

INVITATION FOR QUOTATIONS FOR SHORT TERM ENGAGEMENT OF MEDIA FIRM AT ASSAM INLAND WATER TRANSPORT DEVELOPMENT SOCIETY

To

Dear Sirs,

Sub: INVITATION FOR QUOTATIONS FOR SHORT TERM ENGAGEMENT OF MEDIA FIRM AT ASSAM INLAND WATER TRANSPORT DEVELOPMENT SOCIETY.

1. You are invited to submit your most competitive quotation for the following activity: -
Brief Description of the services: Short term engagement of Media Firm at Assam Inland Water Transport Development Society.
2. Government of India has applied for financing from the World Bank equivalent to US\$ 88 Million towards the cost of the Assam Inland Water Transport (AIWT) Project and intends to apply part of the proceeds of this credit to eligible payments under the contract for which this invitation for quotations is issued.
3. The AIWT Project in Assam state is being implemented by Assam Inland Water Transport Development Society (AIWTDS), which is an autonomous society registered under the Societies Registration Act.
4. To assist you in the preparation of your quotation, we are enclosing the following:
 - i. Instructions to Bidders (in two sections).
 - ii. Terms of Reference
 - iii. Draft Contract Agreement format which will be used for finalizing the agreement for this Contract.
5. You are requested to provide your quotations latest by 1400 hrs (IST) on 14th July, 2023.
6. Quotations will be opened in the presence of Bidders or their representatives who choose to attend at 1500 hrs (IST) on 14th July, 2023 at AIWTDS office.
7. We look forward to receiving your quotations and thank you for your interest in this project.

Sd/-

*Shri Gaurav Upadhyay, IPS
State Project Director
Assam Inland Water Transport Development Society
DIWT Office, Ulubari, Guwahati
Email: dir.iwtds-as@gov.in*

INSTRUCTIONS TO BIDDERS

SECTION - A

1. Scope of services

The Assam Inland Water Transport Development Society (AIWTDS) (Employer) invites quotations for the services as mentioned below

Brief Description of the service: Short term engagement of Media Firm for publishing multimedia posts in Social Media, Video Documentation of activities, Creative Designs for Signage, Installation of Signage at construction sites and AIWTDS office.

The successful bidder will be expected to complete the services as specified in Section C: Terms of Reference, Clause 6 – Deliverable schedule.

2. Qualification of the bidder: The bidder shall provide qualification information which shall include: -

- a) Incorporation/ Partnership deed or firm registration copies in case of companies or partnership firm and copies of PAN, Trade License, and valid GST registration certificate etc;
- b) Average annual turnover from Media Firm during the last 3 preceding financial years i.e., 2019-20, 2020-21 & 2021-22 should not be less than Rs. 20.00 (Twenty) lakhs. Copies of Income Tax return & certified copies of accounts may be submitted;
- c) Details of any litigation, current or during the last 3 financial years in which the bidder is involved, the parties concerned, and disputed amount in each case;
- d) The firm should have similar Media Management experiences of at least 3 years in Govt./Externally Aided Projects/Semi Govt. /Corporate sector as cited:
 - Social Media handling- Multimedia creative design and content posts at Facebook, Twitter, Instagram, WhatsApp etc.
 - At least 2 (Two) nos, Video Documentation of 15 minutes length or 3(three) nos. of 10 minutes length;
 - Creative Designing for Signage and installation of the same in different locations
 - Copies of Completion Certificate or Work Order along with payment proof to be submitted. A dossier with links and proof of the aforesaid IEC activities to be provided.
- e) In case of a tie between two quoted price, preference shall be given to the Agency who has won awards and accolades at National/ State level.

3. The bidder should also provide the following:-

- a) Team composition and qualification of team members should be submitted along with the quotation.

- b) Approach & Methodology: A detailed activity plan (within 2000 words) against the Media Management assignment with a timeline of action to be submitted along with the quotation.

4. Bid Price

- a) The bid price shall be for the whole of services as mentioned in the Terms of reference and Quotation. Corrections, if any, shall be made by crossing out, initialing, dating and re writing.
- b) All duties, taxes, charges and other levies payable by the bidder under the contract shall be included in the total price.
- c) The rates quoted by the bidder shall be fixed for the duration of the contract and shall not be subject to adjustment on any account.
- d) The rates should be quoted in Indian Rupees only.

