

Request for Proposal – Selection of Agency for Advertising, Designing, Printing, Media and Lead Management.

Issued by: -



**THE SANSKRITI SCHOOL LUCKNOW (TSSL)
CG CITY, CHAK GANJARIA LUCKNOW- 226 002
www.thesanskriti.edu.in**

Schedule of Bidding Process	
Task	Key Dates
Bid upload date/time	22 11 2018, 1000 hrs (IST)
Last date of receiving queries	28 11 2018, 1700 hrs (IST)
Pre-bid conference	29 11 2018, 1000 hrs (IST)
TSSL response to queries	29 11 2018, 1700 hrs (IST)
Proposal Due Date (PDD)	05 12 2018, 1500 hrs (IST)
Opening of Technical Bids	05 12 2018, 1600 hrs (IST)
Opening of Financial Bid	To be communicated

Disclaimer

This Request for Proposal (RFP) document for “**Selection of Agency for Advertising, Designing, Printing, Media and Lead Management.**” (hereinafter referred to as the “Project”) contains brief information about the scope of work and qualification process for the selection of Bidder. The purpose of the RFP Document is to provide the Bidders (hereinafter referred to as “Bidder/s”) with information to assist the formulation of their proposals (hereinafter referred to as the “Proposal/s”).

This RFP is not an agreement and is neither an offer by the “The Sanskriti School Lucknow Management” (hereinafter referred to as the “TSSL”) to the prospective Bidder or any other person. The purpose of this RFP is to provide interested parties with information that may be useful to them in making their Financial Bids pursuant to this RFP. While all efforts have been made to ensure the accuracy of information contained in this RFP Document, this document does not purport to contain all the information required by the Bidders. The Bidders should conduct their own independent assessment, investigations and analysis and should check the reliability, accuracy and completeness of the information at their end and obtain independent advice from relevant sources as required before submission of their Proposal. TSSL or any of its employees or existing advisors shall incur no liability under any law, statute, rules or regulations as to the accuracy or completeness of the RFP Document. TSSL reserves the right to change any or all conditions/ information set in this RFP Document by way of revision, deletion, updating or annulment through issuance of appropriate addendum as TSSL may deem fit without assigning any reason thereof.

TSSL reserves the right to accept or reject any or all Proposals without giving any reasons thereof. TSSL will not entertain or be liable for any claim for costs and expenses in relation to the preparation of the Proposals to be submitted in response to this RFP Document.

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

Dated: November 22, 2018

Request for Proposal for engaging an Agency for Advertising, Designing, Printing, Media and Lead Management.

1. Tenders are invited by TSSL under two bid systems (i.e. Part-I: Technical Bid and Part-II: Financial Bid) from reputed, experienced and financially sound Creative Designers, Marketing Agencies, Advertisers for Creative Design, Logo Design, Jingles, Video Movie, Cinema Posters/Slides, Flex, Standees and other Publicity Material including installation and maintenance of Hoardings for the School, marketing on Digital Media, Print advertisement, Digital Marketing, Radio Ads, Cinema video Ad Displays.
2. The detailed terms and conditions of the contract are given at Annexure-I. Proforma for Technical Bid and Financial Bid is at Annexure-II and III respectively.
3. The contract will initially be valid for a period of four months ending 31-03-19. However, the contract may be extended subsequently, on mutual consent, for a period of six months (maximum of two extensions can be granted) on satisfactory performance, depending upon the requirements and administrative convenience of TSSL.

NOTE: Bidder need to submit the technical proposal with media plan and creative concepts for the works of the TSSL as mentioned in this RFP

