



REQUEST FOR PROPOSAL (RFP)

FOR

Hiring the Services of PR Agency for IEC (Information, Education and Communication) activities, Media, Advocacy for Haryana Skill Development Mission (HSDM) under “Skill Acquisition and Knowledge Awareness for Livelihood Promotion (SANKALP) Project”

RFP No.: HSDM/RFP/PRA/1145

**Haryana Skill Development Mission
Government of Haryana**

**Skill Development & Industrial Training Department,
Kaushal Bhawan, IP-2, Sector-3
Panchkula – 134109
E-Mail: haryanasdm@gmail.com**

Table of Contents

| | |
|--|----|
| 1. Notice Inviting Request for Proposal (RFP) for Hiring the Services of PR Agency for IEC (Information, Education and Communication) activities, Media, Advocacy for Haryana Skill Development Mission (HSDM) under “Skill Acquisition and Knowledge Awareness for Livelihood Promotion (SANKALP) Project”..... | 2 |
| 2. Schedule for Invitation of RFP | 5 |
| 3. Section 1: Pre-Qualification Criteria..... | 8 |
| 4. Section 2: Instructions to Agencies (ITA) and Data Sheet..... | 9 |
| 5. Section 3: Pre-Qualification and Technical Proposal – Standard Forms..... | 24 |
| 6. Section 4: Financial Proposal – Standard Forms | 35 |
| 7. Section 5: Terms of Reference (ToR)..... | 36 |

1. Notice Inviting Request for Proposal (RFP) for Hiring the Services of PR Agency for IEC (Information, Education and Communication) activities, Media, Advocacy for Haryana Skill Development Mission (HSDM) under “Skill Acquisition and Knowledge Awareness for Livelihood Promotion (SANKALP) Project”.

The Haryana Skill Development Mission invites RFP from reputed Public Relations Agency/ies (hereafter referred as ‘Client’) to undertake Public Relations related activities, IEC, Media and Advocacy activities for the Mission. The Scope of work will have to be carried out in accordance with the specifications detailed in this Request for Proposal (RFP) document.

Brief Background of HSDM:

Haryana Skill Development Mission ("HSDM") was registered on 4th May, 2015 under the Haryana Registration & Regulations of Societies Act, 2012 to function as an autonomous organization. The Mission established by the State Government aims to empower the youth in the State to take part in the economic and overall growth of the State and the Country at large. The vision of the Mission is “To be a specialized agency to deliver quality skill training and professional knowledge to the youth to enhance their employability and bridge the skill deficit with a view to meet burgeoning market demand for skilled manpower”.

The Primary Objectives of HSDM:

The Mission functions as a non-profit, independent and autonomous organization for implementation of skill development programmes in the State. The Mission has the following specific objectives:

- (i) Increase employability of the youth and empower them to take part in the economic growth of Haryana and India, through skill training in modern and market driven professions and monitoring its delivery, and thereby reducing unemployment, poverty and socio-economic inequality.
- (ii) To provide skill training to the students passing out from schools, school dropouts, unemployed youth, informal sector workers, women and other disadvantaged groups.
- (iii) To inspect & monitor the quality of training imparted.
- (iv) To map demand for skill sets in the market and formulate programmes to meet such demand through high quality skill training.
- (v) Develop self-employment and entrepreneurial skills for youth of Haryana.
- (vi) To act as a platform for job seekers and provide assistance in getting self-employment.
- (vii) To assist the State Government in formulating appropriate policy, legislations and/ or measures to fulfil the skill gap and constitute task forces for this purpose.

- (viii) To carry out or implement any other activities/ schemes which are beneficial to make the youth of State of Haryana employable.
- (ix) Assist in creating an enabling environment to attract investment in professional and skill development sector.
- (x) To undertake the capacity building programmes of various stakeholders working in the professional and skill development sector.
- (xi) To enter into any arrangement/ agreement with any person, company or association having similar objectives.

HSDM is entrusted with responsibility to drive a 'Skills Acquisition and Knowledge Awareness for Livelihood' (SANKALP) project in Haryana. SANKALP is a Centre and State funded scheme conceptualised by Ministry of Skill Development & Entrepreneurship (MSDE), Government of India, with a special focus on decentralised planning and quality improvement. Two key components of SANKALP project includes:

- ❖ Institutional Strengthening at the National and State Levels for Planning, Delivering, and Monitoring high-quality market relevant training.
- ❖ Improved Quality and Market Relevance of Skill Development Programmes. Within this component it is mandated that media campaigns and events be rolled out to connect with youth and educate them on skill based careers and opportunities. It is also recommended to hold monthly industrial road shows on training placement and apprenticeship, organize 2 events for felicitation of training partners, etc.

The HSDM plans to engage a PR agency to professionally plan, execute and monitor public relations related activities, IEC, Media and Advocacy activities for the Mission for a period of 01 year, and assist the Mission achieve its vision of connecting with the youth to educate them on skill based careers & opportunities and transforming the State of Haryana into skilled-workforce and knowledge hub for the world.

The agency must have in-house organizational and production capability. All other requirements such as manpower, tools, applications, creative content, advertising etc. will have to be met by the agency. Agency must have expertise in the activities as desired to be performed in accordance to the Scope of Work. The entire data and intellectual property generated from the activity will be owned fully by the HSDM. The firm has the responsibility to store the same and provide it to HSDM on a weekly basis or as & when demanded. Agency will be completely responsible to maintain the 1. Back-up 2. Storage and 3. Recovery mechanism. The agency will ensure data protection (secrecy) and ensure that no data is leaked

to any person not authorized by the HSDM. In case of any such leak /breach of data, the entire legal, financial and other consequences will be borne by the agency. All the real and virtual creations will be the property of HSDM and IPR will vest with HSDM. The agency will also ensure that all the creations submitted by them to the HSDM are free of copyright and IPR encumbrances and any error and omission in this matter shall be sole responsibility of the agency. Key points to note are as under:

- (i) The duration of the Engagement of a PR Agency for HSDM will be for a period of 01 year from the date of signing of agreement. Post that, it may be extended for another 01 year based on the satisfactory performance and mutual agreement.
- (ii) The details regarding eligibility criteria, scope of work, application procedures, selection methodology and other terms & conditions have been clearly stated in the RFP document in English Language that can be downloaded from the website of the Mission i.e., www.hsdm.org.in or from etenders.hry.nic.in.
- (iii) An agency shall be selected in accordance with the **Quality and Cost Based Selection (QCBS) method**.
- (iv) The mentioned norms are indicative and can be relaxed/ changed subject to the requirement of HSDM.
- (v) Amendments/ Corrigendum if any shall be communicated by publishing the same on HSDM website www.hsdm.org.in and/or on etenders.hry.nic.in. Agency would be solely responsible for ensuring that any subsequent addenda issued by the Mission is also downloaded/ incorporated in the documents while preparing and submitting proposals.
- (vi) Pre-Qualification/ Eligibility Criteria Documents, Technical and Financial Proposal must be prepared in the prescribed formats and uploaded on the portal etenders.hry.nic.in by 31.03.2022
- (vii) Incomplete proposals or those received after the specified time and date or not fulfilling the specified requirement shall not be considered.

Sd/-

Mission Director

Haryana Skill Development Mission

2. Schedule for Invitation of RFP

Details About RFP: RFP No.: **HSDM/RFP/PRA/1145**

| Sr. No. | Particulars | Details |
|---------|--|---|
| 1. | Name and Address of the Client | Haryana Skill Development Mission (HSDM) Kaushal Bhawan IP-2, Sector-3, Panchkula – 134109 |
| 2. | Address from where RFP can be Obtained / Downloaded | www.hsdm.org.in or etenders.hry.nic.in |
| 3. | Address where response to RFP has to be submitted | Interested agencies fulfilling pre-qualification criteria/ eligibility conditions can submit their detailed proposal by ensuring submission of all requisite documents, EMD and the Tender Fee on etenders.hry.nic.in . The proposal should carry documents as per Key submission guidelines as mentioned in the Data Sheet . All the pages should be numbered properly. |
| 4. | Date of Issue of RFP | From 15.03.2022 onwards during regular working hours |
| 5. | Last date of Receiving Queries | The queries, if any, in the RFP have to be mailed by 21.03.2022 end of the day before 05:00 PM to: haryanasdm@gmail.com The subject line of the mail should be “Queries_RFP regarding Hiring of PR Agency” |
| 6. | Last Date and Time for receipt of RFP | 31.03.2022 up to 5:00 PM |
| 7. | Opening of Pre-Qualification Criteria and Technical Proposal | Online (e-tender portal) on 04.04.2022 at 11:00 AM at Haryana Skill Development Mission, Skill Development & Industrial Training Department, Kaushal Bhawan, IP-2, Sector 3, Panchkula 134109 |
| 8. | Technical Presentation of the Qualified Agencies | The Technical Presentation shall be conducted on 08.04.2022 (subject to confirmation). |
| 9. | Opening of the Financial Proposal | Online (e-tender portal) on 12.04.2022 at 11:00 AM at Haryana Skill Development Mission, Skill Development & Industrial Training Department, Kaushal Bhawan, IP-2, Sector 3, Panchkula 134109 |

| | | |
|-----|-----------------------------|--|
| | | Or Information will be mailed. After the Technical evaluations have concluded, the financial proposals of all the qualified agencies will be opened in the presence of whosoever wish to be present for arriving at the Total Score. |
| 10. | Estimated Cost of Tender | Rs. 50 Lakhs |
| 11. | Earnest Money Deposit (EMD) | The agency should submit the EMD amount of Rs.2,00,000/- (Two Lakhs Only) on etenders.hry.nic.in which is refundable, if not selected. |
| 12. | Tender Fee | The agency should submit the Tender Fee of Rs.10,000/- (Ten Thousand Only) on etenders.hry.nic.in which is non-refundable. |
| 13. | Proposal Validity Period | 180 Days |
| 14. | Evaluation Method | Quality cum Cost Based System (QCBS) |
| 15. | Name of the Contact Officer | Chief Skills Officer, Haryana Skill Development Mission, Skill Development & Industrial Training Department, Kaushal Bhawan, IP-2, Sector3, Panchkula 134109 Email ID - haryanasdm@gmail.com |

Note: HSDM reserves the right to suitably amend/ modify/ change any clause of this document and issue a corrigendum to this effect. Interested agencies may keep a track of the corrigendum issued that will be published on HSDM website www.hsdm.org.in and/or on etenders.hry.nic.in.

