



GUIDANCE

11TH FLOOR, PRESTIGE POLYGON TOWERS, NO.471,
ANNA SALAI, RATHNA NAGAR, TEYNAMPET,
CHENNAI, TAMIL NADU 600035

**REQUEST FOR PROPOSAL (RFP)
FOR
"SELECTION OF AGENCY FOR CREATIVE DESIGN, WEBSITE
CREATION & MANAGEMENT, PUBLIC RELATIONS AND SOCIAL MEDIA
MANAGEMENT FOR TAMIL NADU GLOBAL INVESTORS MEET 2024"**

**QCBS
(Quality and Cost Based Selection)**

**RFP NO. <1921/2023/1>
MARCH 2023**

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6. The Authority 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.
7. The issue of this RFP does not imply that the Authority is bound to select an Agency or to appoint the Selected Agency, as the case may be, for the Consultancy Services and the Authority reserves the right to reject all or any of the Proposals without assigning any reasons whatsoever.
8. The possession or use of this RFP in any manner contrary to any applicable law is expressly prohibited. The Agency shall inform themselves concerning, and shall observe any applicable legal requirements. The information does not purport to be comprehensive or to have been independently verified. Nothing in this RFP shall be construed as legal, financial or tax advice.
9. The Agency 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 the Authority or any other costs incurred in connection with or relating to its Proposal. All such costs and expenses will remain with the Agency and the Authority shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by the Agency in preparation or submission of the Proposal, regardless of the conduct or outcome of the Selection Process.

10. The Agencies are prohibited from any form of collusion or arrangement in an attempt to influence the selection and award process of the Proposal. Giving or offering of any gift, bribe or inducement or any attempt to any such act on behalf of the Agency towards any officer/employee/ advisor/ representative of the Authority or to any other person in a position to influence the decision of the Authority for showing any favour in relation to this RFP or any other contract, shall render the Agency to such liability/penalty as the Authority may deem proper, including but not limited to rejection of the Proposal of the Agency and forfeiture of its Proposal Security.
11. Laws of the Republic of India are applicable to this RFP

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1. RFP Data Sheet

| | | |
|---|--|---|
| 1 | RFP Number | 1921/2023/1 |
| 2 | Name of Organization | Guidance |
| 3 | Purpose for selection | Selection of Agency for Creative Design, Website Creation & Management, Public Relations and Social Media Management for Tamil Nadu Global Investors Meet 2024 |
| 4 | Bid Start Date | 13 th March 2023 |
| 5 | Date of Pre-Bid meeting for raising queries, if any | 22 nd March 2023 (Online option can be exercised) |
| 6 | Last Date for receiving queries/clarification | 24 th March 2023 |
| 7 | Last Date for submission of Proposal (Bid Due Date) | 14 th April 2023 5PM |
| 8 | Submission Details | <ul style="list-style-type: none"> Agencies must submit hard copies of the proposal comprising one original and an additional copy of Technical proposal and one original copy with an additional copy of the Financial Proposal in one envelope labelled "RFP – Selection of Agency for Creative Design, Website Creation & Management, Public Relations and Social Media Management for Tamil Nadu Global Investors Meet 2024" and submit it to the address below on or before the date and time specified for submission of hard copy in (7) <p>Guidance Prestige Polygon Towers, 11th Floor No. 471, Anna Salai, Rathna Nagar, Teynampet, Chennai – 600035</p> |

| | | |
|----|--|--|
| | | <ul style="list-style-type: none"> ○ Additionally, the Agency shall email a soft copy of the technical proposal to guidance@tn.gov.in with the subject "RFP – Selection of Agency for Creative Design, Website Creation & Management, Public Relations and Social Media Management for Tamil Nadu Global Investors Meet 2024" on or before the date and time specified in (7). Financial proposals should not be submitted electronically. ○ Only complete hard copy submissions set will be considered. |
| 9 | Date of Opening of Technical Proposal | 16 th April 2023 |
| 10 | Date of Opening of Financial Proposal | To be intimated to technically qualified applicants |
| 11 | Method of Selection | <p>The selection shall be based on two-stage bidding process i.e., technical qualification followed by evaluation of financial bids, on a "Quality cum Cost Based Selection (QCBS)" with weight of Technical Evaluation – 80% and that of Financial Evaluation – 20%.</p> <p>Conditions:</p> <ul style="list-style-type: none"> i. The Agencies should meet the minimum eligibility criteria for inclusion in technical evaluation. ii. Technical proposals of Agencies who meet the minimum eligibility criteria shall be evaluated. Agencies shall also have to make a presentation during the technical evaluation. iii. The financial bids of only those firms whose technical proposals are accepted will be opened and the bid with the highest combined - technical plus commercial - score shall be awarded the contract. |
| 12 | Earnest Money Deposit | Rs 10,00,000/- |
| 13 | Validity of the Proposal | 120 days from Bid Due Date (7) |

2. INTRODUCTION

Tamil Nadu is the 2nd largest State economy in the country and has the 3rd highest GDP per capita. It is the most urbanized and industrialized State, with a strong manufacturing base and a large services sector. Tamil Nadu is also the 3rd largest exporting State.

The Hon'ble Chief Minister of Tamil Nadu is keen to ensure that the State plays a critical role in India's road to a USD 5 Tn economy. In line with this, he has set a target of making Tamil Nadu a One Trillion Dollar economy by the year 2030. This will require raising the current growth rate substantially and would necessitate a significant increase in the investment, besides improvement in infrastructure.

Guidance was established with the objective of attracting major investment proposals into Tamil Nadu. Guidance is the nodal agency for investments, partnerships and collaboration with the State of Tamil Nadu. It is also responsible for promoting Tamil Nadu as the preferred investment destination in the country.

Guidance is expected to play a critical role in facilitating investments into the State by ensuring investment promotion and facilitation happens in a seamless, efficient and transparent manner. The emerging geopolitical changes & global supply chain restructuring, especially post the COVID-19 pandemic, warrant for a change in strategy to attract investments in the State. Global investors are actively seeking an alternate location for their production /assembly facilities, which provides a lower risk environment, and a sizeable local demand for products. While relocation has been primarily to other ASEAN countries such as Vietnam and Indonesia in the recent past, India can emerge as a cost-effective, yet lower risk option to China, especially in the current scenario thus becoming an investment destination of choice for many companies. The world is now looking towards India as the global manufacturing hub and Tamil Nadu can play a major role in it. Hence, it is crucial for Tamil Nadu to undertake an accelerated outreach to potential target investors and craft robust offerings for these investors to attract investments in Tamil Nadu.

There is also a strong need to organize a large-scale Global Investors Meet aimed at showcasing value proposition of Tamil Nadu, acknowledge the investments received in the State as run up to the Meet and further secure investments during the Meet.

Guidance now invites eligible entities/firms for **“Selection of Agency for Creative Design, Website Creation & Management, Public Relations and Social Media Management for Tamil Nadu Global Investors Meet 2024”** (the “Assignment”).

2.1 Proposal

Guidance proposes to select an Agency for Creative Design, Website Creation & Management, Public Relations and Social Media Management work for Tamil Nadu Global Investors Meet 2024.

- i. A comprehensive outline of the objectives, scope of services, deliverables, and other requirements pertaining to this Contract is detailed in this RFP. If an agency has the necessary experience and capabilities to undertake the assignment, it can participate in the Selection Process either individually or as part of a consortium in response to this invitation. However, the consortium should not comprise more than four entities. In the case of a consortium, the creative agency that meets the set criteria will be designated as the "Lead Agency" for eligibility criteria assessment. This RFP provides information on how the Proposal is to be submitted, evaluated, and accepted.
- ii. The period of the contract will be for a period of 1 year from the date of the award subject to continued satisfactory performance of the selected Agency. Accordingly, proposals are invited from eligible national and international firms for the same.
- iii. Agencies are advised that the selection of Agency shall be on the basis of an evaluation by Guidance through the selection process specified in this RFP. Agencies shall be deemed to have understood and agreed that no explanation or justification for any aspect of the Selection Process will be given and that the Guidance’s decisions are without any right of appeal whatsoever.
- iv. The Agency shall submit its Proposal in the form and manner specified in this Section of the RFP. Upon selection, the “Lead Agency” shall be required to enter into an agreement with the Guidance and will be referred to as the “Agency” hereafter.

3. SCOPE OF WORK

We are seeking an Agency for Creative Design, Website Creation & Management, Public Relations and Social Media Management for the Tamil Nadu Global Investors Meet 2024. The Agency will work closely with Guidance to develop and execute a comprehensive communications strategy aimed at developing a strong brand identity and messaging for the Tamil Nadu Global Investors Meet 2024, highlighting the unique investment opportunities and benefits of the State. This will entail creating a creative theme and logo that reflect the State's culture and economic potential, as well as developing promotional materials such as brochures, flyers, and digital advertisements, and producing video content showcasing the industrial and services sectors. The agency will also design and maintain a website for the event that provides detailed information on the economic potential, investment opportunities, and logistical support for investors, which will be optimized for search engines and mobile devices and will feature an online registration system for attendees and investors. The agency will also be responsible for engaging with media and stakeholders, developing a comprehensive media outreach plan, managing social media channels, and organizing press conferences and other events to generate awareness and interest in the event.

The scope of work to be undertaken by the Agency is given hereinafter and the same is merely illustrative and not exhaustive. The Agency shall thus have to consider the required output and include all further incidental activities that may be necessary for efficient and successful implementation and for achieving the ultimate purpose of the assignment.

3.1 Creative Design

- i. Formulating and implementing a creative strategy for the international and national potential industrial investors and related stakeholders.
- ii. Designing creatives for print, digital, and electronic media, including panels, stage backdrops, display boards, signage, tableau, mobile exhibition units, badges, invitation cards, guide, maps to the venue, etc.
- iii. Design and develop the event mascot and adapt it for various channels such as video, digital, 3D models, etc.
- iv. Conceptualizing, designing and supervising preparation of promotional literature/material in print and electronic form, including brochures,

booklets, seminar kits, merchandise, etc. The print creatives would, at times, be required to be provided at very short notice (Within few Hours).

- v. Creation of advertisements for print media and facilitating preparation of advertisements for electronic and digital media.
- vi. Providing all creative services necessary for pre-event, during the event, and post-event.
- vii. Designing publicity materials in Tamil, English, and selected international languages to reach the global audience, including tie-ups with professionals for international language translations.
- viii. Designing of newsletter from the content provided by Media etc.
- ix. Providing onsite creative services for the TN Global Investor Meet 2024.
- x. Completing any other creative work assigned by guidance from time to time.

