

**Bihar Industrial Development Area Authority (BIADA)**

Ref No: BIADA/RFQ/ PR Agency/01/2024-2025

**Request for Proposal for Selection of Creative and Media Agency  
for promoting Industries in Bihar**

**NOTICE FOR INVITING REQUEST FOR PROPOSAL**

A Media & Communications strategy is essential to regularly convey information about the BIADA, its activities and other components to diverse stakeholders and create awareness, through direct and indirect engagement. To implement Media & Communications strategy through a 360-degree Media Campaign activity, services of a PR agency are required for a period of 2 years in BIADA.

The scope of work and details of the mentioned engagement and prescribed formats for submission can be accessed from Bihar e-procurement Portal <http://www.eproc.bihar.gov.in>

Sl. No.	Particulars	Details
1	Date of Issue of RFQ	10.02.2025
2	Start date and time of downloading the RFQ	15.02.2025
3	Date & Time of Pre-Bid meeting & submission of queries	24.02.2025 at 03:00 PM
4	Date of publication of responses to Pre-Bid queries	03.03.2025
5	Last Date and Time of submission of RFQ (online)	10.03.2025 at 3:00 PM
6	Last date and Time of submission of physical documents	10.03.2025 at 3:30 PM
7	Address where Bidders have to send physical Documents	Bihar Industrial Area Development Authority, 3 <sup>rd</sup> floor, Udyog Bhawan, East Gandhi Maidan, Patna -800004
8	Date & Time of opening of Technical Bid	10/03/25 at 04:00 PM
9	Date & Time of opening of Financial Bid	Will be informed later
10	Bid Validity	180 days

This information is available on [state.bihar.gov.in/prdbihar](http://state.bihar.gov.in/prdbihar) also

PR- 19228 ( B & C ) 2024-25

नशे की मार, बर्बाद करे सुखी परिवार।

Deputy General Manager,  
Media, Branding & Communications

*विहार् प्रोडक्शन P-01*

**NOTICE FOR INVITING REQUEST FOR PROPOSAL**  
**Bihar Industrial Development Area Authority (BIADA)**

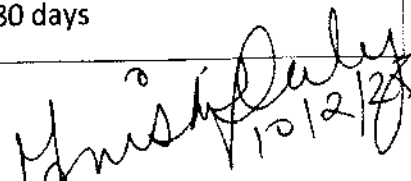
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Anish Doley  
Deputy General Manager,  
Media, Branding & Communications



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for  
Selection of Creative and Media Agency for promoting  
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**Ref No: BIADA/RFQ/ PR Agency/01/2024-2025**

**Issue Date : 10.02.25**

**Bihar Industrial Area Development Authority  
Government of Bihar**

**Issued By:**



**Bihar Industrial Area Development Authority  
(A Government of Bihar Undertaking)  
UDHYOG BHAWAN, East GANDHI MAIDAN, PATNA, BIHAR  
PIN CODE-800004  
Email: dgm.media@bihar.gov.in**

*Handwritten signatures and text:*  
DGM, Media Body  
Ed. Coordination

## Glossary

1	BIADA	Bihar Industrial Area Development Authority
2	BIADA	BIADA
3	DPR	Detailed Project Report
4	EMD	Earnest Money Deposit
5	GoB	Government of Bihar
6	HR	Human Resource
7	ICT	Information and Communication Technology
8	IPP	Integrated Promotional Plan
9	QCBS	Quality and Cost Based Selection
10	RFP	Request for proposal

## **Disclaimer**

The information contained in this Request for Proposal document ("RFP") or subsequently provided to Applicants, whether verbally or in documentary or any other form by or on behalf of BIADA, Government of Bihar or any of its employees or advisers, is provided to Applicants on the terms and conditions set out in this RFP and such other terms and conditions subject to which such information is provided.

This RFP is not an agreement or an offer by the Bihar Industrial Area Development Authority hence, foresaid called BIADA, Govt. of Bihar to the prospective applicants or any other person. The purpose of this RFP is to provide interested parties with information that may be useful to them in the formulation of their Proposals pursuant to this RFP. This RFP includes statements, which reflect various assumptions and assessments arrived at by the BIADA in relation to the selection of Creative and Media Agency. Such assumptions, assessments and statements do not purport to contain all the information that each Applicant may require. This RFP may not be appropriate for all persons, and it is not possible for the BIADA, Government of Bihar, its employees or advisors to consider the objectives, technical expertise and particular needs of each party who reads or uses this RFP. The assumptions, assessments, statements and information contained in this RFP, may not be complete, accurate, adequate or correct. Each Applicant should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments and information contained in this RFP and obtain independent advice from appropriate sources.

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

The BIADA, its employees and advisers make no representation or warranty and shall have no liability to any person including any applicant under any law, statute, rules or regulations or not, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this RFP or otherwise, including the accuracy, adequacy, correctness, reliability or completeness of the RFP and any assessment, assumption, statement or information contained therein or deemed to form part of this RFP or arising in any way in this selection process.

The BIADA also accepts no liability of any nature whether resulting from negligence or otherwise, however caused arising from reliance of any applicants upon the statements contained in this RFP. BIADA may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumption contained in this RFP. The issue

of this RFP does not imply that the BIADA is bound to select an applicant or to appoint the selected applicant as Creative and Media Agency, reserves the right to reject all or any of the Proposals without assigning any reasons whatsoever.

The applicant shall bear all its costs associated with or relating to the preparation and submission of its Proposal including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by BIADA or any other costs incurred in connection with or relate to its Proposal. All such costs and expenses will remain with the applicant and the BIADA, Government of Bihar shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by an applicant in preparation or submission of the Proposal, regardless of the conduct or outcome of the Selection Process.