Request for Proposal (RFP)

Project Title: Request for Proposal (RFP) for Hiring the Services of PR Agency for IEC (Information, Education and Communication) activities, Media, Advocacy for Haryana Skill Development Mission (HSDM) under “Skill Acquisition and Knowledge Awareness for Livelihood Promotion (SANKALP) Project”.

Date of issue: 15.03.2022

Due Date of Submission: 31.03.2022

Time (IST): 5:00 PM

Dear Sir/ Madam,

The Haryana Skill Development Mission (HSDM) intends to enter into an arrangement for the provision of services outlined in the Terms of Reference (ToR) through a competitive evaluation/ bidding process.

Any questions regarding the RFP must be marked through e-mail to the Chief Skills Officer at haryanasdm@gmail.com. Last date for receipt of the queries is 21.03.2022. Thereafter, queries or request for information will not be considered.

1. An agency will be selected under Quality and Cost Based selection method and as per the procedures described in this RFP.
2. The RFP includes the following documents:
 - Section-1 - Pre-Qualification Criteria
 - Section 2 - Instructions to Agencies (ITA) and Data Sheet
 - Section 3 – Pre-Qualification and Technical Proposal–Standard Forms
 - Section 4 - Financial Proposal - Standard Forms
 - Section 5 - Terms of Reference

The proposal (Pre-Qualification Criteria, Technical and Financial) should be submitted online on etenders.hry.nic.in, as per the date and time mentioned in Schedule for Invitation of RFP. Any proposals received after the stipulated date and time shall not be considered.

Yours sincerely,

Sd/-

Mission Director

Haryana Skill Development Mission

3. Section 1: Pre-Qualification Criteria

1. The agencies who are interested in being considered for this assignment should mandatorily fulfil the following Pre-Qualification Criteria:
 - a) The agency must be incorporated & registered in India, under any act and should be in operations for minimum of 5 years.
 - b) The agency should have a minimal average turnover of Rs.1,00,00,000 (One Crore) or above in the past three financial years (i.e. FY 18-19, FY 19-20 and FY 20-21).
 - c) The agency should have in-house qualified manpower consisting of commercial artists & graphic designers, photographers, motion designer, social media manager, corporate trainers, media planning team and adequate infrastructure to take up assignments on its own.
 - d) The agency should have successfully completed atleast two assignment of value INR 25 Lakhs each corresponding to required works as proposed in this RFP for any State/Central Government department/organization/ PSU during any (FY 18-19, FY 19-20 and FY 20-21).
 - e) The agency should not have been blacklisted by any Donor Agency / State Government / Central Government or by any Agency Department of the State / Central Government or under a declaration of ineligibility for corrupt or fraudulent practices.
 - f) The Sole agency will be responsible for end to end scope of work given in this tender. Any proposal submitted as part of a consortium or joint venture shall be disqualified and rejected.
 - g) Tender Fee of Rs.10,000/- (Ten Thousand Only) and EMD of Rs.2,00,000/- (Two Lakhs Only) should be submitted online.
2. In case any false information is provided or information is concealed then the proposals of such agencies shall be cancelled, and authority will have the rights to initiate appropriate action against the agency.

4. Section 2: Instructions to Agencies (ITA) and Data Sheet

A. General Definitions & Instructions

| | |
|---------------------------------------|---|
| <p>Definitions</p> | <p>a) “Governing Law” means the laws and any other instruments having the force of law in the Client’s country, or in such other country, as they may be issued and in force from time to time.</p> <p>b) “Client” means the implementing agency [Haryana Skill Development Mission (HSDM)] that signs the Contract for the Services with the selected Agency.</p> <p>c) “Agency” means a legally-established professional consulting firm or consultant or an entity or bidder that may provide the services to the client under the contract.</p> <p>d) “Contract” means a legally binding written agreement signed between the Client and the Agency.</p> <p>e) “Day” means a calendar day.</p> <p>f) “Key Personnel” means, experts allocated to the project.</p> <p>g) “Government” means the government of the Client’s State.</p> <p>h) “ITA” (Section 2 of the RFP) mean the Instructions to Agencies that provides the agencies with all information needed to prepare their proposals.</p> <p>i) “RFP” means the Request for Proposal to be prepared by the client for the selection of agency.</p> <p>j) “Services” means the work to be performed by the selected agency pursuant to the contract.</p> <p>k) “TORs” (Section 5 of the RFP) means the Terms of Reference that explain the objectives, scope of work, activities, and tasks to be performed; Key Personnel qualification, experience, time commitment; payment terms and other information related to execution of the contract and services.</p> |
| <p>1. Introduction</p> | <p>1.1. The Client named in the Data Sheet intends to select an agency, in accordance with the method of selection specified in the Data Sheet.</p> <p>1.2. The agencies are invited to submit a Technical Proposal and Financial Proposal as specified in the Data Sheet, for services required for the assignment named in the Data Sheet. The proposal will be the basis for negotiating and ultimately signing the contract with the selected agency.</p> |
| <p>2. Conflict of Interest</p> | <p>2.1 The selected agency shall not receive any remuneration in connection with the assignment except as provided in the contract. The selected agency and its affiliates shall not engage in any activities that conflict with the interest of the HSDM under the contract.</p> <p>2.2 The agency is required to provide professional, objective, and impartial advice, at all times holding the client’s</p> |

| | |
|---|--|
| | <p>interests paramount, strictly avoiding conflicts with other assignments or its own corporate interests and acting without any consideration for future work.</p> <p>2.3 The agency has an obligation to disclose to the client any situation of actual or potential conflict that impacts its capacity to serve the best interest of its client. Failure to disclose such situations may lead to the disqualification of the agency or the termination of its contract.</p> <p>2.3.1 Without limitation on the generality of the foregoing, and unless stated otherwise in the Data Sheet, the agency shall not be hired under the circumstances set forth below:</p> |
| <i>a. Conflicting assignments</i> | <p>i. <u>Conflict among consulting assignments:</u> An agency (including its key Personnel) or any of its affiliates shall not be hired for any assignment that, by its nature, may be in conflict with another assignment of the agency for the same or for another client.</p> |
| <i>b. Conflicting relationships</i> | <p>ii. <u>Relationship with the Client’s staff:</u> An agency (including its Key Personnel) that has a close business or family relationship with a professional staff of the client, or of implementing agency who are directly or indirectly involved in any part of (a) the preparation of the Terms of Reference for the assignment, (b) the selection process for the contract, or (c) the supervision of the contract, may not be awarded a contract, unless the conflict stemming from this relationship has been resolved in a manner acceptable to the client throughout the selection process and the execution of the contract.</p> <p>iii. Any other types of conflicting relationships as indicated in the Data Sheet.</p> |
| <i>c. Agencies not to benefit from commissions, discounts etc.</i> | <p>iv. The agencies shall not accept for their own benefit any trade commission, discount or similar payment in connection with activities pursuant to this contract or to the services or in the discharge of their obligations hereunder, and the agencies shall use their best efforts to ensure that any of the personnel and agents, or either of them, similarly shall not receive any such additional remuneration.</p> |
| 3. Corrupt and Fraudulent Practices | <p>3.1 It should be kept in mind that all actions towards award of contract and its implementation on the ground have to be fair, consistent, transparent and based on highest standard of ethics. Similarly, agencies associated in the procurement of works & consultancy, are expected to observe the highest standard of ethics during procurement and execution of contracts. In pursuance to above:</p> <p>i. Proposal for award may be rejected, if it determines that the agency, recommended for award, and/or its employees, agents, key personnel have engaged in corrupt or fraudulent practices in competing for the contract in question;</p> |

