

**EXPRESSION OF INTEREST
(EOI)**

**EOI NO. 1
PSDM/EIEC/2017-18/01
DATE 27.07.17**

**Empanelment of Agency to handle
Social Media/Field & Print IEC/AV Production
Under
Punjab Skill Development Mission**



**Punjab Skill Development Mission
SCO No. 149-152, 2nd Floor, Sector 17 C, Chandigarh
Tel. 0172-2720152, 2724154**

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1. Introduction

Punjab Skill Development Mission (PSDM) (www.psdm.gov.in) is the nodal agency in the state of Punjab to ensure organization of skill training programs for the rural and urban youth through nationally accredited training partners.

It integrates the efforts of various departments and public and private stakeholders engaged in skilling the youth of the state through numerous skill development schemes such as DDU-GKY, NULM, BOCW, PMKVY-II, etc. and brings necessary scale, synergy, oversight and effective coordination in their implementation.

PSDM facilitates and monitors mobilization of eligible candidates at the grassroots level through empanelled training partners to participate in employment led and industry vetted hands-on skill training programs. The Mission also encourages and ensures organization of Kaushal-cum-Rozgar Melas and alumni meets from time to time in coordination with various stakeholders.

1.1 Rationale

The programme of such magnitude needs high level visibility in the State of Punjab where youth aspiration is different. In order to disseminate the information related to the implementation of the Schemes to the prospective candidates, remote communities, elected representatives of people and other relevant individuals/ agencies working in the skill development space it is envisaged to have on board a Professional agency/agencies which can undertake activities that have been detailed out separately under the Scope of work section of this RFP.

2. Target Audience

2.1 Rural Sector : Rural youth of the age group of 18 years and above with minimum qualification, preferably 5th standard or as per norms specified in respective sector skill council qualification package norms.

For more details, kindly refer :

<http://www.ddugky.gov.in/content/enrol#who-is-eligible-to-apply>

2.2 Urban sector: Urban youth of the age group of 18 years and above with minimum qualification, preferably 5th standard or as per norms specified in respective sector skill council qualification package norms.

For more details, kindly refer :

http://www.nulm.gov.in/PDF/NULM_Mission/ESTP-Guidelines.pdf

2.3 Employer: Training Partners empanelled by PSDM collaborate with industries like service, manufacturing etc. to provide skill matching jobs to youth.

3. Scope of work

For the purpose of clarity the entire scope of work has been divided into four Broad Categories,

- A Social Media Management
- B Field IEC Activities
- C Branding & Print Material
- D Audio Visuals

3.1 Social Media Management:

Purpose: In order to create awareness about PSDM amongst the target group i.e. prospective candidates and for connecting with complementary and like – minded institutions working in the Skill Development Space. It requires round the clock running of social media sites, updating, analyzing contemporary trends, developing and sharing innovative contents in desired frequency.

Proposed Activities:

- (a) Preparation of creative content both in Punjabi and English
- (b) Creatives to be posted to enhance PSDM's reach in real time basis.
- (c) Redesigning and maintaining of PSDM official Facebook page, Twitter profile and Instagram etc. Agency will design and upload content & photographs on Facebook and other medium in concurrence with PSDM,
- (d) Development of a system for feedback/ comment management on regular basis, moderation of pages to keep PSDM social media sites free from spam/inappropriate contents and tagging.

3.2 Field IEC Activities:

Purpose: In order to motivate, inspire and suitably counsel the prospective candidates, their parents, elected representatives of people for skill development programmes under the Punjab Skill Development Programmes. PSDM's field IEC activities basic thrust is on dissemination of information and awareness generation regarding skill development schemes, programmes and best practices through various means for inculcating positive values among youths for adoption and application in life for change.

Proposed Activities:

- (a) Development of relevant themes and concepts and organize Nukkad natak (Minimum 6 artists), roadshows, live-shows and other innovative events, (Natak will be in Punjabi).
- (b) Display of video/short films in identified strategic clusters in rural and urban areas like schools/colleges.
- (c) Circulation & Distribution of developed IEC material during roadshows/nukkad natak etc.

