

GOVERNMENT OF ASSAM

INSPECTORATE OF ELECTRICITY

OFFICE OF THE

CHIEF ELECTRICAL INSPECTOR -CUM- ADVISER, ASSAM

1ST FLOOR, WEST END BLOCK, HOUSEFED COMPLEX,

BASISTHA ROAD, DISPUR,

GUWAHATI – 781 006, ASSAM.

&

STATE DESIGNATED AGENCY FOR THE STATE OF ASSAM.

UNDER THE ENERGY CONSERVATION ACT, 2001

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**Request for Quotation (RfQ) of hiring a
Public Relation (PR) Agency for State Level
Painting Competition to be held on 15th
November, 2014 at Guwahati, Assam.**

October, 2014

1 LETTER OF INVITATION:

1.1 Advertisement:

Chief Electrical Inspector cum Advisor (State Designated Agency for Assam) intends to hire a PR agency for an upcoming event - State Level Painting Competition to be held on 15th November, 2014 at Guwahati. The event is likely to be held at "Silpgram", Panjabari, Guwahati - 781 037, Assam.

1.2 Critical Information:

Availability of Invitation for RfQ	21.10.2014 up to 26.10.2014 between 10:00 Hours and 14:30 Hours
Last date for receipt of Queries	15:00 Hours on 24.10.2014
Last date for receipt of RfQ	14:00 Hours on 27.10.2014
Time & Date of opening of RfQ	15:00 Hours on 27.10.2014
Place of opening of RfQ	Office of the Chief Electrical Inspector -cum- Adviser, Govt. of Assam, 1 st Floor, West End Block, HOUSEFED Complex, Basista Road, Dispur, Guwahati - 781 006, Assam.
Contact Person for queries & submission of RfQ	Md. N. Huda, Dy.Chief Electrical Inspector -cum- Adviser, Govt. of Assam. Ph: +91 361 2224711
Contact E-Mail ID & FAX	assam.sda@gmail.com +91 361 2224622

2 BACKGROUND INFORMATION:

2.1 About State Designated Agency (SDA):

The mission of State Designated Agency (SDA) and Bureau of Energy Efficiency (BEE) is to develop policies and strategies with a thrust on self-regulation and market principles, within the overall framework of the EC Act with the primary objective of reducing energy intensity of the Indian economy. This will be achieved with active participation of all stakeholders, resulting in accelerated and sustained adoption of energy efficiency in all sectors.

The EC Act came into force in March 2002. The setting up of Bureau of Energy Efficiency (hereinafter referred to as the “BEE”) and subsequently ASDA as one of the SDA provides a legal framework for energy efficiency initiatives in the country. The EC Act empowers the Central Government and in some instances the State Governments to:

- ❖ Notify energy intensive industries, other establishments, and commercial buildings as designated consumers;
- ❖ Establish and prescribe energy consumption norms and standards for designated consumers;

Direct designated consumers to –

- ❖ Designate or appoint certified energy manager in charge of activities for efficient use of energy and its conservation.
- ❖ Get an energy audit conducted by an accredited energy auditor in the specified manner and intervals of time;
- Furnish information with regard to energy consumed and action taken on the recommendation of the accredited energy auditor to the designated agency;
- Comply with energy consumption norms and standards, and if not so, to prepare and implement schemes for efficient use of energy and its conservation;
- Prescribe energy conservation building codes for efficient use of energy and its conservation in commercial buildings;
Amend the energy conservation building codes to suit regional and local climatic conditions;
- Direct owners or occupiers of commercial buildings to comply with the provisions of Energy Conservation Building Codes;
- Direct mandatory display of label on notified equipment and appliances;
- Specify energy consumption standards for notified equipment and appliance;
- Prohibit manufacture, sale, purchase and import of notified equipment and appliances not conforming to standards.

The EC Act defines the powers of the State Government to facilitate and enforce efficient use of energy and its conservation. The State Governments have to designate State Designated Agencies in consultation with the Bureau of Energy Efficiency to coordinate, regulate and enforce the provisions of the Act in the State. Thus the State Designated Agencies are the strategic partners for promotion of energy efficiency and its conservation in the country.

2.2 Organization: Chief Electrical Inspector -cum- Adviser, Assam.

Under the provisions of the EC Act, State Designated Agency has been established with effect from 06th September 2002.

The mission of the State Designated Agency is to assist in developing policies and strategies with a thrust on self-regulation and market principles, within the overall framework of the Energy Conservation Act, 2001 with the primary objective of reducing energy intensity of the Indian economy. This will be achieved with active participation of all stakeholders, resulting in accelerated and sustained adoption of energy efficiency in all sectors.

3. OBJECTIVE FOR HIRING OF PUBLIC RELATION (PR) AGENCY

To enhance the profile and wide publicity of the State Level Painting Competition on Energy Conservation by inviting dignitaries holding very high position in the State Government or celebrities. Media needs to be encouraged to cover the entire event and provide coverage in the print and electronic media.