5. Submission of Quotations

- 5.1 The bidder is advised to visit the site of works at his own expense and obtain all information that may be necessary for preparing the quotation.
- 5.2 Each bidder shall submit only one quotation. Bidders shall not contact other Bidders on matters relating to this quotation.
- 5.3 The quotation submitted by the bidder shall comprise the following: -
 - (a) Quotation in the format given in **Section B**.
 - (b) Signed Terms of Reference given in **Section C**;
 - (c) Documents under clause no 2 & 3.
 - (d) Awards & accolades won at National/ State level, if any.
- 5.4 This Procurement notice including the terms and conditions applicable to submission of quotations; criteria for qualification, evaluation, and for award of supply order(s); and relevant forms to be filled by the bidders. The Procurement notice including the terms and conditions etc. can be downloaded free of cost from the official website www.aiwtdsociety.in.
- 5.5 Quotations shall be submitted in hard copy to the *Office of the State Project Director, Assam Inland Water Transport Development Society, 3rd Floor, DIWT Office, Ulubari, Guwahati* on or before 1400 hours (IST) on 14th July 2023. Late submission of quotations shall not be considered. The Quotations will be opened online on 14th July 2023 at 1600 hours (IST).

6. Validity of Quotation

Quotation shall remain valid for a period not less than 30 days after the deadline date specified for submission.

7. Opening of Quotations

Quotations will be opened in the presence of bidders or their representatives who choose to attend on the date and time and at the place specified in the letter of invitation.

8. Information relating to evaluation of quotations and recommendations for the award of contract shall not be disclosed to bidders or any other persons not officially concerned with the process until the award to the successful bidder is announced.

9. Evaluation of Quotations

The Employer will evaluate and compare the quotations determined to be substantially responsive i.e. which

- (a) Meet the qualification criteria specified in clause 2 & 3 above;
- (b) Documents are duly signed; and
- (c) Conform to the Terms of Reference, without deviations.

10. Award of contract

The Employer will award the contract to the bidder whose quotation has been determined to be substantially responsive and who has offered the lowest evaluated quotation price and who meets the specified qualification criteria.

10.1 Notwithstanding the above, the Employer reserves the right to accept or reject any quotations and to cancel the bidding process and reject all quotations at any time prior to the award of contract.

10.2 The bidder whose bid is accepted will be notified of the award of contract by the Employer prior to expiration of the quotation validity period.

SECTION - B

- 1. Qualification Information**
- 2. Format for Submission of Quotation.**

QUALIFICATION INFORMATION

1 For Individual Bidders

Principal place of business: _____

Power of attorney of signatory of Quotation. (Attach copy)

Total value for Media Management Services and IEC Outreach Assignments performed in the last three years (in INR. Lakhs): _____

As media management service assignments of a similar nature over the last three years in the bidder's firm name.

<u>Project Name</u>	<u>Name of Employer</u>	<u>Description of service</u>	<u>Contract No.</u>	<u>Value of contract (Rs. Lakhs)</u>	<u>Date of issue of work order</u>	<u>Stipulated period of completion</u>	<u>Actual date of completion</u>	<u>Remarks explaining reasons for delay and service completed</u>
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Existing commitments and on-going services:

<u>Description of service</u>	<u>Place & State</u>	<u>Contract No. & Date</u>	<u>Value of Contract (Rs. Lakh)</u>	<u>Stipulated period of completion</u>	<u>Value of services* remaining to be completed (Rs. Lakhs)</u>	<u>Anticipated date of completion</u>
(1)	(2)	(3)	(4)	(5)	(6)	(7)

* Enclose a certificate from Client concerned.

Proposed subcontracts and firms involved.

Sections of the services	Value of Sub-contract	Sub-contractor (name & address)	Experience in similar service
*	*	*	*
*	*	*	*
*	*	*	*

Evidence of access to financial resources to meet the requirements of working capital: cash in hand, lines of credit, etc. List them below and attach copies of support documents.

Name, address, and telephone, telex, and fax numbers of the Bidders' bankers who may provide references if contacted by the Employer.

Information on litigation history in which the Bidder is involved.

Other party(s)	Employer	Cause of dispute	Amount involved	Remarks showing present status
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QUOTATION

Description of the services: Short Term Engagement of Media Firm for IEC outreach at Assam Inland Water Transport Development Society.

To :

Subject : Quotation for Short Term Engagement of Media Firm for IEC outreach at Assam Inland Water Transport Development Society.

Reference : Quotation No.....dated.....from.....

