

Expression of Interest (EOI)

for empanelment of Advertising and Communication agency
for creating awareness through Information, Education and
Communication Activities for WCDC

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Disclaimer

The information contained in this Expression of Interest (EOI) document or information provided subsequently to Agencies or applicants whether verbally or in documentary form by or on behalf of Women and Child Development Corporation, Bihar is provided to the Agencies on the terms and conditions set out in this EOI document and all other terms and conditions subject to which such information is provided.

This EOI or its addenda, if any, is not an agreement and is not an offer or invitation by WCDC to any parties other than the applicants who are qualified to submit the Application Documents ("Agencies").

The purpose of this EOI document is to provide Agencies with information to assist the formulation of their proposals pursuant to this EOI. This EOI document does not claim to contain all the information each Agency may require. Each Agency shall conduct its own investigations and analysis and shall check the accuracy, reliability and completeness of the information in this EOI and obtain independent advice from appropriate sources. WCDC and/or its officers, employees make no representation or warranty and disclaim any liability under any law, statute, rules or regulations as to the accuracy, reliability or completeness of this EOI document.

WCDC may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information in this EOI document. WCDC also reserves its right to reject all or any agencies without citing any reason whatsoever.

WCDC also accepts no liability of any nature, whether resulting from negligence or otherwise howsoever caused, arising from the reliance of any Bidder upon the statements contained in this EOI.

The Bidders shall bear all costs associated with or relating to the preparation and submission of its Bid including but not limited to preparation, copying, postage, delivery fees, and expenses associated with any demonstrations or presentations which may be required by the WCDC or any other costs incurred in connection with or relating to its Bid. All such costs and expenses will remain with the Service Provider and the WCDC shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by a Bidder in preparation or submission of the Bid, regardless of the conduct or outcome of the Bidding Process.

Fact Sheet and EOI Schedule

S. No.	Reference	Description
1.	EOI Number	EOI/02/2022
2.	Date of publishing of EOI	17 August 2022
3.	Job Requirement	<ul style="list-style-type: none"> Developing Multi-lingual, (regional dialects) Content with scripts Innovative approach in handling media and communications Government Schemes, especially in reaching out to beneficiaries who are far off digital platforms Provide exemplary copywriting services with excellent command of Hindi Design & Create stunning Graphics such as logos, posters, banners, backdrops, coffee table books, booklets, leaflets, infographics, and other communication material such as audio-visual collaterals. Weave Social & Behavior Change Communication techniques into on-ground branding activities and events.
4.	Method of selection	<p>Three stages process comprising of a–</p> <ol style="list-style-type: none"> Pre-Qualification evaluation Technical Evaluation Thematic presentation <p>The final selection shall be based on best technical evaluation.</p>
6.	Bid validity	The bid proposal shall remain valid for 90 (Ninty days) days from the last date of bid submission.
7.	Pre-Bid Queries	<p>Queries/ Clarification must be requested on or before 29 August 2022 at 1700 hrs. Bidders shall share the MS Excel file in soft copy of pre-bid queries at the time of requesting clarifications. The e-mail address for requesting clarification is:</p> <p>support.WCDC@bihar.gov.in</p>
8.	Pre-Bid Meeting	<p>Date & Time of pre-bid meeting</p> <p>31 August 2022 at 1100 AM at</p> <p>Women and Child Development Corporation, R. Block, Daroga Rai Path Road No - 2, Patna, Bihar 800001 P: 0612-2506068 E: support.WCDC@bihar.gov.in</p>