| | |
|---|--|
| | <p>ii. Portion of the funds allocated to a contract may be cancelled, in full or in part, if it is determined that corrupt or fraudulent practices were engaged by the agency and/or its employees, agents, key personnel for getting the contract or during the execution of a contract;</p> <p>iii. Client will reject the proposal and may forfeit the EMD and/or Performance Guarantee, if it is determined that the agency has engaged in corrupt & fraudulent practices in competing for, or, in executing the contract(s).</p> <p>iv. An agency may be declared as ineligible, either indefinitely or for a stated period of time, to be awarded a contract, if it, at any time, determines that the firm has been engaged in corrupt or fraudulent practices in competing for or in executing the contract. For the purpose of above provision, the terms, "Corrupt Practice" and "Fraudulent Practice", mean following: "Corrupt Practice" means offering, giving, receiving, or soliciting anything of value to influence the action of HSDM's official(s) in the procurement process or in the contract execution; and "Fraudulent Practice" means a misrepresentation of facts in order to influence a procurement process or the execution of a contract and includes collusive practices among agencies (prior to or after proposal submission) designed to establish bid/ proposal prices at artificial, non-competitive levels and to deprive the client of the benefits of free and open competition.</p> |
| <p>4. Qualification to the bid/submitting proposal</p> | <p>4.1 Proposal may be submitted in accordance to the following category of firms only: 4.1.1 Sole Firm: The Sole Firm will be responsible for end to end scope of work given in this tender. 4.1.2 Consortium: Consortium shall not be allowed to participate in the process of submitting proposal.</p> |
| <p>5. Resolution of Disputes</p> | <p>5.1 If any dispute arises between the parties hereto during the subsistence or thereafter, in connection with the validity, interpretation, implementation or alleged material breach of any provision of the contract or regarding a question, including the questions as to whether the termination of the contract agreement by one party hereto has been legitimate, both parties hereto shall endeavor to settle such dispute amicably.</p> <p>5.2 Any dispute which is not resolved amicably within 30 days from the date of last written communication from either Party shall be referred to the Administrative Secretary, Government of Haryana, Skill Development & Industrial Training Department who shall appoint an independent sole arbitrator in accordance with the provisions of the</p> |

| | |
|--------------------------------|---|
| | <p>Arbitration and Conciliation Act, 1996 ("Arbitration Act"). The place of Arbitration shall be at Chandigarh only.</p> <p>5.3 Notwithstanding any other Court or Courts having jurisdiction to decide the question(s) forming the subject matter of the reference, any/all actions and proceeding arising out of or relative to the CONTRACT shall lie only in the Principal Court of Competent Civil Jurisdiction at Panchkula only and no other court shall have the jurisdiction and only the said Court(s) shall have jurisdiction to entertain and try any such action(s) and/or proceeding(s) to the exclusion of all other Courts.</p> <p>5.4 The CONTRACT shall be governed by the laws of the Union of India.</p> |
| <p>6. Force Majeure</p> | <p>6.1 The selected agency shall not be liable for forfeiture of its Performance Guarantee, Penalty, or Termination for default if and to the extent its delay in performance or other failure to perform its obligations under the contract is the result of an event of Force Majeure.</p> <p>6.2 "Force Majeure" shall mean any event or circumstance or combination of events or circumstances beyond the control of selected agency that is not foreseeable, is unavoidable, and its origin is not due to the negligence or lack of care on the part of the selected agency. Such events may include, but not limited to, war, riots, civil disorder, earthquake, fire, explosion, storm, flood, epidemic, or other extreme 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.</p> <p>6.3 If a Force Majeure situation arises, the selected agency shall promptly notify the HSDM in writing of such conditions and cause thereof within 15 days of occurrence of such event. Unless otherwise directed by HSDM, the selected agency shall continue to perform its obligations under the contract as far as reasonably practical.</p> <p>6.4 If the performance in whole or part or any obligation under the contract is prevented or delayed by any reason of Force Majeure for a period exceeding 30 days, either party at its option may terminate the contract without any financial repercussion on either side.</p> <p>6.5 In case a Force Majeure situation occurs with HSDM, the Mission may take the case with the selected agency on similar basis.</p> |

B. Preparation of Proposals

| | |
|--|---|
| <p>1. General Considerations</p> | <p>1.1 In preparing the proposal, the agency is expected to examine the RFP in detail. Any sort of deficiencies in providing the information requested in the RFP may result in rejection of the proposal.</p> |
| <p>2. Cost of Preparation of Proposal</p> | <p>2.1 The agency shall bear all costs associated with the preparation and submission of its proposal, and the client shall not be responsible or liable for those costs, regardless of the conduct or outcome of the selection process. The client is not bound to accept any proposal and reserves the right to annul the selection process at any time prior to contract award, without thereby incurring any liability to the agency.</p> |
| <p>3. Language</p> | <p>3.1 The Proposal, as well as all correspondence and documents relating to the proposal exchanged between the Agency and the Client, shall be written in ENGLISH Language</p> |
| <p>4. Documents comprising the Proposal</p> | <p>4.1 The Proposal shall comprise the documents and forms listed in the Data Sheet.</p> |
| <p>5. Only One Proposal</p> | <p>5.1 The agency shall submit only one proposal in its own name. Any proposal submitted as part of a consortium or joint venture shall be disqualified and rejected. This also precludes Agency's staff from participating as Key Personnel in more than one proposal.</p> |
| <p>6. Proposal Validity</p> | <p>6.1 The Data Sheet indicates the period during which the Agency's Proposal must remain valid after the Proposal submission deadline.</p> <p>6.2 During this period, the agency shall maintain its original proposal without any change, including the availability of the key personnel, the proposed rates and the total price.</p> |
| <p><i>a. Extension of Validity Period</i></p> | <p>i. The client will make its best effort to complete the negotiations within the proposal's validity period. However, should the need arise, the client may request, in writing, all agencies who submitted their proposals prior to the submission deadline to extend the Proposals' validity.</p> <p>ii. If the agency agrees to extend the validity of its proposal, it shall be done without any change in the original proposal and with the confirmation of the availability of the experts.</p> <p>iii. The agency has the right to refuse to extend the validity of its proposal in which case such proposal will not be further evaluated.</p> |

| | |
|--|--|
| <i>b. Substitution of Experts at Validity Extension</i> | iv. If any of the experts become unavailable for the extended validity period, the agency shall provide a written adequate justification and evidence satisfactory to the client together with the substitution request. In such case, a replacement, expert shall have equal or better qualifications and experience than those of the originally proposed experts. The technical evaluation score, however, will remain to be based on the evaluation of the CV of the original experts. |
| <i>c. Sub-Contracting</i> | v. The agency shall not be entitled to subcontract the services without prior written consent of the client. |
| 7. Clarification and Amendment of RFP | <p>7.1 The agency may request a clarification of any part of the RFP during the period indicated in the Data Sheet before the Proposals' submission deadline. Any request for clarification must be sent to the client as indicated in the Data Sheet. Should the client deem it necessary to amend the RFP as a result of a clarification, it shall do so following the procedure described below:</p> <p>7.1.1 At any time before the proposal submission deadline, the client may amend the RFP by issuing an amendment in writing or by standard electronic means. Any such amendment / corrigendum will be uploaded on the website of Haryana Skill Development Mission and/or on e-tender portal.</p> <p>7.1.2 If the amendment is substantial, the client may extend the proposal submission deadline to give the interested agencies reasonable time to take an amendment into account in their proposals.</p> |
| 8. Technical Proposal Format and Content | <p>8.1 The Technical Proposal shall not include any financial information in context to the financial proposal that is to be submitted separately. A Technical Proposal containing material financial information shall be declared non-responsive.</p> <p>8.2 Depending on the nature of the assignment, the agency is required to submit a Full Technical Proposal (FTP), as indicated in the Data Sheet and using the Standard Forms provided in Section 3 of the RFP.</p> |
| 9. Financial Proposal | 9.1 The Financial Proposal shall be prepared using the information provided in Section 4 of the RFP. |
| <i>a. Taxes</i> | i. The agency shall fully familiarize themselves about the applicable Domestic taxes / GST on amounts payable by the client under the contract. All such taxes must be included by the agency in the financial proposal. |
| <i>b. Proposal Submitting / Payment Currency</i> | ii. Total cost of the service shall be mentioned only in Indian Currency. Payment for the same as specified in the contract shall be made in Indian Rupees only. Client shall not be responsible for any variation in the rates of foreign currency vis-a-vis Indian currency. No correspondence in this regard will be entertained. |

