency. If in case, it is found that all responsibilities would lie with the bidder only. Employer will not bind with any legal hearing/penalties

संदीप श्रीवास्तव
जनसंपर्क अधिकारी

4
"विभागाध्यक्ष"
मीडिया प्रकाशन विभाग

विनोद कुमार गुप्ता
अपर नगर आयुक्त
नगर निगम वाराणसी

लेखाधिकारी
नगर निगम वाराणसी
आपका विश्वास, हमारा कर्तव्य

Request for Proposal for Selection of PR Agency for Branding, Content Strategy, Content Creation, Content Moderation, and Social media Management for Varanasi Municipal Corporation

- Employer will share with the agency existing available database of content in form of pictures, videos. However, it is expected that agency must create new content.
- Storage of raw footages/ content and processed content (video packages) etc. for the purpose of archive in digital formats, and submission of same in easily retainable format to the employer every quarter.

2.1.3 Service Level agreements

Table: Service Level Agreement for complaint management				
Type of content restrictions	Service required	Report	Compliance	Penalty
Use of words, signs, indications in content created by PR agency which harms the spirit of VMC	To be incorporated by bidder in any content created	NA	100%	Termination after due diligence by VMC
Use of words, signs, indications in external content being monitored by PR agency	Monitoring and suggesting and implementing a wayout of all related content related to VMC	Immediately	4 hrs	Rs 5000.00 per incident
Type of Complaint	Service required	Report	Complaint Closure Time	Penalty
Any kind of written complaint	Rectification of the issue	Immediately	2hrs	Rs. 1000.00 per unattended/unsatisfactory complaint response
Behavioural complaint	Will be investigated by VMC	Immediately	1 day	Rs. 5000.00 complaint if found true.
Complaints regarding intellectual property rights related to content, IP address or any other	Will be investigated by VMC	Immediately	1 week	Rs. 10,000.00 per unattended/unsatisfactory complaint response

VMC can terminate the agreement if more than 5 such complaints in one quarter are proven to be true.

2.2 Deliverables

The selected bidder would be required to provide continuous ongoing support to VMC for implementing all its public relations and social media activities.

S.No.	Deliverable	Description	Timeline and benchmarking
1.	Strategic Counsel and Overall Servicing	Design and implementation of communication strategies	Recurring - first week of every month

संदीप श्रीवास्तव
जनसंपर्क अधिकारी

"विमर्शमय"
मीडिया प्रकाशन विभाग

विनोद कुमार गुप्ता
अपर नगर आयुक्त

लेखाधिकारी
नगर निगम वाराणसी

Request for Proposal for Selection of PR Agency for Branding, Content Strategy, Content Creation, Content Moderation, and Social media Management for Varanasi Municipal Corporation

S.No.	Deliverable	Description	Timeline and benchmarking
		- Ideation and define clear plan of action, - Provide communication counsel and advice	
2.	Planning and Media Account Management	- Developing a monthly plan for the entire campaign for forthcoming month - Provide monthly reporting, - Monthly review meeting with senior management	Monthly
3.	Relationship Building Meetings/ Press Interviews	- Identifying relevant journalists from mainlines, financial, trade and regional publications, Regional magazines - Drafting Journalist/Publication backgrounder - Briefing Spokesperson - Spokesperson, client & media liaison - Set up & attend the meeting - Follow up with media on attendance and feedback	As an when required
4.	Media Outreach – National and Regional Media	- National and regional TV, broadcast and print media - Identify key media across categories in religious sector that VMC will work with during the duration of its Public Relations campaign - Introduce the organization to them and ensure their support during the engagement period - Close liaison with correspondents, reporters, editors, photographers - Regular engagement with regional media to facilitate strong rapport between regional media and VMC. - Facilitate regular meetings with the senior editors, journalists.	- Weekly - On every important event
5.	Media Releases/Press Releases	Prepare media releases on the basis of brief given by the Commissioner	- Weekly - On every important event
6.	Influencer Identification, Engagement, Management	- Identifying influencers across categories such as religious, art, culture, public welfare etc. - Engagement and coordination with the influencers	On every important event
8.	Media Monitoring	Clippings on VMC and related articles will be sent electronically and through	Daily

संदीप श्रीवास्तव
जनसंपर्क अधिकारी

"विभक्त्या विभक्तं"
श्रीधरा प्रकाशन विभाग

विनोद कुमार गुप्ता
अपर नगर आयुक्त
नगर निगम वाराणसी

लेखाधिकारी
नगर निगम वाराणसी

नगर लया पर
वाराणसी

Request for Proposal for Selection of PR Agency for Branding, Content Strategy, Content Creation, Content Moderation, and Social media Management for Varanasi Municipal Corporation

S.No.	Deliverable	Description	Timeline and benchmarking
		specific portal whose access would be exclusive to VMC. Soft Copy (CD) report compilation of leading national and regional newspapers, national magazine articles on coverage about client by 10th of next month.	
9.	Feature Articles Placement	- Identify relevant space for article placement - Regularly engage with target media to explore opportunities for article placements - Draft the article and ensure its placement in the target media	- Weekly - On every important festival/ event
10.	Press Conference/Press Briefing/Media Support	- Proactively develop the theme/concept for press meets – Strategy and Planning - Work out news releases, articles and other promotional initiatives targeting local, national and international media - Messaging Identification - Draft briefing notes and media landscape sensitization (including key messages & Q&A) - Identification/Target the relevant media across India and invite them - Media call round & attendance follow up - Manage VMC, spokespeople and media on site - Facilitate on-site 1-1s and attend as best possible - On the spot 1:1 interviews at the event	As an when required
11.	Social Media Management	- Creation and management of the official social media profiles for VMC (and for Chairperson if required) - Daily research for relevant content and drafting the content as per the required tone - Contents & Creatives to be made for daily updates - Responding to comments by users on daily basis - Social media analytics and monitoring - CRM for content creation, approval and upload.	- Daily - Per day 2 posts on social media platforms 5% enhancement in reach per week - Should be trending on social media on all important festivals

S.No.	Deliverable	Description	Timeline and benchmarking
12.	Blogger & Influencer Engagement	Regular engagements with the bloggers/ online media and influencers to increase reach & coverage on social media space	Daily
13.	Photography	The photographer should accompany the VMC officials for all relevant meetings (unless asked not to) and should capture photographs showcasing the essence of the important meetings/ events held	Every meeting/ event
14.	Tracking & Monitoring	- Daily online tracking & monitoring of identified keywords on Indian & wider geographies websites and blogosphere, identified online forums & message-boards and popular social networks - Pre-approved 5 keywords to be tracked for 4 pages of Google Search for general search, blog & discussions. Same keywords will be used for tracking content on Facebook & Twitter	- Daily - Reporting of undesired content offline/online/print within 1 hr with solutions to repair damages in 2 hrs

2.3 Deliverable, milestones and payment timelines

The overall period of the engagement of the PR Agency shall be twelve (12) months from the date of signing the contract, with the provision for extension based on past performance requirement and mutual consent agree at that time

In response to the RFP, the Applicant shall provide financial quote in the form of person-month rate. GST/taxes as per applicable rates shall be paid by the Client as extra. The person-month rate, i.e. the financial quote, shall be inclusive of the following:

- All Out-of-Pocket Expenses (OPE)
 - Travel, boarding and lodging at Varanasi
 - Equipment to be used by the Consultant like laptop, internet dongle etc.
 - Digital tools/ collaboration platforms deployed by the Consultant
 - Stationery
- Supervisory time of leadership team
- Office space to be provided by the VNN with furniture

Payments will be made to the PR Agency on quarterly basis based on the actual deployment of billable resources. The person-month rate determined would remain unaltered during the twelve (12) months period. Out of packet expenses shall be paid reimbursed as per actually only for travel and equipment Any extension thereafter can be agreed on mutual basis as mentioned above.

2.4 Period of Contract

The contract will be valid for 1 year from the date of signing of Agreement. If VMC is satisfied with the performance of the agency, the contract can be extended for a further period of two years.

संदीप श्रीवास्तव
जनसंपर्क अधिकारी

विभागाध्यक्ष
श्री डीया प्रकाशन विभाग

विनोद कुमार गुप्ता
अपर नगर आयुक्त
नगर निगम कार्यालय

लेखाधिकारी
नगर निगम कार्यालय तख्ता पराक्षर
मुख्य लेखा अधिकारी

2.5 Team

The selected Bidder shall scope for and provide following technically qualified and experienced professionals for the planning and execution of the works in this RFP.

S.No	Name of post	Qualification	Experience	Expectations
1.	Project Manager	Masters in Public Relations, Mass Communication, Marketing, Journalism, Business Administration, or a related field.	Industry experiences of at least 10 years with a proven track record of leading projects in branding, content creation, and social media management.	- Strong understanding of digital media platforms, content strategy, and analytics. - Ability to manage the team and have excellent communication and interpersonal skills to manage client relationships effectively. - Familiarity with government processes, reporting protocols, and compliance requirements.
2.	Creative content creator (English & Hindi)	Masters in mass communication/ journalism & literature	Industry experiences of at least 5 years in the field of creative writing in both Hindi and English	- Developing all the contents (Hindi & English) for press releases/ articles/ stories/ works/ scripts/ messages/ literature/ books/ pamphlets/ branding/ social media - The executive is required to be posted at VMC office throughout the tenure of the agreement with PR Agency and shall be physically available during the office hours of VMC to execute the work exclusively for VMC as awarded to the PR Agency
3.	Photographer	Graduate in any art and Diploma in digital photography/graphic design	At least 3 years of experience in photography as well as some level of handling of social media accounts of leading private sector entities	- To capture various events/ functions - The executive is required to be posted at VMC office throughout the tenure of the agreement with PR Agency and shall be physically available during the office hours of VMC to execute the work exclusively for VMC as awarded to the PR Agency.