3.2 Website

- i. Design, develop, and maintain the Tamil Nadu Global Investor Meet website, integrating it with applications like b2b meeting room, e-Form, e-commerce, registrations, virtual walkthroughs, live streaming etc.
- ii. Manage website content for progress and current status, media reports, event photo-shoots, live streams & feeds, social media contents, periodic archiving of old content, etc.
- iii. Provide off-site warranty, maintenance, and technical support from the date of issue of the completion certificate, and annual maintenance of the website/application with onsite technical support as required.
- iv. Ensure that websites comply with the 'Guidelines for Indian Government Websites (GIGW)' and are compatible with various devices.
- v. Ensure that the website is security audited by a CERT-IN empaneled agency.
- vi. The website shall support multiple languages including foreign languages and meet technical service level benchmarks

3.3 Public Relations

- I. The agency is responsible for preparing a comprehensive PR strategy plan to publicize the Tamil Nadu Global Investors Meet 2024 with a primary focus on investment mobilization and global participation. The plan must include the development of positive storyboards that showcase the State nationally and internationally. The approach, calendar, and schedule for executing this plan must be submitted for guidance's approval.
- II. The PR strategy and plan must be integrated and complementary to existing and ongoing initiatives taken by Guidance for brand building and investment promotion of the State.
- III. The agency must coordinate with industry associations, business chambers, and foreign trade offices to synchronize the PR strategy. They are expected to establish a close liaison with correspondents, reporters, editors, influencers, photographers, videographers, think-tanks, critics, trend-setters, and other opinion leaders to evolve an effective strategy. In addition, they must liaise with ambassadors, consulates, vision group members, task force members, etc., for effective coordination.
- IV. The agency must devise programs and delivery mechanisms based on Guidance's requirements, including press conferences, press releases, press notes, speech notes, speaking points for dignitaries, press interviews, media meetings, feature article placement, regional media, vernacular media (magazines), speaking opportunities such as roundtable conferences/lectures, teaser videos, testimonial bytes, live feeds, and undertake video shooting with dignitaries as suggested by Guidance.
- V. The agency is expected to map opportunities for the leadership team and activities of Guidance for consistent media visibility.
- VI. The agency must coordinate with Guidance/knowledge partner of Guidance, various committees to be constituted by Guidance for Tamil Nadu Global Investors Meet 2024, industry associations, and business chambers to synchronize the media strategy.
- VII. The agency must ensure strict adherence to the guidelines and standards defined by organizations such as the Advertising Standards Council of India and legal provisions of various legislations. The agency must also ensure compliance with all brand safety guidelines.

- VIII. The agency must create a media information kit with research-based inputs for press conferences and press briefings.
- IX. Result analysis: The agency must collect data across all touchpoints to aggregate into fortnightly reports that ensure all media communications are on track and as per the proposed plan.
- X. Perception audit: The agency should undertake a perception audit of the Tamil Nadu Global Investors Meet vis-à-vis competing states. This should include a share of voice, sentiment analysis, and perceptions among key stakeholders, with highlights reported monthly.
- XI. The agency must take care of crisis management and assist during such times by countering unforeseen situations and incidents with a well-thought-out mitigation plan.

3.4 Social Media Management

- I. Develop a comprehensive social media strategy for promoting the Tamil Nadu Global Investor Meet 2024, engaging with the target audience, driving website traffic, and increasing participation.
- II. Manage Guidance's social media accounts on ongoing basis on various platforms, including Twitter, LinkedIn, Facebook, YouTube, and Instagram, and guide others in managing these accounts.
- III. Connect with a wide range of business leaders, corporate employees, and influencers, and ensure live coverage of mini conclaves, road shows, and the Tamil Nadu Global Investors Meet 2024.
- IV. Create and curate informative content for social media platforms to keep the audience engaged and informed about the event's progress and activities.
- V. Develop and execute paid & organic social media promotions, such as quizzes and contests, to expand the reach and visibility of the event.
- VI. Monitor and respond to social media engagement, comments, and inquiries, ensuring timely updates, managing ads, tracking comments, creating event campaigns, boosting fan count, and promoting the page to maintain a positive image for the Investors Meet.
- VII. Provide regular performance reports, using a range of monitoring tools to evaluate the effectiveness of the social media campaign and make necessary adjustments.
- VIII. Monitor digital channels for relevant news, mentions, and data that can

be reshared or redeveloped to enhance social media presence.

- IX. Utilize a variety of creative formats, including carousels, videos, GIFs, animations, and motion graphics, and collaborate with the creative team to develop high-quality content.
- X. Develop viral content, such as jingles and trends, to amplify reach and engagement.
- XI. Organize interviews with dignitaries, senior government officials, and investors with leading business publications and news channels, in consultation with guidance.
- XII. Moderate all social media platforms around the clock to handle requests for information, queries, spam, unauthorized advertisements, and inappropriate content. All requests for information and queries received on all platforms must be answered within four hours, with guidance consultation.
- XIII. Submit weekly and monthly reports to guidance on social media effectiveness and MIS (Management Information System). This includes a detailed analysis of each communication tool, tactic, and platform, along with a summary of conversations about Tamil Nadu in general and Tamil Nadu Global Investors Meet 2024 in particular.

4. DELIVERABLES AND PAYMENT TERMS

The Agency shall prepare the following deliverables after undertaking the activities listed in the Tasks listed above. The deliverables shall include the following:

4.1 Deliverables and Payment Schedule

| S.No. | Category | Deliverables | Timeline | Payment Share | |
|--------------------|----------|---|------------|------------------------------------|-----|
| 1. Creative Design | | | | | |
| 1.1 | Creative | Detailed creative strategy document outlining the target audience, key messaging, and creative approach. | T+15 Days | 3% | 25% |
| 1.2 | Creative | Brand guidelines and standards document outlining the visual identity, voice, tone, and style. | T+15 Days | 3% | |
| 1.3 | Creative | Design the logo that represents the Global Investor Meet 2024 and is adaptable for various mediums. | T+15 Days | 5% | |
| 1.4 | Creative | Tamil Nadu Global Investors Meet 2024 mascot design and development. Develop the theme, creatives, videos, teaser etc. for a successful logo and mascot launch event. | T+15 Days | 5% | |
| 1.5 | Creative | Designing the Event Invites, Cover letters etc. and provide the print specification to create best first impression. | T+30 Days | 3% | |
| 1.6 | Creative | Conceptualization and finalization of design of print and electronic advertisements. | T+30 Days | 3% | |
| 1.7 | Creative | Design a newsletter covering the entire story of the Tamil Global Investors Meet | T+300 Days | 3% | |
| 1.8 | Creative | Design of event collateral including stage backdrops, display boards, signage, exhibition units, and other event-related materials. | Continuous | 60% in equal installments across 4 | |

| S.No. | Category | Deliverables | Timeline | Payment Share | |
|------------------------------------|----------|--|------------|---------------|-----|
| 1.9 | Creative | Design of badges, invitation cards, guide, maps to venue, etc. | Continuous | quarters | |
| 1.10 | Creative | Design of event merchandise | Continuous | | |
| 1.11 | Creative | Translation of creative materials from English to other languages such as Tamil, Mandarin, Spanish, Japanese, German, French, Korean for global audiences | Continuous | | |
| 1.12 | Creative | Design of all print, digital, and electronic promotional materials including brochures, posters, flyers, social media graphics, email templates, video ads, and animated GIFs. | Continuous | | |
| 1.13 | Creative | Coordination with event staff to ensure seamless integration with other event activities. | Continuous | | |
| 1.14 | Creative | Provide onsite creative support, including graphic design, video production, and photography/videography. | Continuous | | |
| 2. Website Creation and Management | | | | | |
| 2.1 | Website | Design, develop, and maintain a responsive Tamil Nadu Global Investor Meet 2024 website. | T+30 Days | 20% | 40% |
| 2.2 | Website | Develop IOS and Android mobile application for Tamil Nadu Global Investor Meet 2024 | T+30 Days | 10% | |
| 2.3 | Website | Integration of the website & mobile app with applications like B2B Meetings rooms, e-Form, e-commerce, registrations, virtual walkthroughs, etc. | T+90 Days | 5% | |
| 2.4 | Website | Ensure that the website is security audited by a CERT-IN empaneled agency | T+180 Days | 5% | |

| S.No. | Category | Deliverables | Timeline | Payment Share | |
|---------------------|------------------|---|------------|---|-----|
| 2.5 | Website | Ongoing content management of the website, including progress and current status updates, media reports, event photo-shoots, live feeds, social media content, and periodic archiving of old content. | Continuous | 45% in equal installments across 4 quarters | |
| 2.6 | Website | Coordination with the event team and stakeholders to ensure timely and accurate content updates. | Continuous | | |
| 2.7 | Website | Provide off-site warranty, maintenance, and technical support from the date of issue of the completion certificate. | Continuous | | |
| 2.8 | Website | Ensure that websites comply with the 'Guidelines for Indian Government Websites (GIGW)' and are compatible with various devices | Continuous | | |
| 3. Public Relations | | | | | |
| 3.1 | Public Relations | A comprehensive PR strategy plan to publicize the Tamil Nadu Global Investors Meet 2024 on a national and international level. | T+30 Days | 20% | 40% |
| 3.2 | Public Relations | A media campaign plan (digital + non-digital) that analyzes various data points such as TRP ratings and newspaper circulation/readership. | T+30 Days | 10% | |
| 3.3 | Public Relations | Facilitate minimum 5 prominent media briefs and articles per month on Tamil Nadu Global Investors Meet 2024 / Investment Climate of Tamil Nadu highlighting the key features of the economy | Monthly | 5% | |
| 3.4 | Public Relations | Media briefing templates for interaction in other Indian states and foreign countries. | T+45 Days | 5% | |
| 3.5 | Public Relations | Coordination with industry associations, business chambers, ambassadors, consulates, vision group members, media channels, task force members, and | Continuous | 45% in equal installments | |

| S.No. | Category | Deliverables | Timeline | Payment Share |
|-------|------------------|--|------------|-------------------|
| | | foreign trade offices to synchronize the PR strategy. | | across 4 quarters |
| 3.6 | Public Relations | Liaison with correspondents, reporters, editors, photographers, videographers, think-tanks, critics, trend-setters, and other opinion leaders. | Continuous | |
| 3.7 | Public Relations | Devise programs and delivery mechanisms based on guidance's requirements | Continuous | |
| 3.8 | Public Relations | Identification of opportunities for the leadership team and activities of Guidance for consistent media visibility. | Continuous | |
| 3.9 | Public Relations | Strict adherence to the guidelines and standards defined by organizations such as the Advertising Standards Council of India and legal provisions of various legislations. | Continuous | |
| 3.10 | Public Relations | Coordinate with Guidance/knowledge partner of Guidance, various committees to be constituted by Guidance for Tamil Nadu Global Investors Meet 2024. | Continuous | |
| 3.11 | Public Relations | Key personnel interviews of CEOs and Thought Leaders as run up to TN GIM for use in media features and press releases (minimum 5 per month) | Continuous | |
| 3.12 | Public Relations | Coverage of all GIM related events both National and International and key moments for use in media coverage and future marketing campaigns. | Continuous | |
| 3.13 | Public Relations | Creatives design (if required) and adaptation for all paid/non-paid channels, including print, digital, video, hoardings, mobile vans, walking billboards, portable display, pop-up display stand, kiosks, pavilions, etc. | Continuous | |
| 3.14 | Public Relations | Media space booking and ensuring best positioning that analyses various data | Continuous | |