C. Submission, Opening and Evaluation

| | |
|---|--|
| 1. Submission of Proposal | <p>1.1 The agency shall submit a signed and complete proposal comprising the documents and forms as mentioned in the Data Sheet. The submission has to be done online by uploading the required documents on etenders.hry.nic.in</p> <p>1.2 Any modifications, revisions, interlineations, erasures, or overwriting shall be valid only if they are signed or initialed by the person signing the proposal.</p> <p>1.3 An authorized representative of the agency shall sign the original submission letters in the required format for Pre-qualification criteria and both the Technical and Financial Proposals.</p> |
| 2. Confidentiality | <p>2.1 From the time the proposals are opened to the time the contract is awarded, the agency should not contact the client on any matter related to its Technical and/or Financial Proposal. Information relating to the evaluation of proposals and award recommendations shall not be disclosed to the agencies who submitted the proposals or to any other party not officially concerned with the process, until the publication of the contract award information.</p> <p>2.2 Any attempt by shortlisted agencies or anyone on behalf of the agency to influence improperly the client in the evaluation of the proposals or contract award decisions may result in the rejection of its proposal.</p> <p>2.3 Notwithstanding the above provisions, from the time of the proposals' opening to the time of contract award publication, if an agency wishes to contact the client on any matter related to the selection process, it should do so only in writing at haryanasdm@gmail.com.</p> |
| 3. Opening of Pre-Qualification Criteria and Technical Proposal | <p>3.1 Opening of Proposals: All the proposals received till the due date and time shall be opened by the Haryana Skill Development Mission (HSDM) indicated in the Schedule for Invitation of RFP.</p> |
| 4. Evaluation of Pre-Qualification Criteria and Technical Proposal | <p>4.1 The Technical Proposals of only those agencies shall be evaluated who qualify the Pre-Qualification Criteria. The evaluators of the Technical Proposals shall have no access to the Financial Proposals until the technical evaluation is concluded.</p> <p>4.2 The agency is not permitted to alter or modify its proposal in any way after the proposal submission deadline. While evaluating the proposals, the client will conduct the evaluation solely based on the submitted Technical and Financial Proposals.</p> <p>4.3 The client's evaluation committee shall evaluate the Technical Proposals based on their responsiveness to the Terms of Reference, applying the evaluation criteria, sub-criteria, and point system specified in the Data Sheet. Each</p> |

| | |
|---|--|
| | responsive proposal will be given a technical score. A proposal shall be rejected at this stage if it does not respond to important aspects of the RFP or if it fails to achieve the minimum technical score indicated in the Data Sheet . |
| 5. Opening of Financial Proposal (for QCBS) | 5.1 After the technical evaluations have concluded, the financial proposals of all the qualified agencies will be opened in the presence of whosoever wish to be present for arriving at the Total Score. |
| 6. Combined Quality and Cost Evaluation | 6.1 In the case of QCBS, the total score is calculated by weighting the technical and financial scores and adding them as per the formula and instructions in the Data Sheet . The agency achieving the highest combined technical and financial score will be invited for negotiations. |
| D. Negotiations and Award | |
| 1. Negotiations | 1.1 Agency who scores highest marks in the combined evaluation of Technical and Financial proposals would be intimated about the shortlisting and may be invited for contract negotiation at the office of Mission Director, Haryana Skill Development Mission, Skill Development & Industrial Training Department, Panchkula. If the lowest valid rates are observed to be not reasonable, then the client either decide to re-invite the tenders/proposal or counter offer of reasonable rates may be made to the lowest valid firm. |
| 2. Notification of Award and Signing of Contract | 2.1 Before expiry of the period of proposal validity, the client will notify the successful agency with a request to sign the contract and furnish Performance Guarantee from a bank. 2.1.1 Within 10 working days of receipt of the communication, the successful agency shall sign the contract and return it to the Mission Director, HSDM. The Performance Guarantee shall also be submitted within 10 working days of receipt of communication. The performance guarantee from the bank shall be equal to 6.5% of the value of contract in form of Demand Draft, in favour of “Haryana Skill Development Mission”. 2.1.2 Upon the successful agency signing the contract and furnishing the performance guarantee from the bank, the Bid Security/ EMD of all unsuccessful agencies will be refunded. |
| | |

E. Termination Clauses

| | |
|---------------------------------------|---|
| 1. Termination for Default | <p>1.1 The Haryana Skill Development Mission (HSDM) may, without prejudice to any other remedy for breach of contract, by a written notice of default of at least 15 days sent to the selected agency, terminate the contract in whole or in part.</p> <p>1.1.1 If the selected agency fails to deliver any or all quantities of the service within the time period specified in the contract, or any extension thereof granted by HSDM; or</p> <p>1.1.2 If the selected agency fails to perform any other obligation under the contract within the specified period of delivery of service or any extension granted thereof; or</p> <p>1.1.3 If the selected agency fails to perform the tasks as per the satisfaction of the Mission. In such cases, the decision of Mission Director, HSDM shall be final and binding on agency, or</p> <p>1.1.4 If the selected agency, in the judgment of HSDM, is found to be engaged in corrupt, fraudulent, collusive, or coercive practices in competing for or in executing the contract, or</p> <p>1.1.5 If the selected agency commits breach of any condition of the contract.</p> <p>1.2 If HSDM terminates the contract in whole or in part, amount of Performance Guarantee shall be forfeited.</p> |
| 2. Termination for Insolvency | <p>2.1 The Haryana Skill Development Mission (HSDM) may at any time terminate the contract by giving a written notice of at least 15 days to the selected agency, if the selected agency becomes bankrupt or otherwise insolvent. In such event, termination will be without compensation to the selected agency, provided that such termination will not prejudice or affect any right of action or remedy that has accrued or will accrue thereafter to the Haryana Skill Development Mission (HSDM).</p> |
| 3. Termination for Convenience | <p>3.1 The Haryana Skill Development Mission (HSDM), by a written notice of at least 30 days sent to the selected agency, may terminate the contract, in whole or in part, at any time for its convenience. The notice of termination shall specify that termination is for the HSDM's convenience, the extent to which performance of the selected agency under the contract is terminated, and the date upon which such termination becomes effective.</p> <p>3.2 In such case, HSDM will pay for all the pending invoices as well as the work done till that date by the agency.</p> |
| 4. Termination by HSDM | <p>4.1 The Haryana Skill Development Mission (HSDM) may, by not less than 15 days written notice of termination to the agency such notice to be given after the occurrence of</p> |

| | |
|--|--|
| | <p>any of the events, terminate this Contract if:</p> <p>4.1.1 The agency fails to remedy any breach hereof or any failure in the performance of its obligations hereunder, as specified in a notice of suspension, within fifteen 15 days of receipt of such notice of suspension or within such further period as HSDM may have subsequently granted in writing; or</p> <p>4.1.2 The agency becomes insolvent or bankrupt or enters into any agreement with its creditors for relief of debt or take advantage of any law for the benefit of debtors or goes into liquidation or receivership whether compulsory or voluntary; or</p> <p>4.1.3 If the selected agency fails to perform the tasks as per the satisfaction of the Mission. In such cases, the decision of Mission Director, HSDM shall be final and binding on agency; or</p> <p>4.1.4 The agency fails to comply with any final decision reached because of arbitration proceedings; or</p> <p>4.1.5 The agency submits to HSDM a statement which has a material effect on the rights, obligations or interests of HSDM and which the agency knows to be false; or</p> <p>4.1.6 Any document, information, data or statement submitted by the agency in its proposal, based on which it was considered eligible or successful, is found to be false, incorrect or misleading; or</p> <p>4.1.7 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 fifteen 15 days.</p> <p>4.1.8 Any damage caused to the reputation of the Client due to any mismanagement in handling or execution of the activity by the agency.</p> |
| <p>5. Termination by Agency</p> | <p>5.1 The agency may, by not less than three 03 months written notice to the Haryana Skill Development Mission (HSDM), such notice to be given after the occurrence of any of the events, terminate the contract if:</p> <p>5.1.1 HSDM is in material breach of its obligations pursuant to the contract and has not remedied the same within 60 (sixty) days (or such longer period as the agency may have subsequently agreed in writing) following the receipt by HSDM of the agency's notice specifying such breach; or</p> <p>5.1.2 As the result of Force Majeure, the agency is unable to perform a material portion of the services; or</p> <p>5.1.3 HSDM fails to comply with any final decision reached as a result of arbitration.</p> |

| F. Data Sheet | |
|---|--|
| F1. General | |
| ITA Clause | Reference |
| 1. | State: Haryana, India |
| 2. | Name of the Client: Haryana Skill Development Mission (HSDM) Method of selection: Quality and Cost Based Selection |
| 3. | Financial Proposal to be submitted together with Technical Proposal: Yes Name of the Assignment: Hiring the Services of PR Agency for IEC (Information, Education and Communication) activities, Media, Advocacy for Haryana Skill Development Mission (HSDM) under “Skill Acquisition and Knowledge Awareness for Livelihood Promotion (SANKALP) Project” |
| 4. | Queries: Any questions regarding the RFP must be received in writing (e-mail) to the undersigned as per the date mentioned in Schedule of Activities. Thereafter, no request for information will be considered. To The Chief Skills Officer Haryana Skill Development Mission Email ID - haryanasdm@gmail.com |
| 5. | The Client will provide the following inputs, project data, reports, etc. to facilitate the preparation of the Proposals: All relevant information and guidelines related to Haryana Skill Development Mission. |
| F2. Preparation of Proposals | |
| 6. | This RFP has been issued in the English language. Proposals shall be submitted in English language. All correspondence exchange shall be in English language. |
| 7. | Participation of Key Experts and Non-Key Experts in more than one Proposal is permissible: No |
| 8. | Proposals must remain valid for <u>180</u> calendar days after the proposal submission deadline. |
| 9. | Shortlisted Agencies may in no way engage with the Key Personnel as proposed by the other Non- shortlisted Agency. |
| 10. | Currency of Financial Proposal: INR only |
| F3. Submission, Opening and Evaluation | |
| 11. | Key Submissions / Document(s) Checklist: The Proposal shall comprise the following: a) Pre-Qualification Criteria forms mentioned under Section 3 of RFP including all Annexures and other relevant documents. (To be uploaded on Pre-Qualification Criteria Tab on (etenders.hry.nic.in)) b) Technical Proposal forms including relevant documents, if any. (To be |

