



**REQUEST FOR PROPOSAL
FOR
APPOINTMENT OF
PUBLIC RELATIONS AGENCY**

**Pension Fund Regulatory and Development Authority
B-14/A, Chatrapati Shivaji Bhawan, Qutab Institutional Area, Katwaria Sarai,
New Delhi- 110016**

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2. This document does not constitute nor should it be interpreted as an offer or invitation for the selection of Public Relations (PR) Agency described herein.
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7. This document constitutes no form of commitment on the part of the PFRDA. Furthermore, this document confers neither the right nor an expectation on any party to participate in the proposed process of selection of Public Relation (PR) Agency.
8. When any proposal is submitted pursuant to this RFP, it shall be presumed by PFRDA that the bidder has fully ascertained and ensured about its eligibility to provide services of Public Relation (PR) agency, under the respective governing laws and regulatory

regimen, and it has the necessary approvals and permission, and suffers no disability in law or otherwise to act as such.

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1. Introduction

1. Pension Fund Regulatory and Development Authority

Pension Fund Regulatory and Development Authority initially established by a notification of the Government of India, dated 10.10.2003, is a statutory Authority, set up through an Act of Parliament being the “The Pension Fund Regulatory and Development Authority Act, 2013” notified w.e.f 01.02.2014 In accordance with the provisions of the said Act, PFRDA is mandated to promote old age income security by establishing, developing and regulating pension funds, to protect the interest of the subscribers to the schemes of pensions funds and for matters connected therewith or incidental thereto. The PFRDA has been entrusted with the responsibility to regulate, promote and ensure orderly growth of the National Pension System (NPS) and other pension schemes not regulated under any other enactment.

2. Target Group for promotion of NPS

National Pension System (NPS) is available for all sections of the society. It can be broadly classified as:

a) NPS – Government Sector Model

NPS is mandatory for Government employees who join the govt. service on or after the date notified by Central Government and by respective state governments.

b) NPS- Private Sector

NPS–Private Sector caters to the needs of different sections of the society by providing a platform for planning and savings for pension. Various models are available for specific sections of the society:

- i. NPS-Corporate Model
- ii. NPS- All Citizen Model

i. NPS- Corporate Model:

NPS corporate model was introduced in December 2011 to provide a platform to the employees of the corporates/public sector undertakings /firms etc. Under this model various entities like companies, societies, SMEs, PSUs, partnership firms, proprietorship firm etc. can register for providing pension benefits to their employees.

Under this model the registration of corporates and underlying employees is **voluntary**. Hence there is a need to create awareness among the corporates and the employees about NPS.

ii. NPS- Individual Sector (All Citizen Model)

NPS was extended to all citizen of India on voluntary basis w.e.f 01 May 2009. Under this model any Indian citizen in the age group of 18-60 years can open an NPS account and save for his future.

iii. NPS-Lite (NPS-Swavalamban)

NPS Swavalamban is targeted at the weaker and disadvantaged sections and covers informal sector workers who are not covered under any other organized pension scheme. Swavalamban incentive of Govt. of India is offered to all the eligible accounts on fulfilling certain conditions until 2016-17.

iv. Atal Pension Yojana

Atal Pension Yojana is a Government of India scheme administered by Pension Fund Regulatory and Development Authority. It is available to all Indian citizen between the age of 18-40 years.

2. Requirement for a Public Relations (PR) Agency

Pension Fund Regulatory and Development Authority Act, 2013, empowers PFRDA to regulate the National Pension System and any other pension schemes not regulated by any other enactment. Bids are invited from a professional Public Relations (PR) Agency to prepare and execute, in consultation with PFRDA, an effective Public Relations Strategy and Plan for PFRDA. Interested Public Relations (PR) Agencies are invited to submit their proposals which must include:

- i. A Technical Proposal and
 - ii. A Financial Proposal
- a) It may be noted that (i) the costs of preparing the proposal are not reimbursable and (ii) the PFRDA is not bound to accept any of the proposals submitted.
 - b) The Public Relations (PR) Agency is required to provide professional, objective, and impartial service and at all times, hold the PFRDA interests paramount, without any consideration for future work, and strictly avoid conflicts with other assignments or their own corporate interests.
 - c) The Public Relations (PR) Agency must observe the highest standards of ethics during the selection and execution of the contract. The PFRDA may reject a proposal at any stage, if it is found that the Public Relations (PR) Agency recommended for award has indulged in corrupt or fraudulent activities in competing for or in executing the contract in question, and may also declare the Public Relations (PR) Agency ineligible or blacklist the firm, either indefinitely or for a stated period of time.

3. Pre- Qualification Criteria

Every bidder must fulfill the minimum eligibility criteria enumerated below. Supporting documents as prescribed below need to be attached with the proposal.

Sl. No.	Criteria	Supporting Documents
1	The bidder shall be a registered company in India under the Companies Act 1956 or Registered Partnership under the Partnership Act, 1932 or Limited Liability Partnership or a Sole Proprietary concern. Proposals from consortiums would not be entertained for this purpose.	Certificate of Incorporation/ Registration or Registered Partnership Deed or PAN card, as may be applicable, considering the nature of legal status of the bidder.
2	The Public Relations (PR) Agency should have been in the business of providing professional services in the area of public relations in the services sector, preferably financial services, consumer market etc., for at least 3 years, as on 1 st April 2016	MoA/Work orders indicating years of experience and Area of activity
3	The agency should be the empaneled PR agency for at least 3 Government agencies (Government Client/Govt. Departments/Central, State PSUs / Autonomous Bodies) as on the date of application.	Work orders and/or Agreement copy
4	The annual turnover attributed to the PR activity of the agency should not be less than Rs. 100 lacs in each of the last 3 financial years (F.Y. 2012-13, F.Y. 2013-14 & F.Y. 2014-15)	CA certified statements and Audited/Certified financial statements & annual reports for (F.Y. 2012-13, F.Y. 2013-14 & F.Y. 2014-15). Where the revenue segmentation, activity wise, is not available in the financial statements, CA certificate mentioning turnover for PR activities for all the FYs separately should be submitted
5	The Public Relations (PR) Agency should have a fully functional office in Delhi NCR region.	Address proof like Telephone, electricity bill, property tax receipt etc.
6	The Public Relations (PR) Agency should have minimum no. of 20 manpower resources on permanent basis in the area of public relations strategy plan.	HR Records and/or salary records/ PF Statements/ Certificate from Head (HR) or Company Secretary
7	Billing for PR activities of Govt. Agencies (Government Client/Govt. Departments/Central, State PSUs / Autonomous Bodies) (During Last F.Y. 2014-15)- Min. Rs.50 Lakh	Work orders + CA Certified statement for billing of Govt. agencies.
8	The agency should be the empaneled PR agency of at least 3 BFSI companies as on the date of application.	Work orders and/or Agreement copy

4. Scope of Work for Public Relations (PR) Agency

Keeping in mind the spread and scope of the regulatory and developmental role of PFRDA, the selected Agency would be expected to design and execute an ongoing programme for a period of 1(one) year, to ensure media visibility through a high impact communication strategy and proactively organizing national and regional media relation programmes.

