



**THE HARYANA STATE COOPERATIVE SUPPLY
AND MARKETING FEDERATION LIMITED**
CORPORATE OFFICE, SECTOR 5, PANCHKULA HARYANA (INDIA)
TEL: 2590520-24, FAX: 2590711 E.Mail: hafed@hry.nic.in
Web-site: www.hafed.gov.in



Short term e-tender notice for selection of Creative and Media Agency for Hafed

Hafed invites request for proposal for selection of Creative and Media agency for Hafed, interested bidders may submit the rates online in the financial bid format. The tender document containing details of scope of work, eligibility criteria, technical bid qualification, financial proposal etc. and other terms & conditions are available on portal <https://etenders.hry.nic.in> or at Hafed Website www.hafed.gov.in. The parties / bidders can submit their bid through e-Tender portal as per dates given below:

Downloading of Tender Document / Online Bid preparation & Online transfer of funds	
On line submission of EMD, E-tender fee & e-service fee	31.03.2022 from 05:00 PM on 17.04.2022
Opening of Technical bid	11:00 AM on 18.04.2022
Opening of Financial bid	18.04.2022 on 03:00 PM

All the bidders are required to get register on e-tendering portal & obtain Digital Signature as per the requirements of the e-tendering portal. Technical and Financial bids will be opened at Hafed Corporate Office, Sector-5, Panchkula (Haryana). All the bidders are requested to be present at the time of opening of the tender for negotiation. Hafed reserves the right to accept/reject any/all the tenders or increase/decrease the tendered quantity without assigning any reason whatsoever.

Haryana State Co-operative Supply & Marketing Federation Ltd.

INVITE

REQUEST FOR PROPOSAL

For Selection of Creative and Media Agency
for HAFED



Haryana State Co-operative Supply & Marketing Federation Ltd.

HAFED Corporate Office,

Sector-5, Panchkula. Haryana, India

Email id: hafedmarketing1@gmail.com, hafed@hry.nic.in

Tel Numbers: 0172-2590520/24,

Fax: 0172-2590711

DISCLAIMER

The information contained in this RFP document or information provided subsequently to Bidder(s) or Applicant(s) whether verbally or in documentary form/email issued for the eligible and interested bidders, by or on behalf of HAFED, is provided on the terms and conditions set out in this document and all other terms & conditions subject to which such information is provided. The purpose of this RFP document is to provide the Bidder(s) with information to assist the formulation of their Proposals. Each Bidder should conduct its own investigations & analysis and should check the accuracy, reliability and completeness of the information in this RFP document and wherever necessary they should obtain independent advice from appropriate sources. HAFED may, in their absolute discretion, but without being under any obligation to do so, update, amend or supplement the information in this RFP document.

HAFED, its employees and advisors make no representation or warranty and shall have no liability to any person, including any Applicant or Bidder under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this RFP or otherwise, including the accuracy, adequacy, correctness, completeness or reliability of the RFP and any assessment, assumption, statement or information contained therein or deemed to form part of this RFP or arising in any way for participation in this Bid Stage.

This RFP is neither an agreement nor an offer by HAFED, but an in addition or responses to the issues pertaining to any service by HAFED as contained in this document. No contractual obligation on behalf of HAFED, whatsoever, shall arise from the RFP process unless and until a formal agreement is signed and executed by duly authorized officers of HAFED and the finally selected Bidder. It may be noted that issuance of RFP does not confer any right to be invited to participate further and HAFED shall have unfettered rights and discretion in its decision regarding such matters and finalization or completion of further steps in respect of the RFP.

The Bidders, by accepting this document, agree that any information contained herein may be superseded by any subsequent written information on the same subject made available to the recipient or any of their respective officers or published on HAFED website. It is also understood and agreed by the Bidder(s) that decision of HAFED regarding selection of the Bidder will be final and binding on all concerned. No correspondence in this regard, verbal or written, will be entertained.

HAFED reserves the right to amend, modify, vary, add, delete, accept or cancel, in part or full, any condition or specification of all proposals/orders/responses, without assigning any reason thereof before evaluation of technical bids. Each Bidder shall be entirely responsible for its own costs and expenses that are incurred while participating in the RFP, presentations and contract negotiation processes.

HAFED reserves the right at the time of award of contract to increase or decrease, the scope of work without any change in price, other terms and conditions.

Notwithstanding anything contained in the RFP Document, HAFED reserves the right to accept or reject any response and to annul the process and reject all responses at any time prior to execution of the agreement with the Bidder to whom the contract is finally awarded, without thereby incurring any liability to the affected Bidder or Bidders or any obligation to inform the affected Bidder or Bidders of the grounds for the HAFED's decision.

HAFED reserves the right to cancel the entire process at any stage at its sole discretion without assigning any reason thereof.

It shall be the duty and responsibility of the Bidders to ensure themselves about the legal, statutory and regulatory authority, eligibility and other competency of them to participate in this RFP and to provide any and all the services and deliverables under the RFP to HAFED.

Key Dates:-

Downloading of Tender Document / Online Bid preparation/online bid submission & Online transfer of funds	
(i) Downloading of Tender Document / Online Bid Preparation. (ii) Online directly transfer of funds of Rs.6000/- through online directly through Debit Cards & Internet Banking Accounts (Tender document fee Rs.5000`/-, Processing Fee Rs.1,000/-) and required EMD (Rs. 1.00 lakh)	Upto 10:00 AM on 18.04.2022
Submission of online technical and financial bid	Upto 10:00 AM on 18.04.2022
Opening of Technical bid	At 11:00 AM on 18.04.2022
Manual submission of additional/ supporting documents only.	Upto 01:00 PM on 18 .04.2022
Opening of financial bid	At 03:00 PM on 18.04.2022

1. Introduction

A. INTRODUCTION

Hafed is the largest apex cooperative federation of Haryana State in India. It came into existence on November 1st, 1966 with the formation of Haryana as a separate State. Since, then it is playing a leading role in serving the farmers of the State as well as customers in India and overseas by providing hygienic and safe quality consumer products.

2.1 Overall Scope of Work

- a. The selected agency will be responsible for the overall branding of HAFED products across all mediums which can help Haryana State Co-operative Supply & Marketing Federation Ltd. (HAFED) in increasing the visibility of HAFED brand. Further, the selected agency may be required to re-design the artwork of all HAFED products.
- b. Information, Education and Communication (IEC): Conceptualize and develop information, Education and Communication (IEC) materials for Radio, TV in different formats like spots/jingles, Cinema ads, Short films/documentaries, training films, interactive shows, audio visual material in any other formats as per requirement.
- c. Conceptualize and design print materials like brochures, leaflets, policies, posters, calendars, booklets etc.
- d. Conceptualize and design including writing of copy of the press advertisements, Press Releases, Articles for magazines & newspapers, reports, testimonials on various activities/events of HAFED.
- e. Conceptualize and design material for outdoor activities like hoardings, bus/train panels, panels & posters in metro rail and metro stations, railway stations and

airports, illuminated signage, wall paintings, display panels, other exhibition materials etc.

- f. Conceptualize and design IEC materials for dissemination of information through social media and innovative mediums like web pages, internet and mobile telephone and for interpersonal.
- g. Advise HAFED on appropriate communication strategy including media options and formats for campaign.
- h. The IEC materials for all the above formats are required to be made in Hindi, English and other regional languages as per requirement, if any.
- i. Important:
 - i. The agency shall obtain approval from HAFED for all campaign plans, strategies, and materials produced. The agency shall provide a schedule of proposed media placements in consultation with HAFED.
 - ii. The bidder shall be responsible for quoting the cost of conceptualizing, creating the entire creative & its media planning under this engagement/work and extending all the required support for monitoring the release of the approved creative work.
 - iii. The selection shall be initially for 1 year from the date of signing of contract which shall be reviewed periodically to assess the performance during the specified duration of empanelment.
 - iv. The Agency will be required to submit details on each activity/event conducted, including the relevant artwork.
 - v. The agency should use the latest Corel Draw Software for all graphics related work.

2.2 Detailed Scope of Work

1. Offline marketing channel

- a. **ATL (Define scope of work) – Television , Radio etc.**
 - i) **Regional Level**
 - ii) **National Level**
- b. **BTL (Radio jingle Slot wise performance, OTT marketing activity regional, print media promotions)**
- c. **Creation of Artwork & Overall Impact Analysis**

2. Online marketing channel

- a. **Digital Marketing**
- b. **Social Media**

2.2.1 Print

Print media unlike web, radio or television medium, is tangible and provides readers the opportunity to study/browse articles, look at images & view advertisements at their leisure. The medium is widely circulated amongst loyal patrons and provides long term durability and hence has a longer life span. This medium is also very useful to reach specific audience, geographically spread. To raise awareness about HAFED products and their benefits amongst diverse stakeholders, it is planned to publish advertisements in leading dailies (All India) in English, Hindi and various regional languages. The selected agency will be required to conceptualize and develop creative for print medium including but not limiting to the following:

- a. Newspaper Ads: Strip Ads, Quarter Page Ads, Half Page Ads

- b. Magazine Advertorials: Advertorials may be published in leading magazines for promoting Hafed products.

2.2.2 Artwork

Agency will redesign the artwork of all the Hafed products as and when required. Agency will provide 3-4 different samples to be approved by HAFED.

2.2.3 Radio:

Despite rapid developments in communication technologies in the last few decades, radio broadcasting is one of the most cost-effective ways to reach diverse audiences. To enhance visibility of Hafed, 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 media planning in the release of radio jingles and theme songs. HAFED will approve the creative and the media plan. The Radio campaigns will be in form as under, but not limiting to:

- a. Radio Spot: The selected agency will be required to make creative for the Radio spot in the form of Script, Messages, Lyrics, Jingle, etc. The agency shall prepare a comprehensive media plan which shall be approved by HAFED for Radio
- b. RJ Mentions: Radio Jockeys may add value to the Radio spot and make it more meaningful for the listener by giving additional details about various ongoing and upcoming activities of HAFED.
- c. Radio Sponsored Program: In order to create awareness about Hafed, a series of Radio Sponsored Programme may be developed.

2.2.4 Television:

An essential part of everyday life today, television is one of the most powerful tools in communicating messages to the masses. Shrinking the world into one place, this visual medium with the dynamic combination of sight, sound and action makes it easy to reach specific target audience through a whole host of channels on an immediate basis. The selected agency will be responsible to conceptualizing, creating, and media planning. All TV campaign creative must be developed through fresh shoot. HAFED will approve the creative and the media plan and media buying proposed by the selected agency. The TV campaign creative will be in the form as under, but not limiting to:

- a. TV Spot: The selected agency will be required to create comprehensive creative for TV Spot (60 seconds, 40 seconds and 30 seconds) in form of Story board/ Script, Messages, Lyrics, Jingle, Graphics, Animation, fresh shoot etc. The agency shall prepare a comprehensive media plan which shall be approved by HAFED for TV.
- b. Product Placement: The selected agency will be required to conceptualize methods for sponsored product placement in popular TV shows for promoting Hafed products. The selected agency will be required to support HAFED in buying media/ air time in TV Shows as per the approved media plan.

2.2.5 Digital Films:

Promotional Campaign film (5-7 minute duration), User experience film (5-7 minute duration), and animation films (2-3 minute duration) can be extremely effectual for raising awareness, informing and educating the

masses about various activities of HAFED. The selected agency will be responsible for conceptualizing, creating and producing the films under this engagement. All Films will be freshly shot for this engagement. All graphics/animations/images used must be developed ab initio or bought under applicable laws for the end consumption for HAFED.

2.2.6 Social Media:

With the proliferation of social media, it has become imperative to keep pace with the different channels and forms of communication to ensure that the message is disseminated far and wide and reaches out to the intended audiences in all potential channels accessed by them. It is important to bring to light that the federation is utilizing tools that constitute social media to connect with the citizens. The selected agency will be required to undertake a comprehensive social media campaign on social media including but not limiting to on Twitter, Facebook, YouTube, Instagram, WhatsApp and other social media platforms etc. The campaign may involve creation of creative, films, advertisements, web posts, blog bursting, etc. Indicative list of activities for Twitter and YouTube are listed as under for reference, however final list of activities shall be designed based on the requirement of HAFED on selected social media platforms.

- a. Twitter, Facebook, Instagram: At least 1 post/tweet regarding benefits of Hafed products daily on the existing HAFED accounts.
- b. YouTube: a HAFED channel on You Tube may be created wherein all audio-visual media, animated films etc. may be posted. Pre-roll ad (TrueView format ads- skippable as well as non-skippable) which is a promotional video message that plays before the content the user has selected may be created and posted on most watched or popular videos to increase branding and promotion, hiring media influencers and content creation for Hafed consumer products.