| S.No. | Category | Deliverables | Timeline | Payment Share |
|----------------------------|-------------------------|---|--|---|
| | | points including TRP ratings and newspaper circulation/readership. | | |
| 3.15 | Public Relations | Plan & Schedule of press conferences, press releases, and other media events. | Continuous | |
| 3.16 | Public Relations | Crisis management to counter unforeseen events and incidents. | Continuous | |
| 3.17 | Public Relations | Compliance with all brand safety guidelines | Continuous | |
| 3.18 | Public Relations | Reports to ensure that all creative and media communications are on track and as per the proposed plan. | Weekly | |
| 3.19 | Public Relations | Perception audits of the Tamil Nadu Global Investors Meet, including a share of voice, sentiment analysis, and perceptions among key stakeholders. | Monthly | |
| 4. Social Media Management | | | | |
| 4.1 | Social Media Management | A comprehensive social media & digital plan to promote the Tamil Nadu Global Investor Meet 2024, including what types of content will be posted on which platforms and when, to ensure consistent, high-quality, and engaging reach with the target audience, drive website traffic, and improve participation. | T+15 Days | 10% |
| 4.2 | Social Media Management | Maintaining and optimizing Guidance’s social media accounts such as the Twitter, Facebook, LinkedIn, YouTube and Instagram, to ensure a professional and consistent brand image across all platforms and quality follower growth | Continuous New Follower Growth Target <ul style="list-style-type: none"> • Twitter: 200,000 • LinkedIn: 150,000 • Facebook: 2,75,000 • Instagram: | 40% in Final Quarter (Prorated in the case of Target not met) |

| S.No. | Category | Deliverables | Timeline | Payment Share |
|-------|-------------------------|--|---|---|
| | | | 100,000 <ul style="list-style-type: none"> • YouTube Subscribe: 25,000 • 6 Hours of YouTube Video Content (Range of Duration per video 2 to 10 minutes) | |
| 4.3 | Social Media Management | Identifying and targeting relevant influencers and business leaders in consultation with Guidance who could promote the event, share the content, or attend the event, to increase the reach, credibility, and impact of the social media campaign. | Identification : T+60 Days Promotion: Continuous Target: <ul style="list-style-type: none"> • 500 (Influencers) • 100 (Business CXOs) | 35% in equal installments across 4 quarters |
| 4.4 | Social Media Management | Target with advertising and marketing campaigns such as sponsored posts, ads, or influencer collaborations etc. based on the audience demographics, interests, and behaviors in social media and other digital mediums. Conduct a comprehensive evaluation of the social media campaign, including metrics such as reach, engagement, website traffic, and social media follower count, to assess the campaign's success and identify areas for improvement. | Continuous | |
| 4.5 | Social Media Management | Creating and curating high-quality and informative content that educates, | Continuous | |

| S.No. | Category | Deliverables | Timeline | Payment Share |
|-------|--------------------------------|--|--|---------------|
| | | informs, entertains, and inspires the audience, based on their interests, needs, and preferences, and that aligns with the event's objectives and theme. | Average number of Post per Day: <ul style="list-style-type: none"> • 10 (Jun'23 to Aug'23) • 15 (Sep'23 to Nov'23) • 25 (Dec'23 to Jan'24) • 10 (Feb'24 to Apr'24) | |
| 4.6 | Social Media Management | Organizing quizzes, contests, or challenges on social media platforms to increase engagement, participation, and user-generated content, and to reward and recognize the most active and loyal fans. | Continuous | |
| 4.7 | Social Media Management | Collaborating with the creative team to develop top-quality content, such as videos, gifs, infographics, animations, or podcasts, that stands out, engages, and resonates with the audience, and that reflects the event's identity and brand. | Continuous | |
| 4.8 | Social Media Management | Monitor digital channels for relevant news, mentions, and data, which can be reshared or redeveloped to enhance social media presence. | Continuous | |
| 4.9 | Social Media Management | Counter negative news, incidents, or comments on social media that could damage the reputation of the event or the organizers, and to respond promptly and professionally to any crisis. | Continuous | |
| 4.10 | Social Media Management | Respond to social media inquiries and comments in a timely and professional manner with Guidance approval | Continuous Response Time: 1 Hour | |
| 4.11 | Social Media Management | Translate the content into other languages, such as Tamil, Mandarin, Spanish, Japanese, German, French, | Continuous | |

| S.No. | Category | Deliverables | Timeline | Payment Share |
|-------|--------------------------------|--|--|---------------|
| | | Korean to reach a wider audience, especially those who prefer to consume content in their native language. | | |
| 4.12 | Social Media Management | Collaborate with relevant stakeholders and partners, such as government agencies, industry associations, and event sponsors, to promote the summit and leverage their networks. | Continuous | |
| 4.13 | Social Media Management | Live coverage and streaming of mini conclaves, roadshows, and Tamil Nadu Global Investors Meet 2024 on social media, to provide real-time updates, insights, and behind-the-scenes footage to the audience who couldn't attend the event physically. | Continuous | |
| 4.14 | Social Media Management | Monitoring and analyzing the social media engagement using prominent tools, such as Google Analytics, Hootsuite, or Sprout Social, to measure the effectiveness of the campaigns, to identify the areas for improvement, and to provide regular reports to the event organizers. | Monitoring: Continuous Report: Weekly & Monthly | |
| 4.15 | Social Media Management | Summarizing the conversations about Tamil Nadu in general and Tamil Nadu Global Investors Meet | Weekly | |

The payment for Creative Design, Website Creation & Management, Public Relations, and Social Media Management shall be provided quarterly upon submission of monthly progress reports that detail the deliverables and continuous tasks. Invoices shall be raised quarterly until the end of the contract period. However, 15% of the total payment will be withheld until the end of the contract period when Guidance conducts a final review of the agency's deliverables and evaluates their overall performance against the targets and scope of work specified in sections 3.1, 3.2, 3.3, 3.4, and 4.1.

Guidance may conduct periodic reviews of the agency's deliverables to assess the quality of output, approve payments, and activities for the upcoming period.

5. ELIGIBILITY CRITERIA

5.1 Minimum Qualification Criteria for Evaluation

1. To be eligible for the qualification and short-listing, the Agency must fulfill the following conditions of eligibility
 - a. The Agency shall have a registered office in India. For proof of registration the Agency needs to submit a copy of the Certificate of Incorporation as per the Companies Act 1956/2013 or other duly registered documents indicating the incorporation/existence of the said entity and a copy of the PAN card issued to them by Income Tax Department, Government of India. The company should have been operating in India for at least the last 5 (five) years.
 - b. The Agency should have completed or should be working on cumulatively at least 5 (five) Retainer Assignments or 2 (two) Assignments with a project duration of 1 year each or more with a Government Agency (Central/State/Public Sector) in the last 5 (five) years on or before the due date for submission of proposals.
 - c. The Agency should have completed or should be working on at-least 1 (one) assignments for Creative Design, Website Creation & Management, Public Relations and Social Media Management for Investment Promotion or an international or national company which is a Fortune 500 Company in India. Out of these, at least 1 (one) project should have been completed in the last 3 (three) years on or before the due date for submission of proposals.
 - d. The Agency should have executed at least one project in the area of economic development or investment promotion having worked with or providing services as creative, public relations agency or social media agency for an investment summit or support to the Industries Department (or equivalent thereof) for any Central/State/Public Sector Undertakings in India or abroad by deploying a team of three or more members for at least one year.
 - e. The Agency should have at least one office each in two of the four cities: New Delhi, Mumbai, Bengaluru or Chennai.
 - f. The Lead Agency shall have minimum Annual Total Turnover of Rs. 40 crore (Rupees Forty Crore only) from Creative Design work in each of the 3 (three) financial years preceding the on or before the due

date for submission of proposals.

5.2 Project Team

There shall be project teams deployed simultaneously for the tasks specified in Section 3.1, 3.2, 3.3 and 3.4 respectively based on the following guidelines:

5.2.1 Creative Agency

The Creative Team shall be responsible for undertaking the creative tasks specified in Section 3.1 of this RFP. This team should include a Team Leader and five dedicated professionals for the creative engagement as specified below:

- **Team Leader (Creative):** Must have educational qualification of Bachelor's or Master's degree in Fine Arts, Graphic Design, or a related field, with at least 10 years of experience in leading and managing creative teams in a creative agency or similar organization. The Team Leader will be responsible for overseeing the development and execution of all creative campaigns and materials, ensuring that the creative output of the agency meets the Guidance's expectations and requirements.
- **Creative Art Director:** Must have educational qualification of Bachelor's or Master's degree in Fine Arts, Graphic Design, or a related field, with at least 8-10 years of experience in a creative agency or similar organization, and a strong portfolio showcasing their design skills and creativity. The Creative Art Director will be responsible for both the visual direction and overall visual design and execution of creative campaigns and materials, working closely with the Team Leader to ensure consistency and cohesion across all mediums.
- **Graphic Designer/Illustrator:** Must have educational qualification of Bachelor's or Master's degree in Visual Arts, Graphic Design or a related field, with at least 5 years of experience in a creative agency or similar organization with sound knowledge of image editing, digital sketching, and graphic design, as well as proficiency in tools like Adobe Photoshop, InDesign and Adobe Illustrator. The Graphic Designer/Illustrator will design and produce promotional materials, both in print and digital formats, such as brochures, posters, flyers, social media graphics, and email templates. They will also create

visual assets for social media campaigns, including static images, animated GIFs, and infographics. He/she should be able to work collaboratively with cross-functional teams to create visual content that aligns with the brand's guidelines and objectives.

- **Video Editor:** Must have educational qualification of Bachelor's or Master's degree in Film, Video Editing or a related field, with at least 3-5 years of experience in video editing. The Video Editor will be responsible for editing and post-production of all video content required for creative, PR and social media campaigns and materials, including but not limited to promotional videos, teasers, animation, event videos, and other video content.
- **Copywriter:** Must have educational qualification of Bachelor's or Master's degree in English, Communications, Marketing, or a related field, with at least 3-5 years of experience in a creative agency or similar organization. The Copywriter will be responsible for creating and developing written content for all creative, social media, website and PR campaigns and materials, including headlines, taglines, body copy, and other marketing copy.

5.2.2 Website Agency

The Website Team shall be responsible for undertaking the event website development tasks specified in Section 3.2 of this RFP. This team should include a Project Manager and four dedicated professionals for the website work as specified below:

- **Project Manager:** The project manager should have a Bachelor's or Master's degree in Computer Science or a related field, with at least 8-10 years of experience in managing website development projects. The project manager will be responsible for overseeing the entire website development process, from concept to launch and meet required quality standards. They will work closely with the Guidance team to understand the requirements and ensure that the project is completed on time and within budget.
- **Web Designer:** The web designer should have a Bachelor's or Master's degree in Visual Arts, Graphic Design or a related field, with at least 5-7 years of experience in designing websites. They should have expertise in designing user-friendly and visually appealing

websites. The web designer will be responsible for creating the overall layout, graphics, and visual elements of the website.