Sir,

We offer to execute the services for the assignment as described in your RFQ referred to above in accordance with the Conditions of Contract enclosed therewith at quoted rate, inclusive of all taxes as follows –

Sl. No.	Item Description	Quantity	Units	Unit amount with taxes in Rs.	Total amount with taxes in Rs.
1	Production of Video Documentation including shoot, voice over/ text inlay (Length: upto 5 mins)	3	Nos.		
2	Temporary Hoarding Size 20 x 10 ft; Flex on Bamboo Structure	3	Nos.		
3	Signage (both side display) including fabrication, printing & installation	4	Nos.		
4	Posters on GRM, Jibondinga & Dolphin	3	Nos.		
5	Creation of Social Media Content & Posts	1	Month		
6	Design of creatives for hoardings, signage and posters	N/A	L/s		

This quotation and your written acceptance of it shall constitute a binding contract between us. We understand that you are not bound to accept the lowest or any quotation you receive.

We hereby certify that we have taken steps to ensure that no person acting for us or on our behalf will engage in bribery or collusive arrangements with the competitors.

We hereby confirm that this quotation is valid for 120 days as required in Clause 6 of the Instructions to Bidders.

We have not been debarred/removed from approved lists (dealings suspended) by the Central/State Governments or by the World Bank.

Yours faithfully,		
Authorized Signature	:	Date: _____
Name & Title of Signatory	:	_____
Name of Bidder	:	_____
Address	:	_____

** To be filled in by the Bidder, together with his particulars and date of submission at the bottom of this Form.

SECTION - C

TERMS OF REFERENCE

1. INTRODUCTION

- 1.1. The Government of Assam (GoA) plans to transform the quality of Inland Water Transport services and integrate high quality passenger and vehicle ferry services into the state's wider transport network.
- 1.2. The Government of Assam (GoA) with support from the World Bank has taken up the Assam Inland Water Transport (AIWT) project to improve the quality of inland water transport services and integrate high quality passenger and vehicle ferry services in the Brahmaputra and Barak River, ensuring a safe, sustainable and reliable mode for the myriads of commuters across the state. To modernize IWT sector, the World Bank is financing/assisting the GoA through a phase-wise project, which includes up gradation of ferry Infrastructure, Fleet Modernization, institutional capacity development etc.
- 1.3. A society in the name and style of 'Assam Inland Water Transport Development Society' has been formed by GoA under the Transport Department, to support implementation of the WB Project. In an attempt to weave sustainability into the state's climate agenda, the project will not only promote the use of Inland Waterways as an eco-friendly, cost-effective, and convenient mode of transport for citizens but also drive regional & economic development for Assam and its neighboring states.
- 1.4. The AIWTDS intends to apply part of the proceeds for hiring of a creative multimedia advertising agencies, responsible to develop IEC materials (Visuals, Audio Visuals and Print) envisioning to launch a 360 degree media campaign to promote the key components of AIWT project (viz. Environmental and Social Safeguards, GRM and Jibondinga) related information through Social Media (Facebook, Twitter, Instagram, YouTube and LinkedIn) and outdoor advertisements (signages & hoardings). The contents for the 360 degree digital and outdoor media campaign should be developed in English, Hindi and also in the vernacular languages of Assamese and Bengali.
- 1.5. The Project Development Objectives are:
 - 1.5.1. To improve passenger infrastructure and services in Assam.
 - 1.5.2. To strengthen the institutional capacity and framework of DIWT, Assam.

2. PROJECT DESCRIPTION:

- 2.1. The project is focused on improving ferry services for passengers in cross river sectors and seeks to use the opportunity to establish a tenable foundation for development of a modernised IWT sector in Assam.
- 2.2. The GoA also plans to create a more supportive institutional framework to facilitate implementation of this project. Sector administration and regulation will be the responsibility of a specialized Regulatory Authority. The Ferry and Terminal enterprise activities will be developed as a new company, established under the Companies Act (2013) and operated at an arm's length of the state government.

- 2.3. The project focuses on institutional safety strengthening while providing investment financing for better and safer ferry operations across the length and breadth of navigational river systems in Assam.
- 2.4. A social scheme under name 'Jibondinga', has been launched by the DIWT, Assam, to incentivize country boat owners/operators who want to operate ferry services in Assam. Under this scheme, the boat owners/operators will be incentivized by Assam government for retro fitting of marine engines while providing safety gears and insurance for both boat operators and passengers.