2.2.7 New Media:

- a. **Internet Banner:** Web Banner ads are powerful tools for building brand recognition. The selected agency will be responsible for conceptualizing the entire creative for the required campaign, or as the case may be. The Ad could be in the form of a static image; animations, slideshows and streaming media may be added to make an eye-catching advertisement for Web-page visitors. The banner may be displayed prominently on all Government websites and for certain time period on important and highest rated Indian websites.
- b. **Blogger Engineering:**
The selected agency will be responsible for bringing influential and noted bloggers to write about the activities (existing and upcoming) and other issues of Agri-Retail Sector on the HAFED portal, their associated blog websites, or any other prominent websites where they are actively blogging.
- c. **Mobile SMS:**
Bulk SMS may be sent out regularly to inform people regarding existing and upcoming activities and important events. The selected agency will be responsible for identifying the event on which bulk SMS is required to

be sent out. Further the agency will be responsible for creating content of SMS and coordinate for the successful dissemination of SMSs through SMS Gateway.

- d. **Internet Marketing:**
The selected agency may be required to re-design the webpages of the existing HAFED portal to better suit the requirements of users. Further, the agency will be required to write articles to be posted on the HAFED portal to increase its ranking on various search engines, including but not limiting to SEO and SEM.

2.2.8 Outdoor Media:

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

The Marketing Agency will perform below task for HAFED each month

SNo.	Activity	Quantity	
		Weekly figure approx.	Monthly Figure Approx.
1	Social Bookmarking	30(3-5 for each keyword)	120
2	Directory Submission	20(3-5 for each keyword)	80
3	Classified	12 in a week	50
4	Business Listing	5 in a week	20
5	Blog creation and posting	2 in a week	8
6	Forum	8 in a week	30
7	Article	2 in a week	8
8	Article bookmarking	10 for approved article URL	40
9	Blog bookmarking	10 for approved article URL	40
10	Content sharing	Each approved blogs and article in 5 top sites	
11	Press release submission	Provided by HAFED	
12	Social profile creation	4 in a week	16
13	Twitter Followers	8-10 in a week	30-40 in a month

14	Facebook posting	2 in a day (10 in a week)	40
15	Twitter tweet	2 in a day (10 in a week)	40
16	Content creation for the distribution channel (Facebook, social media, YouTube, Twitter and Instagram)	8-10 creatives per week	32-40
17	Infographic and slide show videos	2 per weeks	8 (includes a video per month)
18	Facebook followers	1000 per week	4000
19	Social media audience reach across the channel	1.05Lacs	4.20 Lacs
20	Monitoring and supervision of the media	Daily analysis of all media tools	

2.2.9 Other Role and Responsibilities of Media Agency:

- a. To provide help in building ad campaigns designed to capture potential clients’ attention and keep existing customers’ loyalty.
- b. Provide media insights vis-à-vis to campaign’s target demographic, determining the best time to run the campaign, provide necessary analysis etc.
- c. Build useful database by mining data from surveys, television ratings, webpage visits and other sources.
- d. To design a budget-friendly ad campaign that engages targeted customers in a way that speaks to their attitudes, outlook and interests.
- e. To choose the right medium such as internet, digital media and social media apps, TV, Radio or print media to ensure maximum impact in minimum budget.
- f. Compile media coverage reports and monitor media activities to identify issues and future campaigns.
- g. Develops, writes, edits and disseminates media related notes including media advisories and news releases; news questions and answers; and key messages, speeches and briefing notes for senior management.
- h. Identify media engagement opportunities and generate media awareness of various events/new development.

2.2.10 Overall Impact Assessment:

The selected agency will be responsible for conducting impact assessment from time to time to understand the response from citizens against various promotional activities. This may require primary research activities as well by physically conducting surveys of citizens. This activity will form the basis for revising the media plan if required. Further the selected agency shall take all the necessary actions emerging from the impact assessment exercise.

2.2.11 Intellectual Property Rights:

HAFED 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 HAFED 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 Master Service Agreement to any third party under any circumstances. All the content conceptualized, created and implemented by the selected agency whether in tangible or intangible form shall bear relevant copyright notices in the name of HAFED. The selected agency shall take all such appropriate legal actions to safeguard violation of HAFED intellectual property rights, if any.

3. Duration of the assignment

Duration of the project is for 01 year initially, which shall be further extendable with mutual consent of bidder and department.

4. Eligibility criteria, Technical and Financial capability of bidder

4.1 Eligibility of applicants

As part of eligibility criteria, only those bidders who meet the following eligibility criteria are eligible to participate in the Technical and Financial bidding process. Bidders failing to meet these criteria or not submitting requisite supporting documents/ documentary evidence for supporting pre-qualification criteria are liable to be rejected summarily

To be eligible for evaluation of the Proposal, the Bidder shall fulfill the following Minimum Eligibility Criteria:

Sr. No.	Minimum Eligibility Criteria	Proof to be submitted
1.	The bidder should be an entity registered as Proprietorship/Partnership/LLP	Incorporation/Registration Certificate
2.	The bidder should have a minimum experience of three years in branding and/or promotion and/or marketing for projects in any State/Central Govt. Dept./PSU. Experience will be considered as on date of issue of tender.	Work Order & Work Completion Certificate clearly Stating Nature Of Work and Amount
3.	Bidder should have had an average turnover of at least INR 5 Crores from the last 3 financial years (FY 2018-19, 2019-20, 2020-21) For the purpose of this criterion, turnover of only the bidding entity will be considered. Turnover of any parent, subsidiary, associated or other related entity will not be considered.	Audited financial statements for the last three financial years along with CA Certificate
4.	The bidder should have executed at least one similar work in last three financial years (2017-18, 2018-19 &2019-20) amounting of at least INR 1 crore . Similar works would include Branding and/or content and/or promotion and/or marketing related projects for any State/Central Govt. Dept. /PSU. Experience will be considered as on date of issue of tender.	The bidder shall provide work order and work completion certificate which mentions clearly the amount of work completed as well as scope of work.
5.	Bidder must have minimum 03 years	Relevant work orders

Sr. No.	Minimum Eligibility Criteria	Proof to be submitted
	of experience of handling 360 degree campaign covering designing/production of creatives/Commercials for various media including print, TV, radio, online, outdoor etc., and digital media (social media, internet marketing, blogs etc.)	
6.	The bidder shall provide PAN, GST Number and IT return for last 3 financial year (2017-18, 2018-19, 2019-20)	A copy of PAN, GST Return Statement /Certificate. The bidder shall also submit copy of the ITR for last three years.
7.	The bidder should be empanelled in 2 or more Government /PSU/ Corporation /Boards	The bidder shall provide the empanelment documents
8.	Bidder must have its core team of key personnel based in Haryana, and this includes Creative/Strategy/Servicing/Media/Digital etc.	Bidder shall provide Self-Certificate containing the address of the offices in Haryana
9.	Bidder must not be blacklisted by Govt. of India/ Central PSU as on the date of submission of the bid.	Self-certificate letter undertaking to this effect on company's letter head signed by company's authorized signatory.

4.2 Technical bid qualification

Technical evaluation will be done only for those bidders who have qualified the pre-qualification stage. The technical evaluation of the qualified bidders shall be done based on the following evaluation criteria: -

S.No	Evaluation Criteria	Maximum marks
1.	Average Annual Turnover (Last 3 financial Year i.e. 2018-19, 2019-20, 2020-21) should be i. 5 Crores to 10 Crores- 10 Numbers ii. More than 10 Crores- 20 Numbers	20
2.	Bidder must have executed similar work (handling 360 degree campaign covering designing/production of creatives/Commercials for various media including print, TV, radio, online, outdoor etc., and digital media) in last three years. i. 05 Work Numbers ii. More than 05 Work Orders: 20 Numbers Orders: 10	20
3.	Bidder must have experience of working with Government/PSU/Corporation/Boards i. 02- 04 projects: 10 numbers ii. More than 04 projects: 20 Numbers	20
4.	Approach, Methodology and Work plan Describe your approach/methodology and work plan to provide the required services and the compliance of your methodology and work plan to the scope mentioned in this RFP.	40
	Total	100 Marks

4.3 Evaluation of Technical proposal

The minimum Technical Qualification score for the bidder to be qualified is 70 for opening of Financial Bid. The Bidder shall be selected on the basis of QCBS Method, whereby technical proposal will be allotted weightage of 70% and financial proposal will be allotted weightage of 30%.

4.4 Evaluation of financial proposal

- i. In the second stage, the financial evaluation will be carried out. Each Financial Proposal will be assigned a financial score (SF).
- ii. For financial evaluation, the total cost indicated in the Financial Proposal will be considered.
- iii. The department will determine whether the Financial Proposals are complete, unqualified and unconditional. The cost indicated in the Financial Proposal shall be deemed as final and reflecting the total cost of services. Omissions, if any, in costing any item shall not entitle the bidder to be compensated and the liability to fulfill its obligations as per the RFP within the total quoted price shall be that of the Consultant. The lowest financial proposal (FM) will be given a financial score (SF) of 100 points. The financial scores of other proposals will be computed as follows:
SF = 100 x FM/F (F = amount of Financial Proposal of the applicant)

4.5 Combined and Final Evaluation

- i. Proposals will finally be ranked according to their combined technical (ST) and financial (SF) scores as follows:
- ii. $S = ST \times 0.70 + SF \times 0.30$ (Where S is the combined score)
- iii. The Selected Bidder shall be the First Ranked Bidder (having the highest combined score). The Next Ranked Bidder shall be kept in reserve and maybe invited for negotiations in case the selected Bidder withdraws, or fails to comply with the requirements specified in this document.

5. Information and instructions to the bidders – General instruction

Checklist of Submission

#	Criteria/Form	Documents required	Status (Submitted/ Not Submitted)	Page No.
1.	Tender Processing fee	As per Online payment		
2.	Bid Security Amount	EMD Rs 1.00 Lakh (online payment)		
3.	Tender Fee	Rs 5000 (online payment)		
4.	The bidder should be an entity registered as Proprietorship /Partnership/LLP	Incorporation/Registration Certificate		
5.	The bidder should have a minimum experience of three years in branding and/or promotion and/or marketing for projects in any State/Central Govt. Dept./PSU. Experience will be considered as on date of	Work Order & Work Completion Certificate clearly Stating Nature Of Work and Amount as per Form Tech 3		

	issue of tender.			
6.	Bidder should have had an average turnover of at least INR 5 Crores from the last 3 financial years (FY 2018-19, 2019-20, 2020-21) For the purpose of this criterion, turnover of only the bidding entity will be considered. Turnover of any parent, subsidiary, associated or other related entity will not be considered.	Audited financial statements for the last three financial years along with CA Certificate as per Form Tech 6		
7.	The bidder should have executed at least one similar work in last three financial years (2017-18, 2018-19 & 2019-20) amounting of at least INR 1 crore. Similar works would include Branding and/or content and/or promotion and/or marketing related projects for any State/Central Govt. Dept. /PSU. Experience will be considered as on date of issue of tender.	The bidder shall provide work order and work completion certificate which mentions clearly the amount of work completed as well as scope of work as per Form Tech 3		
8.	Bidder must have minimum 03 years of experience of handling 360 degree campaign covering designing/production of creatives/ Commercials for various media including print, TV, radio, online, outdoor etc., and digital media (social media, internet marketing, blogs etc.)	Work orders as per Form Tech 3		
9.	The bidder shall provide PAN, GST Number and IT return for last 3 financial year (2017-18, 2018-19, 2019-20)	Copy of PAN, GST number as per Tech Form 5		
10.	The bidder should be empanelled in 2 or more Government /PSU/ Corporation/Boards	The bidder shall provide the empanelment documents		
11.	Bidder must have its core team of key personnel based in Haryana, and this includes Creative /Strategy /Servicing /Media/Digital etc.	Bidder shall provide Self-Certificate containing the address of the offices in Haryana		
12.	Bidder must not be blacklisted by Govt. of India/ Central PSU as on the date of submission of the bid.	Self-certificate letter undertaking to this effect on company's letter head signed by company's		

		authorized signatory as per Tech Form 7		
13.	Technical Proposal Submission Form	Form Tech 1		
14.	BidderDetails	Form Tech 2		
15.	Experience of Bidder	Form Tech 3		
16.	Approach, Methodology and Work Plan	Form Tech 4		
17.	Registration Certificates	Form Tech 5		
18.	Chartered Accountant Certificate	Form Tech 6		
19.	Self-Declaration for Non-Blacklisted	Form Tech 7		
20.	Format for Financial Bid	Form FIN 1		

Important Instructions

6.1 Registration of bidders on e-Procurement Portal

All the bidders intending to participate in the tenders process online are required to get registered on the e - Procurement Portal i.e. <https://etenders.hry.nic.in/>. Please visit the website for more details.