- **Web Developer:** The web developer should have a Bachelor's or Master's degree in Computer Science or a related field, with at least 5-7 years of experience in developing websites. They should have expertise in coding using HTML, CSS, JavaScript, and other programming languages. The web developer will be responsible for building the website and ensuring that it is fully functional and meets all technical requirements.
- **Content and SEO Specialist:** The content and SEO specialist should have a Bachelor's or Master's degree in English, Communications, Marketing, or a related field, with at least 3-5 years of experience in writing for websites and optimizing them for search engines. He/she will be responsible for creating high-quality, engaging, and informative content for the website, including the homepage, about us, services, and other pages as required. He/she should have expertise in optimizing the content for search engines, including conducting keyword research, implementing on-page optimization techniques, and building quality links to improve the website's visibility in search results. He/she should be familiar with analytics tools to track website performance and provide recommendations for improving the website's SEO strategy and also stay up-to-date with the latest trends and best practices in SEO and content writing to continuously improve the website's performance.

5.2.3 Public Relations Agency

The Public Relations (PR) team shall be responsible for undertaking the tasks specified in Section 3.3 of this RFP, which includes media coverage, interviews, press releases, media roadshows, crisis management, and reputation management. This team should include a Team Leader and three dedicated professionals with the following responsibilities:

- **Team Leader (PR):** Must have educational qualification of Bachelor's or Master's degree in Mass Communication, Journalism, Public Relations or a related field, with at least 10 years of experience in leading and managing PR campaigns in a PR agency or similar

organization. The Team Leader will be responsible for overseeing the development and execution of all PR campaigns and materials, ensuring that the PR output of the agency meets the expectations and requirements of the Tamil Nadu government.

- **Public Relations Manager:** Must have educational qualification of Bachelor's or Master's degree in Mass Communication, Journalism, Public Relations or a related field, with at least 8-10 years of experience in a PR agency or similar organization. The Manager will be responsible for creating and implementing strategic PR plans, developing media relationships, managing day-to-day PR activities, drafting press releases, media pitches, and other PR materials. He/she will work closely with the team to ensure that all content is on-brand and aligned with the event's messaging.
- **Media Relations Manager:** Must have educational qualification of Bachelor's or Master's degree in Mass Communication, Journalism, Public Relations or a related field, with at least 8-10 years of experience in media relations in a PR agency or similar organization. The Media Relations Manager will be responsible for developing and maintaining strong relationships with media outlets, securing media coverage, and coordinating media interviews and press conferences.

5.2.4 Social Media Agency

The Social Media Team shall be responsible for undertaking the tasks specified in Section 3.4 of this RFP. This team should include a Team Leader and six dedicated professionals for the creative engagement as specified below:

- **Team Leader (Social Media):** Must have educational qualification of Bachelor's or Master's degree in Marketing, Communications or a related field, with at least 10 years of experience in leading and managing social media teams in a creative agency or similar organization. The candidate should also have 5-7 years of experience in social media management, with a strong track record of creating and executing successful social media campaigns. The Team Leader will be responsible for overseeing the development and execution of all social media campaigns and materials, as well as the overall social media strategy development and management. He/she will ensure

that the creative output of the agency meets the Guidance's expectations and requirements, while increasing brand awareness and driving engagement across various social media platforms. He/she should have experience in planning, executing, monitoring, and reporting social media campaigns, with a deep understanding of social media trends, tools, and platforms. They should also have excellent communication and leadership skills, with the ability to inspire and lead a team towards achieving common goals.

- **Social Media Content Strategist:** Must have educational qualification of Bachelor's or Master's degree in Marketing, Communications or a related field, with at least 5 years of experience in social media content strategy development. The Social Media Content Strategist will be responsible for the development of social media content strategy, including content ideation, creation, and distribution, to achieve social media goals and objectives.
- i. The members of the Project Team shall be employees of the Agency. They shall not be changed during the contract period without prior permission of Guidance.
 - ii. The members of the Project Team must collaborate and share work as per job requirements to ensure that the creative output, website development, social media output and public relations strategies are aligned with the Guidance's expectations and requirements
 - iii. The timelines provided for the time-bound deliverables in Section 4 are sacrosanct and it is the responsibility of the Agency to ensure timely delivery of the deliverables. The Agency shall propose the number of personnel to be included in the team, wherever indicated.
 - iv. The Agency should change the team if found unsatisfactory by Guidance without any change in the financial bid.

5.3 Other conditions

- i. The Agency shall enclose with its Proposal, certificate(s) from its Statutory Auditors stating its Annual Total Turnover during each of the last 3 (three) financial years up to FY 2021-22. In the event that the Agency does not have a Statutory Auditor, it shall provide the requisite certificate(s) from the firm of Chartered Accountants that ordinarily audits the annual accounts of the Agency. In case the annual accounts for the latest financial year are not audited and therefore the Agency cannot make the said certificate available, the Agency shall provide the Annual Total Turnover for the last 3 (Three) financial years up to FY 2020-21.
- ii. Any entity which has been barred by the Central Government/ any State Government/ a statutory authority / a public sector undertaking of India, as the case may be, from participating in any project and the bar subsists as on the date of Proposal, would not be eligible to submit a Proposal either by itself or through its Associate or as part of consortium, in which case the entire consortium becomes ineligible to bid.
- iii. Agency or its Associate should have, during the last three years, neither failed to perform on any agreement, as evidenced by imposition of a penalty by an arbitral or judicial authority or a judicial pronouncement or arbitration award against the Agency or its Associate, nor been expelled from any project or agreement nor have had any agreement terminated for breach by such Agency or its Associate and shall submit an undertaking to this effect.
- iv. While submitting a Proposal, the Agency shall attach clearly marked and referenced continuation sheets in the event that the space provided in the specified forms in the Appendices is insufficient. Alternatively, Agency may format the specified forms making due provision for incorporation of the requested information.

6. EVALUATION AND SELECTION PROCESS

6.1 Selection Process

- i. The selection shall be based on two-stage bidding process i.e., technical qualification followed by evaluation of financial bids, on a "Quality cum Cost Based Selection (QCBS)" with Technical component and Financial component in the ratio of 80:20
- ii. A pre-bid meeting shall be held for raising queries with reference to the RFP as indicated in the Section 1. RFP Data Sheet
- iii. The proposal comprising technical and financial proposals to be submitted in 2 (two) separate sealed envelopes. The financial proposal must include separate bids for Creative Design, Website Creation & Management, Public Relations and Social Media Management. In the first stage, a Technical Evaluation will be carried out as specified in this RFP.
- iv. The list of supporting documents required for Technical Evaluation and Financial Evaluation are mentioned in the Annexure.
- v. Based on this Technical Evaluation, a list of short-listed Qualified Agency shall be prepared and published.
- vi. In the second stage, a Financial Evaluation of the Proposal will be carried out in line with the procedures established by the Tamil Nadu Transparency in Tenders Act and Rules.
- vii. Proposals will finally be ranked according to their combined technical and financial scores.
- viii. The "Selected Agency" will be invited to enter into Agreement with Guidance through issuance of Letter of Award (the "LoA"), while the other ranked Agency's will be kept in "Reserve".

6.2 Instructions for Technical Proposal

- i. Agency shall submit the Technical Proposal in the formats provided under Annexures to this RFP (8A – 8H).
- ii. While submitting the Technical Proposal, the Agency shall, in particular, ensure that it contains:
 - a. Copy of Certificate of Incorporation/related registered documents

of the Agency

- b. Copy of Agency's PAN card
 - c. All forms in the Annexure are in the prescribed formats and signed by the prescribed signatories;
 - d. Power of Attorney for the Authorized Signatory is executed as per Applicable Laws, if applicable or Board Resolution;
 - e. CVs of all Key Personnel have been included;
 - f. Key Personnel have been proposed only if they meet the Conditions of Eligibility laid down in this RFP;
 - g. No alternative proposal for any Key Personnel is being made and only one CV for each position has been furnished;
 - h. The CVs have been recently signed and dated by the respective Key Personnel and countersigned by the Agency's Authorized Signatory.
 - i. The CVs shall contain an undertaking from the respective Key Personnel about his/her availability for the Period of Contract specified in the RFP; Key Personnel proposed have good working knowledge of English language; Key Personnel proposed would be available for the Period indicated in the Terms of Reference;
- iii. Failure to comply with the requirements spelt out in this RFP shall make the Proposal liable to be rejected.
 - iv. If an individual Key Personnel makes a false claim regarding his/her qualification, experience or other particulars, or his/her commitment regarding availability is not fulfilled at any stage after signing of the Agreement, he/she shall be liable to be debarred for any future assignment of the Guidance for a period of 5 (five) years. The award of this Contract to the Agency may also be liable to cancellation in such an event.
 - v. The Technical Proposal shall not include any financial information relating to the Financial Proposal.
 - vi. The proposed team shall comprise Key Personnel specified in this RFP.
 - vii. Other competent and experienced personnel in the relevant areas of expertise and support personnel may be added as required for successful completion of this Contract. The CV of each such Key

Personnel and additional personnel, if any, shall be submitted in the format specified in the Annexure. In case of additional personnel, the per diem billable rate shall be specified.

- viii. Guidance reserves the right to verify all statements, information and documents, submitted by the Agency in response to the RFP. Any such verification or the lack of such verification by the Guidance to undertake such verification shall not relieve the Agency of its obligations or liabilities hereunder nor will it affect any rights of the Authority thereunder.
- ix. In case it is found during the evaluation or at any time before signing of the Agreement or after its execution and during the period of subsistence thereof, that one or more of the eligibility conditions as mentioned in this RFP have not been met by the Agency or the Agency has made material misrepresentation or has given any materially incorrect or false information, the Agency shall be disqualified forthwith, if not yet appointed as the Agency Firm either by issue of the LoA or entering into of the Agreement, and if the Selected Agency has already been issued the LoA or has entered into the Agreement, as the case may be, the same shall, notwithstanding anything to the contrary contained therein or in this RFP, be liable to be terminated, by a communication in writing by Guidance without the Guidance being liable in any manner whatsoever to the Agency as the case may be.

6.3 Instructions for Financial Proposal

- i. Agency shall submit separate financial proposal in the format at Annexure (8I-8J) clearly indicating the total cost per month of the Retainer in both figures and words, in Indian Rupees (INR), and signed by the Agency's Authorized Signatory. In the event of any difference between figures and words, the amount indicated in words shall prevail. In event of difference between the arithmetic total and the total shown in the Financial Proposal, the lower of the two shall prevail.
- ii. While submitting the Financial Proposal, the Agency shall and account for the following:
 - a. The Financial Proposal should include all costs associated with Creative Design, Website Development & Management, Social Media Management & PR Communications, Strategy, and implementation.

The agency must provide a detailed plan, including remuneration details for all key personnel involved in the project, for running paid campaigns on social media, PR, and other digital channels such as Google Ads. The proposal should also include a breakdown of costs for organic and inorganic engagements, licenses, cloud storage, software, subscriptions, equipment, and document printing, among others. The Financial Proposal must clearly state the final amount without any assumptions or conditions. Proposals that include assumptions or conditions will be considered nonresponsive and may be rejected.