4. The RFP documents can either be collected from TSSL Office or downloaded through TSSL website <http://thesanskriti.edu.in/Tender.aspx> from November 22, 2018 to December 05, 2018 (upto 2:30pm).
5. The interested person/agencies may submit the Proposals under two bids systems {i.e. (i) Technical Bid and (ii) Financial Bid} in the prescribed proforma at TSSL Office during working hours. All the documents in support of eligibility criteria etc. are also to be submitted self-attested along with the RFP Documents. The Proposals can be submitted in person or sent by Speed post. Proposals sent by Courier mode will not be accepted. No Proposal will be accepted after the expiry of stipulated date and time for the purpose under any circumstance except as mentioned in the tender advertisement.
6. **Earnest Deposit (EMD) of Rs1,00,000 (Rupees One Lakh only)** in the form of Account Payee Demand Draft/FDR/Bankers Cheque from any Scheduled Commercial Indian Bank drawn in favour of The Sanskriti School Lucknow payable at Lucknow will be submitted with the Proposal. If the bid is received without EMD, or incomplete in any respect, the same shall not be considered and will be rejected summarily. Accordingly, bidders are required to ensure that their entry is made in EMD Register with their signatures before the Register is closed at the prescribed date and time. The earnest money will be returned to all unsuccessful tenderers after finalization of the Contract.
7. If the Bidder quotes "Nil" charges/consideration, the bid shall be treated as unresponsive and will not be considered.
8. The Technical Bids will be opened on December 05, 2018 at 4.00 P.M. by a Committee of Officers in the School premises. At the first instance the Technical bids shall be opened and evaluated by the Tender Evaluation Committee (TEC) constituted for the purpose by the Authority. At the second stage, the Financial Bids of only those bidders who qualify in the Technical Bid, will be opened on date to be communicated later by the Committee members. Bidders may be called to make a presentation (individually) before the Tender Evaluation Committee (TEC), after opening of Technical Bids.

(PRAVIN AGARWAL)
FINANCE OFFICER
TEL. NO. 7522086139

Annexure-I

TERMS OF REFERENCE (TOR)

1. Scope of Work/Service: Broadly the assignment shall include following activities:

- a. Preparation of Creatives for all Communication channels
- b. Media Buying and Operations

1(a) Preparation of Creatives for all Communication Channels

Brand Strategy

- i. School Logo & Brand Identity
- ii. School Branding & Positioning.

Content Creation

Design and develop interesting and innovative Mass Media (Print & Electronic) and Social Media content, campaigns, to have proper communication strategy for various media platforms to enhance the reach of content on real time basis.

Mass Media:

Selected Agency will be required to conceptualize and design including writing of copy of the press advertisement, Newsletters, on various activities/events of School. The selected agency will be required to develop creative for print medium including but not limiting to the following:

- i. Newspaper: Strip, Quarter, Half and Full Page advertisement, press releases
- ii. Conceptualize, design and other pre-press work for the IEC (Information , Education and Communication) print materials like brochures, booklets, folders, leaflets, posters, calendars etc.

Minimum Deliverables are mentioned below:

Sr No	Artwork	Size	Minimum Deliverable
1.	Print Ad	Strip Ad	1 in full engagement
2	Print Ad	Quarter Page	1 in full engagement
3	Print Ad	Half Page	1 in full engagement
4	Print Ad	Full Page	1 in full engagement
5	Brochures	A4 Size Minimum 20 Page	Total 1 during engagement
6	Booklets	A5 and A6 Size (8- 10 Pages)	4 in full engagement
7	Folder	A4 Size	1 in full engagement
8	Poster	A2 Size	10 in full engagement
7	Calendar	Table top Pocket and Hanging	1 in full engagement
8	IEC Leaflets	A4/A5 Size	10 in full engagement

Social Media

The Selected Agency will be required to undertake content creation for existing social media campaign including but not limiting to on Twitter, Facebook, YouTube, Instagram etc. The campaign may involve creation of video films, advertisement, web posts, blog bursting etc.

Minimum Deliverables are mentioned below:

	Social Media Handle	Minimum Deliverable No Of creatives/ Post/ videos	Frequency
1	Twitter	5	Monthly
2	YouTube	2 (30-40 sec)	Monthly
3	Facebook	10	Monthly
4	Instagram	5	Monthly
5	Rich Media Display Ads Banner (Static/Dynamic)	5	Monthly

School & Outdoor Branding:

The selected Consultant will be responsible for conceptualizing, creating and designing creative material for outdoor IEC activities.

#	Item	Minimum Deliverable during the engagement
1	Hoardings : Size (20 feet x 10 feet)	1
2	Standee	4
3	Internal School Branding like Backdrops etc	4

Radio:

To enhance visibility of School, Radio Campaigns are planned to be undertaken on AIR, community Radio, and private FM Channels. The Selected Agency will be responsible for conceptualizing, creating and the release of radio jingles.