6.2 Obtaining a Digital Certificate

- i. The Bids submitted online should be encrypted and signed electronically with a Digital Certificate to establish the identity of the bidder bidding online. These Digital Certificates are issued by an Approved Certifying Authority, by the Controller of Certifying Authorities, Government of India.
- ii. The bidders may obtain Class-II or III digital signature certificate from any Certifying Authority or Sub-certifying Authority authorized by the Controller of Certifying Authorities.
- iii. Bid for a particular tender must be submitted online using the digital certificate (Encryption & Signing), which is used to encrypt and sign the data during the stage of bid preparation.
- iv. If the digital certificate issued to the authorized user of a firm is used for signing and submitting a bid, it will be considered equivalent to a no-objection certificate /power of attorney / lawful authorization to that User. The firm has to authorize a specific individual through an authorization certificate signed by all partners to use the digital certificate as per Indian Information Technology Act 2000. Unless the certificates are revoked, it will be assumed to represent adequate authority of the user to bid on behalf of the firm in the department tenders as per Information Technology Act 2000. The digital signature of this authorized user will be binding on the firm.

6.3 Download of Tender Documents

The tender documents can be downloaded free of cost from the eProcurement portal <https://etenders.hry.nic.in/nicgep/app> and also from department's website.

7. Number of Applications and costs thereof

- 7.1 No bidder shall submit more than one application for the Project.
- 7.2 The bidder shall be responsible for all of the costs associated with the preparation of their applications and their participation in the bid process. The Authority will not be responsible or in any way liable for such costs, regardless of the conduct or outcome of the Bidding Process.

8. Acknowledgement by Applicant

1. It shall be deemed that by submitting the Bid, the bidder has:
 - i. Made a complete and careful examination of the RFP;

- ii. Received all relevant information requested from the department;
 - iii. Accepted the risk of inadequacy, error or mistake in the information provided in the RFP or furnished by or on behalf of the department
 - iv. Agreed to be bound by the undertakings provided by it under and in terms hereof.
2. The department shall not be liable for any omission, mistake or error 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 bidding process, including any error or mistake therein or in any information or data given by the department.

9. Right to Accept or Reject any or all Applications/ Bids

- 1. Notwithstanding anything contained in this RFP, the Authority reserves the right to accept or reject any application and to annul the bidding process and reject all Bids, at any time without any liability whatsoever or any obligation for such acceptance, rejection or annulment, and without assigning any reasons thereof. In the event, that the authority rejects or annuls all the applications/bids, it may, in its discretion, invite all applicants/bidders to submit fresh applications/bids hereunder.
- 2. The department reserves the right to reject any application and/or bid if:
 - i. At any time, a material misrepresentation is made or uncovered, or
 - ii. The applicant does not provide, within the time specified by the authority, the supplemental information sought by authority for evaluation of the application.
- 3. If such disqualification/ rejection occur after the Bids have been done and the highest bidder gets disqualified/ rejected, then the authority reserves the right to:
 - i. Invite the next highest bidders to match the highest bidder/ submit their bids in accordance with the RFP; or
 - ii. Take any such measure as may be deemed fit in the sole discretion of the authority, including annulment of the bidding process.
- 4. The department reserves the right to verify all statements, information and documents submitted by the applicant in response to the RFP. Any such verification or lack of such verification by the authority shall not relieve the applicant of its obligations or liabilities hereunder nor will it affect any rights of the authority there-under.

10. Clarifications

- 1. The bidders requiring any clarification on the RFP may notify the department by e-mail. The department shall endeavor to respond to the queries within the period specified therein, but no later than the date stipulated in Document Control Sheet. The responses will be sent by e-mail. The department will forward all the queries and its responses thereto, to only the purchasers of the RFP without identifying the source of queries. The department may choose to upload the responses only on the websites specified in the RFP advertisement.
- 2. The department shall endeavor to respond to the questions raised or clarifications sought by the applicants. However, the department reserves the right not to respond to any question or provide any clarification, in its sole discretion, and nothing in this clause shall be taken or read as compelling or requiring the authority to respond to any question or to provide any clarification.
- 3. The department may, on its own, if deemed necessary, issue interpretations and clarifications to all applicants. All clarifications and interpretations issued by the department shall be deemed to be part of the RFP. Verbal clarifications and information given by the department or its employees or representatives shall not in any way or manner be binding on the department.
- 4. No alterations, amendments, omissions, additions, suspensions or variations of the work (hereinafter referred to as variation) under the contract shall be made by the successful bidder except as directed in writing by HAFED.
- 5. HAFED shall have full powers, to instruct the successful bidder to make any variation to the scope of work, roles, responsibilities, etc. of the contract, from time to time. The selected bidder shall carry out the aforesaid variations suggested

by HAFED and be bound by the same terms and conditions as provided for in this RFP and/or the contract. The successful bidder will also have the discretion to give HAFED any suggestion with respect to the project/subject matter at hand. It is however clarified that acceptance/use of such suggestion/variations shall be the sole discretion of HAFED.

11. Amendment of RFP

1. At any time prior to the deadline for submission of bid, the department may, for any reason, whether at its own initiative or in response to clarifications requested by the bidders, modify the RFP by the issuance of Addendum.
2. Any Addendum thus issued will only be uploaded on Department website
3. In order to afford the bidders, a reasonable time in which to take an Addendum into account, or for any other reason, the department may, at its own discretion, extend the application due date.

12. Language of proposal

1. The application and all related correspondence and documents should be written in the English language. Supporting documents and printed literature furnished by the bidder with the application may be in any other language provided that they are accompanied by appropriate translations of the pertinent passages in the English language, duly authenticated and certified by the applicant. Supporting materials, which are not translated into English, may not be considered. For the purpose of interpretation and evaluation of the bid, the English language translation shall prevail.
2. All communication provided should be legible, and wherever the information is given in figures, the same should also be mentioned in words. In case of difference in amounts stated in figures and words, the amount stated in words only will be taken as correct and final.

13. Format and Signing of application

1. The proposal shall provide all information sought under this RFP. The department would evaluate only those bids that are received in the required format and complete in all respects. Incomplete and / or conditional bid shall be liable for rejection.
2. The bidder shall submit separate folders for Pre-qualification document, technical document and financial document.
3. The proposal shall be typed or written in indelible ink, stamped (Company/firm stamp or seal) and signed by the Authorized signatory of the applicant who shall also initial each page. In case of printed and published documents, only the cover shall be initialled. All the alterations, omissions, additions or any other amendments made to the bid shall be initialled by the person(s) signing the bid. The proposal shall contain page numbers.

14. Submission of proposal

The bidders shall upload the required technical and commercial documents online on <https://etenders.hry.nic.in/nicgep/app> using the digital certificate

15. Application due date

1. The bids should be submitted before time mentioned in Document control sheet in the manner and form as detailed in this RFP.
2. In the event that the due date for the bid submission is a holiday for the department, the next working day (at same time) will be the date of submission.
3. The department may, in its sole discretion, extend the application due date by issuing an Addendum.

16. Late applications

Applications received by the Authority after the application due date shall not be eligible for consideration and shall be summarily rejected. Authority shall not be responsible for any delay in submission of the same.

17. Opening & Evaluation of Applications

1. The department would open the bids for the purposes of evaluation at the place specified in Document Control Sheet and in the presence of the applicants who choose to attend.
2. The bidders will be deemed to have understood and agreed that no explanation or justification on any aspect of the bidding process or selection will be given.
3. Any information contained in the bid shall not in any way be construed as binding on the department, its consultants, agents, successors or assigns, but shall be binding against the bidder if any project is subsequently awarded to it under the bidding process on the basis of such information.
4. The department reserves the right not to proceed with the bidding process at any time without notice or liability and to reject any bid without assigning any reasons.
5. If any information furnished by the bidder is found to be incomplete, or contained in formats other than those specified herein, the department may, in its sole discretion, exclude the relevant project from computation of the experience of the applicant.
6. In the event that a bidder claims credit for an Eligible Project, and such claim is determined by the department as incorrect or erroneous, the department shall reject such claim and exclude the same from computation of the experience. Where any information is found to be patently false or amounting to a material misrepresentation, the department reserves the right to reject the application and/or bid in accordance with the provisions of Clause 10.

18. Confidentiality

Information relating to the examination, clarification, evaluation, and recommendation for the short-listed pre-qualified bidders shall not be disclosed to any person who is not officially concerned with the process or is not a retained professional advisor advising the department in relation to or matters arising out of, or concerning the bidding process. The department will treat all information, submitted as part of the bid, in confidence and would require all those who have access to such material to treat the same in confidence. The department may not divulge any such information unless it is directed to do so by any statutory entity that has the power under law to require its disclosure or is to enforce or assert any right or privilege of the statutory entity and/or authority or as may be required by law or in connection with any legal process.

19. Clarifications from Applicants

1. To facilitate evaluation of applications, authority may, at its sole discretion, seek clarifications from any applicant regarding its application. Such clarifications shall be provided within the time specified by authority for this purpose. Any request for clarifications and all clarifications shall be in writing.
2. If the bidder does not provide clarifications sought, as mentioned above, within the prescribed time, its bid shall be liable to be rejected. In case, the bid is not rejected, the department may proceed to evaluate the bid by construing the particulars requiring clarification to the best of its understanding, and the bidder shall be barred from subsequently questioning such interpretation of the department.

20. Short listing & Notification

1. Based on the evaluation of bids, the department would prepare a list of bidders that shall have been qualified through the evaluation criteria and the same will be communicated to all the bidders. The department will not entertain any query or clarification from bidders who fail to qualify.
2. The pre-qualified/eligible bidder shall only be invited to make a presentation to the "Evaluation Committee" constituted for the purpose.

3. The financials of only those applicants will be opened, who have scored atleast 70 in Technical Qualification.

21. Proprietary Data

All documents and other information supplied by the department or submitted by the bidder to the department shall remain or become the property of the department. The bidders are to treat all information as strictly confidential and shall not use it for any purpose other than for preparation and submission of their bid. The department will not return any bid or any information provided along therewith.

22. Conflict of Interest

The agency shall not receive any remuneration in connection with the assignment except as provided in the contract. The agency and its affiliates shall not engage in any activities that conflict with the interest of HAFED under the contract. Agency shall provide professional, objective and impartial advice and at all times hold HAFED's interest paramount, without any consideration for future work and that in providing advice, they avoid conflicts with other assignments and their own corporate interests. The agency understands that it shall not be hired for any assignment that would be in conflict with their prior or current obligations to other clients, or that may place them in a position of being unable to carry out the assignment in the best interest of HAFED

Without limitation on the generality of the foregoing, an agency shall not be hired, under the circumstances set forth below:

- a) Relationship with HAFED's staff: Consultants/ Agencies (including their experts and other personnel, and sub-consultants) that have a close business or family relationship with a professional staff HAFED (or of the project implementing agency) who are directly or indirectly involved in any part of (i) the preparation of the TOR for the assignment, (ii) the selection process for the contract or (iii) the supervision of such contract may not be awarded a contract, unless the conflict stemming from this relationship has been resolved in a manner acceptable to HAFED throughout the selection process and the execution of the contract.
- b) An agency or a group shall submit only one proposal, either individually or as a joint venture partner in another proposal or represent the sub agencies if the group. If a consultant, including a joint venture partner, submits or participates in more than one proposal, all such proposals shall be disqualified. This does not, however, preclude a consulting firm to participate as a sub-consultant, or an individual to participate as a team member, in more than one proposal when circumstances justify.

23. Payment Schedule

The selected agency will be required to submit the invoice post completion of the assignments successfully (completion duly approved by HAFED) as per the agreed strategy plan or otherwise as the case may be. The rates would be used as per commercials quoted by the selected agency to arrive at the costing of the assignment under the agreed strategy plan and payments. Post completion of each assignment under this engagement, HAFED will assess the delivery for the approval to selected agency.

Note:

1. The Vendor shall raise the invoice to HAFED in pursuance to the agreed and approved payment schedule milestones.
2. Any payment which is required to be paid in connection with production or release to outsourced agency, the same shall be paid directly by HAFED in

consultation with the selected agency and on approving the invoice of outsourced agency.