| | <p>uploaded on Technical Proposal Tab on (etenders.hry.nic.in)</p> <p>c) EMD to be deposited online on (etenders.hry.nic.in)</p> <p>d) Tender fee to be deposited online on (etenders.hry.nic.in)</p> <p>e) Financial Proposal to be submitted/uploaded at Financial Proposal Tab only in the prescribed format on (etenders.hry.nic.in).</p> <p>Financial proposal shouldn't be submitted anywhere else except on Financial Proposal Tab.</p> <p>The proposal must be prepared in the prescribed formats and uploaded on the portal etenders.hry.nic.in by 31.03.2022.</p> | | | | | | | | | | | | | | | | | | |
|---|---|------------|---------------------|------------|-------------------------|--|--|-----------|--|-----------|---|--|--|-----------|---|-----------|--|---|-----------|
| 12. | <p>The online opening of Pre-Bid Qualification Proposal and Technical Proposal on etenders.hry.nic.in shall take place at:</p> <p>Haryana Skill Development Mission (HSDM), Kaushal Bhawan, IP-2, Sector-3, Panchkula, Haryana Date: 04.04.2022 Time: 11:00 AM</p> | | | | | | | | | | | | | | | | | | |
| 13. | <p>Evaluation of Technical proposal</p> <p>The Technical Proposals of only those agencies shall be evaluated who qualify the Pre-Qualification Criteria as stated in Section-1</p> <p style="text-align: center;"><u>Technical Proposal Evaluation Criteria</u></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 10%;">S.No.</th> <th style="width: 70%;">Evaluation criteria</th> <th style="width: 20%;">Max. Marks</th> </tr> </thead> <tbody> <tr> <td colspan="3" style="text-align: center;">Agency's Profile</td> </tr> <tr> <td style="text-align: center;">1.</td> <td> Average Turnover as per Annexure I: <ul style="list-style-type: none"> • INR 1-2 Crore – 10 marks • More Than 2 Crore – 15 marks </td> <td style="text-align: center;">15</td> </tr> <tr> <td colspan="3" style="text-align: center;">Relevant Past Experience and Team Composition Proposed</td> </tr> <tr> <td style="text-align: center;">2.</td> <td> Experience of handling atleast two assignments of value INR 25 lakhs each on IEC, PR, Media, Advocacy activities during any (FY 18-19, FY 19-20 and FY 20-21) for any State/Central Government department/organization/ PSU. <ul style="list-style-type: none"> • 2 Completed Assignments - 15 marks • 3-5 Completed Assignments – 20 marks • More Than 5 Completed Assignments - 25 marks </td> <td style="text-align: center;">25</td> </tr> <tr> <td></td> <td> Team Proposed (05 Personnel): Marks shall be allotted as per the Qualification and Experience of Key Personnel mentioned in ToR. Project Manager/ Team Lead – (One Position) (Total marks: 1*10= 10 marks) Relevant Education: 05 marks Relevant Experience: 05 marks Social Media Specialist (One Position) (Total Marks: 1*07=07 marks) Relevant Education: 02 mark Relevant Experience: 05 marks </td> <td style="text-align: center;">30</td> </tr> </tbody> </table> | S.No. | Evaluation criteria | Max. Marks | Agency's Profile | | | 1. | Average Turnover as per Annexure I: <ul style="list-style-type: none"> • INR 1-2 Crore – 10 marks • More Than 2 Crore – 15 marks | 15 | Relevant Past Experience and Team Composition Proposed | | | 2. | Experience of handling atleast two assignments of value INR 25 lakhs each on IEC, PR, Media, Advocacy activities during any (FY 18-19, FY 19-20 and FY 20-21) for any State/Central Government department/organization/ PSU. <ul style="list-style-type: none"> • 2 Completed Assignments - 15 marks • 3-5 Completed Assignments – 20 marks • More Than 5 Completed Assignments - 25 marks | 25 | | Team Proposed (05 Personnel): Marks shall be allotted as per the Qualification and Experience of Key Personnel mentioned in ToR. Project Manager/ Team Lead – (One Position) (Total marks: 1*10= 10 marks) Relevant Education: 05 marks Relevant Experience: 05 marks Social Media Specialist (One Position) (Total Marks: 1*07=07 marks) Relevant Education: 02 mark Relevant Experience: 05 marks | 30 |
| S.No. | Evaluation criteria | Max. Marks | | | | | | | | | | | | | | | | | |
| Agency's Profile | | | | | | | | | | | | | | | | | | | |
| 1. | Average Turnover as per Annexure I: <ul style="list-style-type: none"> • INR 1-2 Crore – 10 marks • More Than 2 Crore – 15 marks | 15 | | | | | | | | | | | | | | | | | |
| Relevant Past Experience and Team Composition Proposed | | | | | | | | | | | | | | | | | | | |
| 2. | Experience of handling atleast two assignments of value INR 25 lakhs each on IEC, PR, Media, Advocacy activities during any (FY 18-19, FY 19-20 and FY 20-21) for any State/Central Government department/organization/ PSU. <ul style="list-style-type: none"> • 2 Completed Assignments - 15 marks • 3-5 Completed Assignments – 20 marks • More Than 5 Completed Assignments - 25 marks | 25 | | | | | | | | | | | | | | | | | |
| | Team Proposed (05 Personnel): Marks shall be allotted as per the Qualification and Experience of Key Personnel mentioned in ToR. Project Manager/ Team Lead – (One Position) (Total marks: 1*10= 10 marks) Relevant Education: 05 marks Relevant Experience: 05 marks Social Media Specialist (One Position) (Total Marks: 1*07=07 marks) Relevant Education: 02 mark Relevant Experience: 05 marks | 30 | | | | | | | | | | | | | | | | | |

| | <p>Creative Director/ Senior Designer (One Position) (Total marks: 1*5=05 marks) Relevant Education: 02 marks Relevant Experience: 03 marks</p> <p>Content Writer (English and Hindi) (One Position) (Total Marks: 1*5=05 marks) Relevant Education: 02 marks Relevant Experience: 03 marks</p> <p>Manager- Operations (One Position) (Total Marks: 1*3=03marks) Relevant Education: 01 mark Relevant Experience: 02 marks</p> | | | | | | | | | |
|--|---|------------------------------|------------------------------|-----------------|------------------------------|------------------------------|----|---|----|----|
| Technical Presentation | | | | | | | | | | |
| | Technical Presentation (Project Understanding, Approach, Methodology, Monthly key tasks, Communication strategy, Innovation for implementing the Assignment) | 30 | | | | | | | | |
| | Total | 100 | | | | | | | | |
| The minimum score for Technical Qualification is 70 | | | | | | | | | | |
| 14. | <p>The Financial Proposal shall be prepared using the information provided in Section 4 of the RFP.</p> <p>The agency must quote total price of the project/assignment by including all applicable taxes and duties, overhead & operational cost etc.</p> | | | | | | | | | |
| 15. | <p>After the Technical evaluations have concluded, the financial proposals of all the qualified agencies will be opened in the presence of whosoever wish to be present for arriving at the Total Score.</p> | | | | | | | | | |
| 16. | <p>Only those proposals with a minimum technical score of 70 shall be considered for financial evaluation. QCBS method shall be adopted for selection.</p> <p>Technical and Financial Proposals will get weightages as under:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">Sr. No.</th> <th style="text-align: center;">Assignment Name</th> <th style="text-align: center;">Technical Proposal Weightage</th> <th style="text-align: center;">Financial Proposal Weightage</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">1.</td> <td>Hiring the Services of PR Agency for IEC (Information, Education and Communication) activities, Media, Advocacy for Haryana Skill Development Mission (HSDM) under “Skill Acquisition and Knowledge Awareness for Livelihood Promotion (SANKALP) Project”</td> <td style="text-align: center;">70</td> <td style="text-align: center;">30</td> </tr> </tbody> </table> | | Sr. No. | Assignment Name | Technical Proposal Weightage | Financial Proposal Weightage | 1. | Hiring the Services of PR Agency for IEC (Information, Education and Communication) activities, Media, Advocacy for Haryana Skill Development Mission (HSDM) under “Skill Acquisition and Knowledge Awareness for Livelihood Promotion (SANKALP) Project” | 70 | 30 |
| Sr. No. | Assignment Name | Technical Proposal Weightage | Financial Proposal Weightage | | | | | | | |
| 1. | Hiring the Services of PR Agency for IEC (Information, Education and Communication) activities, Media, Advocacy for Haryana Skill Development Mission (HSDM) under “Skill Acquisition and Knowledge Awareness for Livelihood Promotion (SANKALP) Project” | 70 | 30 | | | | | | | |