The objective of the PR strategy would be to enhance awareness and disseminate information regarding the various policies, activities and schemes within the ambit of PFRDA to promote old age income security by establishing, developing and regulating pension funds, protect the interests of subscribers to schemes of pension funds and matters connected therewith or incidental thereto, thereby empowering every citizen of the country to participate in securing their old age income. With this overarching objective, the indicative list of activities to be undertaken would, inter alia, include the following:-

- i) Design an effective and comprehensive Public Relations Strategy
 - Prepare an effective Public Relations Strategy for the policies, activities and schemes within the ambit of PFRDA
 - PR strategy, approach, calendar and schedule to be decided with the approval of PFRDA
- ii) Execute the approved Strategy through both ongoing initiatives and event specific initiatives
 - Keep the media abreast of all important developments related to PFRDA and its activities. The PR agency will proactively identify appropriate media opportunities to highlight business developments and announcements. This could be through press releases, press briefing, media interactions, press conferences, round tables, etc. as appropriate.
 - Proactively develop the theme/concept for press meets and work out news releases, articles and other promotional initiatives targeting local, national & international media.
 - Organize and conduct press briefings, press conference, press releases, panel discussions, launch research reports etc. which fall within the ambit of PFRDA. This will include targeting the relevant media across India, pre-announcement preparation, drafting the press release & related information, talking points, media list collation, media invites, pan India press release dissemination, etc
 - Arrange for national/regional/local media to cover various events organized by PFRDA or its authorized representatives. Provide a pre-event build up to seminars, workshops, camps and conferences etc organized by PFRDA or its authorized representatives in any part of the Country.
 - Arrange for media coverage of any significant event attended by the Board members or senior management of PFRDA in any part of the country.
 - The agency is also expected to map opportunities for the leadership team and activities and schemes of PFRDA for consistent media visibility. Target media: Print – national

mainline & financial dailies, regional, business and general interest and lifestyle magazines; electronic media – national; online media – as appropriate

- The agency will create talking points for the media interactions by any employee and/or senior leadership team of PFRDA to be identified and articulated by PR Agency in consultation with PFRDA.

iii) PR initiatives through digital media

- The PR agency will develop and submit a customized online PR strategy that would work in tandem with the traditional PR as well as advertising activity to drive traffic to PFRDA's official website, creative buzz for NPS and PFRDA, tap into blogosphere discussions relevant to PFRDA, enhance visibility of NPS within value rewarding online magazines, news portals and networking spaces.
- Social Media Intelligence - Monitoring & reporting on the conversations around PFRDA & its schemes and activities on social media channels, and advice appropriate action.
- Social Media Engagement – profile management & modulation for the PFRDA & its administered products, the initiatives of the organization & its spokespersons on social media channels.
- Setting up and updating of pages/blogs etc on social media vehicles (such as Facebook, LinkedIn, Twitter, YouTube etc.) and managing the promotion of the NPS and other schemes on these platforms

iv) Document, monitor and assess the impact of the strategy

- Agency would document the messages, develop key messages for different stake holders, develop FAQs ,develop profiles & portfolios, develop PFRDA fact sheet, talking points, contributory articles national media lists – sector wise with profiles of journalists
- This will be developed for PFRDA and updated on an ongoing basis with every media interaction.
- The agency will also compile the annual yearbook and PR Analysis study.

v) Others

- Undertake thought leadership initiatives
- Highlight the objectives, rationale and relevance of policies/ schemes /activities /events of PFRDA, with a view to create awareness for opinion leaders in relevant regions/cities.
- The agency will be responsible for identifying and suggesting speaker opportunities which would lead to increased awareness or shaping policies and opinions
- Strategic Counseling and Spokespersons training

The firm should have a proven capacity to carry out the activities as listed above. PR programs and delivery mechanism based on requirements of PFRDA would accordingly include inter-alia;

- i. *Press Releases*
- ii. *Press Interviews:*
- iii. *Media Meetings:*
- iv. *Features article placement*
- v. *Regional Media*
- vi. *Vernacular Media - Magazines*
- vii. *Speaking opportunities such as roundtable conferences / lectures.*
- viii. *Electronic Channel Coverage*
- ix. *Press Conferences / Media briefing.*
- x. *News Desk Setting up the news and content desk for PFRDA.*

The agency is expected to have a close liaison with correspondents, reporters, editors, photographers, think – tanks, critics, trend - setters and other such opinion leaders

5. Manpower requirement

- a) The Public Relations (PR) Agency should designate a Project Manager who would be a single point contact for handling the account. The CV of the Project Manager is to be submitted in the format as prescribed in Annexure IX at the time of submission of technical proposal. The Project Manager should have a minimum of 10 years' experience and the strategic depth to interact with senior officials on public relations and related issues, and should hold a decision making position in the selected Agency.
- b) For successful implementation and execution of monitoring activity, the selected agency will put in place sufficient resources to ensure timely compliance on the various activities and deliverables as mentioned in sections 6 and 7.
- c) The Public Relations Agency should designate one qualified social media executive for managing and maintaining the social media accounts of PFRDA in consultation with senior management of PFRDA. The executive is required to be posted at PFRDA office throughout the tenure of the agreement with PR Agency and shall be physically available during the office hours of PFRDA to execute the work awarded to PR agency.

6. Deliverables

The selected bidder would provide continuous ongoing support to PFRDA for all its public relations and social media activities for a period of 36 months from the date of signing of the contract, which may be extended at the instance of PFRDA on the same terms and conditions for a period of one year. The Public Relations (PR) Agency is required to execute the deliverables as mentioned in Section 7.

7. Time frame for deliverables

Table 1 Time frame

Sl No	Milestones	Time of Completion
1	Issuance of Letter of Award /Contract & Signing	T
2	Existing Market Analysis and Submission of Public Relations strategy plan	T+ 15 days
3	Other deliverables	As per targets set in the Contract/ work order by PFRDA from time to time

8. Bid Process Terms and Conditions

Bid Price

RFP document can be purchased from the PFRDA, at the address mentioned in point no. 10(g) , against payment of **Rs.10,000/-**, in the form of a demand draft/Pay order issued by a scheduled commercial bank **favoring Pension Fund Regulatory and Development Authority, payable at New Delhi.**

Alternatively the RFP document can be downloaded from the PFRDA's website www.pfrda.org.in. In such an event, the service provider will have to pay, at the time of submission of their offer, a non-refundable fee of **Rs.10,000/-** in the form of a demand draft/pay order issued by a scheduled commercial bank **favoring Pension Fund Regulatory and Development Authority, payable at New Delhi.**

In the event of non-payment of the fee of Rs.10,000/- towards the RFP form at the time of submission of the offer, the offer will not be opened/considered.