3. Cost related to media buying or air time buying shall be paid directly to the concerned agency by HAFED in consultation with the selected agency and on approving the invoice of such concerned agency.
4. Where applicable, all the invoices related to media activities shall be as per DAVP rates Govt. of Haryana.
5. Wherever applicable, taxes shall be deducted at source from the Professional fee, Sub-Contract/ Vendor costs, Media costs and other costs by HAFED in accordance with the Government rules from time-to-time.
6. Payments terms (credit period) 30 days from the date of submission of invoices with work proof in presentation/reports and Hafed will clear the agency bills after Hafed found the work done to be satisfactory.
7. Delay in the execution of the assign tasks for the HAFED project by the Agency will not be overlooked. Hafed may impose a penalty of 1 % of the Project Value per week (Maximum 10%).
8. The percentage of penalty will be varied in accordance with the delay in execution:
 - I. 1% penalty for 1 week delay in execution.
 - II. 3% penalty for 15 days delay in execution.
9. If the delay is more than 15 days then HAFED may annul the Project and shall be free to get it done from the other Agencies at the risk and costs of the appointed Agency. IN case the Agency fails to complete the assignments before deadline, HAFED holds the right to terminate the agreement and debar the Agency. There will be no more work given to the Agency thereafter and the penalty costs and risks will be imposed to the Agency only.
10. HAFED has full rights to abort the contract in case the Agency fails to confirm the guidelines agreed on the contract. Work quality, non-supportive attitude, deadline, event failure, and more such troubles will affect the contract and HAFED will withdraw the contract and half (50%) of the contract amount shall be recovered from the Agency only.

24. Notification of Award of Contract

The department will notify the successful bidder in writing that its proposal has been accepted. The notification of award will constitute the formation of the contract after submission of performance bank guarantee by the successful bidder.

25. Signing of Contract

The successful bidder will sign the Contract with the department within 15 days of the release of award of Contract. After signing of the Contract, no variation in or modification of the term of the Contract shall be made except by mutual written amendment signed by both the parties

26. Sub-contracting/Subletting

Neither party may assign nor transfer any of its rights and obligations under the Agreement to any person without the other party's consent. The successful bidder shall not assign or transfer the whole or any part of scope of work nor shall it subcontract/sublet.

27. Termination by default

Department may terminate the Contract if:

- a) the selected 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 Department may have subsequently granted in writing;
- b) the selected agency becomes insolvent or bankrupt
- c) if the selected agency fails to comply decisions / mandate of Department.
- d) any document, information, data or statement submitted by the selected agency in its Proposals, based on which it was considered eligible or successful, is found to be false, incorrect or misleading; or
- e) if the acts of the selected agency are found to be unethical by Department.

28. Dispute Resolution

In the event of any legal disputes, between parties, the appropriate court in Panchkula will have sole and exclusive jurisdiction to settle disputes

29. Validity of Proposal

Proposals shall remain valid for a period of 180 (one hundred and eighty) days from the date of opening of Commercial Proposal. The Department reserves right to reject a proposal valid for a shorter period as non-responsive. In exceptional circumstances HAFED may solicit the Bidders consent to an extension of the period of validity

Prior to the expiration of the validity period, the Department will notify the successful bidder in writing or by fax or email, that its proposal has been accepted. In case the tendering process is not completed within the stipulated period, the Department, may like to request the bidders to extend the validity period of the bid. The request and the response thereto shall be made in writing. Extension of validity period by the bidder shall be unconditional. A bidder granting the request will not be permitted to modify its Proposal. HAFED, however, reserves the right to call for fresh quotes at any time during the period, if considered necessary.

30. Validity of Offers

The commercial price quoted in the financial bid shall be valid for a minimum period of 2 years from the date of awarding the contract. Bids mentioning a shorter validity period than specified shall be ignored/rejected and will not be accepted.

31. Fraud & Corrupt Practices

1. The Applicants and their respective officers, employees, agents and advisers shall observe the highest standard of ethics during the bidding process. Notwithstanding anything to the contrary contained herein, the authority shall reject an application without being liable in any manner whatsoever to the applicant if it determines that the applicant has, directly or indirectly or through an agent, engaged in corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice in the bidding process.
2. Without prejudice to the rights of the authority hereinabove, if an applicant is found by the authority to have directly or indirectly or through an agent, engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice during the bidding process, such applicant shall not be eligible to participate in any tender or RFP issued by the authority during a period of 2 (two) years from the date such applicant is found by the authority to have directly or indirectly or through an agent, engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice, as the case may be.
3. For the purposes of this Section, the following terms shall have the meaning hereinafter respectively assigned to them:
 - I. "Corrupt Practice" means (i) the offering, giving, receiving, or soliciting, directly or indirectly, of anything of value to influence the actions of any person connected with

the Bidding Process (for avoidance of doubt, offering of employment to or employing or engaging in any manner whatsoever, directly or indirectly, any official of the Authority who is or has been associated in any manner, directly or indirectly with the Bidding Process or the LOA or has dealt with matters concerning the Concession Agreement or arising there from, before or after the execution thereof, at any time prior to the expiry of one year from the date such official resigns or retires from or otherwise ceases to be in the service of the Authority, shall be deemed to constitute influencing the actions of a person connected with the Bidding Process); or (ii) save and except as permitted, engaging in any manner whatsoever, whether during the Bidding Process or after the issue of the LOA or after the execution of the Agreement, as the case maybe, any person in respect of any matter relating to the Project or the LOA or the Concession Agreement, who at any time has been or is a legal, financial or technical adviser of the Authority in relation to any matter concerning the Project;

- II. "Fraudulent practice" means a misrepresentation or omission of facts or suppression of facts or disclosure of incomplete facts, in order to influence the Bidding Process;
- III. "Coercive practice" means impairing or harming or threatening to impair or harm, directly or indirectly, any person or property to influence any person's participation or action in the Bidding Process;
- IV. "Undesirable practice" means (i) establishing contact with any person connected with or employed or engaged by the Authority with the objective of canvassing, lobbying or in any manner influencing or attempting to influence the Bidding Process; or (ii) having a Conflict of Interest; and
- V. "Restrictive practice" means forming a cartel or arriving at any understanding or arrangement among Applicants with the objective of restricting or manipulating a full and fair competition in the Bidding Process.

APPENDIX

Form Tech 1 - Technical Proposal Submission Form

To

The Managing Director

Haryana State Co-operative Supply & Marketing Federation Ltd.

Sector-5, Panchkula. Haryana, India

Email id: hafedmarketing1@gmail.com, hafed@hry.nic.in

EPBX Numbers: 0172-2590520-26

Fax: 91-172-2590711

Subject: Submission of Proposal for Selection of Creative and Media Agency for HAFED

Dear Sir,

We, the undersigned, offer to provide our proposal for the assignment 'Selection of Creative and Media Agency for HAFED' in accordance with your Request for Proposal dated _____. We are hereby submitting our Proposal only through online mode, which includes Technical Proposal, and a Financial Proposal.

We hereby declare that all the information and statements made in this Proposal are true and accept that any misinterpretation contained in it may lead to our disqualification. Our Proposal is binding upon us and subject to the modifications resulting from Contract negotiations.

We undertake, if our Proposal is accepted, to initiate the services related to the assignment not later than the date indicated in Document Control sheet.

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

Yours sincerely,

(Authorized Signatory)

Signature with date:

Name of authorized signatory

Seal of Agency

Form Tech 2 Details of Bidder

Form A: Details of the Bidder	
Company Name	
Date of Incorporation	
Date of Commencement of Business	
Address of Headquarters	
Address of the Registered Office in India	
Contact detail of Authorized person (name, address, phone no. and email)	

Form Tech 3 – Experience of bidder

Name of Bidder entity	
Assignment Name	
Name of Client	
Country	
Contact Details	
Approximate Value of the Contract	
Duration of Assignment (months)	
Award Date (month/year)	
Completion Date (month/year)	
Narrative Description of the project	
Details of work that defines the scope relevant to the requirement	
Documentary Evidence attached	

Note: Please provide the copy of *Letter of agreement/ Certificate of Completion* for each project

1.1.

Form Tech 4–Approach, methodology and Work Plan for Performing the Assignment

The **approach section** should highlight the issues and current thinking on best practice that will indicate the manner in which the team will approaches this project.

The **methodology section** should provide insight and consideration of each of the main task areas specified in the terms of reference. This section should highlight each of the main task area, specify what activities will be undertaken by whom & at what stage in the project and should clearly set out the specific deliverables.

The **work plan section** should show the methodology graphically in such type of projects or by means of a Gantt chart or other recognized project management tool, showing the task area, the activities to be undertaken and the timing of deliverables keeping in mind the time frame mentioned in the Terms of Reference.

S. No	Activity	Months							
		1	2	3	4	5	6	7	8

Authorized Signatory: _____

Name and Designation of Signatory: _____

Name of Firm: _____

(Company Seal)

Draft Annexure- Marketing Plan Harit Mart				
S. No.	Activity	Particulars	Quantity	Cost
1	Bus Branding			
2	Bus Shelters			
3	Wall Paintings			
4	Outdoor Advertising			
5	Celebrity Endorsement			
6	Cinema Ads			
7	Cab Branding			
8	Auto Branding			
9	Pamphlets Distribution			
10	RWA Society Gates			
11	Television Ad			
12	Designing and Printing Materials			
13	Road Shows			

Form Tech 5- Registration Certificates

(On Agency's letter head)

TO WHOM SO EVER IT MAY CONCERN

This is certify that this Agency has given below statutory registrations, photocopy of which are annexed hereto.

S.No	Registration for	Registration No.	Date of Registration
1.	PAN		
2.	TAN		
3.	GST		
4.	Shop & Establishment		
5.	OTHERS		

Signature of Authorized person:

Signed at _____ dated _____ by _____

Designation _____ for _____ Agency

Seal of Agency

Form Tech 6- Chartered Accountant Certificate

[ON THE LETTER HEAD OF AUDITORS /CHARTERED ACCOUNTANTS]

CERTIFICATE

TO WHOM SO EVER IT MAY CONCERN

This is to certify that M/s. having its
Registered Office had achieved the
following level of Turnover in respect for the financial years mentioned hereunder:

Particulars	2018-19	2019-20	2020-21
Turnover			

The figures certified for the stated Financial Years are based on the Books of Account, Audited Balance Sheet of the Company and the records produced before us.

Signatures of Auditors/Charted Accountants:

Name :

Seal

Place :

Date :

Form Tech 7- Self-Declaration for Non-Blacklisted

It is hereby certified that M/s_____ is not blacklisted/debarred by Govt. of India or its undertakings / any State Govt. or its undertaking or any other Govt. of India & State Govt. funding agencies / regulatory authorities / Statutory Body / Autonomous Body as on date.

M/s_____ is not involved in any major litigation that may have an impact or affect that may compromise the delivery of services as required by Haryana State Cooperative Supply and Marketing Federation Limited (HAFED).

M/s_____ would immediately inform HAFED in case of any change in the situation any time hereinafter.

For and on behalf of:

Signature of Authorized

Representative/ Signatory:

Name:

Designation:

(Seal)

Date

Format for Financial Bid

Dated:

To

The Managing Director

Haryana State Co-operative Supply & Marketing Federation Ltd.

Sector-5, Panchkula. Haryana, India

Email id: hafedmarketing1@gmail.com, hafed@hry.nic.in

EPBX Numbers: 0172-2590520-26

Fax: 91-172-2590711

Sub: Submission of Financial Proposal for Selection of Creative and Media Agency for HAFED

Dear Sir,

1. With reference to your RFP document dated XXXX I/we, having examined the Bidding Documents and understood their contents, and pursuant thereto, hereby submit my/our Financial Bid for the aforesaid mentioned services as per Schedule of Requirements and other terms of the RFQ cum RFP. The Bid is unconditional and unqualified.
2. Our Financial Bid offer will be as per the following table which is inclusive of all expenses (exclusive of applicable taxes)

Item	Price (Monthly)
Total	

3. I/We agree to keep this offer valid for 180 (One Hundred Eighty days) days from the Bid Due Date specified in the RFQ cum RFP.
4. I/We agree and undertake to abide by all the terms and conditions of the Bidding Documents. By filling this Form online, we hereby irrevocably consent and agree to be bound by all the terms and conditions set out hereunder.
5. I / We further confirm that we shall not demand Additional Fee, any other charges etc. from Haryana Government during the mentioned Period.
6. We hereby declare that our Financial Proposal is unqualified and unconditional in all respects and there are no deviations from the stated terms in the Bidding Documents.