2.6 Review and monitoring of Bidder's work

Bidder's work will be stringently monitored by VMC in line with the Service Level Agreements (SLAs) and will be penalised as per terms and conditions in case of breach of SLAs.

Further, VMC shall provide (or cause others to provide) the following support to the Bidder, if required:

- Co-ordination support from respective government agencies and other stakeholders

- Information, resources and assistance (including access to records, systems, and people) required to perform the Services. VMC will endeavour to provide all necessary information available with them.

3 Eligibility and Evaluation criteria

3.1 Eligibility criteria

The Bidders must carefully examine the below mentioned eligibility criteria. The Bidder has to meet all the Eligibility criteria set out in this Clause to be eligible for evaluation.

To be eligible for evaluation of its Bid, the Bidder shall fulfil the following:

#	Eligibility Conditions	Documentary proof to be submitted
1	The Bidder must be a legal entity registered in India under the Companies Act, 1956, having registered office and operations in India. Or a sole proprietorship firm registered under the Proprietorship Act, 1908	Copy of registration certificate issued by Registrar of Companies/firms.
2	Bidder must have at least three (3) years of experience in providing similar works* in India.	Attested copy of supporting Work Order and/or Completion Certificate duly signed by Authorized representative of Bidder
3	The average annual turnover for last three financial year ending 31 st March 2024 should be at least Rs 9 lakhs.	Duly attested certificate from the Statutory Auditor/ Chartered Accountant as per FORM 2B: Financial capacity certificate of the bidder Audited balance sheet and profit loss statement documents to be provided of last three year.
4	The Bidder should have successfully implemented similar works* as follows: i. 1 similar work of project value of 24 lakh ii. 2 similar works of project value of 15 lakh iii. 3 similar works of project value of 12 lakh Prior experience of projects of similar nature in last 05 financial years with Central or State Governments/ Government Departments/ Boards / Corporations or PSUs	Attested copy of supporting Work Order and/or Completion Certificate duly signed by Authorized representative of Bidder
5	The agency should be the empanelled PR Agency for at least 03 Government Organizations (Government Client/Govt. Departments/ Central, State PSUs / Autonomous Bodies) as on the date of application.	Attested copy of supporting Work Order and/or Completion Certificate duly signed by Authorized representative of Bidder
6	Bidder should be registered with the Income Tax, GST	Copy of PAN card and GST registration certificate
7	Bidder must not be under any declaration of ineligibility by any authority and should not be blacklisted with any of the government project as on date of proposal.	Undertaking as per Form 6: Undertaking. Undertaking needs to be provided in organizations letter head of bidder duly signed by Authorized representative of Bidder

#	Eligibility Conditions	Documentary proof to be submitted
8	The Bid processing fee and EMD as specified in the Data Sheet must be submitted Note- Exemption of EMD will only be given to MSME/ NSIC registered bidders. Such bidder shall submit valid supporting certificate as per instructions in this RFP for submission of EMD.	Proof of submission of Bid Processing Fee and EMD

***Similar works** means successfully providing PR support for national international media houses / public sector agencies/ Commercial Complexes / Institutional Campus/ Government or PSU offices / any other place of national or international significance for government entity.

The bidders with responsive bids will be called out for formal presentation on the dates which will be communicated by VMC.

3.2 Technical Evaluation

#	Parameter	Score	Documents to be submitted
1	Experience in years of ongoing/completed similar works in India. - (Maximum score – 10 marks)		Eligible Assignments should be made available in the format FORM 4
	More than or equal to 3 years and up to 5 years	5	Along with
	More than 5 years	10	Work Order/completion certificate from client duly attested with sign and stamp of Authorized Signatory
2	The average annual turnover for last three financial year (ending 31 st March 2024) should be at least Rs 9 lakhs. (Maximum score – 10 marks)		Duly attested certificate from the Statutory Auditor/ Chartered Accountant as per FORM 2A: Financial Capacity of the Agency, FORM 2B: Net profit/Loss of the Agency of lead member of consortium and last three FY's Audited Financial Statement FY 2021-22, 2022-23, 2023-24)
	Equal to Rs 9 lakhs	2	
	More than 9 lakhs and up to 12 lakhs	4	
	More than 12 lakhs and up to 15 lakhs	6	
	More than 15 lakhs and up to 24 lakhs	8	
	More than 24 lakhs	10	
3	The Bidder should have successfully implemented similar project experience		Eligible Assignments should be made

Request for Proposal for Selection of PR Agency for Branding, Content Strategy, Content Creation, Content Moderation, and Social media Management for Varanasi Municipal Corporation

	Prior experience of projects of similar nature in last 05 financial years with Central or State Governments/ Government Departments/ Boards / Corporations or PSUs: (Maximum score – 30 marks)		available in the format FORM 4 Along with Work Order/completion certificate from client duly attested with sign and stamp of Authorized Signatory
	Project value 12 lakh to 15 lakh	6	
	Project value 15 lakh to 24 lakh	8	
	Project value more than 24 lakh	10	
4	Bidder's team as per Form 7: Team • Project Manager – 10 marks • Content Writer – 5 marks • Photographer – 5 marks	Maximum score – 20 marks	List and Curriculum Vitae of the technical personnel employed with the Consultant should be submitted on the prescribed format given at Annexure-II . Undertaking as per Form 6 Affidavit
5	Presentation on the approach & methodology for overall branding, content development, content strategy, moderation and social media management. Form 8 of Annexure II: Presentation (time allotted - 30 mins)	Maximum score – 30 marks	(date to be communicated)
	Maximum marks	100	

***Similar works** means successfully providing PR support for national international media houses / public sector agencies/ Commercial Complexes / Institutional Campus/ Museum / Memorial/ Government or PSU offices / Pilgrim destinations/ exhibitions/ gallery of permanent nature/ PR and Communication Services, Media & Media Monitoring, Social media management, Content Creation, Communication Impact Assessment, Public Relation Strategy, Communication Strategy or such similar assignments mentioned in the scope of work of this RFP/ any other place of national or international significance for government entity.

Marks will be awarded out of 100. The minimum qualifying marks in the technical bid evaluation based on scoring model will be 65 marks. However, if VMC does not receive sufficient applications for the minimum qualifying marks of 65, then VMC reserves the right to reduce the qualifying marks. The application of Bidder who have not obtained the minimum qualifying marks will be rejected.

3.3 Financial Evaluation

Any Bidder that passes the benchmarks is declared as technically qualified and their financial bids are opened. The rest would be considered technically non-qualified and would not participate in the process.

Financial Bids of eligible Bidders will be evaluated on L1 basis. Total cost, as specified in the Financial Bid format will be considered for evaluation. The least cost proposal will be ranked as L-1 and the next higher and so on will be ranked as L-2, L-3 etc. The least cost proposal (L-1) will be considered for award of contract.

संदीप श्रीवास्तव
जनसंपर्क अधिकारी

"विभागाध्यक्ष"
मीडिया प्रकाशन विभाग

विनोद कुमार गुप्ता
अपर नगर आयुक्त
नगर निगम

लेखाधिकारी
नगर निगम
नगर निगम

4 Instructions to Bidders

4.1 General instructions

4.1.1 Number of Proposals and respondents

- 4.1.1.1 No Bidder shall submit more than one (1) Proposal, in response to this RFP.
- 4.1.1.2 The RFP is non-transferable and Proposals shall be submitted only by the respective Bidders to whom the RFP has been issued by VMC.
- 4.1.1.3 A Bidder applying individually shall not be entitled to submit another Proposal.

4.1.2 Proposal preparation cost

- 4.1.2.1 The Bidders shall bear all costs associated with the preparation and submission of the Proposal. VMC will not be responsible and liable for any costs, regardless of the conduct or outcome of the Proposal/process.
- 4.1.2.2 Bidders are encouraged to submit their respective Proposals after visiting the office of VMC and ascertaining for themselves the availability of documents and other data with VMC, Applicable Laws and regulations or any other matter considered relevant by them.
- 4.1.2.3 All papers submitted with the Proposal are neither returnable nor claimable.

4.1.3 Right to accept and reject any or all the Proposals

- 4.1.3.1 Notwithstanding anything contained in this RFP, VMC reserves the right to accept or reject any Proposal and to annul the bidding process and reject all the Proposals, at any time without any liability or any obligation for such acceptance, rejection or annulment, without assigning any reason.

4.1.3.2 VMC reserves the right to reject any Proposal if:

- a) At any time, a material misrepresentation is made or discovered, or
- b) The Bidder/s do/does not respond promptly and diligently to requests for supplemental information required for the evaluation of Proposals, or
- c) The Bidder does not adhere to the formats provided in the Annexure II: Technical Proposal to the RFP while furnishing the required information/details.