9. Preparation of Proposals

Interested bidders are required to submit a Technical Proposal and a Financial Proposal as specified below:

a) Technical Proposal

- i. The Public Relations (PR) Agencies are expected to provide the Technical Proposal as specified in the RFP Document. Material deficiencies in providing the information requested may result in rejection of a proposal
- ii. The Technical Proposal shall contain the following documents, to be submitted in the formats given in this RFP Document

- a. Covering Letter with Technical Proposal Submission
 - b. Fulfillment of Pre-qualification criteria as mentioned in section 3.
Supporting documents towards fulfilling pre-qualification criteria must be submitted, else proposal will not be considered.
 - c. Profile and Track Record in the field of Public Relations including (a) experience and credentials (b) client base (c) financial sector experience, if any (d) details of specialist partners/affiliates/associates, if any (d) any other relevant information.
 - d. A note on any one of the most effective Public Relations strategy formulated by the Public Relations (PR) Agency for a client(s) during the last three years, with an evaluation of the impact of the campaign.
 - e. Strategy to enhance awareness and disseminate information regarding the various policies, activities and schemes within the ambit of PFRDA
 - f. Photo copy of PAN Card and latest income tax return
 - g. A signed undertaking on the letterhead of the Public Relations (PR) Agency stating that the Agency will undertake the assignment, in accordance with the Scope of Work detailed in the RFP document and at the cost submitted by the Authorized Official of Public Relations (PR) Agency in the financial proposal (the cost is **not** to be indicated in the undertaking). The above undertaking submitted by the Public Relations (PR) Agencies would be binding on them
- iii. The Technical Proposal should not include the cost/financial bid under any circumstances; else it would be summarily rejected.

b) Financial Proposal

- i. In preparing the Financial Proposal, Public Relations (PR) Agencies are expected to take into account the requirements and conditions outlined in the RFP document
- ii. **The Financial Proposal shall contain the following documents to be submitted in the standard formats given in this RFP Document**
 - a. Letter of Financial Proposal Submission
 - b. Fixed Annual Fee

S. No	Head	Amount in INR
1.	Annual Fee	
2.	Total Fee for 36 months (Contract period)	

- iii. S
Service tax and cess thereupon would be charged for separately and should not be quoted in the above annual fee

- iv. This Fixed Annual Fee will cover all costs / expenses of the Public Relations (PR) Agency for undertaking work as detailed in the Scope of Work.
- v. The Fixed Annual fee will also cover the cost for providing one dedicated social media executive to be placed at the office of PFRDA and the charges of the same and the charges incidental thereto.
- vi. The cost quoted will be firm and fixed for the duration of performance of the contract. At no point of time will any deviation from the quoted rate be entertained by the PFRDA
- vii. The Financial Bid shall not include any conditions attached to it and any such conditional financial proposal shall be rejected summarily.

All Out of Pocket expenses such as cost of translation, printing and production jobs specifically ordered, all third party expenses such as hotel charges for holding press conferences, printing, photography, bulk photocopying, bulk couriering, extra ordinary postage, printing and mounting of backdrop, AV equipment hiring, assignment charges of photographer, are to billed on actual basis and not included in the Annual Fee. In case of expenses incurred by the staff of the selected bidder on account of travelling out of station in relation to the project work , it shall be reimbursed by PFRDA on submission of vouchers/bills in relation thereto after due verification. The selected bidder will take prior approval of PFRDA for such travelling and estimated expenditure and the same would be based as per the entitlements of Deputy General Manager for Project Manager and for any junior staff will be that of Assistant Manager in PFRDA.

Press release will be provided by PFRDA in English only and it shall be the responsibility of the PR Agency to get it translated in the vernacular language including Hindi without any cost and disseminated to media for coverage of the news in vernacular media .

All such expenditure as those listed above must be pre-approved by the PFRDA before being undertaken.

10. Submission of Proposals

- a) The original proposal (Technical Proposal and Financial Proposal) shall be prepared in indelible ink. It shall contain no interlineations or overwriting, except as necessary to correct errors made by the firm itself. Any such corrections must be authenticated by the persons or person who sign(s) the proposals.
- b) All pages of the Technical and Financial Proposals are to be authenticated.

- c) The Technical Proposal should be placed in a sealed envelope and super scribed “Technical Proposal for Appointment of Public Relations (PR) Agency”. Further, the Financial Proposal shall be placed in a separate sealed envelope and super scribed “Financial Proposal for Appointment of Public Relations (PR) Agency”.
- d) If the Financial proposal is not submitted in a separate sealed envelope duly super scribed as indicated above, this will constitute grounds for declaring the Bid non-responsive.
- e) Earnest money deposit of Rs. 50,000/- as mentioned in section 10 is to be submitted along with proposals. Both the sealed envelopes should be put into an outer envelope and sealed. The outer envelope shall be super-scribed “Technical & Financial Proposal for Appointment of Public Relations (PR) Agency” with the due date for submission. The Bottom Left corner of the outer cover should carry the full name, address, telephone nos., e-mail ID and name of contact person of the Public Relations (PR) Agency submitting the Proposal.
- f) Non-refundable application fee of Rs. 10000/- as mentioned in para 8.
- g) The outer envelope containing the sealed Technical and Financial Proposals should be addressed to :

The Deputy General Manager (Media), Pension Fund Regulatory and Development Authority (PFRDA), B-14/A, Chatrapati Shivaji Bhawan, Qutab Institutional Area, Katwaria Sarai, New Delhi- 110016

11. Earnest Money Deposit (Bid security)

- a) Public Relations (PR) Agency will have to provide a EMD/Bid security of Rs.50,000/- (Rupees Fifty Thousand only) by way of either a demand draft/pay order, issued in favour of Pension Fund Regulatory and Development Authority, payable at New Delhi or by making electronic payment through NEFT/RTGS.
- b) In the event of non- submission of the EMD/bid-security money of Rs. 50,000/-, the bid will be summarily rejected.
- c) No interest will be payable on the EMD/Bid Security amount.
- d) The EMD/bid security amount will be forfeited if upon being declared successful the Public Relations (PR) Agency refuses to accept work order or having accepted the work order, fails to carry out its obligations mentioned therein.
- e) The EMD/Bid Security will be refunded to the unsuccessful bidders only after completion of the entire bid process.
- f) The EMD/Bid security of the successful bidder would be refunded upon submission of Performance Guarantee (PG).

12. Amendments to the RFP

At any time prior to the deadline for submission of proposals, PFRDA may modify/amend or vary, for any reason deemed necessary, the RFP by an amendment notified on PFRDA website or in writing or by fax or email to all the bidders who have received this RFP and such amendment shall be binding on them.

13. Modification, Substitution and Withdrawal of Proposal

No proposal can be withdrawn in the interval between the deadline for submission of proposals and the expiration of the validity period as specified in section 14 of this RFP. However, bidder is allowed to withdraw his bid documents till deadline for submission of proposals, i.e. till 15:00 hours, 7th June 2016. Once the bid documents are submitted, modifications and substitutions in the bid documents shall not be allowed.

14. Language of the Proposal

The proposal and all correspondence and documents shall be written in English. All proposals and accompanying documents received within the stipulated time will become the property of the PFRDA and will not be returned. The hardcopy version will be considered as the official proposal.