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## 1. Fact Sheet

S. No	Details
1.	The method of selection - Quality cum Cost Based System (QCBS), Technical – (70%) and Financial – (30%).
2.	Assignment duration - The assignment duration is Two (2) years. The BIADA may decide to extend the assignment for duration of further two (2) years subject to satisfactory performance of the agency.
3.	<ul style="list-style-type: none"> <li>Tender Fee - INR 10,000.00 (Ten Thousand only)</li> <li>Tender Processing Fee – as per e-procurement portal</li> <li>Earnest Money Deposit - INR 5,00,000.00 (Five Lakh only)</li> </ul>
4.	<ul style="list-style-type: none"> <li>RFP can be downloaded from the e-Procurement portal of the Government of Bihar.</li> <li>All interested bidders shall pay EMD (only online), Tender Fee and Tender Processing fee and submit their Technical and Financial proposals electronically using the e-Forms in the unified e-Procurement platform. The e-Procurement portal is available at: <a href="http://www.eproc.bihar.gov.in">http://www.eproc.bihar.gov.in</a></li> </ul>
5.	<ul style="list-style-type: none"> <li>A Pre Bid meeting will be held on, <b>24/02/25 at 03:00 pm</b> at Meeting Room, third floor, BIADA ,Udyog Bhawan, East Gandhi Maidan, Patna</li> <li>Response for the queries will be received until – 03/03/25 5:00 p.m.</li> <li>For the purpose of any clarification the bidders may contact at the following between 10am to 5pm on all working days till the date of the scheduled pre bid meeting; <ul style="list-style-type: none"> <li>➤ <b>Designation – DGM- Media, Branding &amp; Communication, BIADA</b></li> <li><b>Address - Udyog Bhawan, Gandhi Maidan, Patna, Bihar - 800 004</b></li> <li><b>Phone - 8405804819</b></li> <li><b>Mail id - dgm.media@bihar.gov.in</b></li> </ul> </li> </ul> <p>All the queries should be received on or before <b>22/02/25 by 5:00 PM</b> by email. The queries should be mailed at <b>dgm.media@bihar.gov.in</b> mentioning the name of the assignment in the subject line of the correspondence.</p>
6.	Validity of Technical and Financial Proposal - 180 days
7.	<p>The address for Communication for e Procurement portal related query:</p> <p><b>Toll Free Number: 1800 572 6571 Email Id: eproc2support@bihar.gov.in</b></p> <p>Working Hours: 8AM to 7PM (All days in week except Sunday and few selected state holidays)</p>
8.	Proposals must be submitted no later than the following date and time: <b>3:00 PM of 10/03/25</b>



## **2. Background**

### **2.1. Bihar Industrial Area Development Authority**

Bihar Industrial Area Development Authority (BIADA) is a statutory Authority of the State of Bihar created by the Industrial Area Development Authority Act, 1974 with an objective to provide planned development of industrial areas and promotion of Industries and matter appurtenant thereto. It is responsible for the planned development (including preparation of the Master Plan) of the Industrial Area notified by the state government and promotion of industries in the area and other amenities incidental thereto. The Authority is the implementation agency for industrial planning of industrial area. It is responsible for allotment of land or factory shed or building or parts of buildings, execution of lease, and realization of fees rent charges and matters connected thereto in these industrial areas.

### **2.2. Branding and Promotion**

As the nodal agency for promotion of industry of the State to potential investors, BIADA is currently undertaking a slew of infrastructural and economic reforms, attracting leading investors and fostering investments. Riding a robust economy buoyed by an enabling institutional framework and facilitative initiatives towards Ease of Doing Business (EoDB), BIADA is taking a slew of measure to create an investment friendly ecosystem for industries in the state.

Hence, it is imperative that these initiatives need to be constantly marketed to the Global investor communities to feature in the "Top-of-the-mind-recall" among leading investors. The BIADA, therefore, envisages undertaking a sustained investment promotion campaign over multiple channels including news, print, digital and social media. It further plans to fortify the campaign with a new logo and tagline highlighting the offering of the State. A creative and media agency will, therefore, be on boarded for the BIADA to undertake the above-mentioned activities for the promotion of the industry.

### **3. Scope of Work**

#### **3.1. Breakup of activities/scope of work**

A Media & Communications strategy is essential to regularly convey information about the BIADA, its activities and other components to diverse stakeholders and create awareness, through direct and indirect engagement.

In order to implement Media & Communications strategy through a 360-degree Media Campaign activity, services of a PR agency are required for a period of 2 years in the BIADA. The scope of work of the mentioned engagement will broadly cover the following areas:

##### **A. Branding, communication and Content Strategy**

- i. The Agency shall prepare a Media Promotion plan and Action Plan in consultation with the BIADA within two (2) weeks of the start of the assignment.
- ii. A centralized theme and tagline for branding and promotion over the coming years will be developed within three (3) weeks of the start of the assignment.
- iii. Designing a campaign in accordance with BIADA's strategy and timelines.
- iv. The Agency shall prepare an Action Plan (AP) at the end of four (4) weeks and every two (2) months thereafter and shall get the same approved by the BIADA. The Action Plan would indicate the weekly breakdown of activities and would provide following details:
  - The details of the list of activities with an estimate of costs that are proposed every three months.
  - List of activities to be performed by the Agency and the necessary approvals required from the BIADA in this regard.
  - To provide inputs for planning and improvement of the MPP every year

##### **B. Digital, PR and social media marketing (Ongoing on regular basis)**

- i. Facilitate dissemination of information through social media and innovative mediums.
- ii. Facilitate and lead the digital media strategy for Investment promotion in Bihar and administrate BIADA's digital media marketing and advertising.
- iii. Weekly preparation of Press Release along with as on when required and dissemination to media after approval.

- iv. The agency will be responsible for conducting press meets and conferences as per the instructions from BIADA (Logistics, Venue, branding collaterals, Refreshments, catering services will be reimbursed by the BIADA to the selected agency or arranged by BIADA).
- v. The agency will be responsible for lining up interview for print(newspaper/magazine)/TV with leading media journalist with BIADA leadership.
- vi. The agency shall develop and operate official social media accounts of BIADA on Facebook, Twitter, Instagram and YouTube. Further on behalf of the BIADA and after due permissions from the BIADA, the agency shall post on above specified media.
- vii. Give all BIADA's social media platforms a new look every month by putting up a new creative in line with overall theme/strategy approved by BIADA, for the period of engagement.
- viii. Uploading creative on daily basis in the form of infographics, images, gifs, text over videos, promos of events and programs on above specified social media platform.
- ix. Publicize all the Parks, events, activities and any other relevant information related to BIADA on all the social media platforms.
- x. Create relevant tagging's and linkages of posts on all the social media platforms.
- xi. Manage Live events on Facebook, Twitter and YouTube (There would be separate payment for Live of social media which will be not included in the amount quoted in this bid).
- xii. A complete Online Reputation management structure needs to be implemented for social media for addressing queries with proper reply
- xiii. Moderation of all BIADA Social Media Channels throughout the day to avoid any type of unauthorized/inappropriate content on the BIADA social media handles

**Reporting and Analytics:**

- a) The agency shall submit "Monthly Analysis Report" to BIADA on implemented social media strategy. It should contain detailed analysis on the steps undertaken for overall promotion of BIADA on social media platforms and the result achieved.
- b) Providing detailed analytics reports each month of all social media metrics/pages. To include detailed analysis, intuitive analysis dashboard and reports. The report will include a detail for all the digital services with a variety of pre-defined reports KPIs
  - User profiles
  - Activity profile
  - Content profile
  - Department specific metrics of activity
  - Customized reports for campaigns
- c) The Agency will have to monitor, measure and manage campaigns based on analytics. Agency to also provide the following –
  - Engagements Channel wise

- Top performing communication
- Organic vs Paid
- d) The agency should have check on paid Digital Ads (For Post promotion/Boosting) performance through various parameters like Target Audience, Creative & ROI Analysis
- e) The Digital Ads Budget (Paid ads) for post boost and other online promotions on social media should be suggested by agency through Media plan which will be approved separately by BIADA. The BIADA will reimburse the Digital Ads expenses separately on the basis of invoices produced by the agency.