Yours faithfully,

(Signature of the Authorized signatory)

(Name and designation of the of the Authorized signatory)



**THE HARYANA STATE COOPERATIVE SUPPLY
AND MARKETING FEDERATION LIMITED**
CORPORATE OFFICE, SECTOR 5, PANCHKULA HARYANA (INDIA)
TEL: 2590520-24, FAX: 2590711 E.Mail: hafed@hry.nic.in
Web-site: www.hafed.gov.in



Short term e-tender notice for selection of Creative and Media Agency for Hafed

Hafed invites request for proposal for selection of Creative and Media agency for Hafed, interested bidders may submit the rates online in the financial bid format. The tender document containing details of scope of work, eligibility criteria, technical bid qualification, financial proposal etc. and other terms & conditions are available on portal <https://etenders.hry.nic.in> or at Hafed Website www.hafed.gov.in. The parties / bidders can submit their bid through e-Tender portal as per dates given below:

Downloading of Tender Document / Online Bid preparation & Online transfer of funds	
On line submission of EMD, E-tender fee & e-service fee	31.03.2022 from 05:00 PM on 17.04.2022
Opening of Technical bid	11:00 AM on 18.04.2022
Opening of Financial bid	18.04.2022 on 03:00 PM

All the bidders are required to get register on e-tendering portal & obtain Digital Signature as per the requirements of the e-tendering portal. Technical and Financial bids will be opened at Hafed Corporate Office, Sector-5, Panchkula (Haryana). All the bidders are requested to be present at the time of opening of the tender for negotiation. Hafed reserves the right to accept/reject any/all the tenders or increase/decrease the tendered quantity without assigning any reason whatsoever.

Haryana State Co-operative Supply & Marketing Federation Ltd.

INVITE

REQUEST FOR PROPOSAL

For Selection of Creative and Media Agency
for HAFED



Haryana State Co-operative Supply & Marketing Federation Ltd.

HAFED Corporate Office,

Sector-5, Panchkula. Haryana, India

Email id: hafedmarketing1@gmail.com, hafed@hry.nic.in

Tel Numbers: 0172-2590520/24,

Fax: 0172-2590711

DISCLAIMER

The information contained in this RFP document or information provided subsequently to Bidder(s) or Applicant(s) whether verbally or in documentary form/email issued for the eligible and interested bidders, by or on behalf of HAFED, is provided on the terms and conditions set out in this document and all other terms & conditions subject to which such information is provided. The purpose of this RFP document is to provide the Bidder(s) with information to assist the formulation of their Proposals. Each Bidder should conduct its own investigations & analysis and should check the accuracy, reliability and completeness of the information in this RFP document and wherever necessary they should obtain independent advice from appropriate sources. HAFED may, in their absolute discretion, but without being under any obligation to do so, update, amend or supplement the information in this RFP document.

HAFED, its employees and advisors make no representation or warranty and shall have no liability to any person, including any Applicant or Bidder under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this RFP or otherwise, including the accuracy, adequacy, correctness, completeness or reliability of the RFP and any assessment, assumption, statement or information contained therein or deemed to form part of this RFP or arising in any way for participation in this Bid Stage.

This RFP is neither an agreement nor an offer by HAFED, but an in addition or responses to the issues pertaining to any service by HAFED as contained in this document. No contractual obligation on behalf of HAFED, whatsoever, shall arise from the RFP process unless and until a formal agreement is signed and executed by duly authorized officers of HAFED and the finally selected Bidder. It may be noted that issuance of RFP does not confer any right to be invited to participate further and HAFED shall have unfettered rights and discretion in its decision regarding such matters and finalization or completion of further steps in respect of the RFP.

The Bidders, by accepting this document, agree that any information contained herein may be superseded by any subsequent written information on the same subject made available to the recipient or any of their respective officers or published on HAFED website. It is also understood and agreed by the Bidder(s) that decision of HAFED regarding selection of the Bidder will be final and binding on all concerned. No correspondence in this regard, verbal or written, will be entertained.

HAFED reserves the right to amend, modify, vary, add, delete, accept or cancel, in part or full, any condition or specification of all proposals/orders/responses, without assigning any reason thereof before evaluation of technical bids. Each Bidder shall be entirely responsible for its own costs and expenses that are incurred while participating in the RFP, presentations and contract negotiation processes.

HAFED reserves the right at the time of award of contract to increase or decrease, the scope of work without any change in price, other terms and conditions.

Notwithstanding anything contained in the RFP Document, HAFED reserves the right to accept or reject any response and to annul the process and reject all responses at any time prior to execution of the agreement with the Bidder to whom the contract is finally awarded, without thereby incurring any liability to the affected Bidder or Bidders or any obligation to inform the affected Bidder or Bidders of the grounds for the HAFED's decision.

HAFED reserves the right to cancel the entire process at any stage at its sole discretion without assigning any reason thereof.

It shall be the duty and responsibility of the Bidders to ensure themselves about the legal, statutory and regulatory authority, eligibility and other competency of them to participate in this RFP and to provide any and all the services and deliverables under the RFP to HAFED.

Key Dates:-

Downloading of Tender Document / Online Bid preparation/online bid submission & Online transfer of funds	
(i) Downloading of Tender Document / Online Bid Preparation.	Upto 10:00 AM on 18.04.2022
(ii) Online directly transfer of funds of Rs.6000/- through online directly through Debit Cards & Internet Banking Accounts (Tender document fee Rs.5000`/-, Processing Fee Rs.1,000/-) and required EMD (Rs. 1.00 lakh)	
Submission of online technical and financial bid	Upto 10:00 AM on 18.04.2022
Opening of Technical bid	At 11:00 AM on 18.04.2022
Manual submission of additional/ supporting documents only.	Upto 01:00 PM on 18 .04.2022
Opening of financial bid	At 03:00 PM on 18.04.2022

1. Introduction

A. INTRODUCTION

Hafed is the largest apex cooperative federation of Haryana State in India. It came into existence on November 1st, 1966 with the formation of Haryana as a separate State. Since, then it is playing a leading role in serving the farmers of the State as well as customers in India and overseas by providing hygienic and safe quality consumer products.

2.1 Overall Scope of Work

- a. The selected agency will be responsible for the overall branding of HAFED products across all mediums which can help Haryana State Co-operative Supply & Marketing Federation Ltd. (HAFED) in increasing the visibility of HAFED brand. Further, the selected agency may be required to re-design the artwork of all HAFED products.
- b. Information, Education and Communication (IEC): Conceptualize and develop information, Education and Communication (IEC) materials for Radio, TV in different formats like spots/jingles, Cinema ads, Short films/documentaries, training films, interactive shows, audio visual material in any other formats as per requirement.
- c. Conceptualize and design print materials like brochures, leaflets, policies, posters, calendars, booklets etc.
- d. Conceptualize and design including writing of copy of the press advertisements, Press Releases, Articles for magazines & newspapers, reports, testimonials on various activities/events of HAFED.
- e. Conceptualize and design material for outdoor activities like hoardings, bus/train panels, panels & posters in metro rail and metro stations, railway stations and

airports, illuminated signage, wall paintings, display panels, other exhibition materials etc.

- f. Conceptualize and design IEC materials for dissemination of information through social media and innovative mediums like web pages, internet and mobile telephone and for interpersonal.
- g. Advise HAFED on appropriate communication strategy including media options and formats for campaign.
- h. The IEC materials for all the above formats are required to be made in Hindi, English and other regional languages as per requirement, if any.
- i. Important:
 - i. The agency shall obtain approval from HAFED for all campaign plans, strategies, and materials produced. The agency shall provide a schedule of proposed media placements in consultation with HAFED.
 - ii. The bidder shall be responsible for quoting the cost of conceptualizing, creating the entire creative & its media planning under this engagement/work and extending all the required support for monitoring the release of the approved creative work.
 - iii. The selection shall be initially for 1 year from the date of signing of contract which shall be reviewed periodically to assess the performance during the specified duration of empanelment.
 - iv. The Agency will be required to submit details on each activity/event conducted, including the relevant artwork.
 - v. The agency should use the latest Corel Draw Software for all graphics related work.

2.2 Detailed Scope of Work

1. Offline marketing channel

- a. **ATL (Define scope of work) – Television , Radio etc.**
 - i) **Regional Level**
 - ii) **National Level**
- b. **BTL (Radio jingle Slot wise performance, OTT marketing activity regional, print media promotions)**
- c. **Creation of Artwork & Overall Impact Analysis**

2. Online marketing channel

- a. **Digital Marketing**
- b. **Social Media**

2.2.1 Print

Print media unlike web, radio or television medium, is tangible and provides readers the opportunity to study/browse articles, look at images & view advertisements at their leisure. The medium is widely circulated amongst loyal patrons and provides long term durability and hence has a longer life span. This medium is also very useful to reach specific audience, geographically spread. To raise awareness about HAFED products and their benefits amongst diverse stakeholders, it is planned to publish advertisements in leading dailies (All India) in English, Hindi and various regional languages. The selected agency will be required to conceptualize and develop creative for print medium including but not limiting to the following:

- a. Newspaper Ads: Strip Ads, Quarter Page Ads, Half Page Ads

- b. Magazine Advertorials: Advertorials may be published in leading magazines for promoting Hafed products.

2.2.2 Artwork

Agency will redesign the artwork of all the Hafed products as and when required. Agency will provide 3-4 different samples to be approved by HAFED.

2.2.3 Radio:

Despite rapid developments in communication technologies in the last few decades, radio broadcasting is one of the most cost-effective ways to reach diverse audiences. To enhance visibility of Hafed, 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 media planning in the release of radio jingles and theme songs. HAFED will approve the creative and the media plan. The Radio campaigns will be in form as under, but not limiting to:

- a. Radio Spot: The selected agency will be required to make creative for the Radio spot in the form of Script, Messages, Lyrics, Jingle, etc. The agency shall prepare a comprehensive media plan which shall be approved by HAFED for Radio
- b. RJ Mentions: Radio Jockeys may add value to the Radio spot and make it more meaningful for the listener by giving additional details about various ongoing and upcoming activities of HAFED.
- c. Radio Sponsored Program: In order to create awareness about Hafed, a series of Radio Sponsored Programme may be developed.

2.2.4 Television:

An essential part of everyday life today, television is one of the most powerful tools in communicating messages to the masses. Shrinking the world into one place, this visual medium with the dynamic combination of sight, sound and action makes it easy to reach specific target audience through a whole host of channels on an immediate basis. The selected agency will be responsible to conceptualizing, creating, and media planning. All TV campaign creative must be developed through fresh shoot. HAFED will approve the creative and the media plan and media buying proposed by the selected agency. The TV campaign creative will be in the form as under, but not limiting to:

- a. TV Spot: The selected agency will be required to create comprehensive creative for TV Spot (60 seconds, 40 seconds and 30 seconds) in form of Story board/ Script, Messages, Lyrics, Jingle, Graphics, Animation, fresh shoot etc. The agency shall prepare a comprehensive media plan which shall be approved by HAFED for TV.
- b. Product Placement: The selected agency will be required to conceptualize methods for sponsored product placement in popular TV shows for promoting Hafed products. The selected agency will be required to support HAFED in buying media/ air time in TV Shows as per the approved media plan.

2.2.5 Digital Films:

Promotional Campaign film (5-7 minute duration), User experience film (5-7 minute duration), and animation films (2-3 minute duration) can be extremely effectual for raising awareness, informing and educating the

masses about various activities of HAFED. The selected agency will be responsible for conceptualizing, creating and producing the films under this engagement. All Films will be freshly shot for this engagement. All graphics/animations/images used must be developed ab initio or bought under applicable laws for the end consumption for HAFED.

2.2.6 Social Media:

With the proliferation of social media, it has become imperative to keep pace with the different channels and forms of communication to ensure that the message is disseminated far and wide and reaches out to the intended audiences in all potential channels accessed by them. It is important to bring to light that the federation is utilizing tools that constitute social media to connect with the citizens. The selected agency will be required to undertake a comprehensive social media campaign on social media including but not limiting to on Twitter, Facebook, YouTube, Instagram, WhatsApp and other social media platforms etc. The campaign may involve creation of creative, films, advertisements, web posts, blog bursting, etc. Indicative list of activities for Twitter and YouTube are listed as under for reference, however final list of activities shall be designed based on the requirement of HAFED on selected social media platforms.

- a. Twitter, Facebook, Instagram: At least 1 post/tweet regarding benefits of Hafed products daily on the existing HAFED accounts.
- b. YouTube: a HAFED channel on You Tube may be created wherein all audio-visual media, animated films etc. may be posted. Pre-roll ad (TrueView format ads- skippable as well as non-skippable) which is a promotional video message that plays before the content the user has selected may be created and posted on most watched or popular videos to increase branding and promotion, hiring media influencers and content creation for Hafed consumer products.