9.	Last date of bid submission	12 September 2022 till 5.00 PM Women and Child Development Corporation, R. Block, Daroga Rai Path Road No - 2, Patna, Bihar 800001. P: 0612-2506068 E: support.WCDC@bihar.gov.in
10.	Currency	The applicant to state all costs in Indian Rupees only (₹).
11.	Late Bids	Late bids i.e. bids received after the specified date and time of receipt will not be Considered.
12	Date, Time and venue for opening of pre-qualification bids of all bidders	14 September 2022 11:30 AM at Women and Child Development Corporation, R. Block, Daroga Rai Path Road No - 2, Patna, Bihar 800001. P: 0612-2506078 E: support.WCDC@bihar.gov.in
14.	Date, Time and venue for technical presentation of bidders (only of the bidders who have qualified in the pre-qualification stage)	To be informed later
16.	Date, Time of announcement of the empaneled agencies	To be announced later Through www.WCDC.nic.in

About WCDC

The Women & Child Development Corporation (erstwhile Women Development Corporation, Bihar) came into existence under the Society Registration Act – 1860 on November 28, 1991, with the objective of formulating and implementing programmes for the empowerment of women in the State.

The Government of Bihar has entrusted the responsibility to the Women & Child Development Corporation (WCDC) towards the implementation of the Women Empowerment Policy (2015) in Bihar. WCDC implements various programmes and schemes under Mukhyamantri Nari Shakti Yojna, SSH's, Women's hostels, Civil Sewa Protsahan Rashi, OSCs, Campaign to end child marriage and dowry, MHMP, BBBP etc in the State.

The Women Empowerment Policy clearly articulates the state's mandate and commitment to bring gender parity with equal opportunity for women and adolescent girls; for better access to health, nutrition, education and capacity development.

The selected agency is expected to help WCDC with its technical and professional expertise in managing the communication and awareness activities for its schemes and mandates.

SECTION 1: INTRODUCTION

- i. WCDC proposes to empanel advertising and communication agencies to support Information, Education and Communication initiatives for its schemes/projects. The objective of this EOI is to invite proposals from eligible, reputed, qualified advertisement and communication agencies for providing services to generate mass awareness among the beneficiaries and create a positive environment of the organization and its mandates (schemes/initiatives).
- ii. The Agency will support WCDC to empower the beneficiaries and the stakeholders with accurate information about entitlements, benefits, empanelment and other key details so as to eliminate information and communication gaps.
- iii. WCDC intends to implement various high-quality outreach campaigns to support the communication objectives of its schemes/initiatives. The Communication Agency needs to identify the possible creative routes, taglines, logos, media, and dissemination platforms for strengthening the positioning of WCDC.
- iv. As part of campaign or outreach activity, WCDC will undertake the production of Information, Education and Communication (IEC) and promotional material on a regular basis (for mass media), including TVC, radio spots, print ads, hoarding designs, ready reckoners, leaflets, flip books, standees, posters, etc., which will be circulated and distributed to the relevant stakeholders across the state.
- v. The Communication Agency would be appointed for a period of two years, with a provision for an extension for one year based on the performance and at the discretion of WCDC.
- vi. Interested communication agencies are invited to submit their proposals for the assignment, which must include the following, as detailed subsequently in this document:

a. Technical Proposal

b. Thematic Presentation

- vii. It may be noted that the costs of preparing the proposal are not reimbursable, and WCDC is not bound to accept any of the proposals submitted with regards to this EOI.
- viii. The agency must observe the highest standards of ethics during the selection and execution of the contract. WCDC may reject a proposal at any stage if it is found that the firm recommended for award has indulged in corrupt or fraudulent activities in competing for the contract in question and may also declare a firm ineligible or blacklist the firm, either indefinitely or for a stated period, if at any time it is found that the firm has engaged in corrupt or fraudulent practices in competing for, or in executing the contract.

2.0 Scope of Work

The Implementing Agency (IA) will be responsible for the overall branding of WCDC which can helping promoting awareness and communication of WCDC schemes and programmes amongst its target audience.