The Radio campaigns will be in form as under, but not limiting to making creative for the Radio spot in the form of Script, Messages, Lyrics, Jingle, etc. (20 Sec)

Promotional Videos: The Selected Agency will be responsible for conceptualizing, creating and producing the film under this engagement. All Films will be freshly shot for this engagement and will be as mentioned below:

- a. Video / movie – 20 Sec
- b. Cinema Screen Poster

1(b) Media Buying and Operations Support

Selected Agency will support and help TSSL in developing a detailed media plan for the engagement period and will support in marketing operations as detailed out in section here below:

1(b)(i) Lead Management:

- i) Recording, maintaining and conversion of leads generated through different sources for admission queries.

- ii) Selected Agency will ensure they will provide database related and relevant to school marketing and proper marketing tools are deployed for lead generation.
- iii) Selected Agency will deploy manpower and ensure proper tracking and follow up for leads and database is maintained and maximum conversion is obtained.
- iv) Selected Agency will submit a detailed Analysis of all competitor schools operating in the city.

Advertisement through various Marketing Channels:

1(b)(ii) Digital Marketing: The bidder should specify in tender counts on Ads, clicks, impression and reach with respect to Facebook, You Tube & Google Ads as per the total budget mentioned in the RFP.

The Selected Agency would ensure and provide details to enhance the reach of School promotion program on digital medium.

1. To work with existing website development agency of TSSL , for better search engine optimization (preferably 1st to 3rd)
2. To ensure all the social media handles posts are posted daily as per monthly deliverables as mentioned in section 1.1.a of this RFP
3. The Selected Agency will also execute E-mail Marketing – 3000 to 5000 classified recipient for the Target group.
4. Facebook / Instagram / Twitter Display Ads – No. of Ads to be specified – Deliverable Weekly (As per budget provided by TSSL)
5. Google Adwords - No. of Creative/Ads/Post – Deliverable Every 15 Days
6. Selected Agency will provide monthly and in total campaign deliverable, which will include a minimum of 1, 00,000 likes on FB/twitter/Instagram and also ensure proper leads for conversion of admission.

1(b)(iii) Radio Marketing:

1. Broadcast on Radio Mirchi 8 spots per day at prime slots.
2. Approx. duration is 4 months.

1(b)(iv) Electronic Marketing: 20 Sec Video/movie to be displayed in all shows on 2 most popular screens in each Cinema/Multiplex given below. The video/movie screening should be at the beginning of the show.

1. SRS Cinema - 12 Weeks
2. Wave Cinema - 16 Weeks
3. Fun Cinema - 12 Weeks
4. Cinapolis - 8 Weeks
5. PVR Cinema - 4 Weeks
6. Inox - 4 Weeks

1(b)(v) Outdoor Marketing:

- a. Maintenance, printing and installation of hoarding of size 20 feet x 10 feet for continuous 4 months.

(Location and Permission for Installation will be provided by TSSL.)

1. GENERAL TERMS

The Selected Agency shall provide Creative Design, Logo Design, Jingles, Video Movie, Cinema Posters/Slides, Flex, Standees and other Publicity Material including installation and maintenance of Hoardings for the school, marketing on Digital and print media, Newspaper advertisement, Cinema video displays.