3.3 Branding & Print Material

Purpose: To develop a repository of readymade materials including pamphlets, brochures, e-bulletin which may be readily used for circulation amongst prospective stakeholders/candidates.

Proposed Activities

- (a) Develop, design/conceptualize and print of IEC material-poster, brochure, hoardings, newsletter and pamphlets.
- (b) Develop design and produce a bilingual (optional) bimonthly newsletter covering best practices of PSDM convey information on courses and achievements to grass root stakeholders.
- (c) Design and develop e-bulletin for mass circulation in the e-media and social media.

3.4 Audio Visuals

Purpose: In order to highlight the work undertaken by PSDM, visual proof of concepts in the form of successful case studies which may be showcased. The videos/ documentaries thus develop will serve as a training and capacity building module on procedures and guidelines of PSDM. It will also act as inspirational for candidates who are willing to enrol themselves under these programs.

Proposed Activities:

- (a) Conceptualize themes and develop audio visuals on activities of PSDM (1 min/2-5 mins/ 12-15 minutes), for reaching out to the youth and display through mass-video.

4. General Eligibility:

- (a) The agency should be an Indian Entity (Individual Proprietorship, Partnership, Company, Society, and Trust) incorporated/ registered/ recognized, as the case may be under the respective applicable laws.
- (b) Since the assignment and the scope of work under all the four categories demand a very strong local connect, the registered office of the Agency should be necessarily in Chandigarh / Punjab.
- (c) The Consortium will not be allowed in any form.
- (d) The agency should not be blacklisted by any of the Central/State government departments/PSUs.
- (e) The agency / bidder may apply for one or more than one category however an EMD amount of Rs. 50,000/- shall be submitted in the form of a Crossed Bank Draft in favour of '**PSDM, Member secretary, Chandigarh (payable at Chandigarh)**' which is refundable if not selected and if selected, will be considered as performance guarantee.
- (f) Agency must submit CVs of 2-3 key persons who will serve the project.
- (g) Completed application forms (in the prescribed format) along with the EMD & show Reel (if any) should be sent only by post to the following address:
Punjab Skill Development Mission, SCO- 149-152, Sector 17- C, Chandigarh
- (h) Hand delivered application forms will not be accepted in any case.
- (i) Last date for submission of proposal -: **16/08/2017 till 14:00 Hrs.** Proposals received after the due date and time will not be accepted.
- (j) Application and the supporting documents should be a complete document and must be page numbered and each page duly signed by authorized representative.
- (k) An affidavit- cum- declaration needs to be provided to the effect that the entire information submitted is correct. (The format for declaration is attached as Annexure D)
- (l) A covering letter must be attached with the proposal as Annexure C.
- (m) The bidders found suitable technically and shortlisted will be considered for opening of Financial Bid after intimating them in writing/telephonically. The decision of short listing of Technical Bid by PSDM, Chandigarh will be final and binding on all.

5. Quantum of Work to be carried out under each category

Sr.No	Type of Scope	Deliverables	Quantity (Minimum)
A.	Social Media Management	Number of Social Media Posts on Facebook, Twitter & Instagram. Each Medium containing creative content/graphic design/pictures. Agency shall create one message and shall post the same message on all the three platforms.	8 Posts per month
		Posting additional messages per month depicting various activities being carried out by PSDM. Activity pictures and background notes shall be supplied by the department. The agency shall modify/ edit the content to make it suitable for social media platforms prior to posting at social media platform (the messages shall be in Punjabi upto 40% and balance can be in English) .If demanded by PSDM then additional promotion/branding costs shall be paid extra on the basis of actual bills.	25 Messages per month
B.	Field IEC Activities	Nukkad nataks/ Live shows (Minimum 6 artists) with budget ceiling @Rs 12000 per show. The agency has to bear the transportation cost on their own. For stay & accommodation, PSDM may facilitate. Nataks to be in Punjabi and will also go on	Bundle of 10 shows to be organized in 2-3 days in adjoining areas anywhere in Punjab, will be allotted. Minimum 100shows to be