- i. IA will conceptualize, graphic design, studio work, digital art designing, infographics, etc. and other pre and post press work for the IEC print materials like brochures, booklets, primers, guidelines, folders, leaflets, posters, annual diary, notebooks, calendars, annual reports, merchandize etc.
- ii. IA will write copies for print collaterals, audio & video collaterals, press advertisements, curtain raisers, briefs, Press Releases, Articles for magazines & newspapers, Newsletters, Reports, Testimonials, for various activities/events of WCDC.
- iii. The IEC materials for all the above for required to be made in Hindi, English and other regional languages as per requirement, if any.
- iv. Agency shall proofread all copy created, including copy approved by WCDC team, and ensure that all such materials deemed approved have been reviewed.
- v. IA will conceptualize, design and print material for outdoor IEC activities like hoardings, bus/train branding, bus shelters, panels & posters in rail and railway stations and airports, illuminated signage, wall paintings, Vinyl board, display panels, wall wrap, auto hoods, LED Van and other exhibition materials etc.
- vi. IA will conceptualize, design non-traditional and attractive merchandise for different audiences as per requirement with special focus on adolescents and community away from digital.
- vii. IA will provide creative consulting and share best practices expertise for brand advocacy and creative continuity.
- viii. IA will conceptualize creative content for workshops, seminars, symposiums, film festivals, event coverage and launches. For every campaign/initiative detailed brief will be shared by WCDC containing the list of activities to be performed and creative material required. After the requirements have been shared by WCDC, the agency shall respond to it with a campaign idea plan within timelines defined by WCDC.
- ix. The requirement for creatives may at times, be at very short notice. The agency is expected to ensure that the deliverable timelines are met both for planned and non-planned/ad-hoc requirements. The designed creatives would also be required to be adapted in all popular regional languages (Like Maithili, Bhojpuri, Magahi) as deem edit by WCDC. The creatives would be produced

with fresh stock images/footages as per the requirements of WCDC.

- x. In addition to digital and print collaterals, the agency would also be responsible for preparation of scripts/storyboarding of audio & visual collaterals. These include scripts for advertisements, TVCs, music anthems, radio dramas, panel discussion on radio, smalls films of different schemes, documentary films, radio jingles, podcasts, dramas/street plays, sponsored programs, product demos and 3D walk-throughs or any other form of audio-visual content required by WCDC.
- xi. Agency will subscribe to an image library service like iStock or Shutterstock as per requirement of the project/creatives. These images will be submitted to WCDC with original invoices.
- xii. IA will maintain and manage digital repository of all creatives, strategies, plans, open/sources files of creative assets created for WCDC. IA will be responsible for regular updating of this repository. The Implementing Agency shall perform any other tasks related to content creation, designing and printing as assigned by WCDC from time to time within the scope of work defined in the EOI.
- xiii. The indicative number of creatives would also cover requirements related to projects undertaken by WCDC.
- xiv. The agency will also prepare stalls, fabricated vehicles, branding and printing during special events like **International Women's Day, National Girl's Child day** and any such special days/ even/ seminars/ symposiums/ workshops related to WCDC mandate.
- xv. The team of implementing agency should be well versed with the timeline and technologies even to work on very short notice if required.

2.1 Indicative Deliverables:

Following is the detailed list of tentative activities for proposed requirement. The quantity and the actual volume of work may decide by WCDC as per requirement of programme/events.

Proposed tentative particulars

- Idea formulation and conceptualization for communication campaigns
- Creatives for events & Activations
- Logo and Pneumonic with tag Lines
- Backdrop Design, Concepts & printing
- Standee Design, Concepts and Printing
- Stage designs (3D layout), artwork & Preparation