3. SCOPE OF WORK

Assam Inland Water Transport Development Society (AIWTDS), desires to engage a credible Media Firm to facilitate the Short Term implementation of the Communication Outreach Plan of Assam Inland Water Transport Development project. The agency will be expected to provide a 360 degree media support to AIWTDS in terms of Social Media Management, Multimedia Creative Design, Audio and Visual Production, Printing of project related materials, Events Support and other relevant activities. The objective of the assignment will be to increase awareness among project stakeholders, enhance media reach on Social and Environmental Safeguards, Grievance Redressal Mechanism and Jibondinga Scheme of World Bank-aided AIWT Project

The detailed scope of the work to be taken by the agency has been broadly spelt out as cited below:

A. Comprehensive IEC Strategy for Social Media/ Digital Promotion related activities including

1. Development of comprehensive communication strategy and implementation/ work plan for IEC outreach on Social Safeguards, Environmental Safeguards and Jibondinga scheme across all Social Media platforms of AIWTDS
2. Management of Department's Social Media Handles/Channels on Twitter, Facebook, YouTube, Instagram and WhatsApp.
3. New Look, Updates and Engage with users
 - i. Give Department's Social Media Platforms a new look every month by putting up new creative in line with overall theme/strategy approved by department for the period of engagement.
 - ii. Uploading posts on daily basis in form of info graphics, images, gifs, audio visuals, text over videos, promos of events and programs etc. on various social media platforms creation of interactive content like surveys, quizzes, contest etc. in consultation with the Department.
 - iii. Publicize all cultural and planned events on all the social media platforms.
 - iv. Create relevant tagging & linkages of content on all platforms.
 - v. Manage live events on Facebook & Twitter.
 - vi. Planning of Content.
4. Repackaging of the project-related contents (reports, videos, and photographs) into suitable formats (case stories, visual, audio-visual, and others). Uploading of the repackaged and creative content on various social media platforms such as the AIWTDS Facebook, Instagram, Twitter, LinkedIn, YouTube, etc. including public platforms accessed by the rural and riparian communities.
5. Post-production, Designing, and Uploading of project-related interviews, impact stories,

training and awareness sessions, launching events, and any other project-related activities initiated by AIWTDS in official Social Media platforms.

6. Conduct digital media audience polls, outreach assessment research, quizzes, game shows, trivia, contests, etc. through social media handles
7. To ensure that all content used for Social Media publicity is appropriate, and does not infringe intellectual property or any guidelines provisioned by state and central Governments
8. The Agency would be responsible for enhancing reach for the curated messages on services, programs, and schemes contemplated by the DIWT, Assam on various social media platforms.

B. Printing of Project related materials and creative contents.

1. The Agency will be responsible to design the project-related reports in a presentable format and. Also printing of the same as and when requested by the Client. The contents will be provided by AIWTDS. The Agency will provide the design to AIWTDS for approval before printing or uploading.
2. The Agency will be responsible to design and print project-related IEC materials for public display and awareness like Signage, Posters & Hoardings, Pamphlets, and Brochures in English, Assamese, and Bengali languages. The Agency will provide the design to AIWTDS for approval before printing.

C. Content translation & Proof Reading vernacular languages - All IEC materials including (Social Media Posts, Audio Visual, Audio clips, signage & hoardings, progress reports, or any other project-related documents) need to be developed and delivered in English, Assamese and Bengali in the first instance. Then translate all creative into Hindi as and when requested by AIWTDS.

D. Audio Visual Production & Repackaging

1. Documentation of AIWT project created impacts & stories in AV format with Voice Overs.
2. Production of Audio Visuals (upto 60 secs) for social media dissemination and repackaging of the content (videos and photographs) into suitable formats (video packages and others).
3. Production of Audio Visuals (60 – 120 secs) for other mass media dissemination and repackaging of the content (videos and photographs) into suitable formats (video packages and others).

4. Deliverables and Payment Schedules

The Media Firm shall deliver the assignment within 2 (two) months of the signing of the Contract.

The payment shall be made on lump-sum basis and on the successful completion of the assignment subject to certification of the work by the Society.

The Media Firm shall submit an 'Assignment Completion Report' containing the summary of work done, a detail repository of the communicated contents.

Section – D

DRAFT CONTRACT

**LUMP-SUM PAYMENTS
(IBRD/IDA FINANCED)**

CONTRACT

THIS CONTRACT (“Contract”) is entered into this [__ of __, 2023], by and between *Assam Inland Water Transport Development Society (AIWTDS)* (“the Client”) having its principal place of business at *Third Floor - DIWT Office, Ulubari, Guwahati*, and [insert Media Agency’s name] (“the Media Firm”) having its principal office located at [insert Media Agency’s complete postal address].