| | |
|--|---|
| | <p>The combined evaluation shall be determined as below:</p> $S_{TECH} = \frac{\text{Technical Score of the Agency under consideration}}{100} * 70$ $S_{FINANCIAL} = \frac{\text{Lowest Financial Quote Amongst the Agencies}}{\text{Financial Quote of the Agency under consideration}} * 30$ $S_{FINAL} = S_{TECH} + S_{FINANCIAL}$ <p>The composite score (S_{FINAL}) would be used to determine the successful Agency. The Agency with the highest composite score would be awarded the contract.</p> |
| <p>F4. Negotiations and Award</p> | |
| 17. | <p>Agency who scores highest marks in the Combined evaluation of Technical and Financial bids / proposals would be intimated about the shortlisting and may be invited for contract negotiation at office of Mission Director Haryana Skill Development Mission, Skill Development & Industrial Training Department, Panchkula. If the lowest valid rates are observed to be not reasonable, then the client either decide to re-invite the tenders/proposals or counter offer of reasonable rates may be made to the lowest valid agency.</p> |
| 18. | <p>Earnest Money Deposit (EMD):</p> <p>19.1 The agency should submit the EMD amount of Rs.2,00,000/- (Two Lakhs Only) on etenders.hry.nic.in which is refundable, if not selected within 45 days of completion of agreement signing process.</p> <p>19.2 The Selected Agency's EMD shall be refunded upon its submitting the Performance Guarantee (PG). In case the selected agency fails to deposit the Performance Guarantee in scheduled time, the EMD submitted by it shall be forfeited and other penal action may be taken as considered by competent authority.</p> <p>19.3 The EMD may be forfeited on account of one or more of the following reasons:</p> <ol style="list-style-type: none"> a) If the agency withdraws the proposal during the period of proposal validity specified on the RFP document, or b) If the agency does not respond to the requests for clarification of the Proposal submitted, or c) If the agency fails to co-operate in the proposal evaluation process, or d) In the case of successful agency fails: <ol style="list-style-type: none"> I. to sign the agreement in time, or II. to furnish Performance Bank Guarantee <p>19.4 No interest shall be payable by the Client to the Agency/ies on EMD.</p> |
| 20. | <p>Performance Guarantee (PG)</p> <p>Before expiry of the period of proposal validity, the client will notify the successful agency to sign the contract and furnish Performance Guarantee:</p> <p>20.1 Within 10 working days of receipt of the communication, the successful agency shall sign the contract and return it to the Mission Director, HSDM. The Performance Guarantee shall also be submitted within 10 working days of receipt of communication. The performance guarantee from the</p> |

| | |
|-----|---|
| | <p>bank shall be equal to 6.5% of the value of contract in form of Demand Draft, in favour of “Haryana Skill Development Mission”.</p> <p>20.2 Upon the successful agency signing the contract and furnishing the Performance Guarantee from the bank, the Bid Security / EMD of all unsuccessful agencies will be refunded.</p> <p>20.3 Forfeiture of PG: PG shall be forfeited in the following cases: a) When any terms and condition of the contract is breached, or b) When the selected agency fails to commence the services or fails to provide deliverables after partially executing the contract / services.</p> <p>20.4 No interest shall be payable by the Client to the Agency on PG.</p> |
| 21. | <p>Penalty:</p> <p>21.1 If the agency uses the brand/name of the client for any other commercial purpose without its permission, agency will be liable to pay the penalties imposed by the client.</p> <p>21.2 If any due deliverables during the quarter are not submitted/completed as per work schedule, the agency shall be liable to pay penalties as imposed by the client. The submission of partial/ unsatisfactory deliverables shall not be considered for payment.</p> <p>21.3 If the deliverables are not acceptable to the client, and defects are not rectified to the satisfaction of the client, the agency shall be liable for penalties imposed by the client.</p> |

5. Section 3: Pre-Qualification and Technical Proposal – Standard Forms

The agencies are required to submit the information in the forms specified below.

{Notes to Agency shown in brackets { } throughout this section provide guidance to the agencies to prepare the Technical Proposal; they should not appear on the Proposals to be submitted}.

Checklist of Required Forms:

| E-Tender Portal Tab Details | Form | Description | Page No. |
|------------------------------------|-------------|---|-----------------|
| Pre- Qualification Criteria | PQ-I | Proposal Conditions Acceptance Letter & EMD Details | |
| | PQ-II | Agency's Details | |
| | PQ-III | Format for Submission of Information – Pre-Qualification Criteria | |
| Technical Proposal | TECH-I | Technical Proposal Submission Form | |
| | TECH-II | Agency's Experience Page Limit: Max. 20 pages | |
| | TECH-III | Work Schedule and Planning for Deliverables | |
| | TECH-IV | Team Composition, Key Personnel inputs and attached CV's Page Limit: Max. 30 pages | |

Form PQ-I: Proposal Conditions Acceptance Letter

(Duly stamped & signed by the Authorized Representative on the letterhead of the Agency)

To,
The Mission Director,
Haryana Skill Development Mission,
Skill Development & Industrial Training Department,
Kaushal Bhawan, IP-2, Sector -3
Panchkula 134109.

Sir,

I submit that I on behalf of my company have gone through all the Terms & Conditions contained in the RFP document No.:.....

I declare that all the provisions, terms and conditions of the RFP document are acceptable to my company. I further certify that I am an authorized signatory of my company and am, therefore, competent to make this declaration.

It is submitted that as per the terms of the bid document, an EMD of Rs.2,00,000/- (Two Lakhs Only) has been submitted online on etenders.hry.nic.in.

I understand that this EMD is liable for forfeiture as per terms and conditions mentioned in the RFP document.

I also understand that the decisions of the Mission shall be final regarding the proposal evaluation process.

Yours faithfully,

For and on behalf of:

Signature: Name: Designation: Date: (Company Seal)
(Authorized Representative and Signatory)

Form PQ-II: Agency's Details

(Duly stamped & signed by the Authorized Representative on the letterhead of the Agency)

| S.No. | Particular(s) | Details |
|-------|--|---|
| 1. | Name of Legal Constitution of Agency | |
| 2. | Type of Entity | |
| 3. | Registered Address | |
| 4. | Date of Incorporation | |
| 5. | Place of Registration | |
| 6. | Nature of business | |
| 7. | Average Turnover in past three financial years (i.e. FY 18-19, FY 19-20 and FY 20-21). (As mentioned in Annexure I) | |
| 8. | Experience of handling atleast two assignments of value INR 25 lakhs each on IEC, PR, Media, Advocacy activities during any (FY 18-19, FY 19-20 and FY 20-21) for any State/ Central Government department/ organization/ PSU. | Number of Assignments Completed |
| 9. | Whether Profiles of all Key Personnel as mentioned in the RFP Document has been shared | (Y/N) If No, name the position(s) for whom profile has not been shared |
| 10. | Name of Single Point of Contact (SPoC) | |
| 11. | Address of SPoC | |
| 12. | Phone No. and E-Mail of SPoC | |
| 13. | Address for Official Communication | |
| 14. | Presence of agency in Tricity | (Y/N) |
| 15. | Office Address in Tricity, if any | |

For and on behalf of:

Signature: Name: Designation: Date: (Company Seal)

(Authorized Representative and Signatory)

Form PQ-III: Format for Submission of Information – Pre-Qualification Criteria

(Duly stamped & signed by the Authorized Representative on the letterhead of the Agency)

A – Agency’s Profile (Should not exceed 15 Pages):

Provide a brief background and description of the firm.

B- Eligibility Information / Pre-Qualification Criteria (Mandatory Clause):

| Sr. No. | Parameter | Supporting documents to be provided | Compliance (Y/N) | Documentary evidence provided on Page Nos. |
|----------------|--|--|-------------------------|---|
| a. | The agency must be incorporated & registered in India, under any Act and should be in operations for minimum of 5 years | Certificate of incorporation | | |
| b. | The agency should have a minimal average turnover of Rs.1,00,00,000 (One Crore) or above in the past three financial years (i.e. FY 18-19, FY 19-20 and FY 20-21). | Refer Annexure I | | |
| c. | Experience of handling atleast two assignments of value INR 25 lakhs each on IEC, PR, Media, Advocacy activities during (FY 18-19, FY 19-20 and FY 20-21) for any State/ Central Government department/ organization/ PSU. | Refer TECH-II | | |
| d. | The firm should not have been blacklisted by any Donor Agency / State Government / Central Government or by any Agency Department of the State / Central Government or under a declaration of ineligibility for corrupt or fraudulent practices. | Refer Annexure II | | |
| e. | Consortium/ Tie Ups/ Joint Ventures/ Subcontracting of any kind not permitted | Would lead to automatic disqualification | | |

| | | | | |
|----|-------------|------------------------|--|--|
| f. | Tender Fees | To be submitted online | | |
| g. | EMD | To be submitted online | | |

Note:

1. The above information should be uploaded on while submitting proposal on **etenders.hry.nic.in** in the **“Pre-Qualification Criteria Tab”**.
2. If the agency is found ineligible, the Technical Proposal shall not be evaluated.
3. The HSDM reserves the right to verify the claims made by the agency and to carry out capability assessment of the agency and the decision of HSDM shall be final in this regard.

For and on behalf of:

Signature: Name: Designation: Date:

(Company Seal) (Authorized Representative and Signatory)

Annexure I

Format for Annual Turnover

(Duly stamped & signed by the Authorized Representative on the letterhead of the agency and certified by a Chartered Accountant)

On the basis of audited financial statements, I/ We hereby submit that M/s.....

.....
(Name of Agency), having registered office at.....

