

REQUEST FOR PROPOSALS

RFP # BRDS/NL/0612

Production and Distribution of Quarterly Newsletter for Bihar Rural Development Society (BRDS)

Issued by

**Bihar Rural Development Society
Rural Development Department
Government of Bihar**



**BIHAR RURAL DEVELOPMENT SOCIETY
GOVERNMENT OF BIHAR
MAIN SECRETARIAT, PATNA 800 015 (BIHAR)**

Website: <http://rdd.bih.nic.in>

Email : rlrsec-bih@nic.in

20, June 2012

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Bihar Rural Development Society

Government of Bihar

Main Secretariat, Patna

CHAPTER I. REQUEST FOR PROPOSAL

1. Bihar Rural Development Society (BRDS) Rural Development Department (RDD), Government of Bihar (GOB), invites technical and financial proposals from for production and delivery of its quarterly newsletter as detailed in the enclosed Terms of Reference.
2. The details of the RFP and key calendar of events is as below:

RFP Number	BRDS/NL/0612
Cost of Tender Document	Rs. 1,000 (Rupees One Thousand Only) to be submitted along with the technical proposal as demand draft in favor of BRDS, Patna, payable at Patna
Earnest Money Deposit	Rs. 50,000 (Rupees Fifty Thousand only) to be submitted along with the technical proposal as demand draft in favor of BRDS, Patna, payable at Patna Please see point 6 in chapter II.
Expected duration of the assignment	Two years (In which Publication of 8 issues of Quarterly Newsletters has to be done).
Last date for seeking clarification	29 th June 2012 3.00 PM
Last Date and Time for Proposal Submission	13 th July 2012 3:00 PM
Address at which Proposal is to be submitted	CEO, BRDS Rural Development Department, Government of Bihar, Main Secretariat, Patna 800 015 The proposal is required to be submitted in person along with all specified documentation, tender fees and EMD.
Date, Time & Place of opening of Technical Proposals	Date: 13 th July 2012 Time : 5:00 PM Place: Office of the CEO, Bihar Rural Development Society, Rural Development Department, Government of Bihar, Main Secretariat, Patna 800 015
Method of Selection	Least Cost Method. Refer para 14 of chapter II
Date, Time & Place of Opening of Financial Proposals	Successful Technical Bidders will be duly informed.
Expected date for signing of Contract	Within 30 working days from the date of opening of Technical Proposal

3. The RFP includes the following documents:
- Chapter I – Request for Proposal
 - Chapter II – Information to Bidders
 - Chapter III – Terms of Reference
 - Chapter IV – Technical Proposal - Standard Forms
 - Chapter V - Financial Proposal - Standard Forms
4. It may be noted that all communication /updates /information regarding this RFP by the Client will be made only through communications uploaded on the website under the specific subject matter. The Client, solely at its convenience, may send communication through other means.

Sd/-

CEO,
**Bihar Rural Development Society,
Rural Development Department, Government of Bihar,
Main Secretariat, Patna 800 015**

CHAPTER II. INFORMATION TO BIDDERS

(This section provides all the necessary information required for responding to the RFP)

S. No.	Item	Description
1.	Title of the RFP	Production and Distribution of Quarterly Newsletter for BRDS
2.	Details of the Client	Bihar Rural Development Society, Rural Development Department, Government of Bihar
3.	Name and Address of the Official representing the Client for all communication relating to the RFP.	CEO, BRDS Rural Development Department, Government of Bihar, Main Secretariat, Patna 800 015 Email Id – rlrsec-bih@nic.in <u>Subject of Email: RFP for BRDS Newsletter</u>
4.	Eligibility Criteria	Interested organizations need to fulfill the following criteria: a. Minimum five years' experience in publication and distribution of newsletters (English and Hindi) for reputed organizations in India (copies of work-orders dated 5 years prior to bid submission date to be enclosed) b. The agency should have undertaken at least 5 similar assignments in India in the past 5 years. (copies of work-orders to be enclosed) c. The agency should be registered and operational as a legal entity under Companies Act/Societies Registration Act or any other relevant act. Registration of the agency should be of 5 years or more. (Copy of registration to be enclosed) d. The bidder should have an average Annual turnover of at least Rs.2 Crore in last three financial years. (certified copies showing Turnover to be enclosed) e. If the bidder associates itself with other specialist organization(s) to address the scope of work, letters of Association needs to be enclosed. However, only bidder's credentials would be evaluated and the bidder shall be fully responsible for all deliverables and shall show due diligence in choosing associate partners of credibility and competence.
5.	Clarification to RFP document	Clarification may be requested in writing, by email, up to working hours of 3:00 pm till 29 th June 2012. Clarifications sought after the prescribed period may not be addressed by The Client. The Client will respond through standard electronic means only. Clarification mails may be addressed to: CEO, BRDS, Rural Development Department, Government of Bihar, Main Secretariat, Patna 800 015. Email id: rlrsec-bih@nic.in <u>Subject of Email: RFP for BRDS Newsletter</u>