- b. Expenses incurred for event promotion activities other than the day to day activities such as expenses related to national and international media road shows including expenses on economy class air fare, boarding and lodging of the team travelling from India will be reimbursed subject to the travel and daily allowances as per the applicable rules of Government of Tamil Nadu. The Financial Proposal shall exclude such expenses. Other related claims will be considered after examination.
- c. The contract is for the period of 1 year. The Agency shall provide an Financial Bid cost that remains fixed and unchanged, during the contract period.
- d. The Financial Proposal shall take into account all expenses and tax liabilities (except Goods and Services Tax) as per Applicable Laws. Further, all payments shall be subject to deduction of taxes at source as per Applicable Laws. The applicable Goods and Services Tax Rate shall be indicated separately.
- e. Costs (including break down of costs) shall be expressed in INR

6.4 Evaluation of Technical Proposal

| Criteria | Max Marks |
|---------------------------------------|------------|
| Firm Qualification | 20 |
| Team Qualification | 30 |
| Work Plan, Approach, Methodology | 40 |
| Technical Presentation | 10 |
| Total Technical Proposal Score | 100 |

The criteria for evaluation of the technical proposal comprising firm qualification, team qualification, work plan, approach and methodology, and technical presentation is provided below. For team qualification, personnel that do not meet the minimum criteria will not qualify for scoring.

The Creative agency is required to submit in addition to their CVs, a portfolio of their work that showcases their creative skills and expertise. The portfolio should include a range of projects, such as branding, graphic design, web design, video production, and other creative campaigns. The agency should mention the client's name and the specific project for which they created the collateral, highlighting the unique challenges and solutions they provided. The portfolio should demonstrate the agency's ability to think outside the box, communicate effectively, and deliver impactful results.

The Website agency is required to submit in addition to their CVs, a portfolio of their work that showcases their expertise in creating engaging, user-friendly event websites. The portfolio should include examples of event websites they have designed and developed for a variety of clients, highlighting the unique features and functionality they provided to enhance the user experience. The agency should mention the client's name and the specific event for which they created the website, emphasizing their ability to tailor their work to meet the client's specific needs and goals. The portfolio should demonstrate the agency's creativity, attention to detail, and ability to deliver high-quality, responsive websites on time and within budget.

The Public Relations agency is required to submit in addition to their CVs, a portfolio that showcases their expertise in building and maintaining positive relationships between clients and target audiences. The portfolio should showcase a range of successful PR campaigns, highlighting specific goals and objectives achieved. It should also demonstrate the agency's ability to tailor

their work to meet the client's needs and target audience, using various media relations strategies, crisis communications, thought leadership campaigns, and social media management. The portfolio should showcase their ability to create compelling press releases, articles, op-eds, and interviews that effectively communicate the client's message to their intended audience.

The Social Media agency is required to submit in addition to their CVs, a portfolio of successful social media campaigns they have created and managed for clients. The portfolio should demonstrate their ability to tailor their work to meet specific client needs and target audiences, using various social media platforms like Facebook, Twitter, Instagram, LinkedIn, and others. It should also highlight their experience in social media advertising, influencer partnerships, and analytics and reporting.

Guidance may request for additional collateral from Agency at the time of evaluation of the technical proposal.

| Firm Qualification – 20 Marks | |
|---|------------------|
| Criteria | Max Marks |
| 1) Creative Design – Number of Projects (capped to 10) | 2 |
| 2) Website Development & Management – Number of Projects (capped to 10) | 2 |
| 3) Public Relations Campaigns - Number of Projects (capped to 10) | 2 |
| 4) Social Media Campaigns - Number of Projects (capped to 10) | 2 |
| 5) Creative Design – 2 Investor Summit Project or any Government Agency (Central/State/Public Undertaking) Project in India | 4 |
| 6) Public Relations Campaign – 2 Investor Summit Project or any Government Agency (Central/State/Public Undertaking) Project in India | 4 |

| 7) Social Media Campaign – 2 Investor Summit Project or any Government Agency (Central/State/Public Undertaking) Project in India | | | 4 |
|---|-----|--|-----------|
| Team Qualification – 30 Marks | | | |
| Role | No. | Minimum and Preferred Qualification/ Level of Effort | Max Marks |
| Creative Agency | | | |
| Team Leader (4 Marks) | 1 | Minimum Criteria | |
| | | Experience: 10 years' experience in leading and managing creative team. | |
| | | Bachelor's or Master's degree in Fine Arts, Graphic Design or related field. | |
| | | The team leader must be present in Guidance office at all times during the contract period. | |
| | | Scoring Criteria | |
| | | i. 5 Years of experience in leading creative campaign for large events. | 2 |
| Creative Art Director (3 Marks) | 1 | ii. No. of Investor Summits handled as creative partner (capped to 2 mega events) | 1 |
| | | iii. No. of creative engagements of at least 1 year for clients in any Government Agency (Central/State/Public Undertaking) or Fortune 500 Companies (capped to 4 companies) | 1 |
| | | Minimum Criteria | |
| | | Experience: Over 8 years' experience in working in a creative agency or similar organization. | |
| Creative Art Director (3 Marks) | 1 | Bachelor's or Master's degree in Fine Arts, Graphic Design or related field. | |
| | | Scoring Criteria | |
| | | i. 3 Years of experience in working on creative campaign for large events. | 1 |

| | | | |
|--|---|---|---|
| | | ii. No. of Investor Summits worked upon (capped to 1 mega events) | 1 |
| | | iii. No. of creative engagements of at least 1 years for clients in any Government Agency (Central/State/Public Undertaking) or Fortune 500 Companies (capped to 2 companies) | 1 |
| Graphic Designer / Illustrator (1 Mark) | 1 | Minimum Criteria | |
| | | Experience: At least 5 years' experience in working in a creative agency or similar organization. | |
| | | Bachelor's or Master's degree in Visual Arts, Graphic Design or related field. | |
| | | Scoring Criteria | |
| | | i. Experience in designing creatives for Government Agency (Central/State/Public Undertaking) or Fortune 500 Companies (capped to 2 organization) | 1 |
| Video Editor (1 Mark) | 1 | Minimum Criteria | |
| | | Experience: Over 3 years' experience in video creation and editing. | |
| | | Bachelor's or Master's degree in Film, Video Editing or related field. | |
| | | Scoring Criteria | |
| | | Experience in creating videos national and international clients (capped to 10 Videos) | 1 |
| Copywriter (1 Mark) | 1 | Minimum Criteria | |
| | | Experience: Over 3 years' experience in working in a creative agency or similar organization. | |
| | | Bachelor's or Master's degree in English, Communication, Marketing or related field. | |
| | | Scoring Criteria | |
| | | i. 2 Years of experience in creating and developing content for Government Agency | 1 |

| | | | |
|--------------------------------------|---|--|---|
| | | (Central/State/Public Undertaking) or Fortune 500 Companies (capped to 2 companies) | |
| Website Agency | | | |
| Project Manager (4 Marks) | 1 | Minimum Criteria | |
| | | Experience: 10 years' experience in leading and managing website development project | |
| | | Bachelor's or Master's degree in Computer Science or related field. | |
| | | The project manager must be present in Guidance office at all times during the contract period. | |
| | | Scoring Criteria | |
| | | i. 3 Years of experience in overseeing the entire web development process for a mega event/project | 2 |
| | | ii. Overseeing website development project for clients in any Government Agency (Central/State/Public Undertaking) or Fortune 500 Companies (capped to 4 projects) | 2 |
| Web Designer (1 Mark) | 1 | Minimum Criteria | |
| | | Experience: Over 5 years' experience in designing websites | |
| | | Bachelor's or Master's degree in Graphic Design or related field | |
| | | Scoring Criteria | |
| | | i. Designing website for clients in any Government Agency (Central/State/Public Undertaking) or Fortune 500 Companies (capped to 2 projects) | 1 |
| Web Developer (1 Mark) | 1 | Minimum Criteria | |
| | | Experience: Over 5 years' experience in designing websites | |

| | | | |
|--|---|---|---|
| | | Bachelor's or Master's degree in Computer Science or related field | |
| | | Scoring Criteria | |
| | | i. Coding the website for clients in any Government Agency (Central/State/Public Undertaking) or Fortune 500 Companies (capped to 2 projects) | 1 |
| Content and SEO Specialist (1 Mark) | 1 | Minimum Criteria | |
| | | Experience: Over 3 years' experience in writing for websites & blogs | |
| | | Bachelor's or Master's degree in English, Communications, Marketing or related field. | |
| | | Scoring Criteria | |
| | | i. Creating & optimizing engaging and informative content for website for clients in any Government Agency (Central/State/Public Undertaking) or Fortune 500 Companies (capped to 2 projects) | 1 |
| Public Relations Agency | | | |
| Team Leader (4 Marks) | 1 | Minimum Criteria | |
| | | Experience: 10 years' experience in a public relations agency or similar organization. | |
| | | Bachelor's or Master's degree in Mass Communication, Journalism, Public Relations or related field. | |
| | | The team leader must be present in Guidance office at all times during the contract period. | |
| | | Scoring Criteria | |
| | | i. 5 Years of experience in leading public relations campaign | 1 |
| | | ii. No. of Investors summit handles as a communication / PR partner (capped to 4 mega events) | 2 |

| | | | |
|---|---|---|---|
| | | ii. No. of PR engagements of at least 1 year for clients in any Government Agency (Central/State/Public Undertaking) or Fortune 500 Companies (capped to 4 projects) | 1 |
| Public Relations Manager (2 Marks) | 1 | Minimum Criteria | |
| | | Experience: Over 8 years' experience in a public relations agency or similar organization. Bachelor's or Master's degree in Mass Communication, Journalism, Public Relations or related field. | |
| | | Scoring Criteria | |
| | | i. No. of unique PR engagements managed for Government Agency (Central/State/Public Undertaking) or Fortune 500 Companies (capped to 2 campaigns) | 1 |
| | | ii. No. of Investors summit handled as communications/PR manager (capped to 2 mega events) | 1 |
| Media Relations Manager (2 Marks) | 1 | Minimum Criteria | |
| | | Experience: Over 8 years' experience in a public relations agency or similar organization. Bachelor's or Master's degree in Mass Communication, Journalism, Public Relations or related field. | |
| | | Scoring Criteria | |
| | | i. Media relation projects for Government Agency (Central/State/Public Undertaking) or Fortune 500 Companies (capped to 2 projects) | 1 |
| | | ii. At least 10 press conferences or media roadshows in India with at least 2 in Tamil Nadu | 1 |
| Social Media Agency | | | |
| | 1 | Minimum Criteria | |

| | | | |
|--|---|---|------------|
| Team Leader (3 Marks) | | Experience: 10 years' experience in leading and managing social media campaign in a creative agency or similar organization. | |
| | | Bachelor's or Master's degree in Marketing, Communications or related field. | |
| | | The team leader must be present in Guidance office at all times during the contract period. | |
| | | Scoring Criteria | |
| | | i. No. of social media campaigns managed for Government Agency (Central/State/Public Undertaking) or Fortune 500 Companies (capped to 4 campaigns) | 2 |
| | | ii. Social Media Management of Investor Summits (capped to 2 Events) | 1 |
| Social Media Content Strategist (2 Marks) | 1 | Minimum Criteria | |
| | | Experience: At least 5 years' experience in social media content strategy development. | |
| | | Bachelor's or Master's degree in Marketing, Communications or related field. | |
| | | The social media content strategist must be present in Guidance office at all times during the contract period. | |
| | | Scoring Criteria | |
| | | i. Content creation for social media platforms for of Investor Summits (capped to 1 Events) | 1 |
| | | ii. Content creation for social media campaigns for Government Agency (Central/State/Public Undertaking) or Fortune 500 Companies (capped to 2 campaigns) | 1 |
| Work Plan, Approach, Methodology – 40 Marks | | | 40 |
| Technical Presentation – 10 Marks | | | 10 |
| Total Technical Score (Max) – 100 Marks | | | 100 |