4.1.4 Amendment of the RFP

- 4.1.4.1 At any time prior to the Proposal Due Date (PDD), VMC, for any reason, whether at its own initiative or in response to a clarification requested by eligible Bidder/s, may modify the RFP by issuance of an addendum. Such amendments shall be uploaded on the e-procurement website www.etender.up.nic.in through a corrigendum and this shall form an integral part of the e-bid/Proposal document. The relevant clauses of the e-bid/Proposal document shall be treated as amended accordingly. It shall be the sole responsibility of the prospective Bidder to check the above mentioned websites from time to time for any amendment in the RFP document/s. VMC shall not be responsible for failure to get/download the amendments.

- 4.1.4.2 In order to provide the Bidders a reasonable time to examine the addendum, or for any other reason, VMC may, at its own discretion, extend the PDD.

4.1.5 Data identification and collection

- 4.1.5.1 It is desirable that the Bidders submit their Proposal/s after verifying the availability of the data, information and/or any other matter considered relevant.
- 4.1.5.2 It would be deemed that by submitting the Proposal, the Bidder has:

- Made a complete and careful examination and accepted the RFP in totality.
- Received all relevant information requested from VMC and:
- Made a complete and careful examination of the various aspects of the Scope of Work.

4.1.5.3 VMC shall not be liable for any mistake or error on the part of the Bidder in respect of the above.

4.2 Preparation and submission of Proposals

4.2.1 Language and currency

4.2.1.1 The Proposal and all related correspondence and documents should be written in the English language. Supporting documents and printed literature furnished by the Bidders with the Proposal may be in any other language provided that they are accompanied by appropriate translations of the pertinent passages in the English language. Supporting materials, which are not translated into English, may not be considered for evaluation. For the purpose of interpretation and evaluation of the Proposal, the English language translation shall prevail.

4.2.1.2 The currency for the purpose of the Proposal shall be the Indian National Rupee (INR).

4.2.2 Proposal validity period and extension

4.2.2.1 Proposals shall remain valid for a period of 180 Days from the Proposal Due Date ("Proposal Validity Period") and VMC may solicit the Bidder's consent for extension of the period of validity, if required. VMC reserves the right to reject any Proposal, which does not meet this requirement.

4.2.2.2 During this period, bidders shall ensure the availability of professional staff nominated in the Proposal and also the financial proposal shall remain unchanged. VMC will make its best effort to complete the selection process within this period. Should the need arise VMC may request the bidders to extend the validity period of their proposals. Bidders who do not agree, have the right to refuse to extend the validity of their Proposals; under such circumstance VMC shall not consider such proposal for further evaluation.

4.2.2.3 In exceptional circumstances, prior to expiry of the original Proposal Validity Period, VMC may request Bidders to extend the validity period for specified additional period. Bidders, who may not extend the validity period, will deem to have withdrawn their Proposal at the expiry of validity period.

4.2.3 Format and signing of Proposals

4.2.3.1 The Bidders shall prepare electronic copies of the technical and financial e-bid/Proposals separately.

4.2.3.2 Bidders should provide all the information as per the RFP and in the specified formats. VMC reserves the right to reject any Proposal that is not in the specified formats.

4.2.3.3 In case the Bidders intends to provide additional information for which specified space in the given format is not sufficient, it can be furnished in duly stamped and signed PDFs.

4.2.4 Submission of e-bid/Proposal

4.2.4.1 The bid submission module of e-procurement website www.etender.up.nic.in enables the Bidders to submit the Proposal online in response to this RFP published by VMC. Submission can be done till the Proposal Due Date specified in the RFP. Bidders should start the process well in advance so that they can submit their Proposal in time. The Bidder should submit their Proposal considering the server time displayed in the e-procurement website. This server time is the time by which the submission activity will be allowed on the Proposal Due Date indicated in the RFP schedule. Once the submission date and time has passed, the Bidders cannot submit their Proposals. For delay in submission of Proposal due to any reasons, the Bidders shall only be held responsible.

4.2.4.2 The Bidders have to follow the following instructions for submission:

- a. For participating through the etender, it is necessary for the Bidders to be the registered users of the e-procurement website www.etender.up.nic.in. The Bidders must obtain a user login ID and password by registering themselves with U.P. Electronics Corporation Ltd. (UPLC), Lucknow if they have not done so previously.

सदीप श्रीवास्तव
जनसंपर्क अधिकारी
"विभागाध्यक्ष"
मीडिया प्रकाशन विभाग
विनोद कुमार गुप्ता
अपर नगर आयुक्त
नगर निगम बस्तिमुर निगम वाराणसी
मुख्याधिकारी
लखनऊ

- b. In addition to the normal registration, the Bidder has to register with his/her Digital Signature Certificate (DSC) in the etendering system and subsequently he/she will be allowed to carry out his/her e-bid/Proposal submission activities. Registering the DSC is a one-time activity. Before proceeding to register his/her DSC, the Bidder should first log on to the etendering system using the user login option on the home page with the login ID and password with which he/she has registered.
- c. For successful registration of DSC on e-procurement website www.etender.up.nic.in the Bidder must ensure that he/she should possess class-2/class-3 DSC issued by any Certifying Authorities approved by Controller of Certifying Authorities, Government of India, as the e-procurement website www.etender.up.nic.in is presently accepting DSC issued by these authorities only. The Bidder can obtain user login ID and perform DSC registration exercise above even before e-bid/Proposal submission date starts. VMC shall not be held responsible if the Bidder fails to submit his/her e-bid/Proposal before the Proposal Due Date due to DSC registration problem.
- d. The Bidder can search for active tenders through "search active tenders" link, select a tender in which he/she is interested in and then move it to 'My Tenders' folder using the options available in the e-bid submission menu. After selecting the tender, for which the Bidder intends to e-bid/Proposal, from "My tenders" folder, the Bidder can place his/her e-bid/Proposal by clicking "pay offline" option available at the end of the view tender details form. Before this, the Bidder should download the RFP document including financial format and study them carefully. The Bidder should keep all the documents ready as per the requirements of RFP document in the PDF format.
- e. After clicking the 'pay offline' option, the Bidder will be redirected to terms and conditions page. The Bidder should read the terms & condition before proceeding to fill in the Bid Processing Fee offline payment details. After entering and saving the Bid Processing Fee details form so that "Bid document preparation and submission" window appears to upload the documents as per technical and financial schedules/packets given in the tender details. The details of the RTGS should tally with the details available in the scanned copy and the date entered during e-bid/Proposal submission time otherwise the e-bid/Proposal submitted will not be accepted.
- f. Before uploading, the Bidder has to select the relevant DSC. He/she may be prompted to enter the DSC password, if necessary. For uploading, the Bidder should click "browse" button against each document label in technical and financial schedules/packets and then upload the relevant PDF files already prepared and stored in the Bidder's computer.
- g. The Bidder should click "Encrypt" next for successfully encrypting and uploading of required documents. During the above process, the e-bid/Proposal documents are digitally signed using the DSC of the Bidder and then the documents are encrypted/locked electronically with the DSC's of the bid openers to ensure that the e-bid/Proposal documents are protected, stored and opened by concerned bid openers only.
- h. After successful submission of e-bid/Proposal document, a page giving the summary of e-bid submission will be displayed confirming end of e-bid/Proposal submission process. The Bidder can take a printout of the bid summary using the "print" option available in the window as an acknowledgement for future reference.
- i. VMC reserves the right to cancel any or all e-bids/Proposals without assigning any reason.

4.2.5 Deadline for submission

- 4.2.5.1 E-bid/Proposal (technical and financial) must be submitted by the Bidder at e-procurement website <http://etender.up.nic> no later than the time specified on the Proposal Due Date. VMC may, at its discretion, extend this deadline for submission of Proposal by amending the RFP document, in which case all rights and obligations of VMC and Bidders previously subject to the deadline will thereafter be subject to the deadline, as extended.

4.2.6 Late submission

- 4.2.6.1** The server time indicated in the bid management window on the e- procurement website www.etender.up.nic.in will be the time by which the e-bid/Proposal submission activity will be allowed till the permissible date and time scheduled in the etender. Once the e-bid/Proposal submission date and time is over, the Bidder cannot submit his/her e-bid/Proposal. Bidder has to start the bid submission well in advance so that the submission process passes off smoothly. The Bidder will only be held responsible if his/her e-bid/Proposal is not submitted in time due to any of his/her problems/faults, for whatsoever reason, during the e-bid/Proposal submission process.

