

Request for Proposal

for

Engagement of Camera Person for One Year
(as and when emergency arises)

for

Ministry of Women and Child Development (Social Media Division)

1.	Date of issue of note of RFP	06.09.2017
2.	Date and time of receipt of bids	22.09.2017 at 2.30 P.M.
3.	Date & Time of opening of bids	22.09.2017 at 3:00 PM

TABLE OF CONTENTS

S.No.	Description	Page No.
1.	Disclaimer	4
2.	Section 1 Instructions to Camera Person	5
3.	Section 2 Technical Proposal Form	16
4.	Section 3 Financial Proposal Form	22
5.	Section 4 Terms of Reference	24
6.	Section 5 Other Terms and Conditions	26

DISCLAIMER

The information contained in the Request for Proposal (RFP) document or subsequently provided to applicants, whether verbally or in documentary or any other form by or on behalf of Ministry of Women and Child Development (MWCD), Govt. of India, is provided to applicants on the terms and conditions set out in the RFP and such other terms and conditions subject to which such information is provided.

The RFP is not an agreement and is neither an offer nor invitation by the MWCD to the prospective applicant or any other person. The purpose of this RFP is to provide interested parties with information that may be useful to them in the formulation of their proposals pursuant to this RFP.

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

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

The issue of the RFP does not imply that Employer is bound to select any applicant or to appoint the selected applicant, as the case may be, as Camera Person and MWCD reserves the right to reject all or any of the proposals without assigning any reason(s) whatsoever.

The applicant shall bear all its costs associated with or relating to the preparation and submission of its proposal including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstration or presentation which may be required by MWCD or any other costs incurred in connection with or relating to its proposals. All such costs and expenses will remain with the applicant and MWCD shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by the applicant in preparation or submission of the proposal, regardless of the conduct or outcome of the selection process.

Section – 1

Instructions to Camera Person

Instructions to Camera Person Part-1

1 Definitions

(a) **Employer** means Ministry of Women and Child Development, Govt. of India who has invited proposals for Camera Person and with whom the selected Camera Person signs the Contract for the services and to whom the selected Camera Person shall provide services as per the terms and conditions and Terms of Reference (TOR) of the contract.

(b) "Camera Person" means any entity or person or associations of person who intend to submit their proposals that may provide or provides the services to MWCD under the Contract.

(c) "Contract" means the Contract signed by the parties for this assignment.

(d) "Project specific information" means such part of the Instructions to Camera Person used to reflect specific project and assignment conditions.

(e) "Day" means calendar day.

(f) "Government" means the Government of India.

(g) "Instructions to Camera Person" means the document which provides all information needed to prepare their proposals.

(h) LOI means the Letter of Invitation being sent by MWCD to the Camera Person.

(i) "Personnel" means professionals and support staff provided by the Camera Person assigned to perform the services or any part thereof;

j) "Proposals" means the Technical Proposal and the Financial Proposal.

(k) "RFP" means the Request for Proposal prepared by MWCD for the selection of Camera Person.

(l) "Assignment / job" means the work to be performed by the Camera Person pursuant to the Contract.

(m) "Terms of Reference" (TOR) means the document included in the RFP which explains the objectives, scope of work, activities, tasks to be performed, respective responsibilities of the Employer and Camera Person, and expected results and deliverables of the assignment / job.

2. Introduction

2.1 Ministry of Women and Child Development (MWCD), Govt. of India, wishes to engage services of an agency henceforth called as Camera Person for creating all relevant and meaningful videos for MWCD **when required for a contract period of one year.**

2.2 The Camera Person is broadly expected to:

1. Create precise and meaningful video/ still photos content which even a general person can connect and understand.
2. Be a prime source to the Ministry of Women & Child Development and its wings to reach out to the people easily and convey the messages.
3. Apprise the people about importance and benefits of the schemes/ programmes of Government of India.

2.3 The date, time and address for submission of the proposals have been given in Part II Data sheet.

2.4 Experienced & reputed Camera Persons are invited to submit their proposals, for assignment/job mentioned. The proposals will be the basis for contract negotiations and ultimately for a signed contract with the selected Camera Person.