### **C. Campaign activity when on required**

#### **3.2.1 Print**

The selected agency will be required to conceptualize and develop creative for print medium as per planned advertisements by the BIADA in leading English and Hindi dailies in English and Hindi including but not limiting to the following:

- a. **Newspaper Ads and Advertorials:** Quarter Page Ads, Half Page Ads, Full Page Ads
- b. **Magazine Ads and Advertorials:** Advertorials may be published in leading magazines for promoting 'Invest in Bihar'. The magazines would be identified depending on their circulation and relevance by BIADA and the agency mutually.

BIADA will provide the details of publications and specify the quantity and frequency of such ads which will form the basis of plan submitted by the agency.

#### **3.2.2 Radio**

The BIADA will provide the details of channels and specify quantity and frequency of such ads. Based on BIADA's requirements the selected agency will be responsible for conceptualizing, creating and media planning and buying support (if required) in the release of radio jingles and theme songs for specific events and will approve the creative and the media plan plus buying proposed by the selected agency. The Radio campaigns will be in form as under, but not limiting to:

- a. **Radio Spot:** The selected agency will be required to make creative for the Radio spot in the form of Script, Messages, Lyrics, Jingle, etc.
- b. **RJ Mentions:** Selected agency shall be responsible for this scope of activity in pursuant to the approved plan.

#### **3.2.3 Television**

The selected agency will be required to conceptualize and organize sponsored talk shows on the initiatives/ events of BIADA. The selected agency will be required to

support BIADA in buying media basis their relationship with TV Channels as per the approved media plan.

#### **3.2.4 Outdoor Media**

The selected agency will be responsible for conceptualizing, creating and designing creative material for outdoor IEC activities like Posters, Hoardings, illuminated LED screens/digital signage, wall paintings, display panels/boards, or any other materials which may be displayed at prominent places such as Airports, Metro Stations, Railway Stations, Bus stops, corporate office campuses and other public places. Further, the selected agency will be required to identify such prominent places for the outdoor media during specific events which may include but are not limiting to the aforementioned places. The selected agency will support buying space and monitor the upkeep of outdoor media as per the approved media plan.

#### **3.2.5 Merchandise**

The selected agency will be responsible for suggesting and designing creative for merchandise to be handed out as rewards for contests etc. The agency will also coordinate with the manufacturer and ensure timely supply of collaterals.

#### **3.2.6 Designing for BIADA Events (When required)**

- i. Prepare and finalize event theme and design location layout, infrastructure and other resources required for all State level ICT events, workshops, summits etc. by BIADA
- ii. Coverage of events and launches of Government workshops, domestic and international roadshows, ICT events, State-level summits etc.

**Note:** All expenses related to the Production or broadcasting (Dissemination) shall be paid by the BIADA directly

#### **3.2.7 Other Related and Miscellaneous Work**

- a. Adaptation & Replication of creative produced for the print, television, outdoor, online, other media for use, as per the requirement of publications, channels, outdoor sites, websites & portals, etc. The creative agency would also be required to carry out adaptation and replication of creative as per the requirements of domestic and overseas markets as well.

- b. Providing strategic inputs for the creative campaigns of the BIADA in the international and domestic markets.
- c. Preparing and maintaining an inventory of Television Commercials, Films, Images and Creative of the BIADA, Government of Bihar.
- d. Any other minor creative work that may be assigned by the BIADA from time to time, including designing of creative promotional material for promoting Invest IT during Road Shows, Events, Seminars, Conferences, etc.; Development of Logos as may be required from time to time, etc.
- e. Important Information
  - I. The full copyright of all creative and publicity material produced would rest with the BIADA, Government of Bihar for all time use. This would include full copyright of images used in the creative and publicity material.
  - II. All creative and publicity material designed / produced will be of international quality, comparable with the existing creative and publicity material of the Ministry of IT.
  - III. The Agency will ensure submission of required creative / publicity material and any other work undertaken within the time frame that would be conveyed by the BIADA for each work assigned.

**a. Manpower Resources for Creative and Media Agency**

Sl. No.	Professional Required	Minimum Qualification	Marks
1.	Project Manager	Should have minimum 5-years' experience with a graduate/post graduate degree and a certification in Digital Marketing	4
2.	Content Writer (English) (On-Site)	Should have minimum 1 year experience with a graduate/post graduate degree and a certification in Digital Marketing	2
3.	Content Writer (Hindi)	Should have minimum 1 year experience with a graduate/post graduate degree and a certification in Digital Marketing	2
4.	Social media-cum-ORM Executive (On-Site)	Should have minimum 1 year experience with a graduate/post graduate degree and a certification in Digital Marketing	3
5.	Graphic Designer	Should have minimum 1 year experience with a graduate/post graduate degree and a certification in	2

		Graphic designing	
6	Video Editor	Should have minimum 1 year experience with a graduate/post graduate degree and a certification in Graphic designing/Video Editing/2D or 3D animation	2
7	Digital Ads-cum-Reporting Analyst	Should have minimum 1 year experience with a graduate/post graduate degree and a certification in Google AdWords/Digital marketing and experience in MIS/Analytics	3
8	Photographer (On-Site)	Should have minimum 3-year experience in handling Government PR Projects with a graduate/post graduate degree	2

Note:

- CVs of all the Project team members to be submitted.
- All bids comprising key personnel CVs not having minimum criteria would be disqualified.