- Direct mailer content & design (including HTML)
- Kiosk designs (3D layout), concept + artworks
- Designing of event/schemes branding power point presentations in editable formats
- Certificate design,
- Banner concept, copy, design
- Dangler concept, copy, design, creative & artwork
- Wobblers, stickers concept, copy, design, creative & artwork
- Information kiosk concept, copy, design, creative &
- artwork for on-ground activation campaigns
- Brochure concept, design, creative & artwork (4 Pager)
- Flyer/hand-bill/pamphlet concept, design, creative & artwork (1 pager)
- Illustrations/Sketches as per requirement (persons/characters/landmarks/items)
- Infographics, GIFs/Flash based 10-15 sec animations
- 4 pager document or booklets Design, Creative & Artwork
- 40-45 pager quarterly magazine Design, Creative & Artwork
- Poster's concept, copy, design, creative & artwork
- Interactive digital book on WCDC's schemes (12 page) concept, copy, design, creative
- Translation of content into Hindi to English and English to Hindi and in other regional languages as per requirement of WCDC.
- Virtual Backdrops Design & Concepts, creatives
- Website slider designs and creatives and changes
- Newsletter/Success stories - 12 pages - Design, Creative
- Coffee Table Book – 200 pages - Design, Creative, Artwork and printing(IF Required)
- Illustrations/Sketches (of persons/landmarks etc)
- Concept/Script & Copy Creation (Hindi/English languages)
- Script, concept and preparation of for Audio-Visual Videos up to 5 mins
- Script and conceptualization for TVCs up to 2 mins
- Script for Radio Spots & Jingles up to 1 min
- Bus Panels concept, copy, design, creative & artwork with printing
- Bus Shelter concept, copy, design, creative & artwork with printing and installation
- Train Panel concept, copy, design, creative & artwork with printing and installation

- OOH concept, copy, design, creative & artwork
- Digital Wall Painting concept, copy, design & creative
- Print Ads - Creative
- Merchandise with WCDC Branding Design, Creative & Artwork for Pen, Key Chain, Card Holder, Coffee Mug, T-Shirt, Cap, Jute Folder etc.
- Design, Creative & Artwork for Notepad, Calendar, Diary, Mementos etc

3.0 Important Instructions:

- a) Content created by the Implementing Agency (for any of the elements stated above) must be copyright protected and any unauthorized use of any content observed shall be reported to WCDC. The Implementing Agency shall ensure that there is no plagiarism in any of the deliverables/campaigns etc. or anything which is assigned to the Implementing Agency.
- b) The full copyright of all creative and IEC material produced would rest with WCDC. This would include full copyright of images used in the creative and IEC material.
- c) The logo(s), punch line(s), tag lines(s), brand guidelines created for various schemes will be the property of WCDC in perpetuity.
- d) All creative and IEC material designed/produced will be of best quality.
- e) The Implementing Agency will ensure submission of required creatives/IEC material and any other work undertaken within the time frame that would be conveyed by WCDC for each work assigned.
- f) The detailed scope of work is indicative and not exhaustive.
- g) WCDC may ask the Implementing Agency to prepare creatives apart from those mentioned in the detailed scope of work.
- h) WCDC reserves the right to use the creatives produced by the Implementing Agency on any platform as it deems fit.

4.0 INSTRUCTIONS TO THE BIDDERS

4.1 General

- a) While every effort has been made to provide comprehensive and accurate information about requirements and specifications, bidders must form their own conclusions about the solution needed to meet the requirements specified in the EOI.
- b) The requirements of the EOI shall prevail over any information in the Bid. However, all information supplied by the successful bidder will be treated as contractually binding on the bidder.
- c) This EOI supersedes and replaces any previous public documentation and communications, and bidders should place no reliance on such communications.
- d) No commitment of any kind, contractual or otherwise shall exist unless and until a formal written contract has been executed by or on behalf of WCD.
- e) WCD may cancel this bid process at any time prior to a formal written contract being executed by or on behalf of WCD.
- f) This EOI document is non-transferable
- g) The EOI should not be used to market the bidder's product or services.
- h) The duration of this empanelment for Advertising and Communication agency through this EOI for a period of two years. The period may be extended further by one year based on the requirement, performance and other reasons as deemed fit by WCD.

4.2 Availability of EOI Document

- The EOI will be available from 18 August 2022 on the website of WCD (<https://wdc.bih.nic.in/>)

4.3 Bid Preparation Costs

- a) 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/discussions/presentations, preparation of proposal and in providing any additional information required by

WCDC to facilitate the evaluation process.