2.5 Camera Person should familiarize themselves with local conditions and take them into account in preparing their proposals. If any clarification is required on any clause / condition of the RFP the same may be forwarded within the prescribed time period to the Employer and may attend the pre-proposal conference, if scheduled. However, attending the pre-proposal conference is optional.

2.6 Camera Person shall bear all costs associated with the preparation and submission of their proposals and contract negotiation. The Employer is not bound to accept any proposal and reserves the right to **annul** the selection process at any time prior to award of the contract **without assigning any reason**, thereby without incurring any liability to the Camera Person.

3. **Clarification and Amendment of RFP Document**

Any request for clarification must be sent in writing or through email to Under Secretary, MWCD at the address provided herewith. The Employer will respond in writing or by e-mail and post all such clarifications on the website of MWCD (www.wcd.nic.in).

3.1 At any time before the submission of proposals, the Employer may amend the RFP by issuing an addendum in writing or by announcing it through its website. The addendum shall be binding on all Camera Person. To give the Camera Person reasonable time in which to take an amendment into account in their proposals, Employer may, if the amendment is substantial, extend the deadline for the submission of proposals.

4. **Conflict of Interest**

4.1 The Employer requires that Camera Person provides professional, objective and impartial advice and at all times hold the Employer's interests paramount, strictly avoid conflicts with other assignment/jobs or their own corporate interest and act without any consideration for future work.

4.2 Without limitation on the generality of the foregoing Camera Person, and any of their affiliates, shall be considered to have a conflict of interest and shall not be recruited, under any of the circumstances set forth below:

Conflicting Activities: A Camera Person or any of its affiliate selected to provide assignment / job for this project shall be disqualified from subsequent downstream supply of goods or works or services resulting from or directly related to this project.

Conflicting Assignment / job: A Camera Person (including its affiliates) shall not be hired for any Assignment/job, by nature, may be in conflict with another assignment/job of the Camera Person to be executed for the same or for another Employer.

4.3 Conflicting Relationships: A Camera Person that has a business or family relationship with a member of the Employer's staff who is directly or indirectly involved in any part of the project shall not be awarded the contract, unless the conflict stemming from this relationship has been resolved in a manner acceptable to the Employer throughout the selection process and the execution of the contract.

4.4 Camera Person have an obligation to disclose any situation of actual or potential conflict that impacts their capacity to serve the best interest of their Employer, or that may reasonably be perceived as having this effect. Any such disclosure shall be made as per the forms of technical Proposal provided herewith. If the Camera Person fails to disclose said situations and if the Employer comes to know about any such situation at any time, it may lead to the disqualification of the Camera Person during bidding process or the termination of its contract during execution of the assignment.

5. Unfair Advantage

5.1 If a Camera Person could derive a competitive advantage from having provided assignment/job related to the assignment / job in question and which is not defined as conflict of interest as per para above, the Employer shall make available to all the Camera Persons together with the RFP all information that would in the respect give such Camera Persons any competitive advantage over competing Camera Person.

6. Proposal

6.1 Interested Camera Person shall submit only one proposal for this assignment. If an Camera Person submits or participates in more than one proposal, such proposals shall be disqualified.

7. Proposal Validity

7.1 Camera Person shall maintain the availability of professional staff nominated in the proposal and also the financial proposal unchanged. The Employer will make its best effort to complete negotiations within this period. Should the need arise; the Employer may request Camera Person to extend the validity period of their proposals. Camera Persons who agree to such extension shall confirm that they maintain the availability of the professional staff nominated in the proposal and their financial

proposal; Camera Person could submit new staff replacement, which would be considered in the final evaluation for award of the contract. A Camera Person, who does not agree has the right to refuse to extend the validity of their proposal. Under such circumstance, the Employer shall not consider such proposal for evaluation.

8. Preparation of proposals

8.1 The proposal as well as all related correspondence exchanged by a Camera Person and the Employer shall be written in English language, unless specified otherwise.

8.2 In preparing their proposal, Camera Persons are expected to examine in detail the documents comprising the RFP. Material deficiencies in providing the information requested may result in rejection of a proposal.

8.3 While preparing the Technical Proposal, Camera Person must give particular attention to the following:

- a) The proposal shall be based on number of professional staff, days or budget estimated by the Camera Person.
- b) Alternative professional staff shall not be submitted for each position mentioned.