## 4. Eligibility and Technical Criteria

### 4.1. Eligibility Criteria

S.No.	Basic Requirement	Eligibility Criteria	Documents Required
1	Legal Entity	The Bidder should be an independent legal entity such as Registered Partnership or Proprietorship Firms, Registered Company or Registered Society for a minimum of 3 financial year 2021-2022,2022-2023 & 2023-2024.	Copy of Certificate of Incorporation. For proprietorship firm GST Certificate as a proof of legal entity.
2	Annual Turnover	The bidder must have minimum average turnover of Rs 50 Lakhs (fifty Lakhs) in last 3 financial year: 2021-2022,2022-2023 & 2023-2024.	CA Certificate
3	Tax Registration	The bidder should have a registered GST number and PAN Number	Copies relevant GST Registration and PAN Card
4	Work Order Certificate	The bidder should have prior experience of having executed or executing Digital/ PR and/or social media/ Branding Activity for any State Government/ Central Government/State PSU/ Central PSU of minimum single work order of Rs. 10 Lakhs .	Copy of Work Order
5	Non-Blacklisting	Bidders should not have Been blacklisted by any of the State Or Central Government to organization and should not have been found guilty of any criminal offence by any Court of law.	Self-Certification

### 4.2. Technical Evaluation Criteria

The Bidder's technical solution proposed in the Technical Evaluation bid document will be evaluated as per the evaluation criteria mentioned in the following table.



#### 4.2.1 Detailed Technical Evaluation Criteria

1	Average Turnover in last 3 FY years ending March 2024 from Social Media promotion / Digital PR activity and/or Branding activities	> 50 lakhs to 1 crore = 5 > 1 to 5 Crores = 10 More than 5 Crores = 15	CA Turnover certificate	15
2	Experience (completed/ongoing) in similar projects in government agency such as Centre/State Govt, PSUs, etc. for Digital/ PR/ Branding	Up to 5 Project = 5 marks Up to 10 Project = 10 marks > 10 Projects = 15 marks	Work order Copy	15
3	Experience (completed/ongoing) in similar projects in government agency such as Centre/State Govt, PSUs, etc. for Digital/ PR/ Branding in Investment Promotion	At least 1 Project = 10 Marks	Work order Copy	10
4	*Demonstration in Technical proposal through presentation regarding a. Understanding scope of work b. Showcase of expertise in social media & PR projects. c. Approach and Methodology for undertaking the project	Total 40 marks	Presentation submission in Bid	40
5	Team Proposed and CV	Each CV carries marks as per manpower table	CV of the Team	20
Total Technical Score				100

**Note-\*** The presentation shall be accepted only if it is presented by the Project Manager, assigned for the project, whose CV has been attached in the technical Proposal. The date and time for the technical presentation shall be communicated separately.

**CV Carrying Marks :**

Sl. No.	Professional Required	Minimum Qualification	Marks
1.	Project Manager	Should have minimum 5-years experience with a graduate/post graduate degree and a certification in Digital Marketing	4
2.	Content Writer (English) (On-Site)	Should have minimum 1 year experience with a graduate/post graduate degree and a certification in Digital Marketing	2
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7	Digital Ads-cum-Reporting Analyst	Should have minimum 1 year experience with a graduate/post graduate degree and a certification in Google AdWords/Digital marketing and experience in MIS/Analytics	3
8	Photographer (On-Site)	Should have minimum 3-year experience in handling Government PR Projects with a graduate/post graduate degree	2

**5. General instruction of bidding process**

- I. This invitation for bids is open to all Indian firms who fulfill prequalification criteria as specified in the RFP.
- II. Breach of general or specific instructions for bidding, general and special conditions of contract with GoB or any of its user organizations during the past 3 years may make a firm ineligible to participate in bidding process.
- III. Any specific Company can submit only one bid, and a single company

submitting more than one bid shall be disqualified and liable to be black-listed by the BIADA.

- IV. Terms and conditions of e-procurement tendering process is mandatory to all the bidders.
- V. The Bidders are advised to submit the Bids well in advance of the deadline as BIADA will not be liable or responsible for non-submission of the bids on account of any technical glitches or any problems in connectivity services used by the bidder.

#### 5.1. Clarification of Tender Document

A prospective bidder requiring any clarification of the tender document may notify BIADA in soft copy and in excel format at BIADA's correspondence email address before the date mentioned Fact Sheet. BIADA will respond to all request in the pre-bid meeting. The response will be sent to all prospective bidders who have received the tender document. The clarification shall be asked as per the given format. Queries not adhering to this format will not be responded to.

Sr. No	Page No/Section No of the RFP Document	Query Details	Proposed Modification (if any)
1			
2			

#### 5.2. Pre-Bid meeting

- a. The purpose of the meetings will be to clarify issues and to answer questions on any matter that may be raised at that stage.
- b. Not exceeding two employees from each of the bidding firm / company / organization are invited to attend the Pre-Bid Conference at their own cost, which is to be held at the following venue:  
**Venue:** BIADA, Udyog Bhawan, East Gandhi Maidan, Patna (Bihar)- 800004  
**Date and Time:** 24/02/2025 at 3:00 PM
- c. The clarifications (including the query but without identifying the source of inquiry) will be uploaded on the portal (<http://epruc.bihar.gov.in>)
- d. Non-attendance at the Pre-Bid Conference will not be a cause for disqualification of a Bidder.

#### 5.3. Amendment to tender document

At any time prior to the last date / time for receipt of bids, BIADA may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective bidder, reserves the right to modify the tender document by issuing an amendment. The amendment will be notified in e-procurement portal and will be binding on the bidders. In order to afford prospective bidders reasonable time in which to take the amendment into account in preparing their bids, BIADA may, at its discretion, extend the last date for receipt of bids.

#### **5.4. Bid Preparation**

##### **a. Language of bids**

The Bids prepared by the bidder and all correspondence and documents relating to the bids exchanged by the bidder and GoB, shall be written in the English language. If any supporting document and printed literature furnished by the Bidder is in a language other than English then the same should be accompanied by an accurate English translation in which case, for purposes of interpretation of the bid, the English translation shall govern. However, such translations shall be certified by the agency that has done the translations.

##### **b. Bid Format**

The Bidder shall upload the digitally signed scanned copies of the Proposal in e-Procurement, as given below:

#### **A. Pre-Qualification Bid**

1. A letter on bidder's letter head
  - I. Describing the pre-qualifying technical competence and experience of the bidder,
  - II. Certifying that the period of validity of bids is 180 days from the last date of submission of bid, and
  - III. Asserting that the bidder is quoting for all the items mentioned in the tender.
  - IV. Accepting all terms of this RFP
2. All forms mentioned in RFP document along with the requisite documents asked in the respective forms to prove that the bidder meets the eligibility criteria.
3. Power-of-attorney granting the person signing the bid, the right to bind the bidder as the 'Constituted attorney of the Directorate'.

4. Permanent Account Number (PAN) from INCOME TAX authorities of area of operation of the bidder.
5. The Bidder should not be blacklisted by Government of Bihar or its agencies for any reasons whatsoever and/or the bidder should not be blacklisted by Central / any other State/UT Government or its agencies for corrupt or fraudulent practices or for indulging in unfair trade practices or for backing out from execution of contract after award of work. The Bidder shall submit an affidavit to this effect.