15. Period of Validity of Proposals

- a) The proposals shall be valid for a period of 90 days from the date of opening of the technical proposals. A proposal valid for a shorter period may be rejected as non-responsive.
- b) In exceptional circumstances, at its discretion, PFRDA may solicit the bidder's consent for an extension of the validity period. The request and responses shall be made in writing.
- c) Proposals will be reviewed by a Committee constituted by the PFRDA or its designated representative(s). The PFRDA, or such other authority designated by the PFRDA, as the case may be, is also referred to herein as the Evaluation Committee (or "Committee"). The Committee may be comprised of, or receive assistance from, several teams conducting parallel evaluation.

16. Proposal Opening

PFRDA would open the proposal, in the presence of authorized representative(s) of the bidder who choose to attend, at the time, date and location stipulated in the RFP. The maximum number of authorized representatives allowed to each bidder will not be more than two. The bidder's representative(s) shall sign a register evidencing their attendance.

a) Clarification of Proposals

In the process of examination, evaluation and comparison of proposal, the PFRDA may, at its discretion, ask bidder(s) for clarification of its proposal which the bidder will be obliged to furnish in writing failing which its bid is not liable to be evaluated.

b) Initial Determination of Compliance with RFP Requirements

The Committee will perform an initial review of all proposals that are submitted on time. After initial review, the Committee may recommend discontinuing the evaluation of any proposal, which it considers unacceptable prima facie for any reason such as:

- i. Non fulfillment of pre- qualification criteria as mentioned in section 3 of RFP on the date of submission of the bid.
- ii. The proposal is not a reasonable effort to respond to the requirements of the RFP; or is vague or lacking in material particulars/information sought or is not accompanied with relevant documents
- iii. The proposal contains technical deficiencies, such as not all the requirements of the scope of work are addressed and proposed solution is not in accordance with the requirements of the PFRDA.

c) Correction of Errors

- i. Bidders are advised to exercise adequate care in quoting the prices/fees. No modification/ correction in quotations will be entertained once the commercial bids are submitted. Even before submission of the proposal, care should be taken to ensure that any corrections/overwriting in the proposal are initialed by the person signing the proposal form.
- ii. Arithmetic errors in proposals will be corrected as follows: In case of discrepancy between the amounts mentioned in figures and in words, the amount in words shall govern.

17. Selection Process

- a) Technical Proposals received will be opened in the presence of the authorized representatives of the Public Relations (PR) Agency, who have submitted proposals on a date /time as specified in the RFP.

- b) The Technical Proposals will, in the first instance, be examined in the PFRDA to ascertain fulfillment of eligibility criteria and submission of required documents. Public Relations (PR) Agencies who fulfill the eligibility criteria and have submitted all required documents in their Technical Proposal will be invited to make presentations on their Technical Proposal at a date/time to be specified and conveyed by the PFRDA
- c) The Technical Proposals, which includes presentation will be evaluated by a Committee on the basis of the following criteria :

Table 2 Technical Proposal marking details (Total 100 marks)

Sr. No.	Criteria	Maximum Marks	Parameters	Public Relations (PR) Agency Score
A	Profile of the Applicant	40		
1.	Number of years of experience as Public Relations (PR) Agency in India as on 31-03-2016	15	3 yrs to < 5 yrs: 10 5 yrs to < 10 yrs: 12 10 yrs and above: 15	
2	Government Client (Govt. Departments/Central, State PSUs / Autonomous Bodies) as on the date of application.	10	3 clients: 5 3 to 5 clients: 7 More than 5 clients: 10	
3	Financial Services Sector/ BFSI clients as on date of application	10	3 clients: 5 3 to 5 clients: 7 More than 5 clients: 10	
4	Turnover attributed to PR activity of the Company during F.Y. 2014-15	5	1Cr. to <5Cr.: 1 5 Crs. to < 10 crs.: 3 10 crs. and above: 5	
C	Profile of Proposed Resources/ Team	15		

1	Project Manager	10	<p>The person should have a experience of at least 10 years in PR Agency</p> <p>Master Degree = 7 Marks</p> <p>&</p> <p>Post Graduate Diploma/ Graduate with focus on digital marketing and/or marketing and/or journalism & mass communication = 3 Marks</p>	
2	Social media executive	5	<p>The person should have an experience of at least 5 years in handling the social media</p> <p>Post Graduate Diploma/ Graduate with focus on digital marketing and/or marketing and/or journalism & mass communication = 5 Marks</p>	
D	Infrastructure	20		
1	Pan India presence number of offices in different cities)	10	2 point for each city maximum of 10 points	
3	Manpower resources available	10	20 to <30: 2 30 to <50: 4 50 to < 100: 6 100 and above: 10	
E	Presentation of a roadmap for management of PR of PFRDA and its Evaluation should include :	25		
1	Strategy to enhance awareness and disseminate information regarding the	15	Based on presentation made	

	various policies, activities and schemes within the ambit of PFRDA			
2	Innovative ideas and suggestions presented	10	Based on presentation made	
	Total	100		

- d) Public Relations (PR) Agencies scoring 70% marks or more in the Technical Evaluation (i.e. 70 out of 100), will be shortlisted for opening of financial bids
- e) Financial Bids of the shortlisted Public Relations (PR) Agencies will be opened in the presence of the Public Relations (PR) Agencies or authorized representatives of the Public Relations (PR) Agencies on a date /time to be specified by the PFRDA.

18. Evaluation Criteria and Identification of Best Evaluated Bid

The Financial bids of only those bidders would be considered who score a minimum of 70 marks on the Technical bid. The final selection will be done on a composite evaluation of the technically qualified bidders. The composite evaluation Criteria will be the Quality cum Cost Based System (QCBS) where Technical Bid will get a weightage of 50% and Commercial/financial Bid a weightage of 50%.

Description of variables used:

ST is the Total Technical Score for each Bid

F is the Commercial Bid Price quoted in the Bid under consideration

FL is the value of lowest Qualifying Commercial Bid Price

Commercial Bid Score (SF) for each Bid shall be computed as follows:

$$SF = 100 \times (FL / F)$$

Total Score (T) for each Bid shall be computed as follows:

$$T = (0.5 \times ST) + (0.5 \times SF)$$

The Bid, that obtains the highest Total Score (T) value, will be rated as the Best Bid.

From the time the Technical Proposals are opened to the time the contract is awarded, if any Public Relations (PR) Agency wishes to contact the PFRDA on any matter related

to its proposal, he/she should do so only in writing. Any effort by the Public Relations (PR) Agency to influence the PFRDA in the proposal evaluation or contract award decisions may result in rejection of the proposal of the Public Relations (PR) Agency

19. Key Activities and Dates

The key activities and dates for the purpose of this RFP are given in the table below:

Table 3 Key Bidding Activities

S.No.	Key Activities	Date*
1.	Issuance of Request For Proposal (RFP)	18 th May 2016, Wednesday
2.	Last date of receiving queries from bidders	30 th May 2016 upto 1500 hrs, Monday
3.	Pre-Bid Meeting	1 st June 2016 at 1500 hrs, Wednesday
4.	Last date and time for submission of proposals	07th June 2016 upto 1500 hrs, Tuesday
5.	Technical Proposal opening	08th June 2016 at 1600 hrs, Tuesday
6.	Financial Proposal opening	14th June 2016 at 1500 hrs, Tuesday
7.	Issuance of Letter of Award and Contract finalization	After approval of the competent authority

* PFRDA reserves the right to change any date/time mentioned in the schedule above under intimation to all concerned

20. Clarifications on the RFP

A prospective bidder requiring any clarification on the RFP documents may notify PFRDA in writing as per annexure III at the PFRDA's address indicated in section 8 of this RFP or sending mail on following mail id akhilesh.kumar@pfrda.org.in . All queries and clarifications should reach PFRDA by 15:00 hours, 30th May 2016. Any queries received after the indicated date and time will not be entertained

PFRDA would give clarifications to the bidders in the pre – bid meeting only, if deemed relevant by it. PFRDA would not prepare and send responses to the queries and

clarifications by the bidders in a consolidated manner and has the right not to respond to some or any of the queries at its sole discretion. PFRDA will not normally entertain or respond to bidders' queries and clarifications after pre – bid meeting i.e., 1st June 2016.