8.4 Depending on the nature of the assignment/job, Camera Persons are required to submit a Technical Proposal (TP) in forms provided indicates the format of the Technical Proposal will result in the Proposal to be submitted. Submission of the wrong type of Technical Proposal will result in the Proposal being deemed non-responsive. The Technical Proposal shall provide the information indicated as following. Form TECH-1 in Section - 2 is a sample letter of technical proposal which is to be submitted along with the technical proposal.

- a) A brief description of the Camera Person's organization will be provided in Form TECH-2 (Section-2). In the same form, the Camera Person and in the case of a consortium/joint venture, each partner will provide details of experience of assignments which are similar to the proposal assignment/job as per the TOR. For assignment/job, the outline should indicate the names of professional staff who participated, nature and duration of the assignment/job, contract amount (per day shift charge only), and Camera Person's involvement. Information should be provided only for those assignment/jobs for which the Camera Person was legally contracted by the Employer as a corporation or as one of the major firms within a joint venture. Assignment/jobs completed by individual professional staff working privately or through other Camera Person/ Agency cannot be claimed as the experience of the Camera Person, or that if the Camera Person associates, but can be claimed by the professional staff themselves in their CVs. Camera Person should substantiate the claimed experience along with the proposal and must submit letter of award/ copy of contract for all the assignments mentioned in the proposal.

b) The list of the proposed professional staff team by area of expertise, the position that would be assigned to each staff team member and their tasks to be provided in Form TECH-5 of Section - 2.

9. The Technical Proposal shall not include any financial information. A Technical proposal containing financial may be declared non-responsive.

10. Financial Proposal: The Financial Proposal shall be prepared using the prescribed Forms (Section 3). **Per day shift charge may be mention in this form.**

(i). **Taxes** - The Camera Person shall fully familiarize themselves about the applicable domestic duties and taxes on amounts payable by the Employer under the contract. All such duties and taxes must be indicated separately by the Camera Person in the financial proposal.

(ii) **Currency** - Camera Person shall express the price of their assignment/job in Indian Rupees (INR) only.

11. Earnest Money Deposit (EMD) and Performance Guarantee

11.1 Earnest Money Deposit

a) An earnest money of Rs.10,000/- (Rupees Ten Thousand only) in the form account payee demand draft in favour of **Pay & Account Officer, Ministry of Women and Child Development** payable at New Delhi should be submitted along with Technical Proposal.

b) A Technical Proposal not accompanied by EMD shall be rejected as non-responsive will be rejected. No interest shall be payable by the Employer for the sum deposited as EMD.

c) The EMD of the unsuccessful bidders would be returned back within one month of signing of the contract.

11.2 Forfeiture of EMD

The EMD shall be forfeited by the Employer in the following events:

a) If the proposal is withdrawn during the validity period or any extension agreed by the Camera Person thereof.

b) If the proposal is varied or modified in a manner not applicable to the Employer after opening of proposal during the validity period or any extension thereof.

c) If the Camera Person tries to influence the evaluation process.

12. Performance Guarantee

The selected Camera Person shall be required to furnish a Performance Guarantee of Rs. 25,000/- in the form of an unconditional and irrevocable bank guarantee from a scheduled commercial bank in India in favour of **Pay & Account**

Officer, MWDC payable at New Delhi for the period of contract. The bank guarantee must be submitted after award of contract but before signing of the contract. Performance Guarantee would be returned after 60 days from the date of successful completion of tasks assigned to them and only after adjusting/recovering any dues recoverable / payable from / by the Camera Person on any account under the contract. On submission of performance guarantee and after signing of the contract, EMD would be returned.

13. Submission, Receipt and opening of proposals

13.1 The original proposals, both Technical and Financial shall contain no interlineations or overwriting. Submission letters for both Technical and Financial Proposals should be in the given format.

13.2 An authorized representative of the Camera Person shall initial all pages of the original Technical and Financial Proposal. The signed Technical and Financial proposal shall be marked ".ORIGINAL".