## **B. Technical bid**

The Technical Bid document shall detail all the information sought from the bidders (as described in Section 7) and required for BIADA to evaluate the bids as prescribed as part of the technical evaluation in Section 4.2 of this volume. Hence it is mandatory that the bidders read this section in conjunction with the technical evaluation section to provide information as necessary and adequate to evaluate the proposals.

### **I. Bid Security**

- The bidder shall furnish as part of its Application, (bid security) of amount INR 5,00,000/- (Rupees Five Lakhs only) in the form of a Bank Draft issued by a scheduled/ nationalized Bank in India, Drawn in favor of the Managing Director, BIADA payable at Patna.
- BIADA shall not be liable to pay any interest on the bid Security deposit so made and the same shall be interest free. Bids not accompanied by the Application Security shall be rejected by the BIADA as nonresponsive.
- The Bid Security of unsuccessful Bid will be returned by the BIADA, GoB, without any interest, within 180 days of opening of the bids.
- The selected applicant's Bid security will be returned. Without any interest upon signing of the MoU and furnishing the Performance Security in accordance with the relevant provisions thereof.
- The Applicant, by submitting its application pursuant to this RFP, shall be deemed to have acknowledge and confirmed that BIADA will suffer loss and damage on account of withdrawal of its application or for any other default by the Applicant during the application validity period. No relaxation of any kind on Application security shall be given to any Applicant.
- Application Security shall be forfeited and appropriated by BIADA hereunder or otherwise, under the following conditions: -
  - ✓ If an Applicant submits a non-responsive Application

- ✓ If an Applicant engages in a corrupt practice, fraudulent practice, coercive practice undesirable practice or restrictive practice
- ✓ If an Applicant withdraws its application during the period of Application validity as specified in this RFP and as extended by the BIADA from time to time.
- ✓ In the case of selected applicant if it fails within the specified time limit. To sign the Agreement and / or to / furnish the Performance Security within the period prescribed therefore in the RFP.
- ✓ In case the selected applicant, having signed the RFP, commits any breach thereof prior to furnishing the performance Security.

## **II. Performance security and Penalty**

- The Selected applicant shall furnish following as the Performance security for the project:
  - ✓ 2% of the total Financial Bid, in the form of a Bank Draft issued by a Scheduled/ nationalized Bank in India, drawn in favor of "Bihar Industrial Area Development Authority" payable at Patna at the time of signing of Agreement.
- BIADA shall deduct 5% of the amount payable according to the bills raised by the Applicant which shall be payable to the Applicant upon successful completion of the project.
- The BIADA shall not be liable to pay any interest on the Performances Security deposit so made and the same shall be interest free Performance Security shall be forfeited and appropriated by the BIADA hereunder of otherwise, under the following conditions:
  - ✓ If the Selected applicant engages in a corrupt practice, fraudulent practice, coercive practice of restrictive practice,
  - ✓ If the Selected applicant refuses to provide services towards successful completion of its duties and responsibilities as per the expectations mentioned in the scope of work section of the Bid Document.
- The Selected applicant would be subjected to a penalty deduction from the performance security in case of unsatisfactory or delayed output against the deliverables mentioned above in the bid document.
- The Selected applicant would be subjected to a payment deduction of 5% for delay of every 15 days in the output against the delivery schedule which has not been discussed or approved by the relevant authority in the BIADA.
- The selected agency shall not change the personnel whose CVs have been given as part of the Technical Bid. In case of any change which is beyond

the control of the company and is inevitable, the same will require prior written intimation and consent of BIADA. Any change, without permission of the BIADA, in the personnel is deployed initially shall be liable to a penalty of 2% of the cost of the contract and shall extend to each such change thereafter.

- The penalty against performance security will be exempted in case of any delay which is on account of force majeure or beyond the control of the company and is inevitable or in case of foreseeable delay which has been prior informed within the specified timeline and approved by the concerned BIADA.

### **C. Financial bid**

The Financial bid shall be submitted with all forms of Section 7. Accordingly. Incomplete bids shall be rejected. The Financial bid shall comprise of:

#### **1. Form – 2: Financial Bid**

#### **General Conditions:**

- a. The Financial Fee shall be charged under two separate headers namely
  - i. Total retainer Fee and Other Costs, payable at the end of each quarter.
  - ii. Fees for creative delivered- Based on the rate card the agency to be paid the fee for creative and production. The amount payable shall be equal to the unit price multiplied by the number of creative required, payable on pro rata basis on a monthly basis.
- b. The quoted Retainer fees for the two years and the total fees for delivering all the creative as per the Scope of work will be used for calculating the Combined Fees.
- c. The cost for the creative delivery will be calculated at the payment stage based on the actual number of creative delivered (pro rata basis).
- d. The payment to the Successful Bidder will be made on quarterly basis i.e. sum of the retainer fee and the total cost of creative delivered.
- e. The fees charged will be exclusive of all statutory taxes and will be payable as per the applicable rates at the time of payment.

### **5.5. Submission of Bids**

- **Tender Processing Fees**

Bidder can download the tender document free of cost from the portal (<http://eproc.bihar.gov.in>) till the due date and time for bid submission. Any interested bidder shall pay tender processing fee as specified in the e-

Procurement portal. The tender processing fees has to be paid through e-Payments in favor of "Bihar Industrial Area Development Authority" payable at Patna from any scheduled bank.

- **Modes of Submission**

- ✓ All interested bidders shall pay EMD and Tender Processing fee and submit their Technical and Financial RFP responses electronically using the e-Forms in the unified e-Procurement platform. The e-Procurement portal is available at: <http://eproc.bihar.gov.in>
- ✓ Companies shall submit the tenders only through the unified e-Procurement system before the scheduled date and time for bid submission. Tenders submitted after the due date and time will not be considered. BIADA will not be liable or responsible for any delays due to unavailability of the portal and the internet link.

#### **5.6. Authentication of Bid**

The response bid shall be signed by the Bidder or a person or persons duly authorized to bind the Bidder to the Contract. A letter of authorization shall be supported by a written power-of- attorney accompanying the bid. All pages of the bid, except for un-amended printed literature, shall bear the signature and seal of the person authorized to sign the bid.

- ✓ **Validation of interlineations in Bid**

The bid shall contain no interlineations, erasures or overwriting except as necessary to correct errors made by the Bidder, in which case such corrections shall be initialed by the person or persons signing the bid.