6.5 Evaluation of Financial Proposal

- i. In the second stage, the financial evaluation of agency who have scored at least 75 Marks in the Technical Proposal will be opened. The financial evaluation will be carried out by assigning a financial score
- ii. Guidance will determine whether the Financial Proposals are complete, unqualified or unconditional.
- iii. The cost indicated in the Financial Proposal shall be deemed as final and reflecting the total cost of services. Omissions, if any, in costing any item shall not entitle the agency to be compensated and the liability to fulfil its obligations as per the Terms of Reference within total quoted price shall be that of the agency.
- iv. The agency shall provide a joint financial proposal indicating disaggregated financial bids (costs) for Creative Design, Website Creation & Management, Public Relations and Social Media Management. The total cost (F) shall be computed as follows:

$F = FA + FB + FC + FD$ where:

- FA is the cost as per the financial bid for Creative Design,
- FB is the cost for financial bid for Website Creation & Management,
- FC is the cost for financial bid for Public Relations and
- FD is the cost for financial bid for Social Media Management.

For financial evaluation, the total weighted cost (FW) for Task A, Task B, Task C and Task D indicated in the Financial Proposal shall be considered as follows: $(FW = FA + FB + FC + FD)$ where FW is the cost of Creative Design, Website Creation & Management, Public Relations and Social Media Management. The lowest FW will be assigned as FP.

- v. The lowest Financial Proposal (FP) will be given a financial score (FS) of 100 points.
- vi. The financial scores of other proposals (FS) will be computed as follows: $FS = 100 \times FP / FW$ where FW = Amount of Financial Proposal and FP is the amount of the lowest financial proposal.

The proposals must remain valid for a period of 120 days, as specified in this RFP. During this period, the agency is expected to keep available the professional staff proposed for the Project. The agency will make its best effort to complete negotiations, if any, within this period. If Guidance wishes to extend the validity period of the proposals, it may ask the agency to extend the validity of their proposals for a stated period. Agencies, who do not agree, have the right not to extend the validity of their proposals.

6.6 Combined and Final Evaluation

- i. Proposals will finally be ranked according to their combined technical score (TS) and financial (FS) score as follows: $S = TS \times TW + FS \times FW$ Where TW and FW are weightage assigned to Technical and Financial Score that shall be 0.8 and 0.2 respectively.
- ii. The Agency has to score minimum 75 Marks in the Technical Proposal Evaluation to be eligible for combined evaluation.
- iii. The Selected Agency will be among the first three ranked Agencies (having the highest combined score). The other ranked Agencies shall be kept in Reserve. In case the financial bid of the of highest Selected Agency exceeds the financial bid of the second highest Selected Agency by 20% or more, the highest Selected Agency will be asked to match the mean of the financial bids of the highest and second highest Selected Agency.
- iv. The second highest Selected Agency shall be invited to enter into an Agreement with Guidance in case the highest Selected Agencies withdraw(s), or fail(s) to match the lower financial bid as mentioned in Clause above or fail(s) to comply with the requirements specified in this RFP, as the case may be.
- v. The Agencies in Reserve shall be invited to enter into an Agreement with Guidance in case one or more of the Selected Agencies withdraw(s), or fail(s) to match the lower financial bid as mentioned in Clause above or fail(s) to comply with the requirements specified in this RFP, as the case may be.

- vi. Guidance may select less than 3 (three) selected agencies, if after due process, it is found that less than 3 (three) agencies have qualified the Selection Process as laid down in this RFP.
- vii. Guidance reserves the right to cancel or reissue the tender if it is found than only one Agency has qualified the Selection Process as laid down in this RFP.
- viii. Guidance reserves the right to negotiate the financial bid with the Selected Agency.

7. GENERAL INFORMATION AND TERMS AND CONDITIONS

7.1 Number of Proposals

No Agency shall submit more than one Proposal. An Agency applying individually or as an Associate shall not be entitled to submit another application either individually or as a member of any consortium, as the case may be.

7.2 Language of the Proposal

All proposals and the supporting documents shall be in English language only.

7.3 Cost of Proposal

The Agencies shall be responsible for all of the costs associated with the preparation of their Proposals and their participation in the Selection Process including subsequent negotiations, visits to Guidance, if any, etc. Guidance will not be responsible or in any way liable for such costs, regardless of the conduct or outcome of the Selection Process.

7.4 Amendments

At any time prior to the deadline for submission of Proposal, Guidance may, for any reason, whether at its own initiative or in response to clarifications requested by an Agency, modify the RFP document by the issuance of Addendum/ Amendment and posting it on the official website. At any time prior to the deadline for submission of Proposal, for any reason, Guidance may, in its sole discretion, extend the due date of submission on or before the due date for submission of proposals, by

posting a notification in this regard on the official website.

7.5 Currency conversion rate and payment

For the purposes of evaluation of Proposals, all payments to the Agency shall be made in Indian Rupee only in accordance with the provisions of this RFP and the Agreement.

7.6 Conflict of Interest

Guidance requires that Agency Firms and their Key Personnel provide professional, objective, and impartial advice and at all times hold Guidance's interest paramount, strictly avoid conflicts with other Projects or their own corporate interests and act without any consideration for future work. Without limitation on the generality of the foregoing, the Agency and any of their affiliates, shall be considered to have a conflict of interest and shall not be considered.

7.7 Acknowledgement by Agency

It shall be deemed that by submitting the Proposal, the Agency has:

- a) made a complete and careful examination of the RFP;
- b) received all relevant information requested from Guidance;
- c) acknowledged that it does not have a Conflict of Interest; and
- d) agreed to be bound by the undertaking provided by it under and in terms hereof.

Guidance shall not be liable for any omission, mistake or error on the part of the Agency in respect of any of the above or on account of any matter or thing arising out of or concerning or relating to RFP or the Selection Process, including any error or mistake therein or in any information or data given by Guidance.

7.8 Right to Reject any or all Proposals

Notwithstanding anything contained in this RFP, Guidance reserves the right to accept or reject any Proposal and to annul the Selection Process and reject all Proposals, at any time without any liability or any obligation for such acceptance, rejection or annulment, and without assigning any reasons thereof.

Without prejudice to the generality of the above clause, Guidance reserves the right to reject any Proposal if:

- i. at any time, a material misrepresentation is made or discovered, or
- ii. the Agency does not provide, within the time specified by Guidance, the supplemental information sought by Guidance for evaluation of the Proposal.
- iii. Misrepresentation by/ improper response by/delay or non-submission of supplemental information required from the Agency may lead to the disqualification of the Agency. If the Agency is the Lead Member of a consortium, then the entire consortium may be disqualified/rejected. If such disqualification / rejection occurs after the Proposals have been opened and the Selected Agencies get disqualified/rejected, then Guidance reserves the right to consider the Agency in Reserve, or take any other measure as may be deemed fit in the sole discretion of Guidance, including annulment of the Selection Process.

7.9 Earnest Money Deposit:

- i. An Earnest Money Deposit (EMD) in the form of a Demand Draft, from a scheduled Indian Bank in favour of "Guidance", payable at Chennai, for the sum of Rupees Ten Lakh only (Rs.10,00,000 only) will be required to be submitted by each Agency along with the technical proposal.
- ii. Bids received without the specified Earnest Money Deposit shall be summarily rejected.
- iii. Earnest Money Deposits of unsuccessful Agencies shall be returned, without any interest, within three months after signing the contract with successful Agency or when the selection process is cancelled by the Client.
- iv. For the successful Agency the Earnest Money Deposit will be retained by the Client till the satisfactory achievement of all milestones prescribed in the RFP and submission of the final report complete in all respects.

7.10 Withdrawal of Proposals:

No modification or substitution of the submitted Proposal shall be allowed. An agency may withdraw its Proposal after submission, provided that the written notice of the withdrawal is received by Guidance before the due date of submission of Proposals. The withdrawal notice shall be prepared in original only and each page of the notice shall be signed and stamped by the Authorized Signatories. The copy of the notice shall be duly marked "WITHDRAWAL". No withdrawal will be permitted if the withdrawal request was received by Guidance after the last date of submission of proposal.

7.11 Performance Security:

The Successful agency shall, before entering into contract, furnish a performance guarantee for satisfactory execution of the agency in the form of a bank guarantee for an amount equivalent to 3% of the Agreement Value from a Scheduled Bank (for Creative Design, Website Creation & Management, Public Relations and Social Media Management for Tamil Nadu Global Investors Meet 2024). The Bank Guarantee shall be valid till the close of the month in which the task is concluded, inclusive of renewals, if any.

7.12 Forfeiture of EMD:

- i. Failure by the Selected Agency to accept the order issued by the Client with respect to award of the Contract, within stipulated time from the date of receipt of the order makes the EMD liable for forfeiture at the discretion of Guidance. However, Guidance reserves its right to consider at its sole discretion the late acceptance of the order by Selected Agency.
- ii. Failure to execute the Contract within stipulated time of acceptance of the order by the Selected Agency makes the EMD liable for forfeiture at the discretion of Guidance. In such a case, Guidance at its discretion, may cancel the order placed on the Selected Agency without giving any notice.

- iii. Failure to submit the performance guarantee within stipulated period from the date of execution makes the EMD liable for forfeiture. In such instance, Guidance at its discretion may cancel the order placed on the Selected Agency without giving any notice.