21. Pre-bid Meeting

- a) The bidder's authorized representatives (not exceeding two) are invited to attend the Pre-bid meeting at their own cost, which would take place at the venue mentioned below and time as stipulated in the Section 18 of this RFP.

Venue:

Conference Hall, PFRDA, 4th Floor, B-14/A, Chatrapati Shivaji Bhawan, Qutab Institutional Area, Katwaria Sarai, New Delhi- 110016

- b) The purpose of the meeting would be to clarify queries on any aspect pertaining to the document.
- c) Based on discussions held during the pre-bid meeting, amendments / clarifications in the RFP Document will be hosted on the websites of the PFRDA – www.pfrda.org.in by 1800 hrs. on 3rd June 2016.

22. Proposal Preparation and Presentation Cost

The bidder is responsible for all costs incurred in connection with participation in this process, including but not limited to, costs incurred in conduct of informative and other diligence activities, participation in meetings, presentation, preparation of proposal and in providing additional information required by PFRDA. This RFP does not commit the PFRDA to award a contract or to engage in negotiations.

23. PFRDA's Right to Terminate the RFP

PFRDA may terminate the RFP process at any time and without assigning any reason. The PFRDA makes no commitment, express or implied, that this process will result in a business transaction with anyone. This RFP does not constitute an offer by the PFRDA. The bidder's participation in this process may result in PFRDA selecting the bidder to engage in further discussions and negotiations toward execution of a contract. The commencement of such negotiations does not, however, signify a commitment by PFRDA to execute a contract or to continue negotiations. The PFRDA may terminate negotiations or cancel or

annul the RFP process at any stage prior to signing of the contract with the successful bidder, without assigning any reason.

24. Venue and Dateline for Proposal Submission

Proposals should reach PFRDA at the following address.

The Deputy General Manager (Media), Pension Fund Regulatory and Development Authority (PFRDA), B-14/A, Chatrapati Shivaji Bhawan, Qutab Institutional Area, Katwaria Sarai, New Delhi- 110016

In case the proposal is submitted by hand, bidder's representative(s) shall sign a register evidencing their attendance. Last Date & Time of Submission of Proposal: 7th June 2016 by 15:00 hrs.

25. Late Bids

Any proposal received by the PFRDA after the deadline for submission of proposal prescribed in Section 18 of this RFP shall be summarily rejected and returned unopened to the bidder.

26. Bid Opening

Total transparency will be observed while opening of proposals. Sealed envelopes of the bids will be opened at 16:00 hrs on 7th June 2016 (Technical Bid) and at 15:00 hrs on 14th June 2016 (Financial proposal) in the presence of authorized representatives of the bidders who wish to attend the event. PFRDA reserves the right at all times to postpone or cancel a scheduled RFP opening. The venue for the opening of proposals is as mentioned in the Section 22 of this RFP.

27. Terms of Payment to the Selected Public Relations (PR) Agency

- a) Advance payment will **not** be considered.
- b) 50 percent of the total contract value will be given on monthly basis in 36 equated monthly installments and balance 50 percent on achieving below mentioned milestones.

Table 4 Payment Terms

SI No	Milestones	Payment Schedule (% of total contract value)
1	The payment will be released in 12 equal quarterly installments of 3.5% each (of contract value) based on achievement of milestones as defined in the contract.	42%
2	Submission of Final Report of all PR campaigns run during the contract period and obtaining work completion certificate from PFRDA	8%
	Total	50%

- c) Payment will be made by electronic transfer of funds to the bank account of the Public Relations (PR) Agency in Indian Rupees. The Public Relations (PR) Agency will submit pre-receipted invoices in triplicate, complete in all respects, on the last working day of every month, for necessary settlement.
- d) The final payment, each year, shall be released only after completion of the required work for the year and on submission of a statement of work having been executed as per the requirements detailed in the RFP Document, or communicated subsequently by the PFRDA. This would include submission of the required campaign evaluation report.
- e) The Service Tax and education cess shall be paid as applicable and as per actual.
- f) For facilitating Electronic Transfer of funds, the selected Public Relations (PR) Agency will be required to indicate the name of the Bank & Branch, account no. (i.e. bank name, IFSC Code and Bank A/c No.) and also forward a cheque leaf duly cancelled, to verify the details furnished. These details should also be furnished on the body of every bill submitted for payments by the selected Public Relations (PR) Agency.

28. Other Important Information

- a) The PFRDA is however not bound to accept any bid or to assign any reason for non-acceptance. The PFRDA reserves its right to accept the bid either in full or in part. **Conditional, erroneous and incomplete Bids will be rejected outright.**
- b) Public Relations (PR) Agencies submitting proposals will not be permitted to alter or modify their bids after expiry of the deadline for receipt of bids.
- c) The PFRDA reserves its right not to accept bids from Public Relations (PR) Agencies resorting to unethical practices or against whom investigation/enquiry proceedings has been initiated by Government Investigating Agencies / Vigilance Cell.

29. Payment of Compensation Clause

Any delays from the time schedule to be stipulated by the PFRDA for items of work listed in the Scope of Work, would entitle PFRDA for compensation of 1% of the annual cost of consultancy per week, subject to a ceiling of 10% of the annual cost of consultancy, besides other action for non-performance / undue delays, including termination of contract, forfeiture of Performance Guarantee and blacklisting of the Public Relations (PR) Agency as may be deemed fit by the PFRDA.

30. Termination of contract

PFRDA may terminate the Contract of the Public Relations (PR) Agency in case of the occurrence of any of the events specified below:

- a) If the Public Relations (PR) Agency becomes insolvent or goes into compulsory liquidation.
- b) If the Public Relations (PR) Agency, in the opinion of PFRDA, has engaged in corrupt or fraudulent practices in competing for or in executing this Contract.
- c) If the Public Relations (PR) Agency submits to PFRDA a false statement which has a material effect on the rights, obligations or interests of PFRDA.
- d) If the Public Relations (PR) Agency places itself in position of conflict of interest or fails to disclose promptly any conflict of interest to PFRDA.
- e) If the Public Relations (PR) Agency fails to provide the quality services as envisaged under this Contract or violates any of the clauses of the contract. Reasons for the same would be recorded in writing. In such an occurrence PFRDA shall give a written advance notice of 30 days before terminating the Contract of the Public Relations (PR) Agency.
- f) By giving 60 days advance notice without assigning any reason.
- g) Any other reason as may be mentioned in the contract.