2.2.7 New Media:

- a. **Internet Banner:** Web Banner ads are powerful tools for building brand recognition. The selected agency will be responsible for conceptualizing the entire creative for the required campaign, or as the case may be. The Ad could be in the form of a static image; animations, slideshows and streaming media may be added to make an eye-catching advertisement for Web-page visitors. The banner may be displayed prominently on all Government websites and for certain time period on important and highest rated Indian websites.
- b. **Blogger Engineering:**
The selected agency will be responsible for bringing influential and noted bloggers to write about the activities (existing and upcoming) and other issues of Agri-Retail Sector on the HAFED portal, their associated blog websites, or any other prominent websites where they are actively blogging.
- c. **Mobile SMS:**
Bulk SMS may be sent out regularly to inform people regarding existing and upcoming activities and important events. The selected agency will be responsible for identifying the event on which bulk SMS is required to

be sent out. Further the agency will be responsible for creating content of SMS and coordinate for the successful dissemination of SMSs through SMS Gateway.

- d. **Internet Marketing:**
The selected agency may be required to re-design the webpages of the existing HAFED portal to better suit the requirements of users. Further, the agency will be required to write articles to be posted on the HAFED portal to increase its ranking on various search engines, including but not limiting to SEO and SEM.

2.2.8 Outdoor Media:

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

The Marketing Agency will perform below task for HAFED each month

SNo.	Activity	Quantity	
		Weekly figure approx.	Monthly Figure Approx.
1	Social Bookmarking	30(3-5 for each keyword)	120
2	Directory Submission	20(3-5 for each keyword)	80
3	Classified	12 in a week	50
4	Business Listing	5 in a week	20
5	Blog creation and posting	2 in a week	8
6	Forum	8 in a week	30
7	Article	2 in a week	8
8	Article bookmarking	10 for approved article URL	40
9	Blog bookmarking	10 for approved article URL	40
10	Content sharing	Each approved blogs and article in 5 top sites	
11	Press release submission	Provided by HAFED	
12	Social profile creation	4 in a week	16
13	Twitter Followers	8-10 in a week	30-40 in a month

14	Facebook posting	2 in a day (10 in a week)	40
15	Twitter tweet	2 in a day (10 in a week)	40
16	Content creation for the distribution channel (Facebook, social media, YouTube, Twitter and Instagram)	8-10 creatives per week	32-40
17	Infographic and slide show videos	2 per weeks	8 (includes a video per month)
18	Facebook followers	1000 per week	4000
19	Social media audience reach across the channel	1.05Lacs	4.20 Lacs
20	Monitoring and supervision of the media	Daily analysis of all media tools	

2.2.9 Other Role and Responsibilities of Media Agency:

- a. To provide help in building ad campaigns designed to capture potential clients’ attention and keep existing customers’ loyalty.
- b. Provide media insights vis-à-vis to campaign’s target demographic, determining the best time to run the campaign, provide necessary analysis etc.
- c. Build useful database by mining data from surveys, television ratings, webpage visits and other sources.
- d. To design a budget-friendly ad campaign that engages targeted customers in a way that speaks to their attitudes, outlook and interests.
- e. To choose the right medium such as internet, digital media and social media apps, TV, Radio or print media to ensure maximum impact in minimum budget.
- f. Compile media coverage reports and monitor media activities to identify issues and future campaigns.
- g. Develops, writes, edits and disseminates media related notes including media advisories and news releases; news questions and answers; and key messages, speeches and briefing notes for senior management.
- h. Identify media engagement opportunities and generate media awareness of various events/new development.

2.2.10 Overall Impact Assessment:

The selected agency will be responsible for conducting impact assessment from time to time to understand the response from citizens against various promotional activities. This may require primary research activities as well by physically conducting surveys of citizens. This activity will form the basis for revising the media plan if required. Further the selected agency shall take all the necessary actions emerging from the impact assessment exercise.

2.2.11 Intellectual Property Rights:

HAFED 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 HAFED 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 Master Service Agreement to any third party under any circumstances. All the content conceptualized, created and implemented by the selected agency whether in tangible or intangible form shall bear relevant copyright notices in the name of HAFED. The selected agency shall take all such appropriate legal actions to safeguard violation of HAFED intellectual property rights, if any.

3. Duration of the assignment

Duration of the project is for 01 year initially, which shall be further extendable with mutual consent of bidder and department.

4. Eligibility criteria, Technical and Financial capability of bidder

4.1 Eligibility of applicants

As part of eligibility criteria, only those bidders who meet the following eligibility criteria are eligible to participate in the Technical and Financial bidding process. Bidders failing to meet these criteria or not submitting requisite supporting documents/ documentary evidence for supporting pre-qualification criteria are liable to be rejected summarily

To be eligible for evaluation of the Proposal, the Bidder shall fulfill the following Minimum Eligibility Criteria:

Sr. No.	Minimum Eligibility Criteria	Proof to be submitted
1.	The bidder should be an entity registered as Proprietorship/Partnership/LLP	Incorporation/Registration Certificate
2.	The bidder should have a minimum experience of three years in branding and/or promotion and/or marketing for projects in any State/Central Govt. Dept./PSU. Experience will be considered as on date of issue of tender.	Work Order & Work Completion Certificate clearly Stating Nature Of Work and Amount
3.	Bidder should have had an average turnover of at least INR 5 Crores from the last 3 financial years (FY 2018-19, 2019-20, 2020-21) For the purpose of this criterion, turnover of only the bidding entity will be considered. Turnover of any parent, subsidiary, associated or other related entity will not be considered.	Audited financial statements for the last three financial years along with CA Certificate
4.	The bidder should have executed at least one similar work in last three financial years (2017-18, 2018-19 &2019-20) amounting of at least INR 1 crore . Similar works would include Branding and/or content and/or promotion and/or marketing related projects for any State/Central Govt. Dept. /PSU. Experience will be considered as on date of issue of tender.	The bidder shall provide work order and work completion certificate which mentions clearly the amount of work completed as well as scope of work.
5.	Bidder must have minimum 03 years	Relevant work orders

Sr. No.	Minimum Eligibility Criteria	Proof to be submitted
	of experience of handling 360 degree campaign covering designing/production of creatives/Commercials for various media including print, TV, radio, online, outdoor etc., and digital media (social media, internet marketing, blogs etc.)	
6.	The bidder shall provide PAN, GST Number and IT return for last 3 financial year (2017-18, 2018-19, 2019-20)	A copy of PAN, GST Return Statement /Certificate. The bidder shall also submit copy of the ITR for last three years.
7.	The bidder should be empanelled in 2 or more Government /PSU/ Corporation /Boards	The bidder shall provide the empanelment documents
8.	Bidder must have its core team of key personnel based in Haryana, and this includes Creative/Strategy/Servicing/Media/Digital etc.	Bidder shall provide Self-Certificate containing the address of the offices in Haryana
9.	Bidder must not be blacklisted by Govt. of India/ Central PSU as on the date of submission of the bid.	Self-certificate letter undertaking to this effect on company's letter head signed by company's authorized signatory.

4.2 Technical bid qualification

Technical evaluation will be done only for those bidders who have qualified the pre-qualification stage. The technical evaluation of the qualified bidders shall be done based on the following evaluation criteria: -

S.No	Evaluation Criteria	Maximum marks
1.	Average Annual Turnover (Last 3 financial Year i.e. 2018-19, 2019-20, 2020-21) should be i. 5 Crores to 10 Crores- 10 Numbers ii. More than 10 Crores- 20 Numbers	20
2.	Bidder must have executed similar work (handling 360 degree campaign covering designing/production of creatives/Commercials for various media including print, TV, radio, online, outdoor etc., and digital media) in last three years. i. 05 Work Numbers ii. More than 05 Work Orders: 20 Numbers Orders: 10	20
3.	Bidder must have experience of working with Government/PSU/Corporation/Boards i. 02- 04 projects: 10 numbers ii. More than 04 projects: 20 Numbers	20
4.	Approach, Methodology and Work plan Describe your approach/methodology and work plan to provide the required services and the compliance of your methodology and work plan to the scope mentioned in this RFP.	40
	Total	100 Marks

4.3 Evaluation of Technical proposal

The minimum Technical Qualification score for the bidder to be qualified is 70 for opening of Financial Bid. The Bidder shall be selected on the basis of QCBS Method, whereby technical proposal will be allotted weightage of 70% and financial proposal will be allotted weightage of 30%.

4.4 Evaluation of financial proposal

- i. In the second stage, the financial evaluation will be carried out. Each Financial Proposal will be assigned a financial score (SF).
- ii. For financial evaluation, the total cost indicated in the Financial Proposal will be considered.
- iii. The department will determine whether the Financial Proposals are complete, unqualified and unconditional. The cost indicated in the Financial Proposal shall be deemed as final and reflecting the total cost of services. Omissions, if any, in costing any item shall not entitle the bidder to be compensated and the liability to fulfill its obligations as per the RFP within the total quoted price shall be that of the Consultant. The lowest financial proposal (FM) will be given a financial score (SF) of 100 points. The financial scores of other proposals will be computed as follows:
SF = 100 x FM/F (F = amount of Financial Proposal of the applicant)

4.5 Combined and Final Evaluation

- i. Proposals will finally be ranked according to their combined technical (ST) and financial (SF) scores as follows:
- ii. $S = ST \times 0.70 + SF \times 0.30$ (Where S is the combined score)
- iii. The Selected Bidder shall be the First Ranked Bidder (having the highest combined score). The Next Ranked Bidder shall be kept in reserve and maybe invited for negotiations in case the selected Bidder withdraws, or fails to comply with the requirements specified in this document.

5. Information and instructions to the bidders – General instruction

Checklist of Submission

#	Criteria/Form	Documents required	Status (Submitted/ Not Submitted)	Page No.
1.	Tender Processing fee	As per Online payment		
2.	Bid Security Amount	EMD Rs 1.00 Lakh (online payment)		
3.	Tender Fee	Rs 5000 (online payment)		
4.	The bidder should be an entity registered as Proprietorship /Partnership/LLP	Incorporation/Registration Certificate		
5.	The bidder should have a minimum experience of three years in branding and/or promotion and/or marketing for projects in any State/Central Govt. Dept./PSU. Experience will be considered as on date of	Work Order & Work Completion Certificate clearly Stating Nature Of Work and Amount as per Form Tech 3		

	issue of tender.			
6.	Bidder should have had an average turnover of at least INR 5 Crores from the last 3 financial years (FY 2018-19, 2019-20, 2020-21) For the purpose of this criterion, turnover of only the bidding entity will be considered. Turnover of any parent, subsidiary, associated or other related entity will not be considered.	Audited financial statements for the last three financial years along with CA Certificate as per Form Tech 6		
7.	The bidder should have executed at least one similar work in last three financial years (2017-18, 2018-19 & 2019-20) amounting of at least INR 1 crore. Similar works would include Branding and/or content and/or promotion and/or marketing related projects for any State/Central Govt. Dept. /PSU. Experience will be considered as on date of issue of tender.	The bidder shall provide work order and work completion certificate which mentions clearly the amount of work completed as well as scope of work as per Form Tech 3		
8.	Bidder must have minimum 03 years of experience of handling 360 degree campaign covering designing/production of creatives/ Commercials for various media including print, TV, radio, online, outdoor etc., and digital media (social media, internet marketing, blogs etc.)	Work orders as per Form Tech 3		
9.	The bidder shall provide PAN, GST Number and IT return for last 3 financial year (2017-18, 2018-19, 2019-20)	Copy of PAN, GST number as per Tech Form 5		
10.	The bidder should be empanelled in 2 or more Government /PSU/ Corporation/Boards	The bidder shall provide the empanelment documents		
11.	Bidder must have its core team of key personnel based in Haryana, and this includes Creative /Strategy /Servicing /Media/Digital etc.	Bidder shall provide Self-Certificate containing the address of the offices in Haryana		
12.	Bidder must not be blacklisted by Govt. of India/ Central PSU as on the date of submission of the bid.	Self-certificate letter undertaking to this effect on company's letter head signed by company's		

		authorized signatory as per Tech Form 7		
13.	Technical Proposal Submission Form	Form Tech 1		
14.	BidderDetails	Form Tech 2		
15.	Experience of Bidder	Form Tech 3		
16.	Approach, Methodology and Work Plan	Form Tech 4		
17.	Registration Certificates	Form Tech 5		
18.	Chartered Accountant Certificate	Form Tech 6		
19.	Self-Declaration for Non-Blacklisted	Form Tech 7		
20.	Format for Financial Bid	Form FIN 1		

Important Instructions

6.1 Registration of bidders on e-Procurement Portal

All the bidders intending to participate in the tenders process online are required to get registered on the e - Procurement Portal i.e. <https://etenders.hry.nic.in/>. Please visit the website for more details.