7.13 Force Majeure

The failure of a Party to fulfill any of its obligations shall not be considered to be a breach of, or default in so far so such inability arises from an event of Force Majeure, provided that the Party affected by such an event has taken all reasonable precautions, due care and reasonable alternative measures, all with the objective of carrying out the terms and conditions of the Contract. In the event of a Force Majeure event, the parties shall take the following measures:

- a) A Party affected by an event of Force Majeure shall take all reasonable measures to remove such Party's inability to fulfill its obligations hereunder with a minimum of delay.
- b) A Party affected by an event of Force Majeure shall notify the other Party of such event as soon as possible, and in any event not later than fourteen (14) days following the occurrence of such event, providing evidence of the nature and cause of such event, and shall similarly give notice of the restoration of normal conditions as soon as possible.
- c) The Parties shall take all reasonable measures to minimize the consequences of any event of Force Majeure.
- d) For the purposes of this RFP, "Force Majeure" means an event which is beyond the reasonable control of a Party, and which makes a Party's performance of its obligations hereunder impossible or so impractical as reasonably to be considered impossible in the circumstances by acts of God and includes, but is not limited to, war, riots, civil disorder, earthquake, fire, explosion, storm, flood or other adverse weather conditions, strikes, lockouts or other industrial action are within the power of the Party invoking Force Majeure to

prevent), confiscation or any other action by government agencies. Force Majeure shall not include (i) any event which is caused by the negligence or intentional action of a Party or agents' employees thereof, nor (ii) any event which a diligent Party could reasonably have been expected to both (A) take into account at the time of conclusion of this Agreement and (B) avoid or overcome in the carrying out of its obligations hereunder. Force Majeure shall not include insufficiency of funds or failure to make any payment required hereunder.

7.14 Termination for Default:

The Guidance may terminate the Contract if:

- a) The Agency fails to remedy any breach hereof or any failure in the performance of its obligations hereunder, within fifteen (15) days of receipt of notice of default or within such further period as the Guidance may have subsequently granted in writing;
- b) The Agency becomes insolvent or bankrupt
- c) If the Agency fails to comply decisions / mandate of the Guidance.
- d) Any document, information, data or statement submitted by the Agency in its Proposals, based on which the Agency was considered eligible or successful, is found to be false, incorrect or misleading; or
- e) If the acts of Agency are found to be unethical by Guidance.

The Agency may also terminate the Contract for Default if the Guidance is in material breach of its obligations pursuant to the Agreement and has not remedied the same within thirty (30) days (or such longer period as the Agency may have subsequently agreed in writing) following the receipt by the Guidance of the Agency's notice specifying such breach.

In the event of termination for default, the party at default shall be liable to pay damages to the party not at fault. In addition, Guidance shall forfeit the Performance Security.

7.15 Termination without Default:

Guidance shall be at liberty to terminate the Agreement without assigning any reason by giving 30 days written notice to the other party.

7.16 Penalty for Delay:

- i. If progress of the assignment is not as per the agreed scope of work, the Selected Bidder shall be liable to pay penalty to Guidance. The agency shall pay to the Client as Liquidated Damages a sum of one percent (1%) of the total contract value for each week of delay or part thereof if the delay is solely attributable to the Agency. The penalty will be deducted from the next due payment. This provision will be without prejudice to the right of Guidance to exercise its right to terminate the contract and claim damages.
- ii. However, the total liability of the Agency / Bidder as per this clause shall not exceed 25% of the total contract value.

7.17 Discretionary Powers

Guidance, in its sole discretion and without incurring any obligation or liability, reserves the right, at any time, to:

- i. suspend and/or cancel the Selection Process and/or amend and/or supplement the Selection Process or modify the dates or other terms and conditions relating thereto;
- ii. consult with any Agency in order to receive clarification or further information;
- iii. retain any information and/or evidence submitted to Guidance by, on behalf of and/or in relation to any Agency; and/or
- iv. independently verify, disqualify, reject and/or accept any and all submissions or other information and/or evidence submitted by or on behalf of any Agency.

7.18 Indemnity

It shall be deemed that by submitting the Proposal, the Agency agrees and releases Guidance, its employees, Agency and advisers, irrevocably, unconditionally, fully and finally from any and all liability for claims, losses, damages, costs, expenses or liabilities in any way related to or arising from the exercise of any rights and/or performance of any obligations hereunder, pursuant hereto and/or in connection herewith and waives any

and all rights and/or claims it may have in this respect, whether actual or contingent, whether present or future.

7.19 Confidentiality

All documents and other information supplied by Guidance or submitted by an Agency shall remain or become, as the case may be, the property of Guidance. Agencies are required to treat all such documents and information as strictly confidential. Guidance reserves the right to make inquiries with any of the clients listed by the Agencies in their previous experience record. The Agency may retain such portion of the Confidential Information that is required for compliance with its statutory, regulatory or professional conduct obligations.

7.20 Period of Contract

The period for contract shall be one year from the date of commencement of work and can be renewed for another two years, one year at a time, post satisfactory performance by the agency at an increase of 5% per annum. The financial bid should take this possibility into account.

Confirmation regarding the same shall be given at least 15 days prior to the end of each year of contract by Guidance.

7.21 Commencement of Work

The entire project team shall commence the work within 15 days from the issue of letter of award of the contract.

7.22 Availability of Project Team

The entire team, including Creative, Website, Public Relations, and Social Media, is expected to attend the weekly, fortnightly, or monthly review meetings.

The team leader for Creative, Public Relations, and Social Media, as well as the Project Manager for Website, are required to be based at the Guidance office at all times throughout the contract period.

7.23 Replacement of the personnel

Change of personnel shall not be permitted during the contract period. The Guidance may on specific application allow the Agencies to replace the

personnel deployed with prior notice of at least 15 (fifteen) days. It may be noted that Guidance may require the Agency to replace any of the personnel deployed by said Agency prior to relieving the personnel. The Agency shall then have to propose 3 (three) names for replacement duly furnishing the qualifications and experience of the said personnel meeting the criterion in this document. The said qualifications and experience shall be as provided at the time of submission of RFP. Guidance will have the option of choosing from amongst them after due interaction, if considered necessary by Guidance and at the cost of the Agency. The personnel shall be only relieved after due knowledge transfer to the new personnel with an overlap period of 1 week.

7.24 Performance Reviews

Guidance shall review any or all the Key Personnel of the Agency, any or all of the documents, and advice forming part of the contract, in meetings and conferences which will be held on a weekly/fortnightly/monthly basis. The Project Lead and/or respective personnel shall be available as required by Guidance and make formal presentations to Guidance on the work done. They shall be available for periodic/regular review, as required by Guidance.

7.25 Payment Schedule

The successful agency shall be entitled to receive payments upon completion of each quarter, subject to submission of a comprehensive progress report that covers all deliverables and ongoing work for that quarter. Additionally, the attendance statement should be included in the report. The said agency must also furnish an invoice (in duplicate) within a period of 15 days.

7.26 Dispute Resolution

In case of any disputes, the Selected Agency and Guidance shall try to resolve it amicably. The Selection Process and the Agreement shall be governed by, and construed in accordance with, the laws of India and the Courts of Chennai shall have exclusive jurisdiction in respect of all disputes arising under, pursuant to and/or in connection with the Selection Process and the Agreement.

7.27 Liability

Notwithstanding anything contained in the contract, Guidance agrees that the Agency shall not be liable to Guidance, for any losses, claims, damages, liabilities, cost or expenses ("Losses") of any nature whatsoever, for an aggregate amount in excess of twice the fee paid under the contract for the services provided under the contract, except where such Losses are finally judicially determined to have arisen primarily from fraud or bad faith of the Agency.

8. Annexures - Standard Forms for Technical & Financial Proposal

8A. Technical Proposal Submission Form

8B. Format for Power of Attorney for Authorized Signatory

8C. Format for Submission of Information towards Eligibility Criteria

8D. Format to Demonstrate Technical Eligibility

8E. Format for providing Experience of the Agency for Technical Evaluation

8F. Description of the Methodology and Work Plan for Performing the Assignment

8G.1. Format of Curriculum Vitae (CV) for Proposed Project Team

8G.2. Self-Assessment Form for Firm & Team Qualification

8H. Team Composition and Task Assignments

8I. Financial Proposal Submission Form

8J. Financial Proposal – Summary of Costs

8A. Technical Proposal Submission Form

[Location, Date]

From: (Name of Firm)

TO: (Guidance)

Subject: Tamil Nadu– Appointment of Agency for Creative Design, Website Creation & Management, Public Relations and Social Media Management for Tamil Nadu Global Investors Meet 2024

Being duly authorized to represent and act on behalf of
(Hereinafter referred to as "the Agency"), and having reviewed and fully understood all of the Proposal requirements and information provided and collected, the undersigned hereby submits the Proposal on behalf of _____ (Name of Agency) for the captioned Project in one (1) original and one (1) copy, with the details as per the requirements of the RFP, for your evaluation. We confirm that our Proposal is valid for a period of **120 days** from _____ (insert Proposal Submission Date).

We also hereby agree and undertake as under:

Notwithstanding any qualifications or conditions, whether implied or otherwise, contained in our Proposal we hereby represent and confirm that our Proposal is unqualified and unconditional in all respects.

We hereby certify and confirm that in the preparation and submission of our Proposal, we have not acted in concert or in collusion with any other Agency or other person(s) and also not done any act, deed or thing which is or could be regarded as anti-competitive.

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

Yours sincerely,

Authorized Signature:

Name and Title of Signatory:

Name of Firm:

8B. Format for Power of Attorney for Authorized Signatory¹

We..... (name of the firm and address of the registered office) do hereby irrevocably constitute, nominate, appoint and authorize Mr./Ms. (name), son/daughter/wife of and presently residing at, who is presently employed with us/ the Lead Member of our Consortium and holding the position of, as our true and lawful attorney (hereinafter referred to as the "Attorney") 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 application for RFP and submission of our bid for the Project proposed or being developed by the (the "Client") including but not limited to signing and submission of all applications, bids and other documents and writings, participate in Pre Bid meeting and other conferences and providing information/ responses to the Client, representing us in all matters before the Client, signing and execution of all contracts and undertakings consequent to acceptance of our bid, and generally dealing with the Client in all matters in connection with or relating to or arising out of our bid for the said Project and/ or upon award thereof to us and/or till the entering into the Agreement with the Client.

AND we hereby agree to ratify and confirm and do hereby ratify and confirm all acts, deeds and things done or caused to be done by our said Attorney 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 Attorney 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 2.....

For
(Signature, name, designation and address)

¹ To be submitted in original.

Witnesses:

1.

(Notarized)

2.

Accepted

.....