		social media.	organized and can go upto 250.
		Alternate innovative activity for field IEC activity within the given budget (Rs 12000) or up to double budget (Rs 24000) per activity.	If accepted, then can be conducted in the same quantity and conditions as above.
		Distribution of pamphlets during the activity and making announcements on upcoming programs of PSDM.	
C.	Branding & Print Material	Design and Printing of Brochure 3 fold 6 pager (8.5*11" Glossy Matte 250-300 GSM)	200 copies
		Design and Printing of Newsletter 8.5* 14" (4 Pager) folded Glossy matte 130 GSM	15000
		Design and Printing of Pamphlets A5/A6 90 GSM	1 lac copies (2-4 batches)
D.	Audio Visual	To be high quality HD format audio visual to serve as inspiration/ training & capacity building module. Main language Punjabi with English sub titles. PSDM may ask for a dubbed version in Hindi, if needed.	12-15 mins
		Advertisement highlighting the benefits of skill development training under PSDM motivating candidates to enrol themselves under the training & 1 min versions for cinema and mass media display.(All in HD format).	2 (2-5 min each) 2(1 min each)

5.1 Category/Scope wise weight age criteria

The bids will be evaluated as per below mentioned weight age criteria:

Sr. No.	Name of Scope	Technical Bid %	Financial Bid %	Upper Limit on Financial Bid
A.	Social Media Management	60	40	44000 + taxes(per month)
B.	Field IEC Activities	100	NA	12000 per show+ taxes
C.	Branding & IEC Material	30	70	As stated in the Proforma for Financial Bids**
D.	Audio-Visuals	80	20	

** The maximum ceiling of financial bid on the print media(design cost) and audio – visuals are based on the DAVP rates. The agency is to quote discount percentage on maximum ceiling. However, in case of re-voiceover, re-shooting and re-editing additional payment at DAVP rates(with discount) will be payable.

The interested agencies to submit the financial proposal-(as per the given format at Annexure 'B') for each category except Field IEC Activities. The Agencies will share their financial bids separately for each category. While selecting the preferred agency/ L 1, PSDM will take the sum total of marks scored in the Technical Evaluation and Financial Evaluation.

Ideally PSDM would like to have a single agency for undertaking work related to all the categories, however L1 will be selected category wise. PSDM also reserves the right to award full work to an agency in case it is selected as preferred agency/ L1 in three out of the 4 listed categories so as to streamline issues related to coordination. In the remaining category, this agency should satisfy the technical criteria, and be willing to work at L1 rates, as the case may be.

6. Criteria for Technical Evaluation

The shortlisted bidders will be required to make a presentation as required for the technical evaluation. A Screening Committee will be constituted by PSDM to evaluate the agencies.

The category- wise evaluation matrix along with the maximum marks that can be scored is given below:

6.1 For Social Media Management Agency

The Agency representative must study the objectives and outcomes of Punjab Skill Development Mission and submit 2 creative posts on a relevant subject as part of Technical proposal. The posts will be assessed for the following:

S. No.	Details	Marks to be given on a Scale of 0-20	Applies Totally
1.	Creative content reflecting concept and understanding.		40
2.	Key visuals are characterized by creativity, freshness and originality/differentiation		40
3.	They are memorable and impactful		20

6.2 Field IEC Activities

The Agency must study the objectives and outcomes of Punjab Skill Development Mission and present a nukkad natak/ live show or any other activity which they can present within the given activity budget for IEC.