4.2.7 Withdrawal and resubmission of Proposal

- 4.2.7.1** At any point of time, a Bidder can withdraw his/her Proposal submitted online before the Proposal Due Date. For withdrawing, the Bidder should first log in using his/her login ID and password and subsequently by his/her DSC on the e-procurement website www.etender.up.nic.in. The Bidder should then select "My bids" option in the bid submission menu. The page listing all the bids submitted by the Bidder will be displayed. Click "View" to see the details of the bid to be withdrawn. After selecting the "bid withdrawal" option, the Bidder has to click "Yes" to the message- "Do you want to withdraw this bid?" displayed in the bid information window for the selected bid. The Bidder also has to enter the bid withdrawing reasons and upload the letter giving the reasons for withdrawing before clicking the "Submit" button. The Bidder has to confirm again by pressing "OK" button before finally withdrawing his/her selected e-bid/Proposal.
- 4.2.7.2** No e-bid/Proposal may be withdrawn in the interval between the Proposal Due Date and the Proposal Validity Period. Withdrawal of an e-bid/Proposal during this interval may result in the Bidder's forfeited of his/her e-bid/Proposal security.
- 4.2.7.3** The Bidder can re-submit his/her e-bid/Proposal as when required till the e-bid submission end date and time. The e-bid/Proposal submitted earlier will be replaced by the new one. The payment made by the Bidder earlier will be used for revised e-bid and the new e-bid submission summary generated after the successful submission of the revised e-bid will be considered for evaluation purposes. For resubmission, the Bidder should first log in using his/her login ID and password and subsequently by his/her digital signature certificate on the e-procurement website www.etender.up.nic.in. The Bidder should then select "My bids" option in the bid submission menu. The page listing all the bids submitted by the Bidder will be displayed. Click "View" to see the detail of the e-bid to be resubmitted. After selecting the "bid resubmission" option, click "Encrypt & upload" to upload the revised e-bids documents.
- 4.2.7.4** The Bidder can submit their revised e-bids/Proposals as many times as possible by uploading their e-bid documents within the scheduled date & time for submission of e-bids/Proposals.
- 4.2.7.5** No e-bid can be resubmitted subsequently after the deadline for submission of e-bids.

4.2.8 Selection of the Bidder

- 4.2.8.1** From the time the Proposals are opened to the time the contract is awarded, if any Bidder wishes to contact VMC, on any matter related to their Proposal it should do so in writing. Any effort by the Bidders to influence any officer or bearer of VMC in the Proposal evaluation or contract award decisions may result in the rejection of the Bidder's Proposal.

4.2.9 Proposal opening

- 4.2.9.1** VMC will open all technical e-bids/Proposals, in the presence of Bidder's representatives who choose to attend on the prescribed date of opening at VMC office.

संदीप श्रीवास्तव
जनसंपर्क अधिकारी

"विभागाध्यक्ष"
मीडिया प्रकाशन विभाग

विनोद कुमार गुप्ता
अपर नगर आयुक्त
नगर निगम वाराणसी

मुख्य नगर तहसील
वाराणसी

4.2.9.2 The Bidder's representatives who are present shall sign a register evidencing their attendance. In the event of the specified date e-bid/Proposal opening being declared a holiday for VMC, the e-bids shall be opened at the appointed time and place on the next working day. The Bidder who is participating in e-bid/Proposal should ensure that the RTGS of Fee mentioned in the Data sheet must be submitted in the prescribed account of VMC within the duration (strictly within opening & closing date and time of individual e-bid/Proposal) of the work as mentioned in RFP, otherwise, in any case, bid shall be rejected.

4.2.9.3 The Bidders names and the presence or absence of requisite e-bid/Proposal security and such other details as VMC at its discretion may consider appropriate, will be announced at the opening. The names of such Bidders not meeting the technical specifications and qualification requirement shall be notified subsequently.

4.2.9.4 VMC will prepare minutes of e-bid/Proposal opening.

4.2.10 Confidentiality

4.2.10.1 Information relating to the examination, clarification, evaluation and recommendation for the short-listed Bidder/s shall not be disclosed to any person not officially concerned with the process.

4.2.10.2 After opening of the Proposals, no information relating to the examination, clarification, evaluation and comparison of Proposals and recommendations concerning the award of contract shall be disclosed to Bidders or their representatives, if any. Any effort by a Bidder to exert undue or unfair influence in the process of examination, clarification, evaluation and comparison of Proposal/s shall result in outright rejection of the offer, made by the said Bidder.

4.2.11 Tests of responsiveness

4.2.11.1 Prior to evaluation of the Proposals, VMC will determine whether each Proposal is responsive to the requirements of the RFP. The Proposals shall be considered responsive if:

- It is received or deemed to be received by the due date and time including any extension thereof pursuant to the Data Sheet.
- It contains all information as desired in this RFP.
- Information is provided as per the formats specified in the RFP.
- It mentions the validity period as set out in Data Sheet.
- Bids are accompanied with Bid processing fee (non-refundable) and EMD as specified in the Date Sheet of this RFP.

4.2.11.2 VMC reserves the right to reject any Proposal which is non-responsive and no request for alteration, modification, substitution or withdrawal shall be entertained by VMC in respect of such Proposal.

4.2.12 Clarifications sought by VMC

4.2.12.1 To assist in the process of evaluation of Proposals, VMC may, at its sole discretion, ask any Bidder for clarification on its Proposal. The request for clarification and the response shall be in writing. No change in the substance of the Proposal would be permitted by way of such clarifications.

4.2.12.2 The Proposal containing the Technical Details in Clause 3.2 of the Bidder/s who do not meet the Technical Criteria shall not be considered for further process.

4.2.12.3 Financial Proposal of technically qualified bidders will only be opened and evaluated.

4.2.12.4 Bidders quoting lowest Financial Quote i.e L1 for Year 1 in financial bid among technically qualified bidders shall be identified as "Selected Bidder".

4.2.12.5 If bidder quotes NIL charges/consideration, the bid shall be treated as unresponsive and will not be considered. The Authority reserves the right to accept/reject any bid including the lowest bid received and/or annul the bidding process.

4.2.13 Award of Work

After selection, a Letter of Award (the "LOA") shall be issued, by VMC to the Selected Bidder and the Selected Bidder shall, within 7 (seven) days of the receipt of the LOA, sign and return the duplicate copy of the LOA in acknowledgement thereof. In the event the duplicate copy of the LOA duly signed by the Selected Bidder is not received by the stipulated date, VMC may, unless it consents to extension of time for submission thereof, appropriate the Bid Security/EMD of such Bidder as mutually agreed genuine pre- estimated loss and damage suffered by VMC on account of failure of the Selected Bidder to acknowledge the LOA, and the next eligible Bidder may be considered.

4.2.14 Execution of Service Agreement

After acknowledgement of the LOA as aforesaid by the Selected Bidder, Service Agreement shall be shared with the bidder for execution within the period prescribed in "Data Sheet" or as amended in LOA. The Selected Bidder shall not be entitled to seek any deviation in the Service Agreement, unless agreed by VMC. The Selected Bidder shall submit Performance Security as per Clause 4.3 before signing of Service Agreement.

4.2.15 Mobilisation Period

The Selected Bidder will be granted 15 calendar days from the date of signing the Service Agreement to mobilize the project as per the requirements stated in this RFP. The date on which the mobilization period gets completed will be identified as the 'Effective Date'; VMC may request to mobilize part team on priority (if need be) during mobilization period, Selected Bidder shall extend required assistance to VMC if such request is raised.

संदीप श्रीवास्तव
जनसंपर्क अधिकारी

4
"विभागाध्यक्ष"
मीडिया प्रकाशन विभाग

विनोद कुमार गुप्ता
अपर नगर आयुक्त
नगर निगम वाराणसी

लेखाधिकारी
नगर निगम वाराणसी

नगर लेखा प्रशासक
नगर निगम वाराणसी

4.3 Performance Security

- 4.3.1.1 Within 10 days, or within period as amended Letter of Acceptance (LoA), of receipt of the LoA, the Selected Bidder shall deliver to VMC a Performance Security [to cover the amount of liquidated damages and/or the compensation of the breach of contract] in the form of an irrevocable & unconditional Bank Guarantee issued by a Scheduled/ Nationalised bank having its' branch in Varanasi for an amount equivalent to 5 % of the Contract Price as stipulated in the conditions of contract:
- 4.3.1.2 Performance Security shall be submitted in the form of Bank Guarantee in the format acceptable to the Authority or in the form of payment through RTGS/NEFT as per bank details provided in the data sheet.
- 4.3.1.3 Failure of the successful Bidder to comply with the requirements of clause 4.3 shall constitute sufficient grounds for cancellation of the award and forfeiture of the Bid Security.
- 4.3.1.4 The performance security shall be submitted for entire Contract Period and shall be valid for six months after the scheduled completion date.
- 4.3.1.5 It is expressly understood and agreed that the performance security is intended to secure the performance of entire Service Agreement. It is also expressly understood and agreed that the performance security is not to be construed to cover all the damages detailed / stipulated in various clauses in the Contract document.
- 4.3.1.6 Should the contract period, for whatever reason be extended, the Bidder, shall at his own cost, get the validity period of Bank Guarantee in respect of performance security furnished by him extended and shall furnish the extended / revised Bank Guarantee to VMC before the expiry date of the Bank Guarantee originally furnished

4.3.2 Appropriation of Performance Security

- 4.3.2.1 Performance Security submitted by the Bidder shall be forfeited if the Bidder fails to commence operations as per the requirements of this RFP.
- 4.3.2.2 In the event the Bidder fails to perform any or all its obligations under the Service Agreement and damages are imposed for such failure, VMC shall have right to appropriate such amount as damages from the Performance Security submitted by the bidder.
- 4.3.2.3 Upon occurrence of a Bidder Default or failure to meet any condition as per the Service Agreement, VMC shall, without prejudice to its other rights and remedies hereunder or in law, be entitled to encash and appropriate the relevant amounts from the Performance Security as Damages for such Bidder Default or failure to meet any Condition Precedent.
- 4.3.2.4 Upon such appropriation from the Performance Security, the Bidder shall, within 30 (thirty) days thereof, replenish, in case of partial appropriation, to its original value, and in case of appropriation of the entire Performance Security provide a fresh Performance Security, as the case may be, failing which VMC shall be entitled to terminate this Agreement.
- 4.3.2.5 Upon replenishment or furnishing of a fresh Performance Security as aforesaid, the Bidder shall be entitled to an additional Cure Period of 30 (thirty) days for remedying the Bidder Default or to meet any Condition Precedent, and in the event of the Bidder not curing its default or meeting such Condition Precedent within such Cure Period, VMC shall be entitled to encash and appropriate such Performance Security as Damages, and to terminate this Agreement.