- b) WCDC will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.
- c) This EOI does not commit WCDC to award a contract or to engage in negotiations. Further, no reimbursable cost may be incurred in anticipation of award or for preparing this EOI.
- d) All materials submitted by the bidder will become the property of WCDC and may be returned completely at its sole discretion.

4.4 Consortium and Sub-Contracting

- a) Bidding as a consortium is not allowed for implementation of any component under the scope of this project. Sub-contracting for any part is also not allowed.

4.5 Debarment from Bidding

The bidder shall be debarred if they have been convicted of an offence –

- a) under the Prevention of Corruption Act, 1988; or the Indian Penal Code or any other law for the time being in force, for causing any loss of life or property or causing a threat to public health as part of execution of a public procurement contract.
- b) A bidder debarred under Section 5.7 (1) (a) above or any successor of the bidder shall not be eligible to participate in a procurement process of any procuring entity for a period not exceeding three years commencing from the date of debarment.

4.6 Authorized Signatory and Authentication of Bids

The “Authorized Signatory” shall mean the one who has signed the Bid document.

The authorized signatory may be either the Principal Officer or the duly Authorized Representative of the Bidder, in which case the Bidder shall submit a power of attorney authorizing the person to be authorized signatory or a copy of board resolution. The power of attorneys/ board resolution of the Bidder must be submitted along with the proposal.

4.7 Language

The Proposal must be filled by the bidders in English language only. If any supporting documents submitted are in any language other than English, translation of the same in English language is required and should be duly attested by the Bidder.

4.8 Complete and Compliant Responses

- a) The response to this EOI should be full and complete in all respects. Failure to comply with the requirements of this paragraph may render the Proposal non-compliant and the Proposal may be rejected. Bidders must –

- b) Include all documentation specified in this EOI;
- c) Follow the format of this EOI and respond to each element in the order as set out in this EOI; Comply with all requirements as set out in this EOI.
- d) Bidders are advised to study all instructions, forms, requirements and other information in the EOI document carefully. Submission of the proposal shall be deemed to have been done after careful study and examination of the EOI document with full understanding of its implications.

4.9 Late Bids

- a) All Bidders are required to submit their bids (complete in all respects) within the time and date as specified. The Bids received after the due date and the specified time (including the extended period if any) for any reason whatsoever, shall not be entertained. The Bids submitted by telex/telegram/fax/e-mail/ etc. shall not be considered. No correspondence will be entertained on this matter. WCDC shall not be responsible for any delay or non-receipt/non-delivery of the documents. WCDC reserves the right to modify and amend any of the above-stipulated condition/criteria depending upon project priorities vis- à-vis urgent commitments.

4.10 Bid Validity

Bids must remain valid up to 90 (90 Days) days from the last date of submission of the Bids. WCDC may request the Bidder(s) for an extension of the period of validity of the bids which may suitably be extended post such requests.

4.11 Right to the Content of Proposal

All bids and accompanying documentation of the bid proposal will become the property of WCDC and will not be returned after opening of the bid proposals. WCDC is not restricted in its rights to use or disclose any or all of the information contained in the proposal and can do so without compensation to the bidders. WCDC shall not be bound by any language in the proposal indicating the confidentiality of the proposal or any other restriction on its use or disclosure.

4.12 Disqualification

The Proposal is liable to be disqualified in, inter alia, any of the following cases or in case the Bidder fails to meet the bidding requirements as indicated in this EOI:

- a) Bid not submitted in accordance with the terms, procedure and formats prescribed in this document or treated as non-conforming proposal;
- b) During validity of the bid, or its extended period, if any, the Bidder increases its quoted price after the submission of the bid;

- c) The Bidder's Proposal is conditional and has deviations from the terms and conditions of EOI.
- d) The Proposal is received in an incomplete form;
- e) The Proposal is received after the due date and time;
- f) The Proposal is not accompanied by all the requisite documents;
- g) The Proposal is submitted with lesser validity period and lesser Bid Security

4.13 Declaration validity period;

The information submitted in the technical proposal is found to be misrepresented, incorrect or false, accidentally, unwittingly or otherwise, at any time during the processing of the contract (no matter at what stage) or during the tenure of the contract including the extension period, if any;

4.14 Confidentiality

Information relating to the examination, clarification and any other purpose of the EOI shall not be disclosed to any persons not officially concerned with such process until the process is over. Undue use of confidential information related to the process by any firm may result in rejection of its proposal.