6.	Earnest Money Deposit	<p>a. The Bidder shall furnish, as part of the Technical Proposal, an earnest money deposit amounting to Rs.50,000 (Rupees Fifty Thousand only)</p> <p>b. The EMD shall be in Indian Rupees and in the form of a demand draft drawn in the favour of BRDS, Patna payable at Patna.</p> <p>c. EMD should be valid for a period of 180 days from the last date for Proposal submission.</p> <p>d. Unsuccessful Bidders' EMD will be refunded without any interest after finalization of the RFP process</p> <p>e. EMD of the successful Bidders will be released once the bidder signs the agreement and furnishes the performance guarantee.</p> <p>f. EMD will be forfeited on account of one or more of the following reasons:</p> <p>i. Bidder does not respond to request for clarification of their proposal.</p> <p>ii. Bidder fails to cooperate during the Proposal evaluation process.</p> <p>iii. In case of a successful Bidder, the Bidder fails to either sign the agreement in time or to furnish the performance guarantee in time.</p>
7.	Language of the Proposal and number of copies	Proposals shall be submitted in English only, with one hard copy and one soft copy.
8.	Validity of the Proposal	The Proposal shall be valid for 180 days from the last date for submission of the Proposal. A Proposal that is valid for a shorter period shall be rejected as non-responsive.
9.	Amendment/ Cancellation of RFP.	<p>a. The Client reserves the right to cancel this RFP at any time without any obligation to the Bidders.</p> <p>b. The Client at any time, prior to the deadline for submission of Proposals, may amend the RFP by issuing an addendum by standard electronic means. The addendum will be binding on all the Bidders. Bidders shall acknowledge receipt of all amendments. To give Bidders reasonable time in which to take an amendment into account in their Proposals, the Client may, if the amendment is substantial, extend the deadline for the submission of Proposals.</p> <p>c. The Client reserves the right to accept or reject any bid, and to annul the bidding process and reject all bids at any time prior to award of contract, without incurring any liability to the bidders or without any obligation to the bidders to assign reasons thereof.</p>
10.	Proposal Preparation and Submission	<p>a. The Proposal shall be prepared and submitted in two parts viz. <u>Technical Proposal</u> and <u>Financial Proposal</u>.</p> <p>b. Technical Proposal shall follow the format specified in Chapter IV</p> <p>c. Financial Proposals shall follow the format specified in Chapter V.</p> <p>d. Proposals submitted in any other format shall be liable to be rejected.</p>

		<p>e. The Technical Proposal and the Financial Proposal must be submitted in two separate sealed envelopes and should be marked on the cover of the envelope as “<u>Technical Proposal for BRDS, Newsletter from [Insert name of the bidder]</u>” and “<u>Financial Proposal for BRDS Newsletter from [Insert name of the bidder]</u>” respectively. Both these envelopes should then be further be kept in a third envelope marked as “<u>Proposal for BRDS Newsletter from [Insert name of the bidder]</u>” sealed and submitted. The soft copy in CD form of the technical and financial proposal should be submitting along with the hard copies of technical and financial proposal respectively, and suitably labelled.</p> <p>f. Costs in the Financial Proposal must be stated in INR- Indian rupees only. Taxes and duties, as applicable to be shown separately and distinctly, while summing up the total cost of the Proposal.</p> <p>g. The Proposal shall be submitted signed by the authorized signatories (of the Lead Partner in case of a association).</p> <p>h. The Proposal must be signed and duly sealed in all the pages and any erasures/amendments in the Proposals, duly attested by the authorized signatories.</p> <p>i. Bidders may submit only one Proposal. If a Bidder (or associates) submits or participates in more than one Proposal, such Proposals shall be disqualified.</p> <p>j. Bidders should familiarize themselves with local conditions / scope and take them into account in preparing their Proposals. To obtain first-hand information on the assignment and local conditions, Bidders are encouraged to visit the Client before submitting a Proposal. Bidders should ensure that these officials are advised of their visit in adequate time to allow them to make appropriate arrangements.</p> <p>k. Bidders shall bear all costs associated with the preparation and submission of their Proposals, site visits and contract negotiation.</p> <p>l. The Bidder should submit the Proposals in the specified manner, with all accompanying documents and the EMD in person latest by 13th July 2012 till 3.00 PM at Office of the CEO, BRDS, Rural Development Department, Government of Bihar, Main Secretariat, Patna 800015.</p>
11.	Modification and Withdrawal of Proposal	<p>a. The Bidder may modify or withdraw their submitted Proposal prior to the prescribed last date and time for submission of Proposal. Such withdrawal/modification should be in writing and in conformance with the terms and conditions specified for submission of the original Proposal.</p> <p>b. No Proposal can be modified or withdrawn subsequent to the deadline for submission of Proposals.</p>
12.	Opening of Technical Proposal	<p>a. The Proposals (first envelope containing technical Proposal only) will be opened in the presence of the representatives of Bidders (not more than one) who choose to attend, at 5:00 PM</p>

		<p>on 13th July 2012 at the following location: Office of Chairman, Bihar Rural Development Society, Rural Development Department, Government of Bihar, Main Secretariat, Patna 800 015</p> <p>b. The representatives of Bidders, who are present, shall sign on a sheet evidencing their attendance.</p> <p>c. Financial Proposal will not be opened until technical evaluation is complete and duly approved. The time, date and location of opening of Financial Proposal will be intimated in writing, by email or fax by the Client to the technically qualified Bidders.</p>
13.	Evaluation of Proposal–General	<p>a. A two-stage procedure will be adopted in evaluating the Proposals viz. a technical evaluation and a financial evaluation.</p> <p>b. Bidders will be required to give a presentation of their approach and methodology for meeting the objectives and deliverables in the TOR. This presentation will be a part of the overall evaluation of Technical Proposal.</p> <p>c. The minimum qualification score for the technical evaluation is 70 out of 100.</p> <p>d. Financial Proposals of only those bidders will be opened who satisfy all the eligibility criteria mentioned and who score 70% or above in the technical evaluation.</p> <p>e. As mentioned in para 16, the final selection will be based on the lowest financial bid subject to terms of technical evaluation</p> <p>f. The Client reserves the right to accept or reject in part or full any or all of the offers without assigning any reason.</p>
14.	Evaluation of Technical Proposal	<p>a. The Client will first undertake a preliminary evaluation of the technical Proposals to check compliance with reference to completeness of the Proposals including if properly signed and whether the Proposals are generally in order.</p> <p>b. The Client will thereafter undertake a detailed evaluation of the Technical Proposals on the basis of their responsiveness to the Terms of Reference, applying the evaluation criteria, sub criteria, and point system specified in this paragraph.</p> <p>c. Proposal shall be rejected at this stage if it does not respond to important aspects of the RFP, particularly the Terms of Reference or if it fails to achieve the minimum technical score.</p> <p>d. Criteria, sub-criteria, and point system for the evaluation of Technical Proposals are:</p> <p>1. Experience of undertaking similar assignments in India for Government / Private Agencies in last 5 yrs: 9 Marks Scoring for each sub-criteria mentioned above, is as noted below :</p> <p>a. 7 or more similar assignments – 9 Marks</p> <p>b. 6 similar assignments – 6 Marks</p> <p>c. 5 similar assignments – 3 Marks</p> <p>2. Experience of undertaking similar assignment in Development Sector 6 Marks Scoring for each sub-criteria mentioned above, is as noted below :</p>