4.3.3 Release of Performance Security

- 4.3.3.1 Performance Security submitted, will be returned to the Bidder subject to VMC's right to receive or recover amounts, if any, due without any interest 30 days after completion of Contract.

4.4 Bid Security/EMD

- 4.4.1.1 Proposal should necessarily be accompanied by an Earnest Money Deposit for an amount of Rs. 60,000/- (INR Sixty thousand only) through Account Payee Demand Draft/Banker's Cheque/RTGS/NEFT to the bank account as per bank details provided in the data sheet and proof of the same to be shared along with the Technical Proposal. EMD shall remain valid for a period of forty-five days beyond the final proposal/bid validity period.
- 4.4.1.2 Tenders without EMD are liable to be rejected.
- 4.4.1.3 EMD of successful Bidder shall be retained by VMC till Performance Security Deposit is submitted by the successful Bidder. EMD of unsuccessful Bidders will be returned after expiry of the final proposal/bid validity and latest on or before the 30th day after the award of the contract.
- 4.4.1.4 The EMD shall be forfeited by VMC in the following events:
- If Proposal is withdrawn during the validity period or any extension agreed by the bidder thereof.
 - If a Bidder submits a Non-Responsive Proposal or if any information or document furnished
 - By the Bidder turns out to be misleading or untrue in any material respect;
 - If the Proposal is varied or modified in a manner not acceptable to VMC after opening of
 - Proposal during the validity period or any extension thereof.
 - If the bidder tries to influence the evaluation process.
 - In the case of Selected Bidder, if it fails within the specified time limit -
 - to accept the LoA; and / or
 - to sign the Service Agreement; and / or
 - to furnish the Performance Security; and
 - in case the Selected Bidder, having signed the Service Agreement, commits any breach thereof prior to furnishing the Performance Security.

4.5 Power of Attorney

- 4.5.1.1 The Bidder should submit a Power of Attorney in the format specified at FORM 3: Power of Attorney for authorised representative authorizing Bidder's representative as signatory of the Proposal to commit the Bidder.

4.6 Conflict of Interest

- 4.6.1.1 Bidders, and any of their affiliates, shall be considered to have a conflict of interest and shall not be eligible for selection as Bidder under any of the circumstances set forth below:
- Conflicting Assignment/job:** A bidder or any of its affiliates shall not be hired for any Assignment/job that, by its nature, may be in conflict with this Assignment/job of the bidder to be executed for the same Employer.
 - Conflicting Relationships:** A bidder that has a business or family relationship with a member of VMC's staff who is directly or indirectly involved in any part of
 - the preparation of the Terms of Reference of the Assignment/job,
 - the selection process for such Assignment/job, or
 - supervision of the Contract, may not be awarded a Contract, until and unless the conflict
 - stemming from this relationship has been resolved in a manner acceptable to VMC.
- 4.6.1.2 Bidders have an obligation to disclose any situation of actual or potential conflict that impacts their capacity to serve the best interest of VMC, or that may reasonably be perceived as having this effect. Failure to disclose said situations may lead to the disqualification of the bidder or the termination of its Contract.

संदीप श्रीवास्तव
जनसंपर्क अधिकारी

विभागाध्यक्ष
नवीया प्रकाशन विभाग

विनोद कुमार गुप्ता
अपर नगर आयुक्त
नगर निगम वाराणसी

नगर निगम वाराणसी

5 General Conditions of Contract

5.1 General Provision

5.1.1 Definitions

Unless the context otherwise requires, the following terms whenever used in this Contract have the following meanings:

- i. "Applicable Law" means the laws and any other instruments having the force of law in India as they may be issued and be in force from time to time.
- ii. "Authorized Representatives" shall have the meaning set forth in Clause 5.1.5 of
- iii. General Conditions of Contract
- iv. "Selected Bidder" or "Agency" means any private or public entity that will provide the Services to VMC ("VMC") under the Contract.
- v. "Client" means VMC with which the Selected Bidder signs the Contract for the Services
- vi. "Contract" or "Agreement" means the Contract signed by the Parties and all the attached documents, if any
- vii. "Confidentiality" shall have the meaning set forth in Clause 5.5.3 of
- viii. General Conditions of Contract
- ix. "Dispute" shall have the meaning set forth in Clause 5.9 of
- x. General Conditions of Contract
- xi. "Eligibility" shall have the meaning set forth in Clause 3.1 of the RFP
- xii. "EMD" Earnest Money Deposit
- xiii. "Government" means the Government of the Client's country/state
- xiv. "Key Dates" shall mean the dates mentioned in the Data Sheet
- xv. "LOA" Letter of Award
- xvi. "Party" means the "Client or the Selected Bidder" as the case may be, and "Parties" means both of them
- xvii. "Personnel" means professionals and support staff provided by the Selected Bidder assigned to perform the Services or any part thereof
- xviii. "Proposal Due Date" or "PDD" shall mean the date as specified in the Data Sheet
- xix. "Proposal Validity Period" shall have the meaning set forth in Clause 4.2.2
- xx. "RFP" means Request for Proposal i.e. It is a document that solicits a proposal, made through bidding process, by an agency or VMC interested in procurement of a commodity, service, or valuable asset.
- xxi. "Scheduled Bank" means Banks specified in the RBI Act, 1932
- xxii. "Services" means the work to be performed by the Selected Bidder pursuant to the Contract.

5.1.2 Law Governing Contract

This Contract, its meaning and interpretation, and the relation between the Parties shall be governed by the Applicable Law.

5.1.3 Language

This Contract has been executed in English language, which shall be the binding and controlling language for all matters relating to the meaning or interpretation of this Contract.

5.1.4 Notices

Any notice, request or consent required or permitted to be given or made pursuant to this Contract shall be in writing. Any such notice, request or consent shall be deemed to have been given or made when delivered in person to an Authorized Representative of the Party to whom the communication is addressed.

A Party may change its address for notice hereunder by giving the other Party a notice in writing of such change to the address.

5.1.5 Authorized Representatives

Any action required or permitted to be taken, and any document required or permitted to be executed under this Contract by the Client or the Selected Bidder may be taken or executed by the officials specified in the Contract.

5.1.6 Taxes and Duties

- a) GST shall be exclusive of fee quoted by the Selected Bidder.
- b) The Selected Bidder shall provide a valid GST registration number issued by the concerned Statutory Authority.
- c) The financial liability on account of any other applicable taxes, as may be applicable on the amounts received by the Selected Bidder from VMC or any procurement done by the Selected bidder shall be solely borne by the Selected Bidder. The Selected Bidder alone shall be responsible in all respects for the payment of all taxes including Income Tax etc. in a timely manner and filing the returns in respect thereof as per the applicable laws.
- d) However, towards compliance with the applicable Tax laws, VMC shall deduct applicable taxes from the payments to be made by VMC to Selected Bidder and Selected Bidder shall not object to the same.

5.1.7 Fraud and Corruption

For the purpose of this Contract, the terms set forth below as defined as follows:

- i. "corrupt practice" means offering, receiving, or soliciting, directly or indirectly, of anything of value to influence the action of a public official in the selection process or in contract execution;
- ii. "fraudulent practice" means misrepresentation or omission of facts in order to influence the selection process or the execution of a contract;
- iii. "collusive practices" means a scheme or arrangement between two or more Bidders, with or without the knowledge of the Client, designed to establish prices at artificial, non-competitive levels;
- iv. "coercive practices" means harming or threatening to harm, directly or indirectly, persons or their property to influence their participation in a procurement process or affect the execution of the contract.

5.1.8 Measures to be taken

The Client will cancel the Contract if representatives of the Selected Bidder are engaged in corrupt, fraudulent, collusive or coercive practices during the selection process or the execution of the contract;

VMC will sanction the Bidder, including declaring the Bidder ineligible, either indefinitely or for a stated period of time, to be awarded a contract if it at any time determines that the Bidder has, directly or through an agent, engaged in corrupt, fraudulent, collusive or coercive practices in competing for, or in executing, the said contract.

5.1.9 Prohibition against collusion amongst bidder(s)

Each Bidder shall warrant by its Proposal that the contents of its Proposal have been arrived at independently. Any Proposal which have been arrived at, through connivance or collusion or pooling amongst two or more interested parties for the purpose of restricting competition shall be deemed to be invalid and the concerned Bidder(s) shall lose its/their Earnest Money, at VMC's sole discretion.