- ✓ **Cost of Bidding**

The Bidder shall bear all costs associated with the preparation and submission of its bid including cost of presentation for the purposes of clarification of the bid, if so desired by BIADA. BIADA will in no case be responsible or liable for those costs, regardless of the outcome of the Tendering process.

- ✓ **Financial Bid**

- The bidder shall indicate prices according to the Performa prescribed in Section 7 of the tender document.



- Prices quoted by the bidder must be all inclusive, firm and final, and shall not be subject to any escalation whatsoever during the period of the contract.
- Prices should indicate the price at site and shall include all state and central taxes. Attention of the bidder is invited to the terms and conditions of payment given in RFP document.

✓ **Revelation of Prices**

Prices in any form and for any reasons shall not be revealed in the pre-qualification bid or technical bid or before opening the financial bid. In case such violation happens, then the bid shall be immediately rejected.

✓ **Terms and conditions of Tendering Firms**

In case any of the terms and conditions of the contract document attached to the RFP are not acceptable to any bidder, clearly specify the deviation. Similarly, in case services being offered has deviated from the schedule of requirements laid down in the RFP document, the bidder shall describe in what respects and to what extent the services being offered differ/ deviate from the scope of the work as mentioned in RFP document, even though the deviations may not be very material. Bidder must state categorically whether or not his offer confirms to requirement specifications and schedule of requirements and indicate deviations, if any in Section as part of the response to the bid. Any substantial deviation may lead to rejection of the bid by GoB.

✓ **Payment Terms**

- a. The price quoted shall remain fixed and not be subject to variations in exchange rate, duties, levies etc. The agency will be paid its quoted monthly price and payment will be made on a monthly basis.
- b. The agency who has been awarded the contract shall submit the bills within a week of the subsequent month.
- c. Agencies, which submit the bid, are advised to ensure that the prices/ rates quoted are inclusive of the manpower support required for the execution and continuous monitoring of the project during the Contract period.
- d. The agency on-boarded through this bid will also be responsible for designing creatives (For Hoarding, Standee, Banners, leaflets pamphlets etc.), producing and developing of Videos/Documentary/Radio Jingles for offline IEC Campaigns, design of Event related setup, pavilion etc. The charges for the offline IEC/event management work will have a separate payment against the separate invoice submitted by the selected agency through this bid as per the DAVP rates.
- e. The Digital Ads Budget (Paid ads) for post boost and other online promotions on

social media should be suggested by agency through ROI Media plan which will be approved separately by BIADA. The BIADA will reimburse the Digital Ads Budget separately and should not include in the bid quoted by the agency.

#### **5.7. Bid Submission**

##### **a. Consortium and sub-contracting**

- The bid shall be submitted only as single entity firm. Consortium or Joint venture shall not be allowed for the project. The Bidder shall be evaluated (during technical evaluation) based on the total strength as prescribed in this bid document.
- The bidder shall not Sub-Contract Scope of Work other than wherever specifically mentioned. The performance of the subcontracted agency shall be purely the responsibility of the bidder. The bidder shall be purely and wholly held responsible in case the subcontracted agency fails to perform. The bidder shall be fully responsible for all acts of commission and omission.

##### **b. Modification and Withdrawal of Bids**

No bid shall be withdrawn in the interval between the last date for receipt of bids, and the expiry of the bid validity period specified by the bidder in the bid. Withdrawal of a bid during this interval would result in forfeiture of the bidder's bid security.

##### **c. Address for Correspondence**

The bidder shall designate the official mailing address, place, telephone number, fax number and e mail address to which all correspondence shall be made by BIADA. BIADA will not be responsible for non-receipt of any communication sent by the bidder.

##### **d. Clarifications from the bidder**

If deemed necessary, BIADA may seek clarifications on any aspect from the bidder. However, that would not entitle the bidder to change or cause any change in the substance of the tender submitted or price quoted. BIADA may, if so desire, ask the bidder to give a presentation/ demonstration for the purpose of clarification of the tender. All expenses for this purpose, as also for the preparation of documents and other meetings, will be borne by the bidders.

##### **e. Verification of Scope of Work**

- BIADA, if required, may conduct necessary verification to satisfy themselves on the performance of the services offered with reference to their requirements.

- BIADA will satisfy themselves on the veracity of the reference works with reference to performance indicators relevant to the requirements specified.

**f. Contacting BIADA**

- Bidder shall NOT contact BIADA on any matter relating to this bid, from the time of the submission of bid to the time the contract is awarded. During this period, all important notices will be published in the e-procurement portal.
- Any effort by a bidder to influence BIADA's bid evaluation, bid comparison or contract award decision may result in the rejection of the bid. Such an act on the part of the Bidder shall amount to misconduct and will be liable for appropriate action, as decided by BIADA.

**g. Bid Currency**

- Price shall be quoted entirely in Indian Rupees

**5.8. Disqualifications**

The bid is liable to be disqualified in the following cases:

- The Bid not submitted in accordance with this document.
- During validity of the bid, or its extended period, if any, the Bidder increases their quoted prices.
- The Bidder qualifies the bid with his own conditions.
- Bid is received in incomplete form.
- Bid is received after due date and time.
- Bid is not accompanied by all requisite documents
- Information submitted in Technical Bid is found to be misrepresented, incorrect or false, accidentally, unwittingly or otherwise, at any time during the processing of the contract (no matter at what stage) or during the tenure of the contract including the extension period if any.
- Financial bid/ pricing is uploaded in the Technical bid.
- All required pages not signed
- Requisite supporting documents not appended
- Late bid submission
- Not sealed

- Overwriting in the bid

#### **5.9. Dispute Resolution**

- BIADA and the selected bidder shall make every effort to resolve amicably by direct informal negotiation any disagreement or dispute arising between them under or in connection with the Contract.
- If, after fifteen (15) days from the commencement of such informal negotiations, State and the selected Bidder have been unable to amicably resolve dispute, either party may require that the dispute be referred for resolution to the formal mechanisms, which may include, but are not restricted to, conciliation mediated by the Chairman, BIADA.
- All negotiations, statements and/or documentation pursuant to these disputed matters shall be without prejudice and confidential (unless mutually agreed otherwise).
- The time and resources costs of complying with its obligations under this Governance Schedule shall be borne by respective parties.

#### **5.10. Arbitration**

- All Arbitration proceedings shall be held at Patna, Bihar State, and the language of the arbitration proceedings and that of all documents and communications between the parties shall be in English.

## **6. Technical & Financial Proposal Evaluation**

### **6.1. Requisitions and evaluation criteria**

- It is proposed to have a 2-stage system for this RFP Response –
  - Technical Proposal;
  - Financial Proposal.