WHEREAS, the Client wishes to have the Media Firm perform the services hereinafter referred to; and

WHEREAS, the Media Firm is willing to perform these services,

NOW THEREFORE THE PARTIES hereby agree as follows:

I. Services	i) The Media Firm shall perform the service specified in Annex A, “Terms of Reference and Scope of Work”, which is made an integral part of this Contract (“the Services”). ii) The Media Firm shall provide the personnel listed in Annex B, “Media Agency’s Personnel to perform the Services.” iii) The Media Firm shall provide the personnel listed in Annex B, “Media Agency’s Personnel to perform the Services.”
1. Term	The Media Firm shall perform the Services during the period commencing [insert starting date] and continuing through [insert completion date], or any other period as may be subsequently agreed by the parties in writing.
2. Payment	A. <u>Ceiling</u> For Services rendered pursuant to Annex A, the Client shall pay the Media Firm an amount not to exceed [insert amount]. This amount has been established based on the understanding that it includes all of the Media Firm’s costs and profits as well as any tax obligation that may be imposed on the Media Management Agency. B. <u>Payment Conditions</u> Payment shall be made in Indian Rupees (INR), not later than 60 days following acceptance of deliverables by client and submission by the Media Firm of invoices in duplicate to the Coordinator designated in paragraph 4. Payments shall be made to Media Firm’s bank account [insert banking details]
3. Project	<u>Coordinator.</u> The Client designates Mr./Ms. [insert name] as Client’s Coordinator; the Coordinator will be responsible for the coordination of activities under this

Administration	Contract, for acceptance and approval of the reports and of other deliverables by the Client and for receiving and approving invoices for the payment.
4. Performance Standards	The Media Firm undertakes to perform the Services with the highest standards of professional and ethical competence and integrity.
5. Inspections & Auditing	The Media Firm shall permit, the Bank and/or persons or auditors appointed by the Bank to inspect and/or audit its accounts and records and other documents relating to the submission of the Proposal to provide the Services and performance of the Contract. Any failure to comply with this obligation may constitute a prohibited practice subject to contract termination and/or the imposition of sanctions by the Bank (including without limitation s determination of ineligibility) in accordance with Prevailing Bank's sanctions procedures.
6. Confidentiality	The Media Firm shall not, during the term of this Contract and within 2 years after its expiration, disclose any proprietary or confidential information relating to the Services, this Contract or the Client's business or operations without the prior written consent of the Client.
7. Ownership of Materials	Any studies reports or other material, graphic, software or otherwise, prepared by the Media Firm for the Client under the Contract shall belong to and remain the property of the Client. The Media Firm may retain a copy of such documents and software but shall not use the same without explicit approval of the Client.
8. Insurance	The Media Firm will be responsible for taking out any appropriate insurance coverage.
9. Assignment	The Media Firm shall not assign this Contract or sub-contract any portion of it without the Client's prior written consent.
10. Law governing Contract & Language	The Contract shall be governed by the laws of Republic of India, and the language of the Contract shall be English.
11. Dispute Resolution	Any dispute arising out of the Contract, which cannot be amicably settled between the parties, shall be referred to adjudication/arbitration in accordance with the laws of the Client's country.
12. Corrupt Fraudulent Practices	The World Bank requires compliance with its policy in regard to corrupt and fraudulent practices as set forth in Procurement Guidelines. In further pursuance of this policy, Bidders shall permit and shall cause its agents (whether declared or not), sub-contractors, service providers, or suppliers and any personnel thereof, to permit the Bank to inspect all accounts, records and other documents relating to any prequalification process, bid submission, and contract performance (in the case of award), and to have them audited by auditors appointed by the Bank.
13. Termination	The Client may terminate this Contract with at least ten (10) working days prior written notice to the Film maker after the occurrence of any of the events specified in paragraphs (a) through (d) of this Clause:

	<ul style="list-style-type: none">a) If the Media Firm does not remedy a failure in the performance of its obligations under the Contract within seven (7) working days after being notified, or within any further period as the Client may have subsequently approved in writing;b) If the Media Firm becomes insolvent or bankrupt.c) If the Media Firm, in the judgment of the Client or the Bank, has engaged in corrupt, fraudulent, collusive, coercive, or obstructive practices (as defined in the prevailing Bank's sanctions procedures) in competing for or in performing the Contract.d) If the Client, in its sole discretion and for any reason whatsoever, decides to terminate this Contract.
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FOR THE CLIENT (AIWTDS)

Signed by _____

Title: _____

FOR THE MEDIA FIRM

Signed by _____

Title: _____

LIST OF ANNEXES

Annex A: Terms of Reference and Scope of Services

Annex B: Media Firm Personnel