31. Negotiations, Contract Finalization and Award

The committee shall reserve the right to negotiate with the bidder whose proposal has been ranked first by the committee on the basis of **Quality cum Cost Based System (QCBS)**. A contract will be awarded to the responsible, responsive bidder whose proposal conforms to the RFP and is, in the opinion of PFRDA, the most advantageous and represents the best value to the project, price and other factors considered. Evaluations will be based on the proposals and any additional information requested by the PFRDA.

32. Rejection Criteria

Besides other Terms & Conditions highlighted in this Document, following vital conditions should be strictly complied with, failing which the Bid may be rejected.

a) Technical Rejection Criteria

The following vital technical conditions should be strictly complied with failing which the Bid may be rejected:

- i. Only the Bids of Bidders, who quote for the complete Schedule of Requirements as stipulated in the RFP, addendum (if any) and any subsequent information given to the Bidder, shall be considered. Incomplete Bids will be rejected outright.
- ii. Failure to furnish all information required as per RFP or submission of Bid not substantially responsive to the RFP in any respect may lead to rejection of Bid.
- iii. The Bidder shall be deemed to have complied with all clauses under all the sections of the RFP including Schedule of Requirements, Operational Specifications and General Terms & Conditions.
- iv. Bids must conform to the timelines stipulated in the RFP.
- v. The Technical Bid shall contain no commercial details/items/values.
- vi. Prices in any form or by any reason before opening the Commercial Bid should not be revealed.

b) Financial Bid Rejection Criteria

- i. Incomplete Financial Bid.
- ii. Bids which do not conform to Bid's Commercial Bid format.
- iii. Bids where prices are not firm during the entire duration of the contract and / or with any qualifications.
- iv. The price quoted by the Bidder is not inclusive of all statutory taxes and levies applicable.
- v. Where the fee/cost/price quoted in the financial bid is zero or in the opinion of PFRDA, is significantly low, so as to impede the effective working of the contract and provision of timely, efficient and quality services to PFRDA, then such bids even if L-1, shall be treated as non-responsive and rejected

c) General Rejection Criteria

- i. Bids received through Fax/E-Mail.

- ii. Bids which do not conform to unconditional validity of the Bid as prescribed in the Bid.
- iii. If the information provided by the Bidder is found to be incorrect / misleading at any stage / time during the Bidding Process.
- iv. Bids not submitted in Two Bid systems in two separate envelopes as prescribed in the Bid.
- v. Bid received by the PFRDA after the last date for receipt of Bids prescribed by the PFRDA.
- vi. Bids without power of authorization or any other document consisting of adequate proof of the Signatory's Authority.

33. Award of Contract

a) Award Criteria

The PFRDA may award the Contract to the successful bidder whose proposal has been determined to be substantially responsive and has been determined as the best value proposal **for a period of 3 years** which may be extended by PFRDA for another period of one year at its sole discretion on the same terms and conditions.

b) PFRDA's Right to Accept or Reject Any or All Proposals

The PFRDA reserves the right to accept or reject any proposal, and to annul the RFP process and reject all proposals at any time prior to signing of contract, without incurring any liability to the affected bidder or bidders or any obligation to inform the affected bidder or bidders of the grounds for PFRDA's action.

c) Notification of Award

Prior to expiry of the validity period (unless extended), PFRDA will notify the successful bidder in writing that its proposal has been accepted. Upon the successful bidder's furnishing of performance guarantee contract signing process will take place.

d) Signing of Contract

Once the PFRDA notifies the successful bidder that its proposal has been accepted, PFRDA shall enter into a separate contract, incorporating all agreements (to be discussed and agreed upon separately) between PFRDA and the successful bidder.

34. Performance Guarantee

- a) The successful Public Relations (PR) Agency shall at its own expense deposit with PFRDA, within thirty (30) working days of the date of notice of award of the contract or prior to signing of the contract whichever is earlier, an unconditional and irrevocable Performance Guarantee (PG) amounting to 10% of the total contract value. The

Performance Guarantee can be paid in the form of Performance Bank Guarantee or in the form of a Fixed Deposit Receipt pledged to the PFRDA. The Performance Guarantee should remain valid for a period of 120 days beyond the completion of the period of contract or beyond 120 days of any extended period of the contract

b) The Performance Guarantee will be as follows:

- i. “All incidental charges whatsoever such as premium, commission etc. with respect to the Performance Guarantee shall be borne by the bidder. The PG shall be valid initially till 120 days after completion of tenure of contract. “
- ii. In the event of the bidder being unable to service the contract for whatever reason, PFRDA shall be entitled to invoke the PG. Notwithstanding and without prejudice to any rights whatsoever of PFRDA under the contract, the proceeds of the PG shall be payable to PFRDA as compensation for the bidder’s failure to perform/comply with its obligations under the contract. PFRDA shall notify the bidder in writing of the exercise of its right to receive such amount within 14 days, indicating the contractual obligation(s) for which the bidder is in default.
- iii. Before invoking the PG, the agency may be given an opportunity to represent before PFRDA. The decision of PFRDA on the representation given by the agency shall be final and binding.
- iv. Where the contract is renewed/ extended by PFRDA as the case may be the Public Relations (PR) Agency shall submit a fresh/extended PG to the satisfaction of the PFRDA.

35. Tax Clause

PFRDA would only reimburse Service Tax and Education cess as part of total contract, wherever applicable. Any other tax or levy either Central/State incurred by Public Relations (PR) Agency would not be reimbursed by PFRDA.

36. Sub-Contract Clause

The Public Relations (PR) Agency shall neither assign nor transfer, entirely or in part, the obligation derived here from in favor of any third party

37. Extension of Contract

The PFRDA may decide to extend the contract for Public Relations (PR) Agency from the end date of the contract for further period of one year. Such an extension may be

based upon the same terms and conditions as those for the contract awarded on the basis of this RFP.

38. Exit Management

In the event of expiry of contract term or termination of contract as per section 29, the Public Relations (PR) Agency would transfer/share all documents, report formats and other data necessary for seamless transfer of process to PFRDA/New Public Relations (PR) Agency as directed by PFRDA.

39. Proposal Ownership

The proposal and all supporting documentation submitted by the Public Relations (PR) Agency shall become the property of PFRDA. The proposal and documentation may be retained, returned or destroyed as decided by PFRDA .

40. Rights over the Work Products/Deliverables & Confidentiality

The ownership including intellectual property rights over all work products/deliverables and other intermediate documents and PR plans provided by Public Relations (PR) Agency in terms of the RFP and under the contract between the parties shall vest with PFRDA. Further all documents submitted by the bidder along with bid and during the presentation shall be the exclusive property of the PFRDA which shall not be returned back to the bidder. The Public Relations (PR) Agency shall maintain utmost confidentiality and shall not disclose/part with any deliverables created for the purpose of this agreement to any third party either for commercial or for any other purpose and shall further not disclose any information received by it from the PFRDA to any third party and shall maintain strict confidentiality with respect to such information, as may be specified in the contract with the PFRDA, failing which it shall be held liable.