The activity will be assessed on the following parameters:

S. No.	Details	Marks to be given on a Scale of 0-20	Applies Totally
1.	Richness of the content of the activity		40
2.	Presentation-characterized by creativity that it is memorable, inspiring & impactful.		40

3.	Alternate Innovative ideas on field IEC activity within given (Rs 12000) activity budget or double the budget (Rs 24000)		20
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6.3 Branding & Print Material

Interested Agencies will have to design the following documents and furnish it to PSDM as a part of the Technical Proposal for conducting the Technical Evaluation. The theme for all the below mentioned designs/ documents will be **“Awareness for skill training amongst target candidates in the State of Punjab”**

S.no	Type of IEC Material	No of Designs
1.	Design of Pamphlets(A5/A6 size), 90 GSM	2
2.	Design of Brochure 3 fold 6 pager (8.5*11” Glossy Matte 250-300 GSM	1
3.	Newsletter 8.5* 14” (4 Pager)folded Glossy matte 130 GSM	1

In order to develop the Newsletter the Agencies may go through the existing website of PSDM. The Interested Agency will also submit the CV of two key professionals who will be expected to work on the assignment.

Punjab Skill Development Mission will constitute a screening committee which will evaluate the designs submitted by the shortlisted agencies on the following parameters:

S. No.	Details	Marks to be given on a Scale of 0-20	Applies Totally
1.	Creative content reflecting concept and understanding.		40
2.	Key visuals are characterized by		40

	creativity, freshness and originality/differentiation		
3.	They are memorable and impactful		20

6.4 Audio Visuals

The selected agency will be called for presentation at PSDM office. Punjab Skill Development Mission will constitute a screening committee and will conduct technical evaluation on the below mentioned parameters:

S. No.	Details	Marks to be given on a Scale of 0-20	Applies Totally
1.	The Agency must showcase 2 films/documentaries already executed/ handled it to assess quality/creativity.		30
2.	To assess the technical skills, the agency will be asked to critically evaluate a movie shown to them and give their comments on what was good about it and how he would re-do it in the given budget.		30
3.	Concept/Draft script on how the agency will make a film on the theme he intends to make (500+ words) separately for 4 minute minimum audio visual.		40

6.5 Key-Submission Guidelines

The interested Bidder may submit their proposal for one, more than one or all four broad categories as specified under the Scope of Work section of this RFP with separate Technical and Financial proposal. The documents which will be a part of the Key submission proposal under different categories are listed below:

Serial No	Category	Particulars
1.	Social Media Management	1. Annexure A(Organization Profile) 2. Previous Client Certificate with Contact details with similar work profile. 3. Two creatives –content & graphic design.
2.	Field IEC Activities	1. Annexure A(Organization Profile) 2. Script of Nukkad natak. 3. Description of Innovative ideas/ alternative IEC activity.
3.	Branding and Print Material	1. Annexure A (Organization Profile) 2. Description of Innovative ideas for branding in Punjab. 3. Designs of IEC material as asked for Technical evaluation.
4.	Audio Visuals	1. Annexure A(Organization Profile) 2. Description/Soft copies of 2 documentary/ videos (in pen drive/ You tube links/DVDs) prepared by the Agency. 3. Concept/Draft script for a 4 minute audio visual.

The financial bids of only those bidders will be opened who score more than 70% marks in the Technical Evaluation.

7. Bid Rejection Criteria

- 7.1 Bids shall be categorically rejected if the bids received after Tender closing date and time.
- 7.2 Bidder's failure to submit sufficient or complete details for evaluation of the bids within the given period.
- 7.3 Bids with technical requirements and / or terms not acceptable to PSDM.

8. Schedule of Payment

8.1 A payment of 20% of the total contract value will be released upfront to the selected agency upon issuance of the work order/signing of the agreement. The agency will submit an inception report detailing out the work plan for the release of the above mentioned payment.

8.2 The agency will be raising an invoice on monthly basis pertaining to all four categories mentioned in scope of work. Apart from this, agency can also seek advance against the expected expenditure to be incurred for an activity. Member Secretary, PSDM at its own discretion may constitute an appraisal committee under the chair of AMD (F & Admin).

8.3 No payment will be due on creative which have been asked to modify or are not accepted.

8.4 Payment shall be released within 10 days of invoice raised by the agency.

8.5 If the deliverables are not found to be of good quality then Member Secretary, PSDM will have the right to make suitable deductions from the payable amount or reject the agency payment bill to the agency on its sole discretion. The decision of Member Secretary, PSDM in this regard will be final.