4. SCOPE OF WORK:

A.1 The PR agency will be broadly required to carry out but not limited to the following tasks:

- Ensure news coverage to the function
- Press / Media management during the event
- Collate and provide news coverage in the form of a structured report

A.2 Specific activities, the agency will be required to undertake are:

- Provide latest media list with complete contact details (National/Regional/Trade Print and Electronic including press photographers)
- Draft Pre and Post Event Press Releases (Hindi/English/Assamese)
- Coordination with Doordarshan and other media house including Media invitation for event and following up for news coverage
- Arranging 3 executives for manning media counter at the venue
- Coordinating with Event Manager / SDA official for Seating space for press personnel
- Facilitating Media Movement at the venue like registration etc.
- Issuing pre event press release before the event and post event release during the function along with the photographs.
- Compile all the coverage in soft and hard copies supported with original cuttings / clippings.

5. ELIGIBILITY & QUALIFICATION CRITERIA:

The agencies / firms being considered for the above work must fulfill all the following criteria:

- ❖ The PR Management Firm should be registered and be in the business for at least three years in the field.
- ❖ The Annual turnover of the Firm in regard to PR management should not be less than Rs.50 lakhs for the last three years (Documentary evidence to be provided).
- ❖ The Firm must be exclusively a PR Agency
- ❖ The agency must have full-fledged office in **Guwahati, Assam**
- ❖ The firm must have adequate experience in such tasks (Documentary evidence to be provided).
- ❖ The firm should not have been black listed by any Central Govt. / State Govt. / Central / State PSU. An undertaking to be provided along with the proposal.

6. INSTRUCTIONS TO BIDDING FIRMS:

Interested agencies are required to submit the proposal in Two Bid System.

E.1 The first bid is the technical proposal which should include the following:

- The process and methodology to carry out the task defined above under Scope of Work.
- The competency to undertake the defined job successfully
- Client list for the last 2 years, supported by documentary evidences.
- Documentary evidence in support of eligibility criteria as mentioned above to be enclosed along with the technical bid.

E.2 The second bid is the financial proposal, the total cost or fee for undertaking the entire task as defined in scope of work. Type of taxes may be quoted separately in clear percentage terms.

7. COST OF BID DOCUMENT FEES:

All bids must be accompanied by a bid document fee of **Rs.200/-** (Rupees Two Hundred only) in the form of Demand Drafts from any Scheduled Bank or Nationalized Bank drawn in favour of the **CHIEF ELECTRICAL INSPECTOR -CUM- ADVISER, GOVT. OF ASSAM** and payable at par in **GUWAHATI**.

8. EARNEST MONEY DEPOSIT (EMD):

- (i) The Earnest Money amounting to **Rs. 5,000/- (Rupees Five Thousand Only)** shall be paid by each tenderer, in the form of Demand Drafts from any Scheduled Bank or Nationalized Bank drawn in favour of **CHIEF ELECTRICAL INSPECTOR -CUM- ADVISER, GOVT. OF ASSAM** and payable at par in **GUWAHATI**, to be enclosed along with the sealed tender;
- (ii) Any category of tenderers specifically exempted by the Government from the payment of Earnest Money Deposit are not required to make such a deposit provided they enclose copies of documents proving exemption;
- (iii) The Earnest Money Deposit will be refunded to the successful tenderer only after satisfactory completion of the ordered works and on proper fulfillment of assignments;

- (iv) In the case of unsuccessful tenderers, the Earnest Money Deposit will be refunded to them within three months of finalising the tender;
- (v) The Earnest Money Deposit will not carry any interest.

Tenders received without the Earnest Money Deposit other than specified in sub-clause (ii) above will be summarily rejected.

9. DELIVERABLES:

Following are to be delivered as per the specified date:

Sl. No.	Item/article to be delivered or activity to be completed	By date
1	Preparation of media list	3 rd November 2014
2	Submission of Draft Press Release (Hindi & Eng) for approval	10 th November 2014
3	Submission of Staff details to be deputed on the venue for security clearance	3 rd November 2014
4	Invitation to be dispatched/emailed faxed etc.	5 th November 2014
5	Issue of pre event press release	14 th November 2014
6	Issue of post event press release	15 th November 2014
7	Final structured report in the form of compilation of news coverage of print/electronic including online/news portals	18 th November 2014

10. MINIMUM COVERAGE GUARANTEE AND PAYMENT TERMS:

The agency needs to clear the slab of Minimum Guarantee to qualify for the payment as given in the table below:

Media (100%)						
	Print Media (Regional / National Dailies) (50%)=X		Electronic Media (Private Channels) (40%)=Y		Online / News Portals (10%)=Z	
Slab for Payment	Coverage	% Payment	Coverage	% Payment	Coverage	% Payment
Slab 1	3 News Papers	100 % of X	2 Channels	100% of Y	5 Portals	100 % of Z
Slab 2	2 News Papers	80% of X			3-4 Portals	70% of Z
Minimum Guarantee	1 News Paper	60% of X	1 Channel	70% of Y	2-3 Portals	40% of Z

Note:

- The payment to the agency will be considered based on the performance as tabulated above.
- No payment will be made if the above mentioned minimum guarantee is not achieved.
- There will be no advance payment to the selected PR agency.
- Minimum Guarantee must cover the newspapers/Channels from the respective groups given below:
 - ✓ **Print Media:** National and Regional dailies.