		<p>a. 3 or more similar assignments – 6 Marks b. 2 similar assignments – 4 Marks c. 1 similar assignments – 2 Marks</p> <p>3. Approach and Methodology including Timeline: 25 Marks a. Overall approach to ensure quality of deliverables - 5 Marks b. Data capturing methodology for newsletters - 8 Marks c. Team structure, composition and deployment (on site and off site) - 4 Marks d. Work plan detailing Work management among the team and (in alignment with the team proposed) - 4 Marks e. Quality of comments on ToR - 2 Marks f. Quality of presentation of proposal - 2 Marks</p> <p>4. Profile of key professional Team (CVs) proposed to be deployed for the assignment (In-house / Outsourced): 30 Marks a. Team Leader 6 marks b. Editor 6 marks c. Designer 6 marks d. Project Coordinator 6 marks e. Print Production Coordinator 6 marks Each CV will be evaluated based on the following: a. General Qualification - 25% b. Relevant Experience and language skills, if applicable - 75%</p> <p>5. Best creatives of the agency in India including newsletters prepared etc.: 10 Marks</p> <p>6. Experience / Infrastructure in Bihar: 5 Marks Offices in Bihar 2 Marks Experience of working in Bihar 3 Marks</p> <p>7. Technical Presentation: 15 Marks</p> <p>Total Marks 100 The minimum technical score required to pass is: 70</p>
15.	Technical Presentation	<p>a. Technical Presentation: Bidders scoring 55 marks out of 90 marks will be invited to make a Technical Presentation. The overall qualifying marks for eligible to participate in opening of the financial proposal will be 70 as stated in Instruction to bidders, clause 14.</p> <p>b. Date, Time and Venue of the presentation will be notified to the bidders scoring 55 and more marks.</p> <p>c. The key team leader proposed should be present for the</p>

		<p>technical presentation along with other members proposed. Each team member should make the presentation on their core expertise and scope of work assigned to the member.</p>
16.	Opening and Evaluation of Financial Proposal	<p>a. After the technical evaluation is completed the Client will invite those Agencies, who have qualified in the technical evaluation to attend the opening of Financial Proposals. In respect of those Bidders who do not qualify technically, their Financial Proposals will be returned unopened.</p> <p>b. The date, time and location of opening of Financial Proposal will be intimated at the appropriate time.</p> <p>c. The Bidder's name, the total amount of Financial Proposal and such other details as considered appropriate by the Client shall be read out at the opening of Financial Proposal. The Agencies' representatives shall sign a register in evidence of their attendance.</p> <p>d. During evaluation, the Client will correct any computational errors. When correcting computational errors, in case of discrepancy between a partial amount and the total amount, or between words and figures, the former will prevail. In addition to the above corrections, activities and items described in the Technical Proposal but not priced, shall be assumed to be included in the prices of other activities or items.</p> <p>e. Taxes and Statutory duties, if any, has to be included in the Financial Proposal.</p>
17.	Disqualification of Proposals.	<p>The Client, may at its sole discretion, and at any time during the processing of the Proposal, disqualify any Bidder from the Bidding process if the Bidder has:</p> <p>a. Submitted the Proposal after the date and time of submission of Proposals.</p> <p>b. Made misleading or false representations.</p> <p>c. Violated any of the terms laid down in paragraph 24 of Chapter II.</p> <p>d. If found to have a record of poor performance.</p> <p>e. Submitted Proposal documents not accompanied by tender fee and/or EMD.</p> <p>f. Submitted Proposal document which is nonresponsive or not accompanied by required documentation as specified in this RFP.</p> <p>g. Failed to provide clarification, when sought.</p> <p>h. Submitted more than one Proposal either individually or as part of a consortium.</p> <p>i. Failed to submit Proposal in accordance with the terms and conditions of this RFP.</p> <p>j. Failed to submit a Proposal not valid for at least 180 days.</p> <p>k. Any other reasons, as deemed appropriate by the Client.</p>
18.	Negotiations	<p>a. Prior to the expiration period of Proposal validity, the Client will notify the successful bidder who submitted the highest scoring Proposal in writing by email or facsimile or in person and invite the Bidder to negotiate the Contract.</p>