5.1.10 Insurance

The Selected Bidders are expected to maintain insurance cover for the following events to insure Selected Bidder's risks against:

- i. Injury of the user
- ii. loss of or damage to Equipment, property in connection with the Contract; and
- iii. Personal injury or death of the employees

शंदीप श्रीवास्तव
जनसंपर्क अधिकारी

विभागाध्यक्ष
मीडिया प्रकाशन विभाग

विनोद कुमार गुप्ता
उपर नगर आयुक्त
नगर निगम वाराणसी

लेखाधिकारी
नगर निगम वाराणसी

नगर प्रशासक
नगर निगम वाराणसी

For any other events that may be applicable, VMC does not take any responsibility for insurance coverage in case of any mis-happening.

5.1.11 Liquidated Damages

5.1.11.1 Liquidated damages may be imposed on the Selected Bidder by VMC in case of the following –

- Any service is not found as per the prescribed norms or is not carried out in time,
- Damages incurred to the property of Varanasi Municipal Corporation (such as damage to civil works, finishing works etc.) during discharge of bidder's duties

5.1.11.2 Value of liquidated damages shall be decided by VMC as per the actual cost of damaged goods or non - provided services. In case of dispute on the value of liquidated damages, the decision of VMC shall be final and binding.

5.1.11.3 Liquidated damages shall be appropriated from the performance security deposited by the bidder as per clause 4.3. Upon appropriation, Bidder shall replenish the performance security in accordance with clause 4.3.2

5.1.11.4 If the Selected Bidder delays the works or the work is not satisfactory, VMC may execute the work at the risk and at the cost of the Selected Bidder from any other selected agency.

संदीप श्रीवास्तव
जनसंपर्क अधिकारी

“विभागाध्यक्ष”
मीडीया प्रकाशन विभाग

विनोद कुमार गुप्ता
अपर नगर आयुक्त
नगर निगम वाराणसी

लेखाधिकारी
नगर निगम वाराणसी
नगर निगम वाराणसी

5.2 Commencement, Completion, Modification and Termination of Contract

5.2.1 Effectiveness of Contract

This Contract shall come into effect from the date the Contract is signed by both Parties.

5.2.2 Commencement of Services

The Agency shall begin carrying out the Services not later than 15 days after the Effective Date specified in the RFP or the Contract.

5.2.3 Expiration of Contract

Unless terminated earlier pursuant to Clause 5.4 of

General Conditions of Contract, this Contract shall expire at the end of such time period after the Effective Date as specified in the RFP or the Contract.

5.2.4 Modifications or Variations

Any modification or variation of the terms and conditions of this Contract, including any modification or variation of the scope of the Services, may only be made by written agreement between the Parties.

5.3 Force Majeure

5.3.1 Definition

For the purposes of this Agreement, "Force Majeure" means an event which is beyond the reasonable control of a Party, and which makes a Party's performance of its obligations hereunder impossible or so impractical as reasonably to be considered impossible in the circumstances, and includes, but is not limited to, war, riots, civil disorder, earthquake, fire, explosion, storm, flood or other adverse weather conditions, strikes, lockouts or other industrial action (except where such strikes, lockouts or other industrial action are within the power of the Party invoking Force Majeure to prevent), confiscation or any other action by government agencies

Force Majeure shall not include

- Any event which is caused by the negligence or intentional action of a Party or such Party's Sub-Agency or agents or employees, nor
- Any event which a diligent Party could reasonably have been expected to both
 - Take into account at the time of the conclusion of this Agreement, and
 - Avoid or overcome in the carrying out of its obligations hereunder.

Force Majeure shall not include insufficiency of funds or failure to make any payment required hereunder.

5.3.2 No Breach of Contract

The failure of a Party to fulfil any of its obligations under the Contract shall not be considered to be a breach of, or default, under this Contract insofar as such inability arises from an event of Force Majeure, provided that the Party affected by such an event (a) has taken all reasonable precautions, due care and reasonable alternative measures in order to carry out the terms and conditions of this Contract, and (b) has informed the other Party as soon as possible about the occurrence of such an event.

5.3.3 Extension of Time

Any period within which a Party shall, pursuant to this Contract, complete any action or task, shall be extended for a period equal to the time during which such Party was unable to perform such action as a result of Force Majeure.

5.3.4 Payments

During the period of their inability to perform the Services as a result of an event of Force Majeure, the Agency shall be entitled to continue to be paid under the terms of this Contract, as well as to be reimbursed for

additional costs reasonably and necessarily incurred by them during such period for the purposes of the Services and in reactivating the Service after the end of such period.

5.4 Termination

Either Party may terminate the Contract with immediate effect by serving prior written notice to the other party if services are not possible to be rendered as per applicable laws or professional obligations.

5.4.1 By VMC

VMC may terminate this Contract in case of the occurrence of any of the events specified in paragraphs (a) through (f) of Clause 5.4.1. of

General Conditions of Contract. In such an occurrence VMC shall give a not less than thirty (30) days' written notice of termination to the Agency, and sixty (60) days' in the case of the event referred to in (e).

- a) If the Agency does not remedy a failure in the performance of their obligations under the Contract, within thirty (30) days after being notified or within any further period as VMC may have subsequently approved in writing.
- b) If the Agency becomes insolvent or bankrupt.
- c) If the Agency, in the judgment of VMC has engaged in corrupt or fraudulent practices in competing for or in executing the Contract.
- d) If, as the result of Force Majeure, the Agency are unable to perform a material portion of the Services for a period of not less than sixty (60) days.
- e) If VMC, in its sole discretion and for any reason whatsoever, decides to terminate this Contract.
- f) If the Agency fails to comply with any final decision reached as a result of arbitration proceedings.

5.4.2 By the Selected Bidder

The Agency may terminate this Contract, by not less than thirty (30) days' written notice to VMC, such notice to be given after the occurrence of any of the events specified in paragraphs (a) through (c) of Clause 5.4.2. of

General Conditions of Contract.:

- a) If VMC fails to pay any money due to the Agency pursuant to this Contract and not subject to dispute pursuant to Clause 5.8 of
- b) General Conditions of Contract hereof within forty-five (45) days after receiving written notice from the Agency that such payment is overdue.
- c) If, as the result of Force Majeure, the Agency is unable to perform a material portion of the Services for a period of not less than sixty (60) days.
- d) If VMC fails to comply with any final decision reached as a result of arbitration

5.5 Obligations of the Selected Bidder

5.5.1 Standard of Performance

The Selected Bidder shall perform the Services and carry out their obligations hereunder with all due diligence, efficiency and economy, in accordance with generally accepted professional standards and practices, and shall observe sound management practices, and employ appropriate technology safe and effective equipment, machinery, materials and methods. The Selected Bidder shall always act, in respect of any matter relating to this Contract or to the Services, as faithful advisers to VMC, and shall at all times support and safeguard VMC's legitimate interests in any dealings with third Parties.

5.5.2 Responsibility of the Selected Bidder

The Selected Bidder shall be fully responsible for site review and event of the services conforming to relevant Indian in accordance with VMC.

The Selected Bidder may commence execution of services on the start date and shall carry out the services in accordance with the program submitted by the Selected Bidder, as updated with the approval of VMC, and complete them by the intended completion date.

The workmanship shall be of high order and quality so as to prevent accidents and damaging of the environment and surroundings.

Notwithstanding anything mentioned in this RFP, the Selected Bidder shall ensure compliance with all Applicable Laws and any guidelines which have been issued by the government or VMC from time to time.

5.5.3 Confidentiality

Except with the prior written consent of VMC, the Selected Bidder and the Personnel shall not at any time communicate to any person or entity any confidential information acquired in the course of the Services, nor shall the Selected Bidder and the Personnel make public the recommendations formulated in the course of, or as a result of, the Services. Except as otherwise permitted by the Contract, neither of the parties may disclose to third parties the contents of the Contract or any information/report/advice provided by or on behalf of the other that ought reasonably to be treated as confidential and/or proprietary. Parties may, however, disclose such confidential information to the extent that it: (a) is or becomes public other than through a breach of the Contract, (b) is subsequently received by the receiving party from a third party who, to the receiving party's knowledge, owes no obligation of confidentiality to the disclosing party with respect to that information, (c) was known to the receiving party at the time of disclosure or is thereafter created independently, (d) is disclosed as necessary to enforce the receiving party's rights under the Contract, or (e) must be disclosed under Applicable Law, legal process or professional regulations. These obligations shall be valid for a period of 3 months from the date of termination of the Contract.

5.5.4 Documents prepared by the Selected Bidder to be the property of VMC

- a. All deliverables in the form of data, software, designs, utilities, models, systems and other methodologies and know-how ("Materials") submitted by the Bidder under this Contract shall, not later than upon termination or expiration of this Contract, be delivered to VMC, together with a detailed inventory thereof.
- b. Except as otherwise permitted by the Contract, neither of the parties may disclose to third parties the contents of the Contract or any information/report/advice provided by or on behalf of the other that ought reasonably to be treated as confidential and/or proprietary. Parties may, however, disclose such confidential information to the extent that it: (a) is or becomes public other than through a breach of the Contract, (b) is subsequently received by the receiving party from a third party who, to the receiving party's knowledge, owes no obligation of confidentiality to the disclosing party with respect to that information, (c) was known to the receiving party at the time of disclosure or is thereafter created independently, (d) is disclosed as necessary to enforce the receiving party's rights under the Contract, or (e) must be disclosed under Applicable Law, legal process or professional regulations.