6.2 Obtaining a Digital Certificate

- i. The Bids submitted online should be encrypted and signed electronically with a Digital Certificate to establish the identity of the bidder bidding online. These Digital Certificates are issued by an Approved Certifying Authority, by the Controller of Certifying Authorities, Government of India.
- ii. The bidders may obtain Class-II or III digital signature certificate from any Certifying Authority or Sub-certifying Authority authorized by the Controller of Certifying Authorities.
- iii. Bid for a particular tender must be submitted online using the digital certificate (Encryption & Signing), which is used to encrypt and sign the data during the stage of bid preparation.
- iv. If the digital certificate issued to the authorized user of a firm is used for signing and submitting a bid, it will be considered equivalent to a no-objection certificate /power of attorney / lawful authorization to that User. The firm has to authorize a specific individual through an authorization certificate signed by all partners to use the digital certificate as per Indian Information Technology Act 2000. Unless the certificates are revoked, it will be assumed to represent adequate authority of the user to bid on behalf of the firm in the department tenders as per Information Technology Act 2000. The digital signature of this authorized user will be binding on the firm.

6.3 Download of Tender Documents

The tender documents can be downloaded free of cost from the eProcurement portal <https://etenders.hry.nic.in/nicgep/app> and also from department's website.

7. Number of Applications and costs thereof

- 7.1 No bidder shall submit more than one application for the Project.
- 7.2 The bidder shall be responsible for all of the costs associated with the preparation of their applications and their participation in the bid process. The Authority will not be responsible or in any way liable for such costs, regardless of the conduct or outcome of the Bidding Process.

8. Acknowledgement by Applicant

1. It shall be deemed that by submitting the Bid, the bidder has:
 - i. Made a complete and careful examination of the RFP;

- ii. Received all relevant information requested from the department;
 - iii. Accepted the risk of inadequacy, error or mistake in the information provided in the RFP or furnished by or on behalf of the department
 - iv. Agreed to be bound by the undertakings provided by it under and in terms hereof.
2. The department shall not be liable for any omission, mistake or error 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 bidding process, including any error or mistake therein or in any information or data given by the department.

9. Right to Accept or Reject any or all Applications/ Bids

- 1. Notwithstanding anything contained in this RFP, the Authority reserves the right to accept or reject any application and to annul the bidding process and reject all Bids, at any time without any liability whatsoever or any obligation for such acceptance, rejection or annulment, and without assigning any reasons thereof. In the event, that the authority rejects or annuls all the applications/bids, it may, in its discretion, invite all applicants/bidders to submit fresh applications/bids hereunder.
- 2. The department reserves the right to reject any application and/or bid if:
 - i. At any time, a material misrepresentation is made or uncovered, or
 - ii. The applicant does not provide, within the time specified by the authority, the supplemental information sought by authority for evaluation of the application.
- 3. If such disqualification/ rejection occur after the Bids have been done and the highest bidder gets disqualified/ rejected, then the authority reserves the right to:
 - i. Invite the next highest bidders to match the highest bidder/ submit their bids in accordance with the RFP; or
 - ii. Take any such measure as may be deemed fit in the sole discretion of the authority, including annulment of the bidding process.
- 4. The department reserves the right to verify all statements, information and documents submitted by the applicant in response to the RFP. Any such verification or lack of such verification by the authority shall not relieve the applicant of its obligations or liabilities hereunder nor will it affect any rights of the authority there-under.

10. Clarifications

- 1. The bidders requiring any clarification on the RFP may notify the department by e-mail. The department shall endeavor to respond to the queries within the period specified therein, but no later than the date stipulated in Document Control Sheet. The responses will be sent by e-mail. The department will forward all the queries and its responses thereto, to only the purchasers of the RFP without identifying the source of queries. The department may choose to upload the responses only on the websites specified in the RFP advertisement.
- 2. The department shall endeavor to respond to the questions raised or clarifications sought by the applicants. However, the department reserves the right not to respond to any question or provide any clarification, in its sole discretion, and nothing in this clause shall be taken or read as compelling or requiring the authority to respond to any question or to provide any clarification.
- 3. The department may, on its own, if deemed necessary, issue interpretations and clarifications to all applicants. All clarifications and interpretations issued by the department shall be deemed to be part of the RFP. Verbal clarifications and information given by the department or its employees or representatives shall not in any way or manner be binding on the department.
- 4. No alterations, amendments, omissions, additions, suspensions or variations of the work (hereinafter referred to as variation) under the contract shall be made by the successful bidder except as directed in writing by HAFED.
- 5. HAFED shall have full powers, to instruct the successful bidder to make any variation to the scope of work, roles, responsibilities, etc. of the contract, from time to time. The selected bidder shall carry out the aforesaid variations suggested

by HAFED and be bound by the same terms and conditions as provided for in this RFP and/or the contract. The successful bidder will also have the discretion to give HAFED any suggestion with respect to the project/subject matter at hand. It is however clarified that acceptance/use of such suggestion/variations shall be the sole discretion of HAFED.

11. Amendment of RFP

1. At any time prior to the deadline for submission of bid, the department may, for any reason, whether at its own initiative or in response to clarifications requested by the bidders, modify the RFP by the issuance of Addendum.
2. Any Addendum thus issued will only be uploaded on Department website
3. In order to afford the bidders, a reasonable time in which to take an Addendum into account, or for any other reason, the department may, at its own discretion, extend the application due date.

12. Language of proposal

1. The application and all related correspondence and documents should be written in the English language. Supporting documents and printed literature furnished by the bidder with the application may be in any other language provided that they are accompanied by appropriate translations of the pertinent passages in the English language, duly authenticated and certified by the applicant. Supporting materials, which are not translated into English, may not be considered. For the purpose of interpretation and evaluation of the bid, the English language translation shall prevail.
2. All communication provided should be legible, and wherever the information is given in figures, the same should also be mentioned in words. In case of difference in amounts stated in figures and words, the amount stated in words only will be taken as correct and final.

13. Format and Signing of application

1. The proposal shall provide all information sought under this RFP. The department would evaluate only those bids that are received in the required format and complete in all respects. Incomplete and / or conditional bid shall be liable for rejection.
2. The bidder shall submit separate folders for Pre-qualification document, technical document and financial document.
3. The proposal shall be typed or written in indelible ink, stamped (Company/firm stamp or seal) and signed by the Authorized signatory of the applicant who shall also initial each page. In case of printed and published documents, only the cover shall be initialled. All the alterations, omissions, additions or any other amendments made to the bid shall be initialled by the person(s) signing the bid. The proposal shall contain page numbers.

14. Submission of proposal

The bidders shall upload the required technical and commercial documents online on <https://etenders.hry.nic.in/nicgep/app> using the digital certificate

15. Application due date

1. The bids should be submitted before time mentioned in Document control sheet in the manner and form as detailed in this RFP.
2. In the event that the due date for the bid submission is a holiday for the department, the next working day (at same time) will be the date of submission.
3. The department may, in its sole discretion, extend the application due date by issuing an Addendum.

16. Late applications

Applications received by the Authority after the application due date shall not be eligible for consideration and shall be summarily rejected. Authority shall not be responsible for any delay in submission of the same.

17. Opening & Evaluation of Applications

1. The department would open the bids for the purposes of evaluation at the place specified in Document Control Sheet and in the presence of the applicants who choose to attend.
2. The bidders will be deemed to have understood and agreed that no explanation or justification on any aspect of the bidding process or selection will be given.
3. Any information contained in the bid shall not in any way be construed as binding on the department, its consultants, agents, successors or assigns, but shall be binding against the bidder if any project is subsequently awarded to it under the bidding process on the basis of such information.
4. The department reserves the right not to proceed with the bidding process at any time without notice or liability and to reject any bid without assigning any reasons.
5. If any information furnished by the bidder is found to be incomplete, or contained in formats other than those specified herein, the department may, in its sole discretion, exclude the relevant project from computation of the experience of the applicant.
6. In the event that a bidder claims credit for an Eligible Project, and such claim is determined by the department as incorrect or erroneous, the department shall reject such claim and exclude the same from computation of the experience. Where any information is found to be patently false or amounting to a material misrepresentation, the department reserves the right to reject the application and/or bid in accordance with the provisions of Clause 10.

18. Confidentiality

Information relating to the examination, clarification, evaluation, and recommendation for the short-listed pre-qualified bidders shall not be disclosed to any person who is not officially concerned with the process or is not a retained professional advisor advising the department in relation to or matters arising out of, or concerning the bidding process. The department will treat all information, submitted as part of the bid, in confidence and would require all those who have access to such material to treat the same in confidence. The department may not divulge any such information unless it is directed to do so by any statutory entity that has the power under law to require its disclosure or is to enforce or assert any right or privilege of the statutory entity and/or authority or as may be required by law or in connection with any legal process.

19. Clarifications from Applicants

1. To facilitate evaluation of applications, authority may, at its sole discretion, seek clarifications from any applicant regarding its application. Such clarifications shall be provided within the time specified by authority for this purpose. Any request for clarifications and all clarifications shall be in writing.
2. If the bidder does not provide clarifications sought, as mentioned above, within the prescribed time, its bid shall be liable to be rejected. In case, the bid is not rejected, the department may proceed to evaluate the bid by construing the particulars requiring clarification to the best of its understanding, and the bidder shall be barred from subsequently questioning such interpretation of the department.

20. Short listing & Notification

1. Based on the evaluation of bids, the department would prepare a list of bidders that shall have been qualified through the evaluation criteria and the same will be communicated to all the bidders. The department will not entertain any query or clarification from bidders who fail to qualify.
2. The pre-qualified/eligible bidder shall only be invited to make a presentation to the "Evaluation Committee" constituted for the purpose.

3. The financials of only those applicants will be opened, who have scored atleast 70 in Technical Qualification.

21. Proprietary Data

All documents and other information supplied by the department or submitted by the bidder to the department shall remain or become the property of the department. The bidders are to treat all information as strictly confidential and shall not use it for any purpose other than for preparation and submission of their bid. The department will not return any bid or any information provided along therewith.

22. Conflict of Interest

The agency shall not receive any remuneration in connection with the assignment except as provided in the contract. The agency and its affiliates shall not engage in any activities that conflict with the interest of HAFED under the contract. Agency shall provide professional, objective and impartial advice and at all times hold HAFED's interest paramount, without any consideration for future work and that in providing advice, they avoid conflicts with other assignments and their own corporate interests. The agency understands that it shall not be hired for any assignment that would be in conflict with their prior or current obligations to other clients, or that may place them in a position of being unable to carry out the assignment in the best interest of HAFED

Without limitation on the generality of the foregoing, an agency shall not be hired, under the circumstances set forth below:

- a) Relationship with HAFED's staff: Consultants/ Agencies (including their experts and other personnel, and sub-consultants) that have a close business or family relationship with a professional staff HAFED (or of the project implementing agency) who are directly or indirectly involved in any part of (i) the preparation of the TOR for the assignment, (ii) the selection process for the contract or (iii) the supervision of such contract may not be awarded a contract, unless the conflict stemming from this relationship has been resolved in a manner acceptable to HAFED throughout the selection process and the execution of the contract.
- b) An agency or a group shall submit only one proposal, either individually or as a joint venture partner in another proposal or represent the sub agencies if the group. If a consultant, including a joint venture partner, submits or participates in more than one proposal, all such proposals shall be disqualified. This does not, however, preclude a consulting firm to participate as a sub-consultant, or an individual to participate as a team member, in more than one proposal when circumstances justify.

23. Payment Schedule

The selected agency will be required to submit the invoice post completion of the assignments successfully (completion duly approved by HAFED) as per the agreed strategy plan or otherwise as the case may be. The rates would be used as per commercials quoted by the selected agency to arrive at the costing of the assignment under the agreed strategy plan and payments. Post completion of each assignment under this engagement, HAFED will assess the delivery for the approval to selected agency.

Note:

1. The Vendor shall raise the invoice to HAFED in pursuance to the agreed and approved payment schedule milestones.
2. Any payment which is required to be paid in connection with production or release to outsourced agency, the same shall be paid directly by HAFED in

consultation with the selected agency and on approving the invoice of outsourced agency.