1. The Bidder has to bid for each and every item on lump sum cost based only by providing unit rate cost as prescribed in the financial bid format.
2. The bidder shall be responsible for quoting the cost of conceptualizing, creating the entire creative under this engagement/work and extending all the required support for monitoring (in case of a third party 'production- cum –release- house') the release of the approved creative work through selected medium.
3. The Bidder shall carry out the entire production work independently and shall supply all materials to be used in connection therewith in pursuance of and in accordance with the instructions which may from time to time be given and furnished to the Bidder by TSSL or its nominated representative and without prejudice to the generality of the above.
4. All such work that is not in accordance with the directions of TSSL or is composed of materials disapproved by the TSSL shall be removed by the Bidder at its own risk and costs and shall be re-executed by him/her at his/her cost and expenses to the satisfaction of TSSL.
5. The Bidder shall ensure that the said Films/Content do not infringe on the copyrights and/or the performing rights held by any party and in event of any litigation being started in respect of the said film wherein TSSL is concerned as party defendant or otherwise, the Bidder hereby agrees and undertakes to assist TSSL or any other officer or authority in defending such litigation and undertakes to reimburse or make good all sums of money that TSSL or any of its authorized representatives may be ordered to pay by a court of law or otherwise to any third party including any charges and expenses in relation thereto paid or incurred by TSSL and keep TSSL indemnified in that behalf against all actions, claims and damages.
6. The Selected Agency shall obtain approval from TSSL or authorized representatives for all campaign plans, strategies, and materials produced. The agency shall provide a schedule of proposed media placements in consultation with TSSL.
7. TSSL or TSSL nominated representative will provide/facilitate all technical inputs and will work closely with the agency in the formulation and planning of the required activities
8. TSSL shall remain the owner of all the content conceptualized, created, and implemented by the Selected Agency under this RFP. All intellectual property rights in the content whether in tangible or intangible form shall belong to TSSL and the Selected Agency has no right to assign, license, sell, or use any content conceptualized, created and implemented under this RFP and/or accompanying Agreement to any third party under any circumstances and selected Agency will submit the source files/ Raw footages prepared under this RFP.
9. All data produced or obtained as part of this engagement shall be a property of TSSL. All data produced or obtained must be submitted to TSSL by 1st of every month. Any misuse of this data may lead to cancelation of the contract.
10. The work will be completed by the Selected Agency within the given time schedule s mentioned in clause 2 of general terms & Conditions.
11. In case of emergency the Selected Agency will have to provide services even on Holidays/Sundays and at the required site of Meeting/Conference etc.
12. The Selected agency will look after the distribution of Publicity material, placement and maintenance of Posters / Hoardings including but not limited to obtaining required permissions from concerned authorities as need be.

13. The Selected agency will always comply with the instructions given by TSSL in relation to placement/up-keeping/maintenance of Publicity material & Hoardings, and observe all rules and regulations in compliance to applicable laws with regard to the performance of the work.

2. MILESTONES & TIMELINES

Sr No	Milestones	Key Dates
1	Finalization of Contract	11 th December 2018 (T)
2	Start of Work	T+1
3	Submission of Brand Strategy	T+7
4	Brand Guidelines	T+7
5	Logo & Branding Designs Submission	T+7
6	Outdoor Media Plan Submission & Installations	T+10
7	Advertisement Plan Submission & Installations	T+10
8	IEC Material Design Submission	T+10
9	Digital Marketing Plan and Start Date	T+12

3. PERIOD OF CONTRACT

The contract will initially be valid for a period of 4 months. However, the contract may be extended subsequently, on mutual consent for a period of Six months, (up to maximum of one year) on satisfactory performance, depending upon the requirement and administrative convenience of the School. The contract can also be terminated at any time without assigning any reason if the services are not found satisfactory, at the sole discretion of TSSL.

4. EARNEST MONEY DEPOSIT (EMD)

Earnest Money:- The Tender Bid must be accompanied by Account Payee Demand Draft/FDR/Bankers Cheque from any of the Scheduled Commercial Indian Bank drawn in favour of The Sanskriti School Lucknow payable at Lucknow, and which should be valid for a period of 45 days beyond the last date of submission of the tender. Bids shall not be considered in case EMD is not submitted along with the Technical Bid within the stipulated date/time. The EMD will be refunded to all the unsuccessful tenderers immediately, but in any case, within 30 days after the award of the contract. No interest will be paid on EMD amount.

5. FORFEITURE OF EARNEST MONEY DEPOSIT

EMD of a tenderer will be forfeited, if the tenderer withdraws or amends his tender or impairs or derogates from the tender in any respect after expiry of the deadline for the receipt of tender but within the period of validity of his tender. Further, if the successful tenderer fails to furnish the required performance security within the specified period, his EMD will be forfeited

6. PERFORMANCE SECURITY

Before commencement of contract, the Selected Agency will have to deposit Performance

Security Deposit (PSD) which shall be 10% of the contract amount in the form of Demand Draft/FDR/Banker's cheque in favor of The Sanskriti School Lucknow payable at Lucknow. The PSD

shall remain valid for a period of 15(12+3) months from the date of commencement of the contract. The PSD would be refunded only after successful completion of the contract. In case the contract is further extended beyond the initial period, the PSD will have to be accordingly renewed by the successful tenderer.