		<p>b. Negotiations will commence with a discussion of the Technical Proposal, the proposed methodology (work plan), staffing and any suggestions the Bidder may have made to improve the TORs. Agreement will then be reached on the final TORs, the staffing and staff months, logistics and reporting. Special attention will be paid to optimize the required outputs from the Agencies within the available budget and to define clearly the inputs required from the Client to ensure satisfactory implementation of the Assignment.</p> <p>c. Changes agreed upon may then be reflected in the financial Proposal using proposed unit rates.</p> <p>d. Having selected the successful Bidder, among other things, on the basis of an evaluation of the proposed key professional staff, the Client expects to negotiate a contract on the basis of these staff named in the Proposal. Therefore, prior to contract the Client will require written assurance that these staff will be actually available. The Client will not consider substitutions during contract negotiations except in cases of unexpected delays in the starting date or incapacity of key professional staff for reasons of health.</p> <p>e. The negotiations will be concluded with a review of the draft form of Contract to be made available to the Bidder at the appropriate time. The Client and the Bidder will finalize the contract to conclude negotiations. The Contract will be awarded after successful negotiations, to the successful Agency.</p> <p>f. If negotiations fail, the Client will invite the Bidder having obtained the second highest score to Contract negotiations.</p>
19.	Award of Contract	<p>a. After completing negotiations The Client shall award the Contract to the selected Bidder who is expected to commence the assignment within a fortnight of signing of the Contract, failing which (or if there is failure on the part of the Bidder to provide the agreed professional staff within a fortnight of signing the contract) , the Client will be free to cancel the award with immediate effect after giving a notice of 15 days to the Bidder (Agency) to take compliant action.</p> <p>b. After Contract signature, The Client shall return the unopened Financial Proposals to the unsuccessful Bidders.</p> <p>c. Decision of the Client shall be final.</p>
20.	Variations	<p>a. No variation/amendment in the terms or scope of this Contract shall be effective without the prior written consent of both Parties and recorded in writing in the form of a letter entitled ‘Contract Amendment No.....’ Without such consent neither Party shall have any liability in respect of work performed outside the Services set out in Chapter III</p> <p>b. Notwithstanding anything mentioned in clause 20(a) the client reserves the right to make any alterations/amendments to the terms of the contract including the ‘Terms of reference’ in furtherance of or to be in conformity with any relevant</p>

		Government note/ guidelines/notification or any other statutory/quasi statutory instrument in the nature of the aforementioned; which is/are brought in force during the subsistence of the contract. Any amendment shall only be for the stated purposes and due notice will be given by the client.
21.	Performance Security	<p>a) The successful Bidder to whom the contract is awarded will have to execute an agreement on a Non-Judicial Stamp Paper of appropriate value within a period of 15 days of receipt of order and deposit Performance Security equal to 10% of the total order value prior to signing of agreement.</p> <p>b) Performance Security shall be furnished in the form of Bank Draft / Bank Guarantee duly discharged in favour of BRDS, Patna payable at Patna. The format for Bank Guarantee shall be as per Form Fin-2 of Chapter V.</p> <p>c) No interest will be paid by the client on the performance security.</p> <p>d) Performance Security may be forfeited in full or part in the following cases:</p> <ol style="list-style-type: none"> i. When the terms and conditions of contract are breached. ii. When the Bidder fails to supply services satisfactorily. iii. When contract is being terminated due to non-performance of the Bidder. <p>e) Notice of reasonable time will be given in case of forfeiture of security deposit. The decision of the Client in this regard shall be final.</p> <p>f) Failure of the successful Bidder to comply with the requirement of the furnishing the required Performance Security in time shall constitute sufficient grounds for the annulment of the award, in which event the Client may make the award to the next best ranked Bidder or call for new Proposals.</p> <p>g) The Performance Security will be released after The Client certifies successful closure of the contract</p>
22.	Terms of Payment	Payments shall be quarterly on the publication and delivery of respective newsletter and will be made in consideration of the work performed. All payments shall be made on submission of pre-receipted bills and proof of delivery of the Newsletter every quarter.
23.	Confidentiality	Information relating to evaluation of Proposals and recommendations concerning awards shall not be disclosed to the Bidders who submitted the Proposals or to other persons not officially concerned with the process, until the winning firm has been notified.
24.	Professional Excellence and Ethics	<p>The Client requires that all Bidders participating in consulting assignments to adhere to the highest ethical standards, both during the selection process and throughout the execution of a contract. In pursuance of this policy, the Client</p> <p>a) defines, for the purpose of this paragraph, the terms set forth below as follows:</p> <ol style="list-style-type: none"> i. “corrupt practice” means the offering, giving, receiving, or soliciting, directly or indirectly, of anything of value to

		<p>influence the action of officials concerned in the selection process or in contract execution;</p> <ul style="list-style-type: none"> ii. “fraudulent practice” means a misrepresentation or omission of facts in order to influence a selection process or the execution of a contract; iii. “collusive practices” means a scheme or arrangement between two or more Agencies with or without the knowledge of the Client designed to establish prices at artificial, noncompetitive levels; iv. “coercive practices” means harming or threatening to harm, directly or indirectly, persons or their property to influence their participation in a procurement process, or affect the execution of a contract. <ul style="list-style-type: none"> b) will reject a Proposal for award if it determines that the Agency recommended for award has, directly or through an agent, engaged in corrupt, fraudulent, collusive or coercive practices in competing for the contract in question; c) will terminate the contract if it determines at any time that representatives of the Agency were engaged in corrupt, fraudulent, collusive or coercive practices during the selection process or the execution of the contract. d) will sanction an Agency, including declaring the Agency ineligible, either indefinitely or for a stated period of time, to be awarded a State Government contract if at any time determines that the Agency has, directly or through an agent, engaged in corrupt, fraudulent, collusive or coercive practices in competing for, or in executing, any government contract; and e) will have the right to require that, in contracts, a provision be included requiring Agency to permit the Client to inspect their accounts and records and other documents relating to the submission of Proposals and contract performance, and have them audited by auditors appointed by the Client. f) No Bidder, its Sub-Consultant(s), or associate(s) shall be under a declaration of ineligibility for corrupt and fraudulent practices by the state or Central Government or any of the Government agencies.
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CHAPTER III. TERMS OF REFERENCE

1. Overall Objective of the Assignment

Rural Development Department, Government of Bihar, is implementing various programmes/ has undertaken various initiatives like MGNREGS, IAY, CPSMS, SECC etc. through a newly formed society called Bihar Rural Development Society. BRDS proposes to publish a quarterly newsletter for wider circulation among its various stakeholders through a private competent organization.

The newsletter is targeted at various stakeholders from state departments, academic institutions, international organizations, think tanks, governments, corporate sector, NGOs and the media.