5.5.5 Accounting

The Selected Bidder shall keep accurate and systematic accounts and records in respect of the Services hereunder, in accordance with internationally accepted accounting principles and in such form and detail as will clearly identify all relevant time changes and costs, and the bases thereof.

5.6 Obligations of VMC

- a. Assistance and Exemptions - VMC shall use its best efforts to ensure that the Government shall provide the Selected Bidder such assistance and exemptions as specified in the Contract.
- b. Change in the Applicable Law Related to Taxes and Duties: If, after the date of this Contract, there is any change in the Applicable Law with respect to taxes and duties, then the remuneration and reimbursable expenses payable to the Agency under this Contract shall be increased or decreased accordingly under this Contract.
- c. VMC shall provide relevant letter of permission for content creation for PR related activities
- d. Authorise the agency for use of logo of VMC in the app.
- e. May provide content- base information about the points of interest, high resolution images, videos, documentaries etc as available

संदीप श्रीवास्तव
जनसंपर्क अधिकारी

"विभागाध्यक्ष"
श्रीजीया प्रकाशन विभाग

विनोद कुमार गुप्ता
अपर नगर आयुक्त
नगर निगम वाराणसी

लेखाधिकारी
नगर निगम वाराणसी

5.7 Good Faith and Indemnity

The Parties undertake to act in good faith with respect to each other's rights under this Contract and to adopt all reasonable measures to ensure the realization of the objectives of this Contract.

To the fullest extent permitted by Applicable Law and professional regulations, both the parties indemnify each other and their associates and employees against all claims by third parties (including each other's affiliates) and resulting liabilities, losses, damages, costs and expenses (including reasonable external and internal legal costs) arising out of the third party's use of or reliance on any report, deliverable, etc. disclosed to it by or through the parties as part of the regular interactions or for project/s purposes.

5.8 Penalty

In addition to the liquidated damages not amounting to penalty, warning may be issued to the Selected Bidder for deficiencies on its part. In the case of significant deficiencies in Services causing adverse effect on the Project or on the reputation of the Client, other penal action including debarring for a specified period may also be initiated as per policy of the Client. In case any services is not found as per the prescribed norms or is not carried out in time, if the Selected bidder fails to provide the services in time, VMC may impose penalty in addition to the liquidated damages.

The instances and value of penalty imposed in case of non – adherence to Service Level Agreements shall be as per Annexure I: Service Level Agreement. Additionally, VMC has right to charge penalty in following cases:-

Breach	Penalty
In case the services provided by the Selected bidder are found to be unsatisfactory or if any incidence of misbehaviour by the staff of the Selected bidder is reported or service is not provided in time.	Up to INR 5000/- per such case
If any hired resource, on duty or otherwise, found under the influence of any drug or intoxicants or found guilty of conduct unbecoming a designated resource or found attempt to claim false attendance and shall take such other action as may be required under the circumstances.	Up to INR 5000/- per such case
Failure to employ adequate number of persons resulting in substandard service will be considered as breach of the terms and conditions under the agreement.	Penalty will be imposed depending upon the quantum of breach for such cases
The Selected bidder has to submit reports. If VMC is not satisfied with the progress and quality of the work by the Selected bidder	Up to INR 5000/- per such case
In the event of failure of the Selected bidder to recoup the quality in the mutually agreed time frame	VMC shall be entitled to terminate the contract and forfeit performance security. VMC may impose additional penalty depending upon the quantum of breach for such cases.

5.9 Settlement of Disputes

This Contract shall be governed by, and construed in accordance with, the laws of India.

a. Amicable Settlement

The Parties agree that the avoidance or early resolution of disputes is crucial for a smooth execution of the Contract and the success of the assignment. The Parties shall use their best efforts to settle amicably all disputes arising out of or in connection with this Contract or its interpretation.

In the event of any dispute between the Parties arising out of or in connection with the Contract, including the validity thereof, the Parties hereto shall endeavour to settle such dispute amicably in the first instance. The attempt to bring about an amicable settlement shall be treated as having failed as soon as one of the Parties hereto, after reasonable attempts, which shall continue for not less than 30 (thirty) days, gives a notice to this effect, to the other party in writing.

b. Arbitration

In case of such failure, the dispute shall be referred to a sole Arbitrator, who shall be appointed by the Parties by mutual consent, failing which each party shall appoint one Arbitrator each and together the two Arbitrators shall appoint an umpire. The Arbitration proceedings shall be governed by the (Indian) Arbitration and Conciliation Act, 1996 and shall be held in Varanasi, India. The language of arbitration shall be English.

The Contract and the rights and obligations of the Parties shall remain in full force and effect, pending the award in any arbitration proceedings hereunder.

c. Jurisdiction

In the event that Parties fail to settle the dispute amicably, the same shall be settled by binding Arbitration conducted by a sole arbitrator appointed jointly by both Parties and governed by the Arbitration and Conciliation Act, 1996.

- The venue of arbitration shall be in Varanasi, Uttar Pradesh.
- The language of arbitration proceedings shall be English.
- Any dispute arising in relation to this Contract shall be subjected to Jurisdiction of Courts at Varanasi, Uttar Pradesh.
- Courts located in Varanasi shall have exclusive jurisdiction to settle dispute arising under this agreement.

5.10 Interpretation of Documents:

- a. VMC will have the sole discretion in relation to:
- the interpretation of this RFP document, the Proposals and any documents provided in support of the Proposals; and
 - all decisions in relation to the evaluation of Proposals.

VMC will have no obligation to explain or justify its interpretation of this RFP document, the Proposal(s) or their supporting/related documents/information or to justify the evaluation process or selection of the Selected Bidder.

- b. In the event of conflicts of any sort among the Information and Instructions to Bidder and the Service Agreement, the documents shall be given the following priority:
- Service Agreement,
 - Information and Instructions to Bidder.
- c. VMC reserves the right to use and interpret the Proposal documents, data etc it receives from the Bidder(s) in its absolute discretion.

संदीप श्रीवास्तव
जनसंपर्क अधिकारी

"विमोक्षाध्यक्ष"
मीडिया प्रकाशन विभाग

विनोद कुमार गुप्ता
अपर नगर आयुक्त
नगर निगम वाराणसी

लेखाधिकारी
नगर निगम वाराणसी

नगर लेखा परीक्षक
नगर निगम वाराणसी

6 Annexure I: Service Level Agreement

Table: Service Level Agreement for complaint management				
Type of content restrictions	Service required	Report	Compliance	Penalty
Use of words, signs, indications in content created by PR agency which harms the spirit of VMC	To be incorporated by bidder in any content created	NA	100%	Termination after due diligence by VMC
Use of words, signs, indications in external content being monitored by PR agency	Monitoring and suggesting and implementing a wayout of all related content related to VMC	Immediately	4 hrs	Rs 5000.00 per incident
Type of Complaint	Service required	Report	Complaint Closure Time	Penalty
Any kind of written complaint	Rectification of the issue	Immediately	2hrs	Rs. 1000.00 per unattended/unsatisfactory complaint response
Behavioural complaint	Will be investigated by VMC	Immediately	1 day	Rs. 5000.00 complaint if found true.
Complaints regarding intellectual property rights related to content, IP address or any other	Will be investigated by VMC	Immediately	1 week	Rs. 10,000.00 per unattended/unsatisfactory complaint response

For additional clauses on Penalty refer Clause 5.8

संदीप श्रीवास्तव
जनसंपर्क अधिकारी

4
"विभागाध्यक्ष"
मीडीया प्रकाशन विभाग

विनोद कुमार गुप्ता
अपर नगर आयुक्त
नगर निगम कार्यालय

लेखाधिकारी
नगर निगम कार्यालय
नगर लेखा परीक्षक
नगर निगम कार्यालय

7 Annexure II: Technical Proposal

7.1 FORM 1: Letter of Application

(Note: On the letterhead paper of the Bidder including full postal address, telephone no., fax no., telex no. and cable address.)

[Location, Date]

To,

The Municipal Commissioner

Varanasi Municipal Corporation

Varanasi, Uttar Pradesh

Sub: Selection of PR agency for branding, content strategy, content creation, content moderation and social media management for Varanasi Municipal Corporation.

Dear Sir,

We, the undersigned, offer to provide the services for [Insert title of assignment] in accordance with your Request for Proposal dated [Insert Date] and our Proposal. We are hereby submitting our Proposal, which includes this a Technical Proposal.

We hereby declare that all the information and statements made in this Proposal are true and accept that any misinterpretation contained in it may lead to our disqualification

If negotiations are held during the Proposal Validity Period, we undertake to negotiate on the basis of the proposed staff. Our Proposal is binding upon us and subject to the modifications resulting from Contract negotiations.

We undertake, if our Proposal is accepted, to initiate the consulting services related to the assignment at a date mutually agreed between us.

We understand you are not bound to accept any Proposal you receive.