13.3 The original copy of Technical Proposal shall be placed in a sealed envelope clearly marked "Technical Proposal". Similarly the original Financial Proposal shall be placed in a sealed envelope clearly marked "Financial Proposal" followed by the name of the project. The envelopes containing the Technical Proposal, Financial Proposal and EMD shall be placed into an outer envelope and sealed. This outer envelope shall bear the submission address, and reference number clearly marked. The Employer shall not be responsible for misplacement, losing or premature opening if the outer envelope is not sealed and/or marked as stipulated. This may lead to rejection of the proposal. If the Financial Proposal is not submitted in a sealed envelope duly marked as indicated above, this will constitute grounds for declaring the proposal non-responsive.

13.4 The proposals must be submitted in person to the address provided herewith and received by the Employer not later than the time and the date indicated in the Data Sheet, or any extension to this date in accordance with the para above. Any Proposal received by the Employer after the deadline for the submission shall be returned unopened. Technical Proposal will be opened on the date and time indicated in the presence of the representatives of the bidder who wish to attend.

14. Pre-qualification Criteria

Camera Persons are requested to submit the following documents along with their proposals failing which the proposals are liable for rejection: However no importance in the evaluation is assigned to the following pre-qualification criteria:

- i) Registration/ Service Tax certificate of the agency,
- ii) The agency should have been operational for minimum 3 years in the country,
- iii) Income Tax Return of last 3 years.
- iv) EMD of Rs 10,000 (Rupees Ten Thousand only),

- v) The agency should have latest technology equipped cameras and video cameras
- vi) The agency should have trained professional Camera Person.

15. Award of Contract

The EMPLOYER shall issue a **Letter of Intent (LoI)** to the selected Camera Person.

The selected Camera Person will sign the contract after fulfilling all the formalities/ pre-conditions mentioned in the form of the contract in Section-5, within 10 days of issuance of the Letter of Intent.

16. Confidentiality

Information relating to evaluation of proposals and recommendation concerning awards shall not be disclosed to the Camera Person who submitted the proposals or to other persons not officially concerned with the process, until the award of contract. The undue use by any Camera Person of any information related to the process may result in the rejection of its proposal and may be subject to the provisions of the Employer's anti-fraud and corruption policy.

17. Payment Terms

The terms of payment would be linked to the deliverables of the project.

INSTRUCTIONS TO CAMERA PERSON

PART – II

DATA SHEET (ASSIGNMENT SPECIFIC INFORMATION)

Clause No.	Section	Particulars of Data Sheet
1 (a) & 2.1	1	Name of the Employer : Ministry of Women & Child Development, Govt. of India
2.1	1	Name of the Assignment/Job:- “Creating relevant videos for Social Media, Ministry of Women and Child Development” when required.
2.3	1	Last Date & Time and address for submission of proposals Dated : 22.09.2017 Time : 2:30 PM Address : Room No. 434, 'A' Wing, Shastri Bhavan, New Delhi – 110 001.
7.1	1	Proposals must remain valid for 90 days after the last date of submission
8.4	1	The formats of the Technical & Financial proposals to be submitted are: Form Tech 1 Letter of proposal submission Form Tech 2 Camera Person’s organization and experience. Form Tech 3 Information regarding any conflicting activities and declaration thereof

10	1	Form Fin : Financial Proposal submission Form.
10	1	Camera Person should state the cost in Indian Rupees
13.3	1	Camera Person must submit the original (hard copy) copy of Technical Proposal and the original of the Financial Proposal.
15.1	1	Evaluation Criteria (Technical) Criteria, Sub-Criteria and point system for evaluation to be followed under this procedure is as under :
		<p>(i) Previous Experience (Projects handled)</p> <p>Experience of Camera Person for Central/State Govts./PSUs organizations across India</p> <p>Specific experience of Camera Person in women and children related issues</p>
		<p>(ii) Key Creative Members</p> <p>Key members and their experience</p>

Section – 2

Technical Proposal Forms

LETTER OF PROPOSAL SUBMISSION

To:

Under Secretary- Media,
Ministry of Women and Child Development,
Room No. 310, 3rd Floor, A Wing,
Shastri Bhavan,
New Delhi -110001

Subject: Submission of the bid proposal for <Name of the assignment>

Dear Sir/ Madam,

We, the undersigned, offer to provide the services to the Ministry of Women and Child Development as Camera Person with your Request to Proposal dated <insert date> and our Bid. We are hereby submitting our Bid Proposal, which includes the Technical Proposal in sealed cover and the Financial Proposal in sealed cover. We also enclose Demand Draft / Banker's Cheque of Rs. <amount in words> (Rupees <amount in words>) as per RFP. The details of Demand Draft / Banker's Cheque are given below:

DD No. : <>

Bank Name: <>

Date of issue : <>

Drawn on : <>

We hereby declare that all the information and statements made in this bid are true and accept that any misinterpretation contained in it may lead to our disqualification.