2. Expected Outcome

To produce, publish, print and distribute the quarterly premium quality BRDS Newsletter (print and web version) in English and Hindi in order to advocate and propagate various initiatives/ works undertaken by BRDS/ Rural Development Department with an expected target to engage and share information with the intended audience

3. Scope of work

The agency would be responsible to conceptualize, design, edit, print and deliver quarterly BRDS newsletter both in English and Hindi for a period of two years(eight quarterly issue) . While BRDS will approve the final contents of the newsletter, the agency is expected to take responsibility of overall coordination, material collection and compilation, editing, design and layout, printing, dispatch and periodic updation of the mailing list.

4. Competencies

- Experience of similar activities including demonstrated experience
- Editorial skills and English/Hindi language skills
- Capability of designing and layout of publications matching international standards
- Experience in handling turnkey projects involving writing, editing, printing and dispatch.
- In-house production capabilities
- Agency to offer print and web content development for e-newsletters

5. Technical specifications for production and delivery of BRDS Newsletter

Language	English and Hindi separately
Size	A4
Issues	one issue per quarter
Photos	Adequacy of photos is responsibility of the agency to ensure <ul style="list-style-type: none">i. coverage of prominent eventsii. appeal to the masses and to enable illiterate people to understand the contextiii. have visual appeal
No. of	20 pages (inclusive of cover)

pages	
Printing	4 colour throughout (offset)
Paper	At least 130 gsm imported Art paper (matt finish)
Varnishing	Matt on all pages
Binding	Centre Stitching / Staple
No. of copies	1,000 (English) 4,000 (Hindi) expected per quarter
Packaging	At least 110 gsm thick Manila Envelope, Laminated Inside and appropriate packaging
Distribution	To various districts within State and to other States/ Centre
Soft copy	e-Newsletter in English as well as Hindi needs to be provided

6. Activities

a. Material collection and Compilation

High quality editorial skills and sound knowledge of Rural Development schemes / programmes of Government of Bihar will be required to produce the newsletter, which will be a key source of information on the activities of BRDS/RDD. The agency will be responsible for following tasks:

- Send mails to all the district rural development agencies and other administrative units requesting them to send materials and follow-up electronically, telephonically and site visits if required.
- To collect basic material for the newsletter (content and photos/ illustrations/ ideas from the concerned department heads) of Rural Development Department at State, District and Blocks.
- As and when directed by BRDS, capture highlights of the events, workshops with photography within Patna or districts for reporting in the newsletter. This will involve 1-2 field visits to the concerned venue.
- Prepare a detailed content plan and pagination of at least one issue in advance and obtain approval for the same.
- Follow up for news stories/articles that will be produced by a range of sources, such as MGNRGA, IAY, CPSMS, SECC, SGSY, BRLP, community based organizations / others, etc.
- Identify and document achievements/ successes and good/ promising practices for use in communications materials in close coordination with the various administrative units.
- Suggest themes for each newsletter in advance, obtain approval from BRDS/RDD and timely preparation of the newsletter as per the theme.

b. Capacity building of the State Machinery

- The selected Agency would conduct a quarterly news competition for all districts in Bihar whereby relevant news items (including photograph, if applicable) would be invited from the staff. The agency would shortlist all eligible agencies and forward it to the editorial board. The winner of each competition would be paid a cash prize of Rs. 5,000/- by the Agency

c. Editing and translation

- The agency will be responsible for a range of editorial activities, including compilation, editing, and translation and proofreading along with up to 3 – 4 rounds of editorial discussion with BRDS.
- The Newsletter must be in line with Government publications guidelines.

d. Design and Layout

- Develop 3- 4 options for the cover page and inside layout based on BRDS brand guide.
- The agency will be responsible for developing high quality format, design and layout of the newsletter (including graphics), hard copy in colour for the 1st and final feedback will be submitted for feedback and approval to BRDS.
- The agency will be responsible for proofreading the various proofs, including the final proof and getting it approved from BRDS.

e. Printing

- It will be four (4) colour offset printing on at least 130 gsm imported Art paper (matt finish).
- Once content and layout have been approved by BRDS, the agency will print the Newsletter in line with technical specifications specified (Newsletter Specifications).

f. Distribution

- Agency will be responsible for preparing the mailing list in consultation with BRDS and periodically updating it.
- The agency will be responsible for packaging and distribution of the Newsletter using reliable delivery means.
- Distribution of 1000 copies per quarter needs to be arranged by the Agency while the rest needs to be provided to RDD/BRDS in Patna
- Electronic copies of the newsletter will be provided to BRDS

7. Indicative Team Requirement and Profile

- a. Team Leader:** Post Graduate in Social Science/Social Work/Mass Communication/ Humanities with minimum 10 years of experience in the development sector with significant exposure to communication assignments. Proven ability of efficient client liasioning, leading from front and successfully executing high quality publication assignments with tight deadlines. Should have adequate experience in planning and setting execution milestones for the team with emphasis on timeline and quality adherence.
- b. Editor:** Post-graduate (preferable in Social Science/ Humanities/ Journalism) with at least 7 years of experience as senior editor/writer in development sector. Knowledge and experience in rural development and livelihood issues would be an added advantage. Should have handled newsletters - writing lead stories as well as editing various articles and finalizing the overall content.
- c. Designer:** Degree/diploma in graphic designing from a recognized institute and around at least 5 years of experience of working on development communication. Should have prior experience of developing theme specific cover designs and layout templates for newsletters.

- d. **Project Coordinator:** Post Graduate in Rural Management/Humanities/Social Work/Mass Communication from a recognized Institute having at least 3 years of experience in the development sector. Ability to efficiently coordinate with senior government officials as well as internal team members for timely completion of assignment. Should have experience of coordinating for material collection, compilation, and regular follow up with contributors to ensure sufficient content.
- e. **Print Production Coordinator:** Graduate/Post graduate with at least 7 years of experience in print production. Should have handled high quality publications.

The team should be ably backed by a team of experienced layout operators, illustrators, translators and copy-editors for quality and timely production of newsletter.