#### **A. Technical Proposal**

- The proposals will be evaluated by the committee constituted by BIADA, based on the technical and financial details submitted by the bidder.
- The technical proposal of only those bidders who qualify the eligibility criteria shall be opened and evaluation will be done based on the specified technical criteria.
- The Financial bid will be opened and compared only for submissions that obtain a minimum technical score of 60% in the technical evaluation.
- The evaluation committee shall evaluate the responses to the RFP and all supporting documents / documentary evidence. Inability to submit requisite supporting documents/ documentary evidence would lead to rejection of the proposal.
- The decision of the committee in the evaluation of responses to the RFP shall be final.
- The contract will be awarded to the organization which qualifies eligibility criteria and obtains minimum score in technical evaluation of bid and gets the highest score in overall evaluation based on weighted average method (QCBS method with 70% technical and 30% financial weight).
- All responses shall be evaluated to validate compliance of the bidders according to the following criteria as per format and supporting documents mentioned against each clause.
- Selected Bidders would be required to make a presentation to the evaluation committee. The marks awarded in the technical presentation will be added to calculate Total Technical score. The technical presentation shall be accepted only if it is made by the Project Manager assigned for the project, and whose CV has been attached with the technical proposal.
- The date and time for the technical presentation shall be communicated separately.

## B. Financial Proposal

BIADA will determine whether the Financial Proposals are complete, unqualified and unconditional. The cost indicated in the financial proposal shall be deemed as final and reflecting the total cost of services inclusive of all taxes, duties applicable at the time of bid submission. Omissions, if any, in costing any item shall not entitle the consultant to be compensated and the liability to fulfill its obligations as per the TOR within the total quoted price shall be that of the Consultant. Costs may be standardized to ensure uniformity for comparison purpose.

The lowest Financial Proposal (FM) will be given a financial score (SF) of 100 points. The financial scores of other proposals will be computed as follows:

$$SF = 100 \times \frac{FM}{F}$$

(F = amount of financial proposal)

- All the costs associated with the assignment shall be included in the Financial Proposal. These shall normally cover remuneration for all the Personnel (Expatriate and Resident, in the field, office, etc.) Accommodation, air fare, equipment etc. during the normal course of the assignment. The total amount indicated in the Financial Proposal shall be without any condition attached of subject to any assumption, and shall be final and binding. In case any assumption of condition is indicated in the Financial Proposal. It shall be considered non-responsive and liable to be rejected.
- The Financial Proposal shall take into account all expenses and tax liabilities. For the avoidance of doubt, it is clarified that all taxes shall be deemed to be included in the costs shown under different items of the Financial Proposal. Further, all payments shall be subject to deduction of taxes at sources as per Applicable Laws.
- Costs (including break down of costs shall be expressed in INR).

The Bidder shall enclose details in the format of FORM – 2: Financial Bid (attached in the annexure)

Proposals will finally be ranked according to their combined technical (ST) and financial (SF) scores as follows:

$$STW + Fw = Overall Score$$

(Where Tw & Fw weights assigned to Technical Proposal and Financial Proposal, which shall be 0.7 and 0.3 respectively)

- The selected Bidder shall be the Bidder having the highest combined score. The second highest Bidder shall be kept in reserve and may be invited in its discretion for negotiations in case the first ranked Bidder withdraws or fails to comply with the requirements.

## **7. Appendix: Forms and Template for Bid Response**

### **7.1 Technical Proposal Forms**

1. Form – 1: Covering letter
2. Form – 2: General Information about the bidder
3. Form – 3: Bidder's Annual Turnover
4. Form – 4: Bidder's Relevant Experience
5. Form – 5: Particulars of key professionals
6. Form – 6: CV's of key professionals
7. Form – 7: Approach, Work plan and Methodology
8. Form – 8 Power of Attorney for authorized signatory
9. Form – 9: Undertaking on Being Not Black-Listed

### **7.2 Financial Proposal Forms**

S. No	Form No.	Form Name
1	Form 1	Covering Letter
2	Form 2	Financial Bid
3	Form 3	Rate Card



TECHNICAL PROPOSAL

Form - 1: Covering Letter

(On Bidder's Letter head)

(Date and Reference)

To,  
DGM, Media, Branding & Communication,  
Bihar Industrial Area Development Authority  
Udyog Bhawan,  
East Gandhi Maidan, Patna, Bihar, 800 004

**Sub:** Request for Proposal (RFP) for "Selection of Creative and Media Agency for BIADA, Government of Bihar".

Dear Sir

We hereby propose to provide consultancy services for " **Selection of Creative and Media Agency for BIADA, Government of Bihar**" as outlined in your bidding document.

We have understood the instructions and the terms and conditions mentioned in the Bid Documents furnished by you and have thoroughly examined the detailed scope of work laid down by you and are fully aware of nature and scope of work required. We hereby confirm our acceptance and compliance to the provisions and terms & conditions contained in the Bid Documents.

We confirm that the prices quoted by us in the "Financial Bid" are firm and shall not be subject to any variation for the entire period of the contract.

We further confirm that any deviation to the clauses found anywhere in our Bid Proposal, implicit or explicit, shall stand unconditionally withdrawn, without any implication whatsoever to BIADA, failing which the Earnest Money deposit may be forfeited.

We certify that all the information provided in our bid, including the information regarding the team members, is true. We understand that any willful misstatement in the bid may lead to disqualification or cancellation of award if made or termination of contract. We also understand that in such a case we may be debarred for future assignments with BIADA, for a period of maximum three years from the date of such

disqualification.

Yours faithfully,

(Signature of the Bidder)

Printed Name

Designation

Seal Date:

Business Address:

Form -2: General Information about bidder

<b>Requirements in Technical Bid</b>	
Name of the Company / Firm	
Date of Incorporation (Registration Number & Registering BIADA) , PAN No, GSTIN.	
INS Certification/Accreditation	
<b>Legal Status of the Company in India &amp; Nature of Business in India:</b> <i>Public Ltd Company / Private / Partnership firm</i>	
Address of the Registered Office in India	
Date of Commencement of Business	
Address of the office in Bihar (if any)	
<b>Details of the Contact Person:</b> <ul style="list-style-type: none"> <li>• Name:</li> <li>○ E-mail id:</li> <li>○ Phone number</li> <li>○ Fax number</li> </ul>	
Web-Site	
Quality Certifications attained by the firm	
-	
ISO certification issued date and expiry date	

Note: Please provide incorporation certificate, PAN Card and GST registration details

Form - 3. Bidder's Annual Turnover

(On Applicant's Statutory Auditor's letterhead)

**TURNOVER CERTIFICATE**

Date:

This is to certify that we M/s----- are the statutory Auditors of M/s-----  
and that the below mentioned calculations are true as per the Audited Financial Statements of  
M/s----- for the below mentioned years:

Sr. No	Financial Years	Annual Revenue
1	2021-22	
2	2022-23	
3	2023-24	

**Note:-** Please attach Audited Annual Financial Statements for all the corresponding years

Form – 4: Bidder's Relevant Experience Certificate

Sr. No.	Client name	Type of Project	Detail of work	Duration	Work order value ( in Lacs Rs )	Page No.