(Signature)

(Name, Title and Address of the Attorney)

Notes:

- *The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executant(s) and when it is so required, the same should be under common seal affixed in accordance with the required procedure.*
- *Wherever required, the Agency should submit for verification the extract of the charter documents and documents such as a board or shareholders' resolution/ power of attorney in favour of the person executing this Power of Attorney for the delegation of power hereunder on behalf of the Agency.*
- *For a Power of Attorney executed and issued overseas, the document will also have to be legalized by the Indian Embassy and notarized in the jurisdiction where the Power of Attorney is being issued. However, the Power of Attorney provided by Agencies from countries that have signed the Hague Legislation Convention 1961 are not required to be legalized by the Indian Embassy if it carries a conforming Appostille certificate.*

8C. Format for Submission of Information Towards Eligibility Criteria

(To be filled, signed and attached)

DETAILED INFORMATION ABOUT THE AGENCY

| Sl. No. | ITEMS | DETAILS | |
|---------|--|----------------------------|--------------------------------|
| i) | Name of the Company | | |
| ii) | Legal Status | | |
| iii) | a) Postal address of the Registered b) Telephone no.(s) c) Fax No.(s) d) Website, e) Email | a) b) c) d) e) | |
| iv) | a) Name of the authorized representative b) Designation and postal address c) Telephone | a) b) c) | |
| v) | Year of incorporation of the company under the Companies Act | | |
| vi) | Banker's Name and Address | | |
| vii) | Registration Number (Under companies Act) | | |
| viii) | Permanent Account Number (PAN) for Income Tax | | |
| ix) | GST details | | |
| x) | Annual turn over the last three completed financial years | Financial Year | Annual Turnover (Rs. Crore) |
| | | FY2021-22 | |
| | | FY2020-21 | |
| | | FY2019-20 | |
| | | Avg. Annual Turnover | |

Signature, Name & Designation of the Authorized Signatory

The following documents shall be provided to demonstrate eligibility

- Copy of registration certificate issued by registrar of companies/firms
- Copy of GST Certificate
- Copy of audited Balance Sheet along with Profit and loss Account statement of the firm for the last three financial years (Year 2019-20, Year 2020-21 & Year 2021-22)
- Auditor's certificate to verify the annual average turnover for the last three financial years in the following format
- Details of office location within and outside India

Certificate from the Auditor

This is to certify that (**NAME OF THE AGENCY**) has registered annual turnover against the respective years on account of fees from professional Creative Design, Website Creation & Management, Public Relations and Social Media Management activities

Name of the audit firm:

Seal of the audit firm:

Date:

(Signature, name and designation of the authorized signatory)

8D. Format to Demonstrate Technical Eligibility

(To be filled, signed and attached)

Relevant Services Carried Out in the Last Ten Financial Years

Please list the experience in providing Creative Design, Website Development & Management, Public Relations and Social Media Management services

| Sl. No. | Duration | Assignment name/ & brief description of main deliverables/ outputs | Name of Client & Country of Assignment | Approx. Contract value (in INR equivalent)/ Amount paid to your firm | Role on the Assignment |
|---------|----------|--|--|--|------------------------|
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |

Signature of Authorized Representative of the Agency

Note:

Documents verifying the claim as per technical eligibility including the letter of successful completion from the client shall be provided for all projects listed above. The certificates enclosed as proof should show the project completion year/date clearly.

8E. Format for Providing Experience of the Agency for Technical Evaluation

Relevant Services Carried Out in the Last Ten Financial Years

(Using the format below, provide information on each reference assignment for which your firm/entity, either individually as a corporate entity or as one of the major companies within an association, was legally contracted.)

| | | | |
|--|----------------------------------|--|--|
| Assignment Name: | | Country: | |
| Location within Country: | | Professional Staff Provided by Your Firm/entity (Profiles): | |
| Name of Client: | | No. of Staff: | |
| Address: | | No. of Staff-Months; Duration of Assignment: | |
| Start Date (Month/Year): | Completion Date (Month/Year): | Approx. Value of Services (In Rs./US\$): | |
| Name of Associated Agency(ies), if any: | | No. of Months of Professional Staff, provided by Associated Agency(ies): | |
| Name of Senior Staff (Project Director/Coordinator, Team Leader) involved and functions performed: | | | |
| Narrative Description of Project: | | | |
| Description of Actual Services Provided by Your Staff: | | | |

Note: Completion Certificates shall be submitted along with the reference.

8F. Description of the Methodology and Work Plan for Performing the Assignment

(WITH DETAILED WORK SCHEDULE)

Please provide a description of the approach, methodology and work plan for performing the assignment, including a detailed description of the proposed methodology and staffing

Suggested structure of your Technical Proposal:

- a) Technical Approach and Methodology
- b) Work Plan
- c) Organization and Staffing

a) **Technical Approach and Methodology.**

{Please explain your understanding of the objectives of the assignment as outlined in the Terms of Reference (TORs), the technical approach, and the methodology you would adopt for implementing the tasks to deliver the expected output(s), and the degree of detail of such output. Please do not repeat/copy the TORs in here.}

b) **Work Plan.**

{Please outline the plan for the implementation of the main activities/tasks of the assignment, their content and duration, phasing and interrelations, milestones (including interim approvals by Guidance), and tentative delivery dates of the reports. The proposed work plan should be consistent with the technical approach and methodology, showing your understanding of the TOR and ability to translate them into a feasible working plan. A list of the final documents (including reports) to be delivered as final output(s) should be included here. The work plan should be consistent with the Work Schedule Form.}

c) **Organization and Staffing.**

{Please describe the structure and composition of your team, including the list of the Key Experts, Non-Key Experts and relevant technical and administrative support staff.}

WORK SCHEDULE AND PLANNING FOR DELIVERABLES

| | Deliverables ¹ (D-..) | Months | | | | | |
|------------|--|--------|---|---|-------|---|-------|
| | | 1 | 2 | 3 | | n | TOTAL |
| D-1 | {e.g., Deliverable #1: Report A | | | | | | |
| | 1) Data collection | | | | | | |
| | 2) Drafting | | | | | | |
| | 3) Inception report | | | | | | |
| | 4) Incorporating comments | | | | | | |
| | 5) Delivery of final report to Client} | | | | | | |
| | | | | | | | |
| | | | | | | | |
| D-2 | {e.g., Deliverable #2:.....} | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |

- 1 List the deliverables with the breakdown for activities required to produce them and other benchmarks such as the Client's approvals. For phased assignments, indicate the activities, delivery of reports, and benchmarks separately for each phase.
- 2 Duration of activities shall be indicated in a form of a bar chart.
3. Include a legend, if necessary, to help read the chart.

8G.1. Format of Curriculum Vitae (CV) for Proposed Project Team

| | | | | | | | |
|--|----------|------|--------------------------|--------|----------------|----------------------------|--|
| 1. Name | | | | | | Photo of the Expert | |
| 2. Position | | | | | | | |
| 3. Date of Birth | | | | | | | |
| 4. Education | From | To | University/ College Name | Degree | Specialization | Grades Normalized to 100%) | |
| 5. Employment Record | From | To | Company | | Position Held | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| 6. Total Years of Experience | | | | | | | |
| 7. Years of Experience Relevant to the proposed role | | | | | | | |
| 8. Brief Profile | | | | | | | |
| 9. Languages known with competency | Language | Read | | Write | | Speak | |
| | | | | | | | |
| | | | | | | | |
| 10. Work Undertaken that Best Illustrates Capability to Handle the Task Assigned | | | | | | | |

| |
|---|
| Name of assignment of project: Year: From: To: Location: Client: Main project features: Positions held: Activities performed: |
| Name of assignment of project: Year: From: To: Location: Client: Main project features: Positions held: Activities performed: |
| i. List of Publications (if any) |
| <p>Certification</p> <p>I, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience. I understand that any willful misstatement described herein may lead to my disqualification or dismissal, if engaged.</p> <p>Additionally, I also certify that I shall be available for the entire duration of the contract.</p> <p>Signature of staff member Date:</p> |

8G.2. Self-Assessment Form for Firm & Team Qualification

Please indicate the self-assessment score against the criteria mentioned and provide an explanation or supporting evidence for the self-assessment score (example provided below for firm qualification).

| | | | | |
|--|------------|---|------------------------------|--|
| Firm Qualification – 20 Marks | | | | |
| Criteria | | Max Marks | Self Assessment Score | Explanation / Supporting Evidence |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| Team Qualification – 30 Marks | | | | |
| Role | No. | Minimum and Preferred Qualification/ Level of Effort | | |
| | | | | |
| Work Plan, Approach, Methodology - 40 Marks | | | | |
| Technical Presentation - 10 Marks | | | | |
| Total Technical Score (Max) – 100 Marks | | | 100 | |

8H. Team Composition and Task Assignments

For Creative Design, Website Creation & Management, Public Relations and Social Media Management separately

1. Key Staff

| S. No | Name | Proposed Position | Summary of tasks to be performed in the assignment | Total time-input (In Months) |
|--------------|-------------|--------------------------|---|-------------------------------------|
| 1. | | | | |
| 2. | | | | |
| 3. | | | | |
| 4. | | | | |
| 5. | | | | |
| 6. | | | | |
| 7. | | | | |

(Please add more rows if required)

Note:

Months are counted from the start of the assignment/mobilization. One (1) month equals twenty-two (22) working (billable) days. One working (billable) day shall be not less than eight (8) working (billable) hours.

8I. Financial Proposal Submission Form

[Location, Date]

From: (Name of Firm)

To: (Guidance)

Subject: -----

We, the undersigned offer to provide the consulting services for the above in accordance with your Request for proposal dated **xxxxx** and our proposal (Technical and Financial proposal) dated xxxxx. Our attached financial proposal is for the sum of **Rs..... (Figures) (Rupees. Words only/-)**. This amount is inclusive of all applicable taxes and expenses estimated at INR (Figs) (Rupees. Words only/-) after careful analysis of cost involved for the performance of the complete work considering all parts of the Bidding Document. The Goods and Services Tax rate applicable is%.

Our financial proposal is binding upon us up to expiring of validity period of the proposal, **i.e. date xxx.**

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

We understand that you are not bound to accept any proposal you receive.

The lump sum fee for providing services including out of pocket expenses & all other expenses, including all applicable taxes is provided below:

| Creative Design | Website Creation & Management | Public Relations | Social Media Management | Total |
|--|--|--|--|--|
| Col 1 | Col 2 | Col 3 | Col 4 | Col 5 = Col 1 + Col 2 + Col 3 + Col 4 |
| Fee in Rs. figure. (Rupees in words) for one year only | Fee in Rs. figure. (Rupees in words) for one year only | Fee in Rs. figure. (Rupees in words) for one year only | Fee in Rs. figure. (Rupees in words) for one year only | Fee in Rs. figure. (Rupees in words) for one year only |

Yours sincerely,
Authorized Signature:
Name and Title of Signatory:
Name of the Firm:
Address:

8J. Financial Proposal – Summary of Costs

| Item | Rate per Units (Rs) | Units | Total Cost (Rate per Units x |
|--|---------------------------------------|---|------------------------------|
| Cost of the Financial Proposal Including: | | | |
| Remuneration | Person-month Remuneration Rate | Time Input in Person/Month (from 8H) | |
| Key Staff 1 | | | |
| Key Staff 2 | | | |
| | | | |
| | | | |
| <u>(1) Total Remuneration</u> | | | |
| Reimbursables | Per Trip/ Per Diem | No. of Trips/ Days | |
| Travel | | | |
| Accommodation | | | |
| Others | | | |
| <u>(2) Total Reimbursables</u> | | | |
| <u>Sub-Total (1) and (2)</u> {Should match the amount in 8I} | | | |
| Taxes | Rate | Sub Total (1) and (2) | |
| {insert tax type: e.g. sales tax} | | | |
| <u>(3) Total Taxes</u> | | | |
| <u>Total Cost of Financial Proposal (1)+(2)+(3)</u> | | | |

Note: Please provide the break-up for Creative Design, Website Creation & Management, Public Relations and Social Media Management separately.