4.15 Fraud and Corrupt Practices

The Bidders and their respective officers, employees, agents and advisers shall observe the highest standard of ethics during the selection process. Notwithstanding anything to the contrary contained in this EOI, the WCDC shall reject a proposal without being liable in any manner whatsoever to the Bidder, if it determines that the Bidder has, directly or indirectly or through an agent, engaged in corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice (collectively the "Prohibited Practices") in the selection process. In such an event, WCDC shall, without prejudice to its any other rights or remedies, forfeit and appropriate the PBG (if applicable) and disqualify from bidding process.

- a) Without prejudice to the rights of WCDC under clause above and the rights and remedies which the WCDC may have under the Agreement, if a Bidder is found by WCDC to have directly or indirectly or through an agent, engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice during the selection process, or after the execution of the empanelment Agreement, such Bidder shall not be eligible to participate in any tender or EOI issued by WCDC during a period of 3 years from the date such Bidder is found by WCDC to have directly or through an agent, engaged or indulged in any corrupt practice, fraudulent practice, coercive

practice, undesirable practice or restrictive practice, as the case may be.

- b) For the purposes of this Section, the following terms shall have the meaning hereinafter respectively assigned to them:

“Corrupt Practice” means

- a) the offering, giving, receiving, or soliciting, directly or indirectly, of anything of value to influence the action of any person connected with the selection process (for avoidance of doubt, offering of employment to or employing or engaging in any manner whatsoever, directly or indirectly, any official of WCDC who is or has been associated in any manner, directly or indirectly with the selection process or has dealt with matters concerning the Agreement or arising there from, before or after the execution thereof, at any time prior to the expiry of one year from the date such official resigns or retires from or otherwise ceases to be in the service of WCDC shall be deemed to constitute influencing the actions of a person connected with the selection process); or
- b) save as provided herein, engaging in any manner whatsoever, whether during the selection process or after the execution of the Agreement, as the case may be, any person in respect or any matter relating to the Project or the Award or the Agreement, who at any time has been or is a legal, financial or technical consultant/adviser of WCDC in relation to any matter concerning the Project;
- c) “Fraudulent Practice” means a misrepresentation or omission of facts or disclosure of incomplete facts, in order to influence the selection process;
- d) “Coercive Practice” means impairing or harming or threatening to impair or harm, directly or indirectly, any persons or property to influence any person’s participation or action in the selection process;
- e) “Undesirable Practice” means
- f) establishing contact with any person connected with or employed or engaged by WCDC with the objective of canvassing, lobbying or in any manner influencing or attempting to influence the selection process; or
- g) having a Conflict of Interest; and
- h) “Restrictive Practice” means forming a cartel or arriving at any understanding or arrangement among the Bidders with the objective of restricting or manipulating a full and fair competition in the selection process.

4.16 Right to Terminate the Process

- a) WCDC may terminate the EOI process at any time and without assigning any reason. WCDC makes no commitments, express or implied, that this process will result in a business transaction with anyone.
- b) This EOI does not constitute an offer by WCDC. The bidder's participation in this process may result in short listing the bidders.