We undertake, if our Bid Proposal is accepted, to initiate the implementation of services related to the assignment not later than the date indicated by the Ministry.

We agree to abide by all the terms and conditions of the RFP document.

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

Yours Sincerely,

Authorized Signature [In full and initials] :

:Name and Title of Signatory :

Name of Firm :

Address:

Location :

Date:

CAMERA PERSON ORGANISATION AND EXPERINCE

A- **Camera Person's Organization**

(Provide here a brief description of the background and organization of your firm/entity and each associate for this assignment/job. The brief description should include ownership details, date and place of incorporation of the Camera Person/ Agency (attach certificate), objectives of the Camera Person etc. Also if the Camera Person has formed an Association, details of each member of the Association, name of lead members etc. shall be provided).

1. **General Information**

1.1 Information about the Camera Person Agency (s)

- Name
- Address
- Telephone and Mobile Number
- Fax Number
- Email Address

B- **Camera Person Experience**

Please cite maximum 3 relevant videos created in last three years. If more than 3 are provided, then only the latest three will be considered for the purpose of evaluation.

(I) Assignment Name :

(II) Country Location within the country :

(III) Approx. value of the contract (in Indian Rupees) :

(IV) Duration of assignment (months)

(V) Name of the Employer with copy of proof :

(VI) Address:

(VII) Total No. of staff. days/months of the assignment:

(VIII) Start Date (month/year Completing date (Month/Year)

(IX) Narrative description of project:

**INFORMATION REGARDING ANY CONFLICTING ACTIVITIES AND
DECLARATION THEREOF**

Are there any activities carried out by your Camera Person Agency which are of conflicting nature. If yes, please furnish details of any such activities. If no, please certify as follows:

We hereby declare that our Camera Person/ Agency is not indulged in any such activities which can be termed as the conflicting activities. We also acknowledge that in case of misrepresentation of the information, our proposal shall be rejected / terminated by the Employer which shall be binding on us.

Authorized Signature [in full and initials]:

Name of Title of Signatory:

Name of Event Management agency:

Address:

Section – 3

Financial Proposal Forms

S.No.	Particulars	Amount in Indian Rupees (in words)	Amount in Indian Rupees (in figures)
1.	Per day shift charge		
2.	Taxes & Duties		
3.	Total		

Authorized Signature:

Name

Designation

Name of Agency

Address

Section – 4

Terms of Reference

Objectives and Scope of Work:

1. Create videos/ still photos relevant to schemes/ programme for Social Media of the Ministry **as and when required.**
2. Create videos/ still photos of certain national festivals of India **as and when required.**
3. Small duration informative videos to be circulated in Social Media **as and when required.**

Section 5

Other Terms and Conditions

Terms and Conditions :

The details of inputs/ information required to be submitted by the agency should as per the information mentioned in tender document.

1. Quoted rates should be valid for one year and free from any pre-conditions regarding payment etc. or otherwise offers are liable to be rejected.
2. The selected agency should not sublet the work in part or full to another agency.
3. The agency should have latest technology equipped video cameras.
4. The agency should have trained professional Camera Person.
5. There will be no escalation in the price during entire contract period.
6. The contract shall be terminated in respect of the following:
 - If, he services of the agency is not found satisfactory or the agency changes the rate of contract during the contract period
 - In case the agency fails to execute the job as per the terms and conditions of the agreement, the balance/ total work will be got executed through other agencies at the agencies risk and cost.

9. The EMD will be released after the award of contract.

Penalty Clause :

1. For non-performance and on mid-way unilateral withdrawal from the assignment by the agency, the performance security deposit will be forfeited.
2. The proportional penalty will be imposed and deducted from the final bill.