8. Monitoring of the assignment

Shri Animesh Pandey, Project Officer would be the nodal person from RDD/BRDS to coordinate and monitor the assignment on regular basis. Suggestions on the assignment will be provided by RDD/BRDS from time to time. The agency in consultation with RDD/BRDS will modify the process as and when required based on the review conducted. CEO, BRDS will form a review committee for reviewing and monitoring of progress of this assignment.

9. Support to be provided by the Client

- a. The agency would be given access to relevant documents, correspondence, and any other information related to the project and deemed necessary by the Client. The Client will issue necessary orders to all field offices in this regard for smooth functioning on the request of the agency.
- b. Designate an Officer responsible for management and coordination of this assignment.
- c. Facilitate discussions with key stakeholders
- d. Provide the Consultant with necessary authorization to procure information from government departments.
- e. Provide timely feedback and support for agency to achieve its deliverables

10. Timeline:

S. No	Deliverables	Time limits	Service Level Agreement
1.	Content Development	4 weeks from the date of signing of contract	Every weeks' delay would result in a penalty of 2% of payment due for that quarter
2.	Layout, designing and submission of proof	2 weeks from approval of the content	Every weeks' delay would result in a penalty of 2% of payment due for that quarter
3.	Printing and dispatch of Materials	2 weeks from approval for printing	Every weeks' delay would result in a penalty of 2% of payment due for that quarter

CHAPTER IV. TECHNICAL PROPOSAL - STANDARD FORMS

[Comments in brackets [] provide guidance to the Agency for the preparation of their Technical Proposals; they should be deleted from the Technical Proposals to be submitted.]

The following standard forms are enclosed here.

- Form TECH 1 – Cover letter for submission of Technical Proposal
- Form TECH 2 – Bidder's Organisation and Experience
 - (Part A – Organization details of the Bidder)
 - Bidder's Organisation and Experience
 - (Part B– Bidder's Experience in the field of publication of newsletters)
 - Bidder's Organisation and Experience
 - (Part C– Turnover of the bidder)
- Form TECH 3 – Comments and suggestion on Terms of Reference
- Form TECH 4 – Description of Approach, Methodology and Work Plan for performing the Assignment
- Form TECH 5 – Team composition and Task Assignments
- Form TECH 6 – Work Schedule
- Form TECH 7 – CV for proposed professional staff

Form TECH-1. Cover Letter for Submission of Technical Proposal

[On company Letterhead of Lead Bidder]

[Location, Date]

To:

The CEO
Bihar Rural Development Society,
Rural Development Department,
Government of Bihar, Main Secretariat,
Patna 800 015 (Bihar)

Subject: Technical Proposal in response to RFP for Production and Distribution of Quarterly Newsletter for BRDS

Ref: RFP # BRDS/NL/0612

Dear Sir:

We, the undersigned, offer to provide the services for **Production and Distribution of Quarterly Newsletter for BRDS** in accordance with your Request for Proposal dated [Insert Date] and our Proposal. We are hereby submitting our Proposal, which includes this Technical Proposal, and a Financial Proposal sealed under a separate envelope¹. The EMD is enclosed along with this Proposal. [Insert details of EMD]

We hereby declare, on our behalf and on behalf of our consortium partners that all the information and statements made in this Proposal are true and accept that any misrepresentation contained in it may lead to our disqualification. We also affirm that we have not been blacklisted by any government organization in India, in the past.

If negotiations are held during the period of validity of the Proposal, i.e., before the date indicated in Paragraph 8 of Chapter II, we undertake to negotiate on the basis of the proposed staff and costs. 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 consulting services related to the assignment not later than the date indicated in Paragraph 19 of Chapter II.

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

It is hereby affirmed that I/We are duly authorized to act on behalf of our organization and empowered to sign this document as well as such other documents that bind our organization into legal agreements with the (*insert name of the Client*) as may be required with reference to the subject mentioned above. We hereby enclose a copy of our Board Resolution/ Power of attorney / Others¹, in support of the same.

We remain,

Yours sincerely,

Authorized Signature [In full and initials]: _____

Name and Title of Signatory: _____

Name of Firm: _____

Address: _____

Seal of the Firm: _____

NOTE 1: Please specify as relevant

Enclosed: [Please list all relevant enclosures with page references]

Form TECH-2. Bidder's Organization and Experience

Part A -Organization Details of the Agency

[All Contact information should be complete and include telephone, fax and email details. In case of a Consortium, this Form should be filled separately for each Consortium Partner and duly signed and sealed.]

Name of the Organization	
Registered Office Address	
Year of Establishment in India	
Year of Establishment	
Legal Basis if Organization in India (Public Limited Company, Private Limited Company, Partnership Firm, Others-Pl. Specify)	
Registration Number and Certificate under applicable law. (Refer page number of Proposal where proof is attached)	
Name, Title & Contacts of the Head of the Organization in India.	
Name, Title and Contacts of the Authorized Signatory	
Name, Title and Contacts of the Person to whom all communication is to be addressed.	
3 years' Annual Turnover (out of last four Financial years) (Enclose audited annual financial statements)	Year Turnover
Total number of permanent employees in the organization in India.	

Form TECH-2. Bidder's Organization and Experience

PART B - Bidder's Experience in the field of publication of newsletters*

S. No	Name of Publication	Name of Client	Total Value of Assignment	Key personnel involved	Duration of Assignment	No of copies produced / Languages	Contact details of client reference
1							Name: Address: e-Mail id: Mobile No.:
2							...
3							
4							
5							
...							

*Please highlight the experience in development sector including Magazines/ Periodicals

Form TECH-2. Bidder's Organization and Experience

PART C - Audited Financial Statements for three financial years out of last Four

Form TECH-3. Comments and Suggestions on the Terms of Reference

[Present and justify here any modifications or improvement to the Terms of Reference you are proposing to improve performance in carrying out the assignment (such as deleting some activity you consider unnecessary, or adding another, or proposing a different phasing of the activities). Such suggestions should be concise and to the point, and also incorporated in your Technical Proposal and duly taken into account for costing in the Financial Proposal. Please ensure that each of the comments / suggestions highlighted here is duly referenced to the Technical Proposal]

Form TECH-4. Description of Approach, Methodology and Work Plan for Performing the Assignment

[Technical approach, methodology and work plan are key components of the Technical Proposal. You are suggested to present your Technical Proposal (50 pages, inclusive of charts and diagrams) divided into the following three chapter, following any specific instructions noted in the relevant clauses of Chapter II)

a) Technical Approach and Methodology,

b) Work Plan, and

c) Organization and Staffing,

a) Technical Approach and Methodology: In this chapter you should explain your understanding of the objectives of the assignment, approach to the services, methodology for carrying out the activities and obtaining the expected output, and the degree of detail of such output. You should highlight the problems being addressed and their importance, and explain the technical approach you would adopt to address them. You should also explain the methodologies you propose to adopt and highlight the compatibility of those methodologies with the proposed approach specifically highlighting:

- Overall approach to ensuring quality of deliverables*
- Data capturing methodology for newsletters*
- Approach to team structure, composition and deployment (on site and off site) including approach to work management among the team and work plan (in alignment with the team proposed)*
- Quality of comments on ToR*
- Quality of presentation of proposal*

b) Work Plan. In this chapter you should propose the main activities of the assignment, their content and duration, phasing and interrelations, milestones (including interim approvals by the BRDS), and delivery dates of the reports. The proposed work plan should be consistent with the technical approach and methodology, showing understanding of the TOR and ability to translate them into a feasible working plan. A list of the final documents, including reports, drawings, and tables to be delivered as final output, should be included here.

c) Organization and Staffing. In this chapter you should propose the structure and composition of your team. You should list the main disciplines of the assignment, the key expert responsible, and proposed technical and support staff.]

Form TECH-5. Team Composition and Task Assignments

Name of Staff	Firm	Permanent / Contractual	Total Number of years of relevant experience and area of Expertise	Position Assigned	Task Assigned
Core Staff					
Support Staff					

Form TECH-6. Work Schedule

N°	Activity ¹	Months ²												
		1	2	3	4	5	6	7	8	9	10	11	12	...
1														
2														
3														
4														
5														
...														
n														

- 1 Indicate all main activities of the assignment, including delivery of reports, and other benchmarks such as Client approvals. For phased assignments indicate activities, delivery of reports, and benchmarks separately for each phase.
- 2 Duration of activities shall be indicated in the form of a bar chart.

Form TECH-7. Curriculum Vitae (CV) for Proposed Professional Staff

1. Proposed Position: _____
2. Name of Firm [*Insert name of firm proposing the staff*]: _____

3. Name of Staff [*Insert full name*]: _____
4. Date of Birth: _____ Nationality: _____
5. Education (*Indicate college/university and other specialized education of staff member, giving names of institutions, degrees obtained, and dates of obtainment*): _____

6. Membership of Professional Associations (as relevant to the current assignment)

7. Other Training and Certification (*Indicate significant training and certification as relevant to the current assignment*)

8. Languages [*For each language indicate proficiency: good, fair, or poor in speaking, reading, and writing*]: _____

9. Employment Record [*Starting with present position, list in reverse order every employment held by staff member for last 10 years in descending order giving for each employment (see format here below): dates of employment, name of employing organization, positions held.*]:

Period of employment	Employer name	Level of Responsibility	Brief description of responsibilities

<p>11. Detailed Tasks Assigned</p> <p align="center"><i>[List all tasks to be performed under this</i></p>	<p>12. Work Undertaken that Best Illustrates Capability to Handle the Tasks Assigned</p> <p align="center"><i>[Among the assignments in which the staff has been involved, indicate the following information for those assignments that best illustrate staff capability to handle</i></p>
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<i>assignment]</i>	<i>the tasks listed under point 11.]</i> Name of assignment or project: _____ Year: _____ Location: _____ Client: _____ Main project features: _____ Level of Responsibility: _____ Activities performed: _____
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13. Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes me, my qualifications, and my experience. I understand that any wilful misstatement described herein may lead to my disqualification or dismissal, if engaged.

_____ Date: _____
[Signature of staff member or authorized representative of the staff] Day/Month/Year

Full name of authorized representative: _____

CHAPTER V. FINANCIAL PROPOSAL - STANDARD FORMS

[Comments in brackets [] provide guidance to the short listed Bidders for the preparation of their Financial Proposals; they should be deleted from the Financial Proposals to be submitted.]

The standard forms include:

Form FIN-1 –Financial Proposal.

Form FIN-2 – Performa for Performance Bank Guarantee

Form FIN-1. Financial Proposal

S. No	Activity	Rate for a Quarterly issue (INR)	Tax, if any (INR)	Total Cost (INR)
1	Material Collection & Compilation			
2	Editing			
3	Design & layout			
4	Photography			
5	Printing (1,000 copies of English; 4,000 copies of Hindi) per quarter*			
6	Quote per quarter for 4 additional pages in the newsletter**			
7	Quote for additional 500 copies**			
8	Packaging & distribution of 1000 copies across country			
9	Delivery of remaining copies at Patna			
10	Administrative overheads			
11	Other Expenditure (if any)			
12	Total Cost per quarter (Sum of Row No. 1 to 11 excluding 6 & 7)			
13	Total for 8 issues (Row No. 12*8)			

* As per specification provided in Terms of Reference

** Rates quoted against item no. 6 & 7 will not be considered for financial evaluation.

Signature of the Authorised Signatory:

[Location, Date]:

Name of Agency:

Address of Agency:

Form FIN 2. Proforma for Performance Bank Guarantee

To,

The CEO,
Bihar Rural Development Society,
Rural Development Department, Govt. of Bihar,
Main Secretariat, Patna 800 015 (Bihar)

Dear Sir,

Performance Bank Guarantee for Production and distribution of Quarterly Newsletter for BRDS

WHEREAS

M/s. <<(name of Bidder)>>, an organization registered under _____, having its registered and corporate office at <<(address of the Agency)>> (hereinafter referred to as "our constituent", which expression, unless excluded or repugnant to the context or meaning thereof, includes its successors and assigns), agreed to enter into a Contract dated (Herein after, referred to as "Contract") with you (Bihar Rural Development Society, Government of Bihar) for Production and distribution of Quarterly Newsletter for BRDS in the said contract.

We are aware of the fact that as per the terms of the Contract, M/s. (name of Bidder) is required to furnish an unconditional and irrevocable Bank Guarantee in your favour for an <<amount INR xxxx>>, and guarantee the due performance by our constituent as per the Contract and do hereby agree and undertake to pay any and all amount due and payable under this bank guarantee, as security against breach/ default of the said Contract by our Constituent. In consideration of the fact that our constituent is our valued customer and the fact that he has entered into the said Contract with you, we, <<(name and address of the bank)>>, have agreed to issue this Performance Bank Guarantee. Therefore, we <<(name and address of the bank)>> hereby unconditionally and irrevocably guarantee you as under:

In the event of our constituent committing any breach/default of the said Contract, and which has not been rectified by him, we hereby agree to pay you forthwith on demand such sum/s not exceeding the sum of <<INR xxxxxx (in words and figures)>> without any demur. Notwithstanding anything to the contrary, as contained in the said Contract, we agree that your decision as to whether our constituent has made any such default(s) /breach(es), as aforesaid and the amount or amounts to which you are entitled by reasons thereof, subject to the terms and conditions of the said Contract, will be binding on us and we shall not be entitled to ask you to establish your claim or claims under this Performance Bank Guarantee, but will pay the same forthwith on your demand without any protest or demur.

This Performance Bank Guarantee shall continue and hold good till the completion of _____ years from the date of signing of the contract, subject to the terms and conditions in the said Contract.

We bind ourselves to pay the above said amount at any point of time commencing from the date of the said Contract until the completion of the project period, which will be up to _____ years from the date of signing of the contract.

We further agree that the termination of the said Agreement, for reasons solely attributable to our constituent, virtually empowers you to demand for the payment of the above said amount under this guarantee and we would honour the same without demur.

We hereby expressly waive all our rights:

- (i) Requiring to pursue legal remedies against; and
- (ii) For notice of acceptance hereof any action taken or omitted in reliance hereon, of any defaults under the Contract and any resentment, demand, protest or any notice of any kind.

We the Guarantor, as primary obligor and not merely Surety or Guarantor of collection, do hereby irrevocably and unconditionally give our guarantee and undertake to pay any amount you may claim (by one or more claims) up to but not exceeding the amount mentioned aforesaid during the period from and including the date of issue of this guarantee through the period.

We specifically confirm that no proof of any amount due to you under the Contract is required to be provided to us in connection with any demand by you for payment under this guarantee other than your written demand.

Any notice by way of demand or otherwise hereunder may be sent by special courier, telex, fax, registered post or other electronic media to our address, as aforesaid and if sent by post, it shall be deemed to have been given to us after the expiry of 48 hours when the same has been posted.

If it is necessary to extend this guarantee on account of any reason whatsoever, we undertake to extend the period of this guarantee on the request of our constituent under intimation to you.

This Performance Bank Guarantee shall not be affected by any change in the constitution of our constituent nor shall it be affected by any change in our constitution or by any amalgamation or absorption thereof or therewith or reconstruction or winding up, but will ensure to the benefit of you and be available to and be enforceable by you during the period from and including the date of issue of this guarantee through the period.

Notwithstanding anything contained hereinabove, our liability under this Performance Guarantee is restricted to <<INR xxxxx>> and shall continue to exist, subject to the terms and conditions contained herein, unless a written claim is lodged on us on or before the aforesaid date of expiry of this guarantee.

We hereby confirm that we have the power/s to issue this Guarantee in your favor under the Memorandum and Articles of Association/ Constitution of our bank and the undersigned is/are the recipient of authority by express delegation of power/s and has/have full power/s to execute this guarantee under the Power of Attorney issued by the bank in your favor.

We further agree that the exercise of any of your rights against our constituent to enforce or forbear to enforce or any other indulgence or facility, extended to our constituent to carry out the contractual obligations as per the said Contract, would not release our liability under this guarantee and that your right against us shall remain in full force and effect, notwithstanding

any arrangement that may be entered into between you and our constituent, during the entire currency of this guarantee.

Notwithstanding anything contained herein:

Our liability under this Performance Bank Guarantee shall not exceed INR xxxx (Rs. xxxxx only); This Performance Bank Guarantee shall be valid for a period of _____ years from the date of signing of the contract; and we are liable to pay the guaranteed amount or part thereof under this Performance Bank Guarantee only and only if we receive a written claim or demand on or before.....(i.e. completion date of the project period for the proposed services to purchaser).

Any payment made hereunder shall be free and clear of and without deduction for or on account of taxes, levies, imports, charges, duties, fees, deductions or withholding of any nature imposts.

This Performance Bank Guarantee must be returned to the bank upon its expiry.

If the bank does not receive the Performance Bank Guarantee within the abovementioned period, subject to the terms and conditions contained herein, it shall be deemed to be automatically cancelled.

This guarantee shall be governed by and construed in accordance with the Indian Laws and we hereby submit to the exclusive jurisdiction of courts of Justice in India for the purpose of any suit or action or other proceedings arising out of this guarantee or the subject matter hereof brought by you may not be enforced in or by such court.

Dated this Day 2012

Yours faithfully,

For and on behalf of the Bank

(Signature)

Designation