9. General Terms and Conditions

- The Contract Period will be valid for a period of 1 year extendable upto 2 years basis on the performance. However if the agency fails to fulfill desired outcomes and objectives its contract can be terminated with one month's notice and PSDM shall be liable to pay only for the work orders already placed till date and no other compensation for the remaining work to the Agency.
- PSDM reserves the right to accept or reject the bid without assigning any reasons.
- Service Tax or any other tax as applicable shall be extra.
- PSDM shall deduct Income tax at source as per relevant income tax rules and shall provide TDS certificate for the same to the agency.
- For Agencies putting their proposal under the Media management category should abide by provisions of Information Technology Act 2000 while preparing the content for the posts.
- The Agency shall have to execute project on time after getting confirmation/ Work Order from PSDM as per the given time limits.
- The empanelled agency shall not assign the work, whole or in part, to any other agency, even its own subsidiary or parent agency, to perform its obligation under the work order, without prior consent of PSDM.
- Any other activity which is added to the work order, same will be allowed at corresponding DAVP rates (with discount).
- PSDM may seek for any other information from the interested bidder in the form of documents, narratives, design etc. if it deems appropriate for the purpose of Technical Evaluation.
- All costs and expenses incurred by the Bidder in any way with the development, preparation and submission of bid including but limited to, the attendance at meetings, discussions, demonstrations etc. and providing any additional information required by the PSDM will be borne entirely and exclusively by the Bidders.

10. Contact Person for Queries

For all queries related to the interpretation of any clauses of this document the prospective bidders may contact Ms. Archana Mahna, Dr Meenu Dhiman at the below mentioned contact details.

Contact Number: 0172-2720152,2724154

Email Id: archana.mahna@psdm.gov.in,
meenu.dhiman@psdm.gov.in,steitpunjab@gmail.com,

Annexure A
Organization Profile

1	Name of Agency& Address	
2.	Category for which the Agency is interested to Bid A. Social Media Management B. Field IEC Activities C. Branding & Print Material D. Making audio visuals.	
2	Type of Agency-Individual Proprietorship, Partnership, Company, Society, and Trust	
3	Name of Contact Person Mobile Tel. No. Email PAN No.	
4	GST No. (If applicable) If any other tax no (If applicable)	
5	Date	
6	Signature and Seal	

Signature _____ Name of Authorised signatory_____

Seal of the agency_____

Annexure 'B'
Format for Submitting Financial Bid
(To be submitted in separate envelope)

We M/s _____ at _____ registered office _____ read and understand the scope of work, payment schedule and other terms and conditions. We agree on all the clauses mentioned in the tender document. We hereby quote our financial quote as below:

Financial Bid Format for Social Media Agency

Sr. No.	Name of Category	Upper Limit	% Discount
1.	Social Media Management	Rs 44000/- plus taxes per month	

Financial Bid format for Field IEC activities

NA

Financial Bid format for Printing and Branding

Sr.	Name of Category	Upper Limit (DAVP rates for High resolution)	% Discount
1.	Cost per design		
		Specifications	Minimum Qty.
			Your quote
2.	Printing of Brochure(A4 Size)	3 fold 6 pager (8.5*11" Glossy Matte 250-300 GSM)	200 copies
3.	Printing of Newsletter (A3)	8.5* 14" (4 Pager)folded Glossy matte 130 GSM	15000
4.	Printing of Pamphlets (A5/A6)	(A5/A6 size), 90 GSM	1 lac copies (in 2-4 batches)
			GRAND TOTAL

20% Weightage will be given to the Design cost and 50% weight age will be given to the Printing Costs.

Illustration: The Bidder who has quoted the maximum discounts on the DAVP rate will be given maximum marks of 20 and accordingly all other bidders will be scored proportionately. Similarly for the printing cost the bidder with the lowest quotation (In Grand Total column) will be given the maximum marks of 50 and all other bidders will be scored proportionately.

The marks obtained in the financial bidding score will then be added to the Technical score to declare the preferred bidder.