7. RELEASE OF PAYMENT

No advance payment shall be made. Payments can be made on completion of monthly deliverables on the basis of a demand note raised by the selected agency. Final payments will be settled on receipt of pre-receipted bills (in triplicate) along with satisfactory Service Certificate from the user concerned. TDS will be deducted as per rules. The payment shall be made through ECS only, for which the selected agency will need to submit Bank details with a cancelled cheque along with self-attested copy of PAN Card. All the bills submitted by the selected agency would have to be accompanied by the work vouchers duly signed by the concerned officers/officials certifying their satisfaction of the work done.

8. TENDER VALIDITY

The tender validity period is 120 days from the date of opening of tender. The rates quoted by the bidders will remain valid for a period of 120 days or till the date of finalization of tender, whichever is earlier.

9. PENALTY CLAUSE

- a. In case the successful bidder is found in breach of any condition(s)/tender at any stage, legal action as per rules/laws shall be initiated against the agency concerned. In that case Earnest Money Deposit/ Performance Security shall be forfeited after giving proper opportunity through show cause notice;
- b. In case performance of the Selected Bidder is not found satisfactory, the tender will be cancelled and Performance Security/Earnest Money forfeited.
- c. In case the design/quality/quantity of the Publicity material and services rendered by the firm is not found satisfactory or below the desired standard a suitable deduction from the bill will be made as penalty, to be decided by TSSL, else the tender will be cancelled with consequential effects.

10. RESOLUTION OF DISPUTE

- a. Any dispute arising in the matter shall be resolved through an arbitrator to be nominated by the TSSL.
- b. All disputes are subject to the jurisdiction of courts in Lucknow; and all Agreements will be governed by and be construed in accordance with Indian laws.

11. SPECIAL TERMS AND CONDITIONS

TSSL has the right to increase the quantity of items during the course of the contract and the contractor would have to meet the requirement at the same rate.

12. TECHNICAL BID QUALIFICATION CRITERIA

The Bidder must fulfill the following technical qualifications/specifications in order to be eligible for clearing the technical evaluation stage of the Bid:

The office of the Selected Agency should be located and have their office/workspace in Lucknow. Self-attested copy of Proof of address and Aadhar Card is to be provided with the bid documents.

- a) In case of partnership firms, a self-attested copy of the partnership agreement, or General Power of Attorney (GPA), should be furnished on stamped paper duly sworn in and affirmed by all the partners admitting execution of the partnership agreement or the GPA. The self-attested copy of the certificate of registration of firm should also be furnished along with the tender.

- b) The bidder should have at least 3 (Three) years' experience in the field of designing, printing and handling publicity material including installation and maintenance of Hoardings etc. during the preceding 3 (three) years. A complete list of clients serviced during the last 3 (years-wise) shall be provided along with the value of contracts executed. The bidder should have atleast one year experience of working in Lucknow.
- c) The average total turnover of the firm for designing, printing and handling Publicity material including installation, maintenance of Hoardings and digital marketing etc. during the preceding 3 (three) years should not be less than Rs. 1 Crore (Rupees One Crore). A copy of turn over statement duly certified by the Chartered Accountant is to be furnished with the tender document and copy of Income Tax Return for the last three years, i.e. 2015-16, 2016-17 and 2017-18 should also be submitted. However, Startups registered under Startup India initiative shall be exempted from the turnover requirement.
- d) The Bidder should have their own Bank Account. The Certified copy of the Bank account maintained for the last one year issued by the Bank shall be submitted with the bid documents.
- e) The bidder should be registered with Income Tax/GST Authorities. Certified copies of the registration shall be submitted with the bid documents.
- f) Self-attested copy of the PAN card of the bidding firm shall be submitted with the bid documents. g)

The Bidder should not have been blacklisted by any Ministry/Department of the Government of India/State Government of UP. The tendering firms/ bidders should submit a self- declaration certificate with the bid documents to the effect that they have not been blacklisted or their business dealings with the Government Ministries/Departments have not been banned.

- h) If it is found at a later date that the information/Certificates furnished by the participating firms is (are) incorrect/wrong or bogus, the firm shall be blacklisted, its bids will be ignored and EMD/Performance Security Deposit will be forfeited.