3. Cost related to media buying or air time buying shall be paid directly to the concerned agency by HAFED in consultation with the selected agency and on approving the invoice of such concerned agency.
4. Where applicable, all the invoices related to media activities shall be as per DAVP rates Govt. of Haryana.
5. Wherever applicable, taxes shall be deducted at source from the Professional fee, Sub-Contract/ Vendor costs, Media costs and other costs by HAFED in accordance with the Government rules from time-to-time.
6. Payments terms (credit period) 30 days from the date of submission of invoices with work proof in presentation/reports and Hafed will clear the agency bills after Hafed found the work done to be satisfactory.
7. Delay in the execution of the assign tasks for the HAFED project by the Agency will not be overlooked. Hafed may impose a penalty of 1 % of the Project Value per week (Maximum 10%).
8. The percentage of penalty will be varied in accordance with the delay in execution:
 - I. 1% penalty for 1 week delay in execution.
 - II. 3% penalty for 15 days delay in execution.
9. If the delay is more than 15 days then HAFED may annul the Project and shall be free to get it done from the other Agencies at the risk and costs of the appointed Agency. IN case the Agency fails to complete the assignments before deadline, HAFED holds the right to terminate the agreement and debar the Agency. There will be no more work given to the Agency thereafter and the penalty costs and risks will be imposed to the Agency only.
10. HAFED has full rights to abort the contract in case the Agency fails to confirm the guidelines agreed on the contract. Work quality, non-supportive attitude, deadline, event failure, and more such troubles will affect the contract and HAFED will withdraw the contract and half (50%) of the contract amount shall be recovered from the Agency only.

24. Notification of Award of Contract

The department will notify the successful bidder in writing that its proposal has been accepted. The notification of award will constitute the formation of the contract after submission of performance bank guarantee by the successful bidder.

25. Signing of Contract

The successful bidder will sign the Contract with the department within 15 days of the release of award of Contract. After signing of the Contract, no variation in or modification of the term of the Contract shall be made except by mutual written amendment signed by both the parties

26. Sub-contracting/Subletting

Neither party may assign nor transfer any of its rights and obligations under the Agreement to any person without the other party's consent. The successful bidder shall not assign or transfer the whole or any part of scope of work nor shall it subcontract/sublet.

27. Termination by default

Department may terminate the Contract if:

- a) the selected 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 Department may have subsequently granted in writing;
- b) the selected agency becomes insolvent or bankrupt
- c) if the selected agency fails to comply decisions / mandate of Department.
- d) any document, information, data or statement submitted by the selected agency in its Proposals, based on which it was considered eligible or successful, is found to be false, incorrect or misleading; or
- e) if the acts of the selected agency are found to be unethical by Department.

28. Dispute Resolution

In the event of any legal disputes, between parties, the appropriate court in Panchkula will have sole and exclusive jurisdiction to settle disputes

29. Validity of Proposal

Proposals shall remain valid for a period of 180 (one hundred and eighty) days from the date of opening of Commercial Proposal. The Department reserves right to reject a proposal valid for a shorter period as non-responsive. In exceptional circumstances HAFED may solicit the Bidders consent to an extension of the period of validity

Prior to the expiration of the validity period, the Department will notify the successful bidder in writing or by fax or email, that its proposal has been accepted. In case the tendering process is not completed within the stipulated period, the Department, may like to request the bidders to extend the validity period of the bid. The request and the response thereto shall be made in writing. Extension of validity period by the bidder shall be unconditional. A bidder granting the request will not be permitted to modify its Proposal. HAFED, however, reserves the right to call for fresh quotes at any time during the period, if considered necessary.

30. Validity of Offers

The commercial price quoted in the financial bid shall be valid for a minimum period of 2 years from the date of awarding the contract. Bids mentioning a shorter validity period than specified shall be ignored/rejected and will not be accepted.

31. Fraud & Corrupt Practices

1. The Applicants and their respective officers, employees, agents and advisers shall observe the highest standard of ethics during the bidding process. Notwithstanding anything to the contrary contained herein, the authority shall reject an application without being liable in any manner whatsoever to the applicant if it determines that the applicant has, directly or indirectly or through an agent, engaged in corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice in the bidding process.
2. Without prejudice to the rights of the authority hereinabove, if an applicant is found by the authority to have directly or indirectly or through an agent, engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice during the bidding process, such applicant shall not be eligible to participate in any tender or RFP issued by the authority during a period of 2 (two) years from the date such applicant is found by the authority to have directly or indirectly or through an agent, engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice, as the case may be.
3. For the purposes of this Section, the following terms shall have the meaning hereinafter respectively assigned to them:
 - I. "Corrupt Practice" means (i) the offering, giving, receiving, or soliciting, directly or indirectly, of anything of value to influence the actions of any person connected with

the Bidding Process (for avoidance of doubt, offering of employment to or employing or engaging in any manner whatsoever, directly or indirectly, any official of the Authority who is or has been associated in any manner, directly or indirectly with the Bidding Process or the LOA or has dealt with matters concerning the Concession Agreement or arising there from, before or after the execution thereof, at any time prior to the expiry of one year from the date such official resigns or retires from or otherwise ceases to be in the service of the Authority, shall be deemed to constitute influencing the actions of a person connected with the Bidding Process); or (ii) save and except as permitted, engaging in any manner whatsoever, whether during the Bidding Process or after the issue of the LOA or after the execution of the Agreement, as the case maybe, any person in respect of any matter relating to the Project or the LOA or the Concession Agreement, who at any time has been or is a legal, financial or technical adviser of the Authority in relation to any matter concerning the Project;

- II. "Fraudulent practice" means a misrepresentation or omission of facts or suppression of facts or disclosure of incomplete facts, in order to influence the Bidding Process;
- III. "Coercive practice" means impairing or harming or threatening to impair or harm, directly or indirectly, any person or property to influence any person's participation or action in the Bidding Process;
- IV. "Undesirable practice" means (i) establishing contact with any person connected with or employed or engaged by the Authority with the objective of canvassing, lobbying or in any manner influencing or attempting to influence the Bidding Process; or (ii) having a Conflict of Interest; and
- V. "Restrictive practice" means forming a cartel or arriving at any understanding or arrangement among Applicants with the objective of restricting or manipulating a full and fair competition in the Bidding Process.

APPENDIX

Form Tech 1 - Technical Proposal Submission Form

To

The Managing Director

Haryana State Co-operative Supply & Marketing Federation Ltd.

Sector-5, Panchkula. Haryana, India

Email id: hafedmarketing1@gmail.com, hafed@hry.nic.in

EPBX Numbers: 0172-2590520-26

Fax: 91-172-2590711

Subject: Submission of Proposal for Selection of Creative and Media Agency for HAFED

Dear Sir,

We, the undersigned, offer to provide our proposal for the assignment 'Selection of Creative and Media Agency for HAFED' in accordance with your Request for Proposal dated _____. We are hereby submitting our Proposal only through online mode, which includes Technical Proposal, and a Financial Proposal.

We hereby declare that all the information and statements made in this Proposal are true and accept that any misinterpretation contained in it may lead to our disqualification. Our Proposal is binding upon us and subject to the modifications resulting from Contract negotiations.

We undertake, if our Proposal is accepted, to initiate the services related to the assignment not later than the date indicated in Document Control sheet.

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

Yours sincerely,

(Authorized Signatory)

Signature with date:

Name of authorized signatory

Seal of Agency

Form Tech 2 Details of Bidder

Form A: Details of the Bidder	
Company Name	
Date of Incorporation	
Date of Commencement of Business	
Address of Headquarters	
Address of the Registered Office in India	
Contact detail of Authorized person (name, address, phone no. and email)	

Form Tech 3 – Experience of bidder

Name of Bidder entity	
Assignment Name	
Name of Client	
Country	
Contact Details	
Approximate Value of the Contract	
Duration of Assignment (months)	
Award Date (month/year)	
Completion Date (month/year)	
Narrative Description of the project	
Details of work that defines the scope relevant to the requirement	
Documentary Evidence attached	

Note: Please provide the copy of *Letter of agreement/ Certificate of Completion* for each project

1.1.

Form Tech 4–Approach, methodology and Work Plan for Performing the Assignment

The **approach section** should highlight the issues and current thinking on best practice that will indicate the manner in which the team will approaches this project.

The **methodology section** should provide insight and consideration of each of the main task areas specified in the terms of reference. This section should highlight each of the main task area, specify what activities will be undertaken by whom & at what stage in the project and should clearly set out the specific deliverables.

The **work plan section** should show the methodology graphically in such type of projects or by means of a Gantt chart or other recognized project management tool, showing the task area, the activities to be undertaken and the timing of deliverables keeping in mind the time frame mentioned in the Terms of Reference.

S. No	Activity	Months							
		1	2	3	4	5	6	7	8

Authorized Signatory: _____

Name and Designation of Signatory: _____

Name of Firm: _____

(Company Seal)

Draft Annexure- Marketing Plan Harit Mart				
S. No.	Activity	Particulars	Quantity	Cost
1	Bus Branding			
2	Bus Shelters			
3	Wall Paintings			
4	Outdoor Advertising			
5	Celebrity Endorsement			
6	Cinema Ads			
7	Cab Branding			
8	Auto Branding			
9	Pamphlets Distribution			
10	RWA Society Gates			
11	Television Ad			
12	Designing and Printing Materials			
13	Road Shows			

Form Tech 5- Registration Certificates

(On Agency's letter head)

TO WHOM SO EVER IT MAY CONCERN

This is certify that this Agency has given below statutory registrations, photocopy of which are annexed hereto.

S.No	Registration for	Registration No.	Date of Registration
1.	PAN		
2.	TAN		
3.	GST		
4.	Shop & Establishment		
5.	OTHERS		

Signature of Authorized person:

Signed at _____ dated _____ by _____

Designation _____ for _____ Agency

Seal of Agency

Form Tech 6- Chartered Accountant Certificate

[ON THE LETTER HEAD OF AUDITORS /CHARTERED ACCOUNTANTS]

CERTIFICATE

TO WHOM SO EVER IT MAY CONCERN

This is to certify that M/s. having its
Registered Office had achieved the
following level of Turnover in respect for the financial years mentioned hereunder:

Particulars	2018-19	2019-20	2020-21
Turnover			

The figures certified for the stated Financial Years are based on the Books of Account, Audited Balance Sheet of the Company and the records produced before us.

Signatures of Auditors/Charted Accountants:

Name :

Seal

Place :

Date :

Form Tech 7- Self-Declaration for Non-Blacklisted

It is hereby certified that M/s_____ is not blacklisted/debarred by Govt. of India or its undertakings / any State Govt. or its undertaking or any other Govt. of India & State Govt. funding agencies / regulatory authorities / Statutory Body / Autonomous Body as on date.

M/s_____ is not involved in any major litigation that may have an impact or affect that may compromise the delivery of services as required by Haryana State Cooperative Supply and Marketing Federation Limited (HAFED).

M/s_____ would immediately inform HAFED in case of any change in the situation any time hereinafter.

For and on behalf of:

Signature of Authorized

Representative/ Signatory:

Name:

Designation:

(Seal)

Date

Format for Financial Bid

Dated:

To

The Managing Director

Haryana State Co-operative Supply & Marketing Federation Ltd.

Sector-5, Panchkula. Haryana, India

Email id: hafedmarketing1@gmail.com, hafed@hry.nic.in

EPBX Numbers: 0172-2590520-26

Fax: 91-172-2590711

Sub: Submission of Financial Proposal for Selection of Creative and Media Agency for HAFED

Dear Sir,

1. With reference to your RFP document dated XXXX I/we, having examined the Bidding Documents and understood their contents, and pursuant thereto, hereby submit my/our Financial Bid for the aforesaid mentioned services as per Schedule of Requirements and other terms of the RFQ cum RFP. The Bid is unconditional and unqualified.
2. Our Financial Bid offer will be as per the following table which is inclusive of all expenses (exclusive of applicable taxes)

Item	Price (Monthly)
Total	

3. I/We agree to keep this offer valid for 180 (One Hundred Eighty days) days from the Bid Due Date specified in the RFQ cum RFP.
4. I/We agree and undertake to abide by all the terms and conditions of the Bidding Documents. By filling this Form online, we hereby irrevocably consent and agree to be bound by all the terms and conditions set out hereunder.
5. I / We further confirm that we shall not demand Additional Fee, any other charges etc. from Haryana Government during the mentioned Period.
6. We hereby declare that our Financial Proposal is unqualified and unconditional in all respects and there are no deviations from the stated terms in the Bidding Documents.

Yours faithfully,

(Signature of the Authorized signatory)

(Name and designation of the of the Authorized signatory)