Financial Bid format for Audio Visuals

Serial No	Name of Category	Upper Limit (DAVP rate for	% Discount
1.	Making Audio Visuals	HD format)	

% Discount to be applied uniformly in all types of AV of highest quality

*** Financial Bids Under each category should be submitted in separate envelopes and clearly marked as Financial Bid for.....

Annexure - C

[Bidders are required to submit the covering letter as given here on their letterhead]

To

**Member Secretary,
Punjab Skill Development Mission
SCO-149-152, Sector-17-C,**

Sub: Bid for Selection as Service Provider under.....(Mention the name of category)

Dear Sir,

1. We, the undersigned, have carefully examined the referred Tender Document no., offer to propose for the selection as Service provider, in full conformity with the said Tender Document.
2. We have read all the provisions of Tender Document & Corrigendum and confirm that these are acceptable to us.
3. We further declare that additional conditions, variations, deviations (which have not been accepted by PSDM), if any, found in our bid shall not be given effect to.
4. We agree to abide by this Bid, consisting of this letter, our Pre-qualification, Technical and Financial Bids, the duly notarized written power of attorney/Board Resolution, and all attachments,
5. We have indicated unit rates in the relevant bid forms. These unit rates are for the purpose of payment as well as for any price consideration in case of any increase / decrease of quantities from the scope of work under the contract.
6. Until the formal final Contract is prepared and executed between us, this Bid, together with your written acceptance of the Bid and your notification of award, shall constitute a binding contract between us.
7. We understand you are not bound to accept any bid you receive, not to give reason for rejection of any bid and that you will not defray any expenses incurred by us in bidding.
8. We declare that this is our sole participation in this Tender Document bid and we are not participating/co-participating through any of other related party or channel.
9. Banker's Cheque/ Demand draft no. _____ dated _____ drawn on "Punjab Skill Development Mission" for INR 50,000 - towards EMD is submitted along with the bid.

Signature

Date:

Place:

Full name in the capacity of duly authorised to sign bid

ANNEXURE- D

AFFIDAVIT-CUM-DECLARATION (On a Stamp paper of value Rs. 100/-)

I, ----- son/Daughter of Shri -----aged about -----years, resident of -----
-----, do hereby solemnly declare and affirm as under:

1. That I am the Director/ proprietor of M/s. -----

2. That I have read and understood the Request for Proposal (RFP) Document in respect of the Project provided to us by Punjab Skill Development Mission . And I hereby submit the proposal for-----category/ categories.

3. I am not a defaulter/ we are not a defaulter of any govt. agency at the time of the submission of the proposal.

4. No order of blacklisting passed by the Central Government/ any State Government/ any PSU is in operation against me/ us as on date.

6. I/We accept all the terms and conditions set out in the RFP datedissued by Punjab Skill Development Mission.

I further state that if any information furnished by me in this affidavit or otherwise is found to be incorrect, PSDM shall have the right to forthwith terminate its agreement with us.

(DEPONENT)

Verified at on this ----- day of ----- that the contents given above in the affidavit are true and correct to the best of my knowledge.

(DEPONENT)

Guidelines for Submission of Technical and Financial Bid:

Tender(s) should be submitted upto the date and time as indicated in the Tender Notice. The tender will be in two parts i.e.

Technical Bid (Part `A') and Financial Bid (Part `B').

The bidder submitting Technical bid should submit all the documents (category wise) demanded in **Key- Submission Guidelines column for each category and documents required for general eligibility** in one envelope superscribed as TECHNICAL BID FOR MEDIA AGENCY UNDER (NAME OF THE CATEGORY/CATEGORIES)..... Page wise Index must be included for technical bid.

And a separate envelope for FINANCIAL BID – Annexure B in separate envelope superscribed as FINANCIAL BID FOR MEDIA AGENCY UNDER (NAME OF THE CATEGORY/CATEGORIES.)

Both these envelopes Technical Bid (Part `A') and Financial Bid (Part `B'), shall be included in one envelope superscribed as PROPOSAL FOR MEDIA AGENCY from (Name and Address of the agency) by (Name of the bidder)

Non-submission of such details in time may render such bids for disqualification from further evaluations.