Yours sincerely,

Authorized Signature [In full and initials]: _____

Name and Title of Authorized Representative:

Name of the Firm:

Address:

संदीप श्रीवास्तव
जनसंपर्क अधिकारी

4
"विभागाध्यक्ष"
मीडीया प्रकाशन विभाग

विनोद कुमार गुप्ता
अपर नगर आयुक्त
नगर निगम वाराणसी

लेखाधिकारी
नगर निगम वाराणसी

लेखा परीक्षक
नगर निगम वाराणसी

7.2 FORM 2A Bidder's organization

[Provide here a brief (two pages) description of the background and organization of firm/entity including but not limited to the following]

1. Name of the firm/ Agency:
2. Country of incorporation:
3. Registered address:
4. Year of Incorporation:
5. Year of commencement of business
6. Principal place of business
7. GST Registration Number:
8. PAN Number:
9. Number of years of operation
10. Geographical spread across the country and its offices
11. Details of authorized representative of the Bidder:
 - a) Name:
 - b) Designation:
 - c) Company:
 - d) Address:
 - e) Phone No:
 - f) Fax No:
 - g) E-mail address:
12. Details of individual (s) who will serve as the point of contact/communication for AUTHORITY OF VMC within the Company.
 - a) Name:
 - b) Designation:
 - c) Address:
 - d) Telephone No:
 - e) E-mail address:
 - f) Fax No:
13. Copy of EPF, ESI and Labour License;
14. Any other documents/information to prove eligibility and experience

संदीप श्रीवास्तव
जनसंपर्क अधिकारी

4
"विभागाध्यक्ष"
मीडिया प्रकाशन विभाग

बेनोद कुमार गुप्ता
अपर नगर आयुक्त
नगर निगम वाराणसी

लेखाधिकारी

नगर निगम वाराणसी लेखा परीक्षक

7.3 FORM 2B: Financial capacity certificate of the bidder

Bidder is required to get the information required in this form, duly certified by Statutory Auditor or Chartered Accountant. The information supplied shall be the annual turnover of the Bidder, in terms of the amounts billed to clients for each year for work in progress or completed along with net worth of Bidder in respective financial year.

#	Financial Year	Turnover	Net worth
1.	2023-24		
2.	2022-23		
3.	2021-22		

Certificate from the Statutory Auditor / Chartered Accountant

This is to certify that (name of the Bidder) has received the payments shown in column 'Turnover' above against the respective years on account of providing Audio Guide Services etc. and has net worth as shown in column 'Net worth' above.

Note: In case the Bidder does not have a statutory auditor, it shall provide the certificate from its Chartered Accountant that ordinarily audits the annual accounts of the Bidder.

संदीप श्रीवास्तव
जनसंपर्क अधिकारी

“विभागाध्यक्ष”
मीडिया प्रकाशन विभाग

विनोद कुमार गुप्ता
अपर नगर आयुक्त
नगर निगम वाराणसी

लेखाधिकारी
नगर निगम वाराणसी

मुख्य नगर लेखा परीक्षक
नगर निगम वाराणसी

7.4 FORM 3: Power of Attorney for authorised representative

(on a stamp paper of relevant value)

POWER OF ATTORNEY FOR AUTHORIZED REPRESENTATIVE

Know all men by these presents, we _____ (name and address of the registered office) do hereby constitute, appoint and authorize Mr. /Ms. _____ (name and address of residence) who is presently employed with us and holding the position of _____ as our attorney, to do in our name and on our behalf, all such acts, deeds and things necessary in connection with or incidental to our proposal for **Selection of PR agency for branding, content strategy, content creation, content moderation and social media management for Varanasi Municipal Corporation.**

We hereby agree to ratify all acts, deeds and things lawfully done by our said attorney pursuant to this Power of Attorney and that all acts deeds and things done by our aforesaid attorney shall and shall always be deemed to have been done by us.

Executant

Signature of Attorney

(Name, Title and Address of the Attorney)

Attested

Executant

Notes:

1. To be executed by the sole Bidder.
2. The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executant(s) and when it is so required the same should be under common seal affixed in accordance with the required procedure.
3. Also, where required, the executants(s) should submit for verification the extract of the charter documents and documents such as a resolution power of attorney in favour of the Person executing this Power of Attorney for the delegation of power hereunder on behalf of the Bidder.
4. In case the Proposal is signed by an authorised Director of the Bidder, a certified copy of the appropriate resolution/document conveying such authority may be enclosed in lieu of the Power of Attorney.

संदीप श्रीवास्तव
जनसंपर्क अधिकारी

4
"विभागाध्यक्ष"
श्रीडीया प्रकाशन विभाग

विनोद कुमार गुप्ता
अपर नगर आयुक्त
नगर निगम वाराणसी

लेखाधिकारी
नगर निगम वाराणसी
नगर लेखा पराक्षक

7.5 FORM 4: Eligible assignments of the Agency

The following information should be provided project wise in the format below for the project completed and projects in hand during last 10 years.

1. Name of the Plan/Project :	
2. Location (Country, State, City) :	
3. Name of Client and Address :	
4. Type of Project:	
5. Project period: • Start: Date/Month/Year • Completed: Date/Month/Year	
6. Consultancy fee charged: INR	
7. Name of Associated Consultant, if any:	
8. Narrative Description of the Plan/Project:	

Note: 1. attach documentary evidence in support of above experience
2. Use additional sheet if required

Signature of Authorized Signatory of Consultant/Firm

Date:

Place:

श्रीवास्तव
जनसंपर्क अधिकारी

"विभागाध्यक्ष"
मीडिया प्रकाशन विभाग

विनोद कुमार गुप्ता
अपर नगर आयुक्त
नगर निगम वाराणसी

लेखाधिकारी
मुख्य लेखा परीक्षक
नगर निगम वाराणसी

Request for Proposal for Selection of PR Agency for Branding, Content Strategy, Content Creation, Content Moderation, and Social media Management for Varanasi Municipal Corporation

7.6 FORM 5: Bidder's experience

#	Name of Project*	Name of Client with address and contact numbers	Date of Award of eligible assignment as per clause 3	Date of completion of assignment (if applicable)	Time period of the Project (in years)	Total locations and duration of Project	Languages provided	Total cost of work (in INR Crores)	Description of services provided
1									
2									
3									

९
संदीप श्रीवास्तव
जनसंपर्क अधिकारी

५
"विभागाध्यक्ष"
मीडीया प्रकाशन विभाग

२
वनोद कुमार गुप्ता
अपर नगर आयुक्त
नगर निगम वाराणसी

लेखाधिकारी
नगर निगम वाराणसी
४५
मुख्य नगर लेखा परीक्षक
नगर निगम वाराणसी

7.7 Form 6: Undertaking

We hereby undertake that:

We are not blacklisted with any of the government project, We are not under any declaration of ineligibility by any authority, We will comply with and assist during the period of the contract,

Yours sincerely,

Authorized Signature of lead member [in full and initials]: _____

Name and Title of Authorized Representative:

Name of Firm:

Address:

संदीप श्रीवास्तव
जनसंपर्क अधिकारी

“विभागाध्यक्ष”
मीडिया प्रसारण विभाग

विनोद कुमार गुप्ता
अपर नगर आयुक्त
नगर निगम वाराणसी

लेखाधिकारी
नगर निगम वाराणसी
मुख्य नगर सचिव परीक्षा
नगर निगम वाराणसी

7.8 Form 7: Team

S.no	Team member	CV
1	Project Manager	• 20% marks on educational qualification • 80% marks on work experience
2	Content creator	• 20% marks on educational qualification • 80% marks on work experience
3	Photographer	• 20% marks on educational qualification • 80% marks on work experience

संदीप श्रीवास्तव
जनसंपर्क अधिकारी

“विभागाध्यक्ष”
मीडीया प्रकाशन विभाग

नंदोद कुमार गुप्ता
अपर नगर आयुक्त
नगर निगम वाराणसी

लेखाधिकारी
नगर निगम वाराणसी
मुख्य नगर लेखा परीक्षक
वाराणसी

7.9 Form 8: Presentation

Bidder shall submit their presentation for the required services (duration – 30 mins).

संदीप श्रीवास्तव
जनसंपर्क अधिकारी

"विभागाध्यक्ष"
मीडिया प्रकाशन विभाग

विनोद कुमार गुप्ता
अपर नगर आयुक्त
नगर निगम काशी

लेखाधिकारी
नगर निगम काशी

मुख्य नगर लेखा परीक्षक
नगर निगम काशी

Request for Proposal for Selection of PR Agency for Branding, Content Strategy, Content Creation, Content Moderation, and Social media Management for Varanasi Municipal Corporation

7.10 Financial form

S.No.	Item description (Qualifications as mentioned in Clause 2.5)	Quantity	Units	BASIC RATE In Figures To be entered by the Bidder Rs. (per person per month, excl. GST/taxes)	TOTAL AMOUNT Without Taxes	TOTAL AMOUNT In Words
1	2	3	4	5	6	7
1	Project Manager	1	No.			
2	Content writer	1	No.			
3	Photographer	1	No.			
Total in Figures						
Quoted Rate in Words						

संदीप श्रीवास्तव
जनसंपर्क अधिकारी

“विभागीय”
मीडिया प्रकाशन विभाग

विनोद कुमार गुप्ता
अपर नगर आयुक्त
नगर निगम वाराणसी

लेखाधिकारी
नगर निगम वाराणसी
मुख्य नगर लेखा परीक्षक
नगर निगम वाराणसी