A copy of the tender document should be duly signed and sealed by the bidder on all pages thereby conveying his/her acceptance of all the terms and conditions mentioned therein, and submit it with the technical bid document.

(PRAVIN AGARWAL)

FINANCE OFFICER

TEL. NO. 7522086139

Technical Bid

Sr. No.	Item head	To be filled by the Bidder.
	Name of Agency/firm	
	Nature of the concern: (i.e. Sole Proprietor or Partnership firm or a company or a Government Department or a Public Sector Organization)	
	Full address of Registered Office with Telephone No. E-Mail Address	
	Full address of Operating/Branch Office in Lucknow Telephone No. E-Mail Address	
	Name of Banker of the Bidder with full address(attach Banker's Certificate of maintenance of account for the last three years) with Telephone Number of Banker and E-mail Address Registration No. of Agency/ firm (Proof to be submitted)	
	GST Registration No. of Agency / Firm (Proof to be submitted)	
	PAN Number of the Agency/Firm (Proof to be submitted)	
	Details of EMD Start up registered under Start Up India initiative shall be exempted from payment of EMD (proof to be submitted)	
	Financial Turnover of the last three years and IT returns of the Agency for the financial years of 2015-16, 2016-17 and 2017-18. (Startups registered under Startup India initiative shall be exempted from the turnover requirement - (Proof to be submitted))	
	Documents supporting the experience of the firm for the last 3 years (i.e. 2015-2016 to 2017-2018) (Proof to be submitted)	
	Certificate of satisfactory performance from organization to whom the service was provided. (Proof to be submitted)	
	Self-declaration certificate submitted by the firm that it is not blacklisted etc. (Proof to be submitted)	
	Technical Document which includes Proposed Creative, School Logo , Social Media Campaign Strategy , Print Media Proposed Designs.	

Signature of authorized person

Date:

Name:

Place:

Seal:

Note: All the supporting documents should be self-attested and submitted with the bid documents.

Financial Bid

S.No.	Type of Work	Specifications	Units	Rate/unit (if applicable)	Total	Remarks
1	Creative Content Creation (TOR 1(a))	As per deliverables mentioned in Scope of work				
2	Hoarding – Installation, Printing & Maintenance for 4 months (TOR 1(b)(v))	Size 20x 10 , Flex Printing , Installation and Maintenance for 10 locations provided by TSSL				
3	Digital Marketing for 4 months (TOR 1(b)(ii))	As Per Deliverables mentioned in Scope of Work				
4	Radio Marketing – Radio Mirchi (TOR 1(b)(iii))	20 sec – 8 spots per day for 120 days				Bidder should submit the Rate card and discounted rate inclusive of agency fees
5	Electronic/Cinema Marketing Ads in mentioned cinemas: (20 sec video ad) (TOR 1(b)(iv))	SRS Cinema - 12 Weeks				Bidder should submit the Rate card and discounted rate inclusive of agency fees
		Wave Cinema – 16 Weeks				
		Fun Cinema – 12 Weeks				
		Cinapolis – 8 Weeks				
		PVR Cinema – 4 Weeks				
		Inox – 4 Weeks				
		Lump Sum Cost				
6	Lead Management system (TOR 1(b)(i))					
	TOTAL					

I/We have read and understood the implication of the full terms and conditions of contract for the Design, Printing, Flex and other Publicity Material including installation and maintenance of Hoardings, digital, radio and print marketing for the School and the same are acceptable to me/us. We hereby accept all the terms and conditions contained in the Tender Document.

Note: In addition bidder is also required to submit discount rate on Rate Card for Print Marketing as per following table. This value shall not be counted towards evaluation of financial bid.

Head	Publication	Rate as per Rate Card	% Discount on Rate	
Print Marketing Bidder should submit the Media Plan, as part of the technical submission along with discount on offer (Rate Card Cost and Discount on Rate Card)	TOI – Full Page			Bidder should submit the Rate card and discounted rate inclusive of agency fees.
	TOI – Half Page			
	Dainik Jagran – 400 sq.cm			
	Nav Bharat Times – Half Page			
	Different Magazines			

Signatures

Name and details

Place:

Date: