



AGRICULTURE INSURANCE COMPANY OF INDIA LTD.  
Regd. Office: 13<sup>th</sup> Floor, "Ambadeep", 14, Kasturba Gandhi Marg, New Delhi - 110001

## **REQUEST FOR PROPOSAL (RFP)**

**for**

**ENGAGEMENT OF MULTIMEDIA AGENCY**

**as**

## **AWARENESS & PUBLICITY** **CONSULTANT (APC)**

**of**

**Agriculture Insurance Company of India Limited**



## 1. INTRODUCTION

**Agriculture Insurance Company of India Limited (AIC)** has been formed under the aegis of Government of India, consequent to the announcement by the then Hon'ble Union Finance Minister in his General Budget Speech FY 2002-03 that - ".....to subserve the needs of farmers better and to move towards a sustainable actuarial regime, it was proposed to set up a new Corporation for Agriculture Insurance".

AIC has taken over the implementation of National Agricultural Insurance Scheme (NAIS) which, until FY 2002-03 was implemented by General Insurance Corporation of India. In addition, AIC also transacts other insurance businesses directly or indirectly concerning agriculture and its allied activities.

Over the last decade, the business scenario has changed drastically from near-monopolistic to highly competitive, thereby enhancing manifold the criticality of Awareness and Publicity activities.

This Request For Proposal (RFP) document has been prepared for engaging a Multimedia Agency by **Agriculture Insurance Company of India Limited (AIC)** as its AWARENESS & PUBLICITY CONSULTANT (APC) for 360 degree solution in the field of Advertising and Publicity.

## 2. OBJECTIVE AND SCOPE OF WORK

AIC desires to engage a Multimedia Agency as an Awareness & Publicity Consultant (APC) for a holistic-360 degree conceptualization, planning, implementation and supervision of its entire Awareness and Publicity Program.

The broad **Scope of Work** would be (inclusive but not exhaustive):

- 2.1 ADMINISTRATION - Planning in telescopic sequence, media selection, budget compliance, apportionment (amongst offices, media, insurance products, etc.), publicity calendar, etc. in consonance with the Board-approved Publicity Policy of the Company.
- 2.2 ENGAGEMENT/EMPANELMENT ADVISORIES - EOI/RFP/Tender documentation, process supervision, evaluation etc. for Agencies or Activities.
- 2.3 BRAND - Conceptualizing, creating, building, maintaining continuity and protecting.
- 2.4 CREATIVES - Creating, advisories for application, harmonization, standardization and integration of design and layout, management and supervision in implementation
- 2.5 MEDIA ACTIVITIES - End-to-end planning to execution, for different media activities.



- 2.6 PROJECTS, CAMPAIGNS AND EVENTS - End-to-end planning to execution, for boundaried publicity activities, including Market Research.
- 2.7 MEDIA MANAGEMENT - To build and foster media relationships, arrange for press conference and releases, media feeds, etc.
- 2.8 IN-HOUSE PUBLICITY - Primarily for in-house stake holders of AIC (Promoters, employees, etc.) such as magazine, e-magazine, events, etc.
- 2.9 ADVISORIES - In all aspects detailed above.
- 2.10 MONITORING, SUPERVISION AND CONTROL - In all aspects detailed above.
- 2.11 ON-SHORE CONSULTANT - One middle-management Consultancy expert on the rolls of the APC (with at least 5 years of experience, of which at least 2 years in the rural domain) shall be present at our HO every Monday (full day) mandatorily, reporting to Chief Manager (Publicity). Additionally, AIC may call the resource at least 4 times per calendar month. This would be in addition to the visits of teams or resources of the APC which may be required for the discharge of its responsibilities.

The Scope of Work encompasses the responsibility (inclusive but not exhaustive) of the APC if and as desired by the Company. However, it does not restrict the Company from seeking those or any other services from any other individual or organization, or from supervising the APC in any manner desired by the Company.

### 3. TENDER PROCESS FOR ENGAGEMENT OF APC

- 3.1 **Engagement** of an Awareness & Publicity Consultant (APC) shall be done through a Tendering process, following the "Combined Quality-cum-Cost Based System" (CQCCBS), involving two stages of evaluation, viz. Technical and Financial.
- 3.2 Interested Multimedia Agencies satisfying the Eligibility Criteria as set out in Annexure - 1 hereafter may apply.
- 3.3 **Applications** must be submitted in a sealed super-cover marked "AIC-APC-2014", which will contain the following:
  - 3.3.1 Technical Bid - in a sealed cover marked "AIC-APC-2014-TECH", containing Annexures - 1 & 2 with all supporting/evidential documents, CDs etc.
  - 3.3.2 Financial Bid - in a sealed cover marked "AIC-APC-2014-FIN", containing Annexure 3.
  - 3.3.3 Demand Draft for Rs. 1,000/- favouring "Agriculture Insurance Company of India Limited" in an open cover, being one-time non-refundable Tender Fee.
- 3.4 **Technical Bid:** Tender submitted without ALL the above shall be rejected summarily.



- 3.4.1 The Technical Bid shall be evaluated firstly for the base line eligibility criteria. Any shortcoming on the eligibility criteria will result in automatic rejection of the entire bid.
- 3.4.2 Beyond this bottom line eligibility criteria the Technical parameters will be evaluated by the Publicity Committee at AIC HO.
- 3.5 **Financial Bid:**
- 3.5.1 The top three Agencies after the Technical Evaluation shall be eligible for the opening and evaluation of Financial Bids.
- 3.5.2 The Bid shall be strictly in the format attached.
- 3.5.3 All Bids shall be exclusive of taxes, i.e. all applicable taxes shall be paid extra by AIC.
- 3.6 **Combined Score:**  
The final assessment shall be a Combined Score of Technical and Financial scores.

For the Combined Score, the total Technical score shall be allotted a weightage of 75, and the Financial score shall be allotted a weightage of 25, and the two scores shall be added to determine the Highest Combined Score.

Illustration Of Combined Score - It is assumed that in response to the RFP, Agencies A, B & C have submitted Bids.

For Technical Bid, assuming all of them have qualified technically, the Publicity Committee awards 45, 50 & 55 marks (out of a total of 75 marks as per Annexure 2) to A, B and C respectively.

Thereafter, the Financial Bids are opened. The quotes for A, B and C are found to be: Rs.120, Rs. 100 and Rs. 110 respectively.

Using the formula  $LQA/QA$ , where LQA stands for Lowest Quoted Amount of the Financial Bid and QA stands for actual Quoted Amount of each Agency, the following Financial scores are achieved (out of a total weightage of 25 marks):

A:  $100/120 \times 25 = 20.00$  points

B:  $100/100 \times 25 = 25.00$  points

C:  $100/110 \times 25 = 22.73$  points

Finally, the Combined Score would be:

A:  $45 + 20.00 = 65.00$  points >> H3 rank

B:  $50 + 25.00 = 75.00$  points >> H2 rank

C:  $55 + 22.73 = 77.73$  points >> H1 rank

Agency C, at Rs.110 per month will be declared as H1.

- 3.7 All the Scores (Technical, Financial, Combined) or the part-scores thereof, of any Bidder shall be entirely internal and confidential to AIC and AIC shall not be liable to disclose them to anyone under any circumstances.



- 3.8 The Tender shall be duly signed by the Authorized Signatory of the Agency mentioning his/her Name, Designation, Address and Contact Number, with rubber stamp and date.
- 3.9 The Tender shall be addressed to Chief Manager, Publicity Department, Agriculture Insurance Company of India Ltd, at the Registered & Head Office, "Ambadeep", 13<sup>th</sup> Floor, 14, K.G. Marg, New Delhi - 110001.
- 3.10 The Tender must reach him LATEST by 13:00 hours on 07.02.2014. AIC SHALL NOT BE LIABLE for Tenders lost in transit or submitted late.

#### 4. ELIGIBILITY CRITERIA

The Agencies should qualify the following necessary Eligibility Criteria and furnish documentary evidence of the same. Agencies not meeting the necessary Eligibility Criteria shall not be considered for further evaluation.

The Agency needs to submit the necessary details in Annexure - 1 [*with eligibility criteria in italics underlined*] with evidential Certificates/ Statements/supporting documents:

- 4.1 The Agency should have an Office in New Delhi/NCR having a minimum staff of 20 persons on the rolls with relevant expertise & creative personnel and requisite infrastructure, preferably with Branch offices in other metros and/or major cities.
- 4.2 The Agency should have at least 2 years' experience of working with Agricultural/Rural Departments, Government Departments/PSUs, and similar type of organizations.
- 4.3 The Agency should have at least 2 years' experience in Awareness and Publicity activities in rural areas and for rural masses.
- 4.4 The Agency applying for engagement should not have been blacklisted by any organization.
- 4.5 The Agency should have capabilities of conducting campaigns focused on rural/semi urban/urban/metro masses/areas in major Indian languages.

#### 5. EVALUATION

- The Technical Bids of the Agencies shall be opened at AIC HO. Representatives of the Bidder Firms may attend at the date and time prescribed.
- The Evaluation Process would consider whether the Agency has requisite infrastructure, manpower, expertise and experience to address AIC's requirements and objectives. The Evaluation Process will gauge the extent of thought process that has gone behind the preparation of the RFP response, the degree of clarity, understanding of AIC's stated objectives and the level of commitment exhibited by the Agencies.



- AIC, at its sole discretion, may waive any minor insufficiency, non-conformity or irregularity in the response to RFP that does not constitute a significant material deviation provided such waiver does not prejudice or affect the relative ranking of any Agency.

5.1 **Eligibility Evaluation** (Annexure - 1) – Upon opening of Technical Bid, firstly, the Eligibility Criteria of all the Agencies will be examined by AIC to determine whether:

- 5.1.1 The Eligibility criteria are materially and sufficiently met,
- 5.1.2 The documents submitted are evidential and sufficient,
- 5.1.3 The documents have been properly signed,
- 5.1.4 The response to RFP is generally in order.

Submission Details are in Annexure - 1.

Only those Agencies who are found eligible by AIC as per above would be considered for further Technical Evaluation.

5.2 **Technical Evaluation** (Annexure - 2) – Technical Evaluation shall be done by AIC on the Technical Bid on the basis of documents/information/specimens furnished. After preliminary scrutiny and evaluation, a physical visit of the initially shortlisted Firms may be undertaken if felt necessary. AIC shall have the right to inspect the premises of the Bidders in context of the Bid and its execution, on any working day/time that it desires, without giving prior Notice.

Finally, the Top-3 Technically qualified Agencies shall be shortlisted and announced on AIC's website ([www.aicofindia.com](http://www.aicofindia.com)). *Only in respect of these Technically shortlisted Top-3 Firms, the Financial Bids (Envelope No. 2) shall be opened.*

Submission Details are in Annexure - 2.

**It is being made clear that such evaluation is necessarily subjective to a degree and based on perceptions and individual tastes/preferences. The final Technical selection of the Top-3 Firms shall be at the sole discretion of the AIC and shall not be open to question.**

5.3 **Financial Evaluation** (Annexure - 3) – The Financial Bids of the Technically qualified Top-3 Agencies (as announced on the Co. website) shall be opened at AIC HO on the date and time prescribed. Representatives of these Firms may attend.

After the opening of the Financial Bid, the Combined Technical and Financial Score of each Agency shall be calculated and the respective Combined Ranks ONLY shall be announced on the Co.'s website.



The Topmost (H-1) Bidder in terms of Combined Score after Technical and Financial evaluation shall be declared the “Successful (H-1) Bidder” and would be awarded as “AWARENESS & PUBLICITY CONSULTANT” (APC) subject to their furnishing the Earnest Money Deposit (as below) within 7 working days from the date of declaration. If they fail to submit the same within the stipulated time, the next highest Bidder (H-2) will be made the offer.

Submission Details are in Annexure - 3.

EMD @ Rs. 10,000/- is to be submitted by Bidder by Cheque/DD favouring “Agriculture Insurance Company of India Limited” as a precondition before the Contract. This EMD shall be refundable to the Awardee Firm upon completion of 2 years, subject to final settlement of accounts to the satisfaction of AIC. **However, AIC shall have the sole discretion and authority to deduct or forfeit part or full amount of the EMD in case of any deficiencies in the execution of the assignment in the opinion of AIC.**

## 6. TIME SCHEDULE

The following Time Schedule must be adhered to:

SEQ	ACTIVITY	DATE	TIME
1	Issuance of Tender on AIC website	24.01.14	05:00 PM
2	Last Date for submission of Tender	07.02.14	01:00 PM
3	Date of Opening Technical Bid	07.02.14	03:00 PM
4	Date of announcement of Top-3 (shortlisted) Bidders on AIC Website (www.aicofindia.com)	21.02.14	12:00 NOON
5	Date of Opening Financial Bid	21.02.14	04:00 PM
6	Date of Tender Award	24.02.14	03:00 PM

## 7. CANCELLATION OF CONTRACT

In the event of Awarded Firm’s failure or delay in executing any given assignment to the satisfaction of AIC, AIC reserves the right to cancel the Contract by giving 1 month’s notice. Further, if AIC decides thereafter to get an unfinished work completed from any other source, then it shall be at the Awarded Firm’s risk and cost.

In the event of cancellation of any order, AIC shall have the right to take into possession, all material required for completion of the assignment from the Awarded Firm’s premises.

## 8. TERMS AND CONDITIONS



- 8.1 The APC will be initially empanelled for Two years and may be extended for a further period of One year at a time, at the sole discretion of AIC, based on satisfactory performance.
- 8.2 AIC will have the right to remove the APC without assigning any reason whatsoever. AIC also reserves the right to modify the terms and conditions of this engagement at any time.
- 8.3 The empanelled Multimedia Agency is expected to maintain high level of professional ethics and will not act in any manner, which is detrimental to the interests of AIC. The Agency will maintain confidentiality on matters disclosed till proper instruction is issued for publication. AIC reserves the right to impose penalty in case of any violation of the above.
- 8.4 The Agency should be able to execute orders at short notices and even on holidays subject to nature and exigencies of work.
- 8.5 AIC will not pay charges for preparation of samples/design and creative (artwork)/ concept or commercial advertisement to agency.
- 8.6 Once it is commissioned, the Artwork/commercials will be the property of the AIC and AIC reserves the right to use it repeatedly in any manner whatsoever without requiring permission from anyone or paying any charges. Agency has to provide original soft copy of open file to the AIC. Further, AIC reserves the right to make necessary modification to the so selected artwork, concept, film etc. The Agency shall not use the concept, artwork, picture, film and spot/jingle for other clients once AIC has selected it.
- 8.7 AIC reserves the right for rejection of any/all applications or/and have the empanelment done in any other manner without assigning any reason whatsoever. All decisions taken by AIC would be final and no further representation in this regard will be entertained.
- 8.8 Notwithstanding the above empanelment/engagement, AIC also reserves the right to employ or engage any other Agency or Individual for carrying out any assignment.
- 8.9 AIC reserves the right, at its sole discretion without assigning any reasons therefor, to cancel the entire Tendering process; accept/reject any or all Tenders partly or fully; and also to modify the terms & conditions before awarding the job.
- 8.10 In the event of any dispute or difference whatsoever arising out of this contract, the same shall be resolved as per the provisions of Indian Arbitration Act 1996. The courts of Delhi shall have exclusive jurisdiction to entertain and try all matters arising out of this contract.

HO PUBLICITY DEPARTMENT, AIC





[On the letter head of the Bidding Agency]

**ANNEXURE - 1**

**APPLICATION FORM FOR EMPANELMENT OF MULTIMEDIA AGENCY AS  
AWARENESS & PUBLICITY CONSULTANT**

**[WITH ELIGIBILITY CRITERIA SUBMISSIONS IN ITALICS UNDERLINED]**

1	NAME OF THE AGENCY	:	
1.1	Regd. Office Address	:	
1.2	Regd. Office Landline	:	
1.3	Year of Establishment <i>[Must not be after 2008]</i>	:	
1.4	Turnover of the Agency during the past 3 years in Rs. Crore <i>[At least Rs. 1 Crore for each Year]</i>	:	2012-13 - 2011-12 - 2010-11 - (Annual Report or Audited Accounts to be submitted)
1.5	Service Tax Registration No. & PAN <i>[Mandatory to have]</i>	:	_____ & _____ (copy of certificate and PAN card to be submitted)
1.6	All-India Employee strength on permanent rolls <i>[Minimum 50]</i>	:	
1.7	Specialization in which media? (max. 5 media, with evidential attachments if applicable)	:	
2	DELHI OFFICE: <i>[Mandatory to have]</i>		
2.1	Delhi Office Address	:	
2.2	Delhi Office Landline	:	
2.3	Delhi Office Fax	:	
2.4	Delhi Office E-Mail	:	
2.5	Authorised Contact Person	:	Name - Designation - Mobile - Office Landline - E-mail -
2.6	Bank Account RTGS details	:	(cancelled cheque leaf to be submitted)
2.7	Delhi Office Employee strength on permanent rolls <i>[Minimum 20]</i>	:	



3	Approximate no. of Clients all-India (as on 31.12.2013) (Details of major Clients to be furnished) <i>[At least 1 Client for each bullet]</i>	:	<ul style="list-style-type: none"><li>• Total -</li><li>• Agriculture/Rural -</li><li>• Govt./PSU -</li><li>• Clients for Consultancy -</li><li>• Consultancy Clients with Annual Billing &gt; Rs. 6 Lakh -</li></ul>
4	No. of years of experience all-India (as on 31.12.2013) (Details of major Jobs over last 3 years to be furnished) <i>[At least 2 Years for each bullet]</i>	:	<ul style="list-style-type: none"><li>• Total -</li><li>• Agriculture/Rural space -</li><li>• Govt./PSU -</li><li>• Consultancy for Clients -</li></ul>

### DECLARATION

We do hereby certify that the information as provided above is correct and true in all respects. In case of furnishing any false information or suppression of any material information, the application shall be rejected, besides which penalty can be imposed by AIC as deemed fit.

We do hereby certify that our Agency has all the capabilities of conducting campaigns focused on rural/semi urban/urban/metro masses/areas in major Indian languages.

We do hereby certify that our Agency has never been blacklisted by any Client, and never has defaulted in paying dues to media houses, Banks and Tax authorities.

We do hereby agree to accept and abide by all the terms and conditions laid down from time to time by Agriculture Insurance Company of India Ltd. in respect of this engagement.

We do hereby agree that the sample items mentioned in SL. 5 (5.1 & 5.2) in Annexure - 2, submitted in hard (Printed) as well as soft (CDR open file in a CD) by us to AIC are their sole property.

Signature

Date:

Name and Designation of

Place:

Authorized Signatory with Seal

Please enclose:

1. Agency Profile.
2. Income Tax Return for the last 2 years.
3. Documentary evidence (including CDs) wherever necessary.



[On the letter head of the Bidding Agency]

**ANNEXURE - 2**

**AIC-APC-2014-TECH**  
**TECHNICAL BID**

Please answer in "Yes" or "No" if applicable. Give figures or details wherever applicable. Documentary evidence must be furnished.

SL.	Parameter	Weight	Response Bidder	of	Marks Allotted
1	FACILITIES OWNED:	<b>10</b>			
1.1	Audio-visual recording studio	5			
1.2	Creative/designing suites	5			
2	NO. OF DOMAIN EXPERTS ON THE ROLLS:	<b>10</b>			
2.1	Creative Designers	3			
2.2	Copywriters	3			
2.3	Script writers	2			
2.4	Translators	2			
3	EXPERIENCE in years (as per point 4 in Annexure - 1)	<b>15</b>			
3.1	Agriculture/Rural	5			
3.2	Govt./PSU	5			
3.3	Publicity Consultancy	5			
4	EMPANELMENTS (Submit Docs):	<b>20</b>			
4.1	DAVP - any category	5			
4.2	INS accreditation	5			
4.3	Ministry of Agriculture, GOI	5			
4.4	Banks and Insurance Companies	5			
5	SUBMISSIONS	<b>20</b>			
5.1	One sample colour AIC Corporate advert (newspaper quarter-page size) to showcase your Creativity.	10			
5.2	One "Annual Action Plan" tailor-made for AIC with an indicative budget of Rs. 5 crore, to showcase your understanding and capabilities	10			
	TOTAL:	<b>75</b>			

Date: \_\_\_\_\_

Signature & seal of Authorized person : \_\_\_\_\_

Name of Authorized person : \_\_\_\_\_

Designation of Authorized person : \_\_\_\_\_



[On the letter head of the Bidding Agency]

ANNEXURE - 3

**AIC-APC-2014-FIN**

**FINANCIAL BID**

1. For the Consultancy activity as per Scope of Work (refer point 2) - Monthly Consolidated Retainership Charge (plus applicable taxes), to be paid after the expiry of each calendar month, subject to satisfactory services rendered to the Publicity Department, AIC HO. This will be quoted in the Financial Bid.
2. If beyond the Scope of Work as the APC, the Agency is assigned the execution of any specific/special activity/campaign, then the payment terms will be as per DAVP rates in force as on the last date of the month in which the assignment is given. If in any month there is no DAVP rate in force, then the immediately preceding DAVP rate chart will apply. In case such activity does not come under the purview of DAVP, then other appropriate procedures shall be followed. There is no need to quote.

Particulars	Financial Quote
Monthly Consolidated Retainership Charge :	Rs. _____ (Rupees _____ only) plus applicable taxes

Date: \_\_\_\_\_

Signature & seal of Authorized person : \_\_\_\_\_

Name of Authorized person : \_\_\_\_\_

Designation of Authorized person : \_\_\_\_\_