- ✓ **E Media:** National and Regional dailies.

11. SELECTION PROCEDURE OF PR AGENCY:

- ❖ Financial bid of only those agencies will be opened who clears technical evaluation by at least 70% marks.
- ❖ Final selection of agency will be based on the lowest price quoted in the financial bid for the work defined in scope of work (Para 4)
- ❖ Payment against the work will be made in accordance to the deliverables and minimum coverage guarantee (Para 9 & 10)

EoI Form 1: Letter Proforma for RfQ Submission

To

The Chief Electrical Inspector -cum- Adviser,
Government of Assam,
State Designated Agency for the State of Assam under EC Act,
1st Floor, West End Block, HOUSEFED Complex, Basistha Road,
Dispur, Guwahati - 781 006, Assam.

Sub: Hiring a Public Relation (PR) Agency for State Level Painting Competition to be held on 15th November, 2014 at Guwahati, Assam.

Sir,

The undersigned Bidder, having read and examined in detail all the RfQ documents in respect of hiring a Public Relation (PR) Agency for State Level Painting Competition to be held on 15th November, 2014 at Guwahati, Assam, do hereby express our interest for the same in the State of Assam as specified in the scope of work.

1. Correspondence Details

Our correspondence details are:

1	Name of the Agency or Firm	
2	Address of the Agency or Firm	
3	Name of the contact person to whom all references shall be made regarding this tender	
4	Designation of the person to whom all references shall be made regarding this tender	
5	Address of the person to whom all references shall be made regarding this tender	
6	Telephone (with STD code)	
7	E-Mail of the contact person	
8	Fax No. (with STD code)	

2. Document forming part of RfQ

We have enclosed herewith the followings:

- i. EoI Form 2 : Comments and Suggestions
- ii. EoI Form 3 : Declaration Letter
- iii. EoI Form 4 : Financial Bid (Separate Envelop)
- iv. Bid Document fees
- v. Earnest Money deposit
- vi. Eligibility as required as per RfQ
- vii. Copy of Company Incorporation Certificate

3. We hereby declare that our RfQ is made in good faith and the information contained therein is true and correct to the best of our knowledge and belief.

Thanking you.

Yours faithfully

(Signature of the Bidder)

Name :

Designation :

Seal :

Date :

Place :

Business Address:

Witness:

Signature

Name

Address

Date

Bidder:

Signature

Name

Designation

Company/Firm

Date

EoI Form 2: Comments and Suggestions

[Suggest and justify here any modifications or improvement to the scope of work, tasks to be performed, timeline, deliverables, payment terms etc. to improve performance in carrying out the Assignment. The Bidder can suggest deleting some activity or adding another, or proposing a different phasing of the activities. Such suggestions should be concise and to the point.]

(Maximum two pages)



EoI Form 3: Declaration Letter

Declaration Letter on official letter head stating the following:

- i. We are not involved in any major litigation that may have an impact of affecting or compromising the delivery of services as required under this contract
- ii. We are not black-listed by any Central / State Government / Public Sector Undertaking in India

Witness:

Signature

Name

Address

Date

Bidder:

Signature

Name

Designation

Company

Date

EoI Form 4 : EoI Financial Bid

To

The Chief Electrical Inspector -cum- Adviser,
Government of Assam,
State Designated Agency for the State of Assam under EC Act,
1st Floor, West End Block, HOUSEFED Complex, Basistha Road,
Dispur, Guwahati - 781 006, Assam.

Sub: Hiring a Public Relation (PR) Agency for State Level Painting
Competition to be held on 15th November, 2014 at Guwahati, Assam.

Sir,

I / We, the undersigned, offer to provide the consulting services for the above in accordance with your Request for Quotation dated, with our Technical and Financial Proposals.

Our Financial Proposal is for a gross total sum of Rs. (In figure)..... (In words). Our financial proposal takes into account all expenses and all forms of tax liabilities associated in execution of the deliverables as per the RfQ document. ASDA shall in no way be responsible to incur any other extra costs associated with this task.

In case of any difference of amount in figures and words, the amount in words may kindly be considered

Our financial proposal shall be binding upon us subject to the modifications resulting from contract negotiations, up to expiration of the validity period of the Proposal, i.e. 31st January, 2015.

We confirm that in competing for (and, if the award is made to us, in executing) the above contract, we will strictly observe the laws against fraud and corruption in force in India, namely "Prevention of Corruption Act, 1988".

We understand that you are not bound to accept our Proposal, which you received.

Thanking You.

Yours sincerely,

[Authorized Signature]
[Name and Title of Signatory]
[Name of the Firm]
[Date]
[Seal]