(Complete Address of Agency), is in the business of..... Their annual turnover and average turnover in past three FY's is given below:

| Sr. No. | Financial Year | Annual Turnover (INR) |
|-------------------------|----------------|-----------------------|
| 1. | 2018-19 | |
| 2. | 2019-20 | |
| 3 | 2020-21 | |
| Average Turnover | | |

For and on behalf of:

Signature: Name: Designation: Date: (Company Seal)
(Authorized Representative and Signatory)

Note:

- *The document should be duly certified by a Practicing Chartered Accountant.*

Supporting Documents:

- *Copy of audited P&L A/c and B/Sheets of all three years FY's (2018-19, 2019-20, 2020-21).*

Annexure II

Affidavit for not been blacklisted

(Affidavit on Rs.100/- stamp paper by Authorized Representative, duly notarized)

Affidavit

We, M/s (Name of Agency), having registered office at (Complete address of Agency) do hereby declare that we have not been blacklisted / debarred / declared ineligible for corrupt or fraudulent practices by any Donor agency/ State Government/ Central Government or by any agency/department of the State/Central Government.

Form TECH-I: Technical Proposal Submission Form

(Duly stamped & signed by the Authorized Representative on the letterhead of the Agency)

To,
The Mission Director,
Haryana Skill Development Mission,
Skill Development & Industrial Training Department,
Kaushal Bhawan, IP-2, Sector-3
Panchkula 134109

Sir,

We, the undersigned, offer to set up the **PR Agency** for Haryana Skill Development Mission, Government of Haryana in accordance with your Request for Proposal dated 15.03.2022. We are hereby submitting our proposal, which includes Technical Proposal and a Financial Proposal uploaded on etenders.hry.nic.in

We hereby declare that:

- a) All the information and statements made in this proposal are true and we accept that any misinterpretation or misrepresentation contained in this proposal may lead to our disqualification by the client.
- b) Our proposal shall be valid and remain binding upon us for the period of time specified in the Data Sheet "ITA Clause 8".
- c) We have no conflict of interest as stated in the RFP.
- d) We meet the eligibility requirements as stated in RFP.
- e) In competing for (and, if the award is made to us, in executing) the contract, we undertake to observe the laws against fraud and corruption, including bribery, in force in the country of the client.
- f) Except as stated in the ITA & Data Sheet, we undertake to negotiate a contract on the basis of the proposed Key Personnel. We accept that the substitution of Key Personnel for reasons other than those stated in ITA may lead to the penalty and or termination of contract negotiations.
- g) Our proposal is binding upon us and subject to any modifications resulting from the contract negotiations.

We undertake, if our proposal is accepted and the contract is signed, to initiate the services related to the assignment no later than the date advised by the client.

We understand that the client is not bound to accept any proposal that the client receives.

Thanking You,

Yours sincerely,

For and on behalf of:

Signature: Name: Designation: Date:

(Company Seal) (Authorized Representative and Signatory)

Form TECH-II: Agency's Experience

(Duly stamped & signed by the Authorized Representative on the letterhead of the Agency)

Give a brief description of the agency and an outline of the recent experience of the agency that is most relevant to the assignment under this RFP. For each assignment, the outline should indicate the duration of the assignment, the contract amount (total and, if it was done in a form of a joint venture or a sub-consultancy, the amount paid to the agency), and the agency's role/involvement.

TECH-II A: Agency's Organization

- (i) Provide here a brief description of the background and organization of your company.
- (ii) Include organizational chart, a list of Board of Directors etc.

TECH-II B: Agency's Relevant Experience

- (i) Format for furnishing agency's experience - work order details for projects previously executed. Agency needs to furnish completion certificates for supporting all the completed projects as per Technical criteria.

| Sr. No. | Name & Work & Location | Client Details (Name, Address & Contact no.) | Work Order Ref. No. & Date | Work Order Amount | Stipulated Date of Completion | Actual Date of Completion | Work Status (completed, in-progress, unfinished) | Any Other Information |
|---------|------------------------|--|----------------------------|-------------------|-------------------------------|---------------------------|--|-----------------------|
| | | | | | | | | |

For and on behalf of:

Signature: Name: Designation: Date:

(Company Seal) (Authorized Representative and Signatory)

Supporting Documents:

- Copy of work completion certificate mentioning value of the assignment during FY's (2018-19, 2019-20, 2020-21) from the client.

Form TECH-III: Work Schedule and Planning for Deliverables

*(Duly stamped & signed by the Authorized Representative on the letterhead of the Agency)
(Please refer Scope of Work to prepare)*

| Sr. No. | Deliverable(s) | Months | | | | | | | | |
|---------|----------------|--------|---|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| D-1 | | | | | | | | | | |
| D-2 | | | | | | | | | | |
| D-3 | | | | | | | | | | |
| | | | | | | | | | | |
| | | | | | | | | | | |

- (i) List the deliverables with the breakdown for activities required to produce them and other benchmarks such as the client’s approvals. For phased assignments, indicate the activities, delivery of reports, and benchmarks separately for each phase.
- (ii) Duration of activities shall be indicated in a form of a bar chart.
- (iii) Include a legend, if necessary, to help read the chart.

For and on behalf of:
 Signature: Name: Designation: Date:
 (Company Seal) (Authorized Representative and Signatory)

Form TECH-IV: Team Composition, Key Personnel Inputs and attached CV's.

| | |
|--------------------------------------|-----------------------|
| Proposed Position | {e.g., Team Lead....} |
| Name of Expert/ Key Personnel | {Insert full name} |
| Date of Birth | (Day/Month/Year} |
| Educational Qualification | |
| Experience | |
| E-Mail Id | |
| Contact Number | |

Employment record relevant to the assignment: {Starting with present position, list in reverse order. Please provide dates, name of employing organization, titles of positions held, types of activities performed. Past employment that is not relevant to the assignment does not need to be included.}

| Period | Employing organization | Position | Summary of activities performed relevant to the Assignment |
|--------------------------|-------------------------------|-----------------|---|
| [e.g., May 2020-Present] | | | |

Membership in Professional Associations and Publications:

Language Skills (indicate only languages in which you can work):

Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience, and I am available to undertake the assignment in case of an award. I understand that any misstatement or misrepresentation described herein may lead to my disqualification or dismissal by the Client.

Name of Expert

Signature

Date

Name of Authorized Representative of the Agency
(Same who signs the Proposal)

Signature

Date

6. Section 4: Financial Proposal – Standard Forms

As per the Financial Bid/ Proposal Document available on the e-tender portal titled: “Financial Proposal”.

Please note that the Financial Proposal is to be submitted on etenders.hry.nic.in by clicking the tab titled “Financial Proposal”.

No scanned copy etc. of the financial proposal is to be submitted/uploaded anywhere else during submission of the proposal. Non-adherence shall lead to rejection of the proposal submitted by the Agency.

The Financial Bid/ Proposal should include all applicable taxes and duties (Central, State and Local governments), overhead & operational cost etc.

7. Section 5: Terms of Reference (ToR)

Hiring the Services of PR Agency for IEC (Information, Education and Communication) activities, Media, Advocacy for Haryana Skill Development Mission (HSDM) under “Skill Acquisition and Knowledge Awareness for Livelihood Promotion (SANKALP) Project”.

Haryana Skill Development Mission (HSDM) was established in May 2015 by State Government with an aim to empower youth to take part in the economic and all round growth of Haryana and India. The Mission acts as the nodal agency in the State of Haryana to ensure organization of skill training programs for the rural and urban youth through empanelled training partners. HSDM integrates the efforts of various departments and public and private stakeholders engaged in skilling the youth of the State through skill development schemes such as PMKVY, SURYA, Driver’s Training, etc. and brings necessary scale, synergy, oversight and effective coordination in their implementation.

In order to take forward HSDM projects/events with new focus, the HSDM would like to utilize the services of an Agency for, designing and producing original creatives, content TVCs, promotional material, PR and Networking activities. The agencies will provide professional services including Strategic as well as Tactical Media Planning Strategy and Formulation, including strategies for digital media, electronic media, print media, outdoor media, content creation, networking, social media management, etc as under the direction of HSDM on case to case basis.

HSDM is also entrusted with responsibility to drive a ‘Skills Acquisition and Knowledge Awareness for Livelihood’ (SANKALP) scheme in Haryana. SANKALP scheme is a Centre and State funded scheme conceptualised by Ministry of Skill Development & Entrepreneurship (MSDE), Government of India, with a special focus on decentralised planning and quality improvement. Two key components of SANKALP scheme include:

- Institutional Strengthening at the National and State Levels for Planning, Delivering, and Monitoring High-quality Market Relevant Training
- Improved Quality and Market Relevance of Skill Development Programmes. Within this component it is mandated that media campaigns and events be rolled out to connect with youth and educate them on skill based careers and opportunities. It is also recommended to hold

monthly industrial road shows on training placement and apprenticeship, organize 2 events for felicitation of training partners, etc.

Tasks:

- (i) Providing market insight in advertising, PR and media relation activities as per the latest trends in skill development sector.
- (ii) Develop concepts based on the market insight for various events/projects.
- (iii) Provide art works/ creative based on concepts.
- (iv) Identify best channels to promote the events and projects of HSDM.
- (v) Produce audio/video as per the direction of HSDM.
- (vi) Publish content on different media channels under the guidance of HSDM.
- (vii) Manage event-based PR and Networking activities and others as per the direction of HSDM.
- (viii) Manage events as per directions of HSDM.