Please provide information as per the criteria set so as to facilitate fair evaluation:

Note: Kindly attach work order / work completion certificate

Form – 5: Particulars of key professionals

S. No	Name	Educational Qualification	Length of Professional Experience	Present Employment (Name of the Employer & Employed Since)	Number of Eligible Assignments

Form – 6: CV's of key professionals

1	Proposed Position:	
2	Name of Firm:	
3	Name of Staff:	
4	DOB:	
5	Nationality:	
6	Education:	
7	Membership of Professional Associations:	
8	Other Training:	
9	Country of Work Experience:	
10	Language	
11	Employment record:	
12	Detailed Task assigned:	
13	Work Undertaken that Best Illustrates Capability to Handle the Tasks Assigned	

Year	Location	Employer	Main project feature	Position held	Activities performed

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes my qualifications, and my experience. I understand that any willful misstatement described herein may lead to my disqualification or dismissal, if engaged.

Yours Sincerely

Name:

Designation:

Seal:

Date

&

Place:

The descriptive part of submission under this will be detailed precisely under the following topics.

**a. Understanding of Objectives and Examples from similar campaigns in other states/ countries**

The Applicant will submit his understanding of the TOR specified in the RFP in a brief manner underlying the crucial and important aspects of it. The Applicant may supplement various requirements of the TOR if he considers this would bring more clarity and improvements over the existing requirements and assist in achieving the Objectives laid down in the TOR. Also the applicant will cite other assignments and campaigns with similar objectives and highlight the key takeaways and learnings relevant to this assignment.

**b. Proposed Approach, Methodology and Work Plan**

The Applicant will submit his methodology for carrying out this assignment to achieve the Objectives laid down in the TOR. The Applicant will submit a brief write up on their proposed team and organization of personnel explaining how various areas of expertise needed for this assignment have been fully covered by their proposal. The Applicant should specify the sequence and locations of important activities, and quality assurance plan for carrying out the Services.

**c. Relevant Creative/ Content from previous campaigns**



Form - 8: Power of Attorney for signing authorities

(On Rs. 100/- court stamp paper)

Know all men by these presents, we, ..... (Name of Firm and address of the office) do hereby constitute, nominate, appoint and registered.

Authorize

Mr./Ms..... Son/daughter/wife and presently residing at ..... who is presently employed with/ retained by us and holding the position of .....as our true and lawful attorney (hereinafter referred to as the "Authorized Representative") to do in our name and on our behalf, all such acts, deeds and things as are necessary or required in connection with or incidental to submission of our Proposal for and selection to work as Request for Proposal (RFP) for **"Selection of Creative and Media Agency for BIADA, Government of Bihar"** including but not limited to signing and submission of all applications, proposals and other documents and writings, participating in pre-bid and other conferences and providing information/ responses to BIADA, representing us in all matters before the BIADA, signing and execution of all contracts and undertakings consequent to acceptance of our proposal and generally dealing with the BIADA in all matters in connection with or relating to or arising out of our Proposal for the said Project and/or upon award thereof to us till the entering into of the Agreement with the BIADA.

AND, we do hereby agree to ratify and confirm all acts, deeds and things lawfully done or caused to be done by our said Authorized Representative pursuant to and in exercise of the powers conferred by this Power of Attorney and that all acts, deeds and things done by our said Authorized Representative in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us.

IN WITNESS WHEREOF WE, THE ABOVE NAMED PRINCIPAL HAVE EXECUTED THIS POWER OF ATTORNEY ON THIS..... DAY OF ....., 2016

For.....

(Signature, name, designation and address)

Witnesses: 1

2

Notarized

Accepted

.....

(Signature, name, designation and address of the Attorney)

Form --9: Undertaking on being not black listed

(On Rs. 100 court stamp paper)

This is to certify that << **COMPANY NAME** >> is not blacklisted by the Government of Bihar or any of its agencies for any reasons whatsoever and not blacklisted by Central / any other State/UT Government or its agencies for indulging in corrupt or fraudulent practices or for indulging in unfair trade practices and not backed out from executing the work after award of the work as on the xx/xx/2025.

Company Secretary / Authorized Signatory

Name of Signatory:

Bidder Name:

Date & Place

FINANCIAL PROPOSAL

Form -- 1: Covering Letter

(On Bidder's Letter head)

(Date and Reference)

To,  
DGM, Media, Branding & Communication,  
Bihar Industrial Area Development Authority  
Udyog Bhawan,  
East Gandhi Maidan, Patna, Bihar, 800 004

Sub: Request for Proposal (RFP) for "Selection of Creative and Media Agency for BIADA, Government of Bihar"

I/We, (Applicant's name) herewith enclose the Financial Proposal for selection of my/our firm for "Selection of Creative and Media Agency for BIADA, Government of Bihar".

I/We agree that this offer shall remain valid for a period of 180 days (One Hundred and Eighty Days) days from the Proposal Due Date or such further period as may be mutually agreed upon.

We have indicated the rates for the purpose of on account of payment in the relevant forms enclosed.

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

Our Commercial Bid shall be binding upon us subject up to expiration of the validity period of the Proposal, i.e., [Date].

We hereby declare that in case the contract is awarded to us, we shall submit the Performance Bank Guarantee as specified in the RFP document.

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

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

Yours faithfully,

(Signature of the Bidder)

Name

Designation Seal

Date:

Business Address:



Form 2 Financial Bid

Sl. No.	Professional	Rate Charges ( in Rs.)	Month Count	Amount (in Rs.) GST Exclusive
1	Project Manager			
2	Digital Ads-cum-Reporting Analyst			
3	Content Writer (English)			
4	Content Writer (Hindi)			
5	Social media-cum-ORM Executive			
6	Graphic Designer			
7	Video Editor			
8	Photographer			
Total ( in Rs.) - GST Exclusive				

Total Cost in Words ( GST Exclusive) :

Applicable GST Rate : ----

Total Cost in Words including GST :

Yours faithfully,

(Signature of the Bidder)

Printed Name

Designation

Seal Date:

BusinessAddress:

*[Handwritten Signature]* *[Handwritten Signature]*