4.17 Conflict of Interest

- a) The Bidder shall not have a conflict of interest that may affect the selection process (the "Conflict of Interest"). Any Bidder found to have a Conflict of Interest shall be disqualified. In the event of disqualification, the WCDC shall forfeit and appropriate the Bid Security, if available, as mutually agreed genuine pre-estimated compensation and damages payable to the WCDC for, inter alia, the time, cost and effort of the WCDC including consideration of such Bidder's Proposal, without prejudice to any other right or remedy that may be available to the WCDC here under or otherwise.
- b) WCDC requires that bidders provide professional, objective, and impartial services and at all times hold the WCDC's interest's paramount, avoid conflicts with other assignments or its own interests, and act without any consideration for future work. The bidders shall not accept or engage in any assignment that would be in conflict with its prior or current obligations to other clients, or that may place it in a position of not being able to carry out the assignment in the best interests of the WCDC.
- c) Without limiting the generality of the above, the Bidder shall be deemed to have a Conflict of Interest affecting the Selection Process, if: The Bidder, or Associates (or any constituent thereof) and any other Bidder, or Associate (or any constituent thereof) have common controlling shareholders or other ownership interest;
- d) Such Bidder or its Associate receives or has received any direct or indirect subsidy or grant from any other Bidder or its Associate; or
- e) Such Bidder has a relationship with another Bidder, directly or through common third parties, that puts them in a position to have access to each other's information about, or to influence the Proposal of either or each of the other Bidder; or
- f) There is a conflict among this and other assignments of the Bidder including its personnel and other members, if any) and any subsidiaries or entities controlled by such Bidder or having common controlling shareholders. The duties of the bidders will depend on the circumstances of each case. While providing services to the WCDC for this particular assignment, the bidders shall not take up any assignment that by its nature will result in conflict with the present assignment; or
- g) A firm hired to provide similar services for the preparation or implementation of a project, and its members or Associates, will be disqualified from subsequently providing goods or works or services related to the same project;
- h) Bidder eventually appointed to provide services for this Project shall be disqualified from subsequently providing goods or services related to the same Project and any breach of this obligation shall be construed as Conflict of

Interest; provided that the restriction herein shall not apply after a period of 24 months from the completion of this assignment; provided further that this restriction shall not apply to services performed for the WCDC in continuation of this project or to any subsequent services performed for the WCDC where the conflict of interest situation does not arise.

- i) In the event that the bidder, its Associates or affiliates are auditors or financial advisers to any of the Bidders for the Project, they shall make a disclosure to the WCDC as soon as any potential conflict comes to their notice but in no case later than 7 (seven) days from the receipt of such proposals and any breach of this obligation of disclosure shall be construed as Conflict of Interest. The WCDC shall, upon being notified by the bidder under this Clause, decide whether it wishes to terminate this Contract or otherwise, and convey its decision to the bidder within a period not exceeding 15 (fifteen) days.

5. PROCESS

5.1 Pre-Bid Queries

Any clarification (pre-bid query) regarding the EOI can be submitted to WCDC as per the submission mode and timelines mentioned in the Fact Sheet of the EOI. The pre-bid queries must be submitted in the format as mentioned in Annexure I (Template for Pre-Bid Queries) of this EOI, along with the name and details of the Bidder submitting the queries. Any requests for clarifications received after the expiry of the due date and time mentioned in the fact Sheet shall not be entertained by WCDC. Further, WCDC reserves the right to issue or not issue any responses/clarifications/ corrigendum at its own discretion.

3.1 Pre-Bid Meeting

WCDC will organize an offline pre-bid meeting with the prospective bidders as per details provided in Fact Sheet and may respond to any request for clarifications on, and/or modifications of this EOI. It may formally respond to the pre-bid queries after the pre-bid meeting as mentioned in the Fact Sheet. Only persons, duly authorized by the Bidder, will be allowed to participate in the pre-bid meeting

The authorized representatives should carry a valid proof of identification for verification before the commencement of the pre-bid Conference.

- a. The representatives of the interested organizations shall attend the pre-bid conference at their own cost.
- b. Only persons, duly authorized by the interested organization, will be allowed to participate in the pre-bid conference. A maximum of 2 representatives from one organization shall be allowed to attend the pre-bid conference.
- c. The authorized signatory of the bidder shall indicate to WCDC the names of the individuals who will be attending the pre bid