41. Governing Laws/ Jurisdiction Arbitration

Any matter relating to the appointment of Public Relations (PR) Agency or the procedure for the appointment of the Public Relations (PR) Agency shall be governed by the Laws of Union of India. The dispute relating to such appointments shall be subject to the exclusive jurisdiction of the Courts at New Delhi (with exclusion of all other Courts) which shall have the jurisdiction to decide or adjudicate on any matter or dispute which may arise.

Annexure I: Bid Letter Form

Date

**The Deputy General Manager (Media),
Pension Fund Regulatory and Development Authority
B-14/A, Chatrapati Shivaji Bhawan, Qutab Institutional Area,
Katwaria Sarai,
New Delhi- 110016**

Dear Sir/Madam,

Ref: Request for proposal for Public Relations (PR) Agency

Having examined the RFP documents, the receipt of which is hereby duly acknowledged, we, the undersigned, offer to provide the services as required and outlined in the RFP for Public Relations (PR) Agency. We agree to meet such requirements and provide such services as set out in the RFP documents. We attach hereto our response to the RFP document, which constitutes our proposal for being considered for the assignment.

We undertake, if our proposal is accepted, to adhere to the stipulations put forward in the RFP or such adjusted plan as may subsequently be mutually agreed between us and PFRDA or its appointed representatives.

We agree to unconditional acceptance of all the terms and conditions set out in the RFP documents. We confirm that the information contained in this proposal or any part thereof, including its exhibits, schedules, and other documents and instruments delivered or to be delivered to the PFRDA is true, accurate, and complete. This proposal includes all information necessary to ensure that the statements therein do not in whole or in part mislead PFRDA as to any material fact. It is hereby confirmed that I/We are entitled to act on behalf of our corporation/company/firm/organization and empowered to sign this documents, which may be required in this connection.

We further understand that the finalized prices will be frozen for a period of three year from the date of entrustment of assignment and that the PFRDA may at it discretion ask the Public Relations (PR) Agency to alter the PR plan as per the requirement of PFRDA from time to time.

We shall observe confidentiality of all the information passed on to us in course of the tendering process and shall not use the information for any other purpose than the current tender.

We also understand that PFRDA is not bound to accept the offer either in part or in full. If PFRDA rejects the offer in full or in part PFRDA may do so without assigning any reasons therefore.

Dated this _____ Day of _____ 2016.

Authorized Signature [In full and initials]

(in the capacity of)

Duly authorized to sign the RFP Response for and behalf of:
(Name of the Company) (Seal/Stamp of bidder)
Address for Correspondence

Annexure II: No Deviation Certificate

Date:

To

**The Deputy General Manager (Media),
Pension Fund Regulatory and Development Authority (PFRDA),
B-14/A, Chatrapati Shivaji Bhawan, Qutab Institutional Area,
Katwaria Sarai,
New Delhi- 110016**

Dear Sir/Madam,

We understand that any deviation/exception in any form from our bid against the RFP may result in rejection of our bid. We, therefore, certify that we have not taken any exceptions/deviations anywhere in the bid and we agree that if any deviation is mentioned or noticed, our bid may be rejected.

Yours faithfully,

(Signature of Authorized Signatory)

Name:

Designation:

Company Seal:

Note: This “No Deviation Certificate” should be written on the letter head of the bidder duly signed and stamped with date by a person competent and having authorised power to bind the bidder.

Annexure III: Pre Bid Query Format

Sr. No	Section No.	Clause Requiring Clarification	Clarification Required

Annexure IV: Technical Proposal Letter

I. TECHNICAL PROPOSAL SUBMISSION LETTER

[Location, Date] From:

(Name of the Public Relations (PR) Agency)

To:

The Deputy General Manager (Media),

Pension Fund Regulatory and Development Authority (PFRDA)

B-14/A, Chatrapati Shivaji Bhawan, Qutab Institutional Area,

Katwaria Sarai,

New Delhi- 110016

Subject : Appointment of Public Relations (PR) Agency for the PFRDA

Sir / Madam,

I, the undersigned, offer to undertake the assignment of Public Relations (PR) Agency for the PFRDA, in accordance with your RFP Document dated 18th May 2016.

I hereby submit my Technical Proposal for the same.

I understand you are not bound to accept any proposal you receive.

Yours Sincerely,

Signature:

Name of Public Relations (PR)
Agency

Address:

Annexure V: Format of Technical Proposal

II. FORMAT FOR SUBMISSION OF TECHNICAL PROPOSAL

A. General Information

1. Name of Public Relations (PR) Agency
2. Full Address
3. Contact Details
(Tel. No./ Fax/E-mail)
4. Date of Establishment of Company (enclose evidence)
5. Organization Type (Please give details & enclose Certificate)
6. No. of Branches (Enclose details with address & Telephone No.)
7. Service Tax Registration Details in the relevant area of work
8. The annual turnover for the Public Relations (PR) Agency of the last three years.(
enclose evidence)

B. Eligibility Criteria

9. Number of years of experience as Public Relations (PR) Agency
10. Manpower strength of the organization (enclose evidence)
11. Annual Turnover of the agency
12. Having office in NCR

C. Profile & Track Record

13. Number of years of experience in PR Planning
14. Credentials / Qualifications
15. PR related activities undertaken

16. Important Clients handled
17. List of present clients (enclose details)
18. Successful PR Plans handled for Clients
19. Financial Sector Communication Experience, if any
20. Details of specialist partners/affiliates/associates, if any
21. Sources through which the Public Relations (PR) Agency will access required inputs for the PR Plans of the PFRDA
22. Bio data of the proposed Project Manager (enclose bio data)
23. Bio data of the proposed social media executive (enclose bio data)
24. CD & Hard copy of the technical presentation (to be enclosed in a separate sealed envelope)
25. CV of key staff to be deployed for this project
26. Any other relevant information

D. Documents to be submitted as Enclosures

27. Document(s) in support of number of years of experience in PR Planning
28. A note on any one of the most effective PR Plans formulated by the Public Relations (PR) Agency for a client(s) during the last three years, with an evaluation of the impact of the campaign.
29. Strategy to enhance awareness and disseminate information regarding the various policies, activities and schemes within the ambit of PFRDA.
30. Photo copy of PAN Card and latest income tax return.
31. Earnest Money Deposit (EMD)/ Bid Security in an acceptable form such as Bank Guarantee or Demand Draft from a scheduled Bank for Rs. 50,000/- (Rupees Fifty thousand only) drawn in favour of Pension Fund Regulatory and Development Authority, New Delhi.
32. An undertaking on the letterhead of the Public Relations (PR) Agency and signed by the Public Relations (PR) Agency that the Public Relations (PR) Agency will undertake the assignment, in accordance with the Scope of Work detailed in the RFP document or any

other work assigned by PFRDA and at the cost submitted by the Public Relations (PR) Agency in the financial proposal (the cost is not to be indicated in the undertaking).