Scope of Work:

An indicative scope of work is mentioned below, and it should be delivered by the selected agency in its entirety, however the list is not exhaustive and additional task may be given as per the direction of HSDM and is on case to case basis.

| Sr. No | Item Description | Role of Agency | Role of Department |
|------------|--|--|---------------------------|
| 1 | SOCIAL MEDIA MANAGEMENT (Facebook, Twitter, Instagram, Likedln, You Tube or any other social media platform): | | |
| 1.1 | Shall prepare a comprehensive social and digital media strategy for brand development of HSDM to boost awareness about organization, its schemes, initiatives, activities, objectives, events and connecting with youth and educate them on skill based careers and opportunities. | By the agency. | Approval |
| 1.2 | Shall develop, operate, maintain social media accounts of HSDM on Facebook, Twitter, Instagram, LinkedIn and You Tube etc. | Creation and maintenance of all accounts. | Approval of content. |
| 1.3 | Prepare and post all required creative content (text write-ups's, flyers, pamphlets, digital content in audio & video formats, graphical content, flyers etc.) both in Hindi and English language as per the requirement of the department. Optimum number of posts/ creatives/ graphics/ videos etc. should be uploaded on all social media platform in a professional manner on regular basis with consistency to generate maximum traffic. | Submission of monthly plans and creation of content and uploading on the same on all social media platforms. | Approval of monthly plan. |

| | | | |
|----------|--|---|--|
| 1.4 | <p>Post and Page Reach management on social media Platforms specifically Facebook, Twitter, Instagram, LinkedIn, YouTube etc. (total collective reach):</p> <ul style="list-style-type: none"> • An average of 5 lac views in first three months, scaled up to 10 lac views per month thereon with appropriate engagement with users across all platforms, increase in users/followers per month, total likes per month, list of comments per month, average likes per post. • Engagement of number of families enrolled under Mukhyamantri Antyodaya Parivar Utthan Yojana. | By the agency. | Support on data of families enrolled under Mukhyamantri Antyodaya Parivar Utthan Yojana to be provided by the department |
| 1.5 | Monthly “Effectiveness analysis and MIS reports” giving a detailed analysis on the steps undertaken for overall promotion of HSDM on social media platforms and the results achieved. | Submission of monthly report | Approval of report |
| 1.6 | Bulk SMS, emailers Business Whatsapp Integration with all social media channels | By the agency. | Support on data to be provided by the department |
| 1.7 | Management response from HSDM on social media accounts through setting up standard response mechanism. All queries must be responded to within 24 hours of receiving. | By the agency. | Consultation with HSDM |
| 1.8 | In case of any up-coming event, the agency should make a plan to create a buzz about the event in tandem with social media activity | By the agency. | Approval |
| 1.9 | Training, skill up-gradation and capacity building of the officers of HSDM to handle social media platforms, if desired by HSDM | By the agency. | |
| | | | |
| 2 | SUCCESS STORIES - Testimonials | | |
| 2.1 | Video Shoots (Students) - 10 per year | Video shoot (1min.-2 min.) will be provided by the agency. Editing, Voiceover, graphics work will be done by the agency | Department will provide the concerned participants/ Subject matter/floor assistance wherever required |
| 2.2 | Video Shoots (Employers) - 10 per year | Video shoot (1min.-2 min.) will be provided by the agency. Editing, Voiceover, graphics work will be done by the agency | Department will provide the concerned participants/ Subject matter/floor assistance wherever required |

| | | | |
|-------------------------------------|--|---|---|
| 2.3 | Video Shoots (Parents) - 10 per year | Video shoot (1min.-2 min.) will be provided by the agency. Editing, Voiceover, graphics work will be done by the agency | Department will provide the concerned participants/ Subject matter/floor assistance wherever required |
| 2.4 | Write ups - 50 per year | By the agency. | Department will provide brief snippets about the participants |
| 2.5 | Page/Account Creation | By the agency. | Assistance on the Subject matter by the department. |
| 2.6 | Social Media Management of Success Stories | By the agency. | Assistance by the department |
| 3 AUDIO VISUALS (Department) | | | |
| 3.1 | Mission's Video --- 1 (including voiceovers) | Video shoot (8 min.-10 min.) will be provided by the agency. Editing, Voiceover, graphics work will be done by the agency | Assistance on the Subject matter by the department. |
| 3.2 | 8- 10 Mins. AVS - 1 per month giving the glimpses of activities taken place during the month | Video shoot 8 to 10 min. will be provided by the agency. Editing, graphics work will be done by the agency | Assistance on the Subject matter by the department. |
| 3.3 | Voiceovers | Professional VO will be provided for videos | Assistance on the Subject matter by the department. |
| 3.4 | Teasers (20 - 30 Seconds)- Depending on Events - 20 numbers | By the agency. | |
| 3.5 | Blogs & Content Writing (on skill development, events, achievements and awareness etc.)- 50 Blogs per year (atleast 200 words) | By the agency. | |

| | | | |
|------------|---|----------------|---|
| | | | |
| 4 | PPTs (PowerPoint & Google Slides) | | |
| 4.1 | Powerpoint Presentations - Event presentations / Mission's Meeting presentations - Upto 10 per year | By the agency. | Assistance on the Subject matter by the department. |
| | | | |
| 5 | E- Bulletins | | |
| 5.1 | Report - Monthly & Annual (includes content writing, designing, compilation, formatting, etc.) | By the agency. | Assistance on the Subject matter by the department. |
| | | | |
| 6 | Monthly Achievement Report | | |
| 6.1 | Report - Monthly & Annual (includes content writing, designing, compilation, formatting, etc.) | By the agency. | Assistance on the Subject matter by the department. |

Note:

1. The list is indicative, and the agency may be required to provide more services as required for the program, as per agreed terms and conditions. In addition, it may be noted that the activities will have to be done at different levels including State, District, and Block levels. Agency must have capacity and flexibility to work at those levels as specified by HSDM. The project shall be implemented in a multi-stakeholder environment.
2. Agency shall be required to take due permission and approval from HSDM for any activity/ies to be performed.
3. The agency must follow the guidelines prescribed by DAVP/ DIPR related to all activities mentioned above in Scope of Work.
4. The agency must take into consideration that the rates for any of the above mentioned activity/ies in Scope of Work doesn't exceed the DAVP/ DIPR rates.

Key Personnel for Implementing the Project:

General:

The Agency shall employ and provide such qualified and well experienced Personnel/ Experts as are required to carry out the Services.

Qualification, Experience of Key Personnel/ Experts:

All key personnel having requisite qualification and experience shall be employed with the Mission as per the profile below:

| Sr. No. | Position | Desired Qualification and Work Experience |
|----------------|-------------------------------------|---|
| 1. | Project Manager/ Team Lead | Post Graduate with atleast 10 years' proven track record of liasoning / client management, designing, production and execution of mass multi media campaigns and workshops management. Leader in preparing and implementing national-level strategic, media and social communications campaigns that hinge on behavioural and attitudinal transformation; familiarity with skill, social sector; strong demonstrated Media and Event handling capacity and management/ Liasoning with govt., non-govt. organizations and PSU's. |
| 2. | Social Media Specialist | Graduate, preferably knowledge of social media/ media analytics with atleast 05 years' of relevant work experience in designing and managing digital media solutions and campaigns for social causes. |
| 3. | Creative Director / Senior Designer | Graduate with atleast 05 years' of relevant work experience in heading creative department for advertising/ media and communications with demonstrated experience in devising communication campaigns. |
| 4. | Manager- Operations | Graduate with atleast 05 years' of experience in the operations, marketing, social media and management for events. |
| 5. | Content Writer (English and Hindi) | Graduate with atleast 05 years' of work experience in conceptualizing /managing content for campaigns for social causes, content writing etc. |

Time Commitment of Key Personnel/ Experts:

The agency must ensure that atleast one key personnel is available at Mission on full time basis for co-ordination with internal & external departments & communication between agency and Mission for smooth operations.

Nodal Officer for the Assignment:

Haryana Skill Development Mission will appoint a Nodal Officer who will be responsible for coordinating with the selected agency for provision of relevant data/ information and day to day liasoning/ approvals for work assigned to the selected agency.

Terms of Payment:

The Payment Milestones are indicated below:

| Sr. No. | Time-Line | Payment |
|---------|---|---|
| 1. | T-1 On Signing of Agreement and submission & approval of workplan which shall include: Approach, Methodology, Monthly Key Tasks, Communication Strategy, Innovation and Work Schedules for performing the assignment. | 10% of the total cost of the project |
| 2. | T-1+90 days | 15% of the total cost of the project on successful submission and approval of monthly achievement reports |
| 3. | T-1+180 days | 15% of the total cost of the project on successful submission and approval of monthly achievement reports |
| 4. | T-1+270 days | 30% of the total cost of the project on successful submission and approval of monthly achievement reports |
| 5. | T-1+360 days | 30% of the total cost of the project on successful submission and approval of monthly achievement reports |

Others:

The Haryana Skill Development Mission reserves the right to:

- (i) Change any condition including technical specifications even after inviting the proposals with/ without prior notification.
- (ii) Modify the documents by amendment.
- (iii) Extend the deadline for the submission of proposal.