33. Non-refundable application fee of Rs. 10000/- as mentioned in para 8.

Annexure VI: Financial Proposal Letter

I. FINANCIAL PROPOSAL SUBMISSION LETTER

[Location, Date] From:
(Name of the Public Relations (PR) Agency)

To:
The Deputy General Manager (Media),
Pension Fund Regulatory and Development Authority (PFRDA)
1st Floor, ICADR Building, Plot No. 6,
Institutional Area Phase II,
Vasant Kunj
New Delhi-110070

Subject : Appointment of Public Relations (PR) Agency for the PFRDA

Sir / Madam,

I, the undersigned, offer to undertake the assignment of Public Relations (PR) Agency for the PFRDA, in accordance with your RFP Document dated 18th May 2016 and my Technical Proposal. My attached Financial Bid is for the sum of ----- [*Total Amount for three years, in words and figures*]. This amount is exclusive of taxes, which will be claimed as applicable and as per actuals.

My Financial Bid shall be binding upon me, up to completion of the period of the contract as specified in the RFP Document.

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

Yours Sincerely,

Signature:
Name of Public Relations (PR) Agency
Address:

Annexure VII: Format of Financial Proposal

II. FORMAT FOR SUBMISSION OF FINANCIAL PROPOSAL

A. Financial Bid for Appointment of Public Relations (PR) Agency by the PFRDA

S. No	Head	Amount in INR (Rs.)
1.	Annual Fee	
2	Total Fee for 36 months (Contract period)	

- Service tax and any cess thereupon would be charged for separately and should not be quoted in the above annual fee.

The Fixed Annual Fee quoted above covers costs / expenses of the Public Relations (PR) Agency for undertaking work as detailed in the Scope of Work of the RFP Document issued by the PFRDA.

The Fixed Annual fee will also cover the cost for providing one dedicated social media executive to be placed at the office of PFRDA and the charges of the same and the charges incidental thereto.

The cost quoted will be firm and fixed for the duration of performance of the contract. At no point of time will any deviation from the quoted rate be entertained by the PFRDA

Authorised Signature

Name-----

Place :-----

Date:-----

Annexure VIII: Brief for technical presentation

Pension Fund Regulatory and Development Authority is a statutory Authority, set up through an Act of Parliament. The Pension Fund Regulatory and Development Authority Act, 2013 received Presidential assent in Sept 2013 and is effective since 01.02.14, and in accordance with the provisions of the said Act, PFRDA is mandated to promote old age income security by establishing, developing and regulating pension funds, to protect the interest of the subscribers to the schemes of pensions funds and for matters connected therewith or incidental thereto. The PFRDA has been entrusted with the responsibility to regulate, promote and ensure orderly growth of the National Pension System (NPS) and other pension schemes not regulated under any other enactment.

The PR agency will be required to give a presentation on strategy to enhance awareness and disseminate information regarding the various policies, activities and schemes within the ambit of PFRDA

The duration of the presentation time would be ½-hour slot.

Annexure IX: List of Supporting Documents**a) Pre-Qualification Criteria**

Sl. No.	Criteria	Supporting Documents
1	The bidder shall be a registered company in India under the Companies Act 1956 or a Registered Partnership under the Partnership Act, 1932 or Limited Liability Partnership or a Sole Proprietary concern.	Certificate of Incorporation/ Registration or Registered Partnership Deed or PAN card, as may be applicable
2	The Public Relations (PR) Agency should have been in the business of providing professional services in the area of public relations in the services sector, preferably financial services, consumer market etc., for at least 3 years, as on 1st April 2016	MoA/Work orders confirming year and Area of activity
3	The agency should be the empaneled PR agency of at least 3 Government agencies (Government Client/Govt. Departments/Central, State PSUs / Autonomous Bodies) as on the date of application.	Work orders and/or Agreement copy
4	The annual turnover attributed to the PR activity of the agency should not be less than Rs. 100 lacs in each of the last 3 financial years (F.Y. 2012-13, F.Y. 2013-14 & F.Y. 2014-15)	CA certified statements and Audited/Certified financial statements & annual reports for (F.Y. 2012-13, F.Y. 2013-14 & F.Y. 2014-15) Where the revenue segmentation activity wise is not available in the financial statements, CA certificate mentioning turnover for PR activities should be submitted.
5	The Public Relations (PR) Agency should have a fully functional office in Delhi NCR region.	Address proof like Telephone, electricity bill, property tax receipt etc.
6	The Public Relations (PR) Agency should have minimum no. of 20 manpower resources on permanent basis in the area of public relations strategy plan.	HR Records and/or salary records/ PF Statements/ Certificate from Head (HR) or Company Secretary

7	Billing for PR activities of Govt. Agencies (Government Client/Govt. Departments/Central, State PSUs / Autonomous Bodies) (During Last F.Y. 2014-15)- Min. Rs.50 Lakh	Work orders + CA Certified statement for billing of Govt. agencies.
8	The agency should be the empaneled PR agency of at least 3 BFSI companies as on the date of application.	Work orders and/or Agreement copy

Technical Evaluation:

Sr.No	Particulars	Supporting Documents
1	The Public Relations (PR) Agency should have been in the business of providing professional services in the area of public relations in the services sector, preferably financial services, consumer market etc., for at least 3 years, as on 01 st March 2015	MoA/Work orders confirming year and Area of activity
2	The agency should be the empaneled PR agency of at least 3 Government agencies (Government Client/Govt. Departments/Central, State PSUs / Autonomous Bodies) as on the date of application.	Work orders and/or Agreement copy
3	The annual turnover attributed to the PR activity of the company should not be less than Rs. 100 lacs in each of the last 3 financial years (F.Y. 2012-13, F.Y. 2013-14 & F.Y. 2014-15)	CA certified statements and Audited/Certified financial statements & annual reports for (F.Y. 2012-13, F.Y. 2013-14 & F.Y. 2014- 15). Where the revenue segmentation activity wise is not available in the financial statements, CA certificate mentioning turnover for PR activities should be submitted
4	The agency should be the empaneled PR agency of at least 3 BFSI companies as on the date of application.	Work orders and/or Agreement copy
5	The Public Relations (PR) Agency should have a fully functional office in Delhi NCR region & Other Branch office	Any address proof like Telephone or electricity bill
6	Strategy to enhance awareness and disseminate information regarding the various policies, activities and schemes within the ambit of PFRDA	Presentation
7	Innovative ideas and suggestions presented	Presentation

Others

Sr.No	Particulars	Supporting Documents
1.	The bidder shall not have defaults on any bank/institutions' loans in the past	Self Declaration
2.	The Bidder shall have no default in payment of statutory dues or liabilities	Self Declaration
3	The Bidder shall have filed income tax returns for the last three financial years	Copy of the IT returns
4	The Public Relations (PR) Agency should have a fully functional office in Delhi NCR region & Other Branch office	Any address proof like Telephone or electricity bill
5	The Firm should have valid registration for Service Tax & EPF in the relevant area of work.	Service tax registration number & EPF registration number
6	The Bidders should not have been black-listed by central/ state governments/ PSUs	Self declaration
7	Strategy to enhance awareness and disseminate information regarding the various policies, activities and schemes within the ambit of PFRDA	Presentation
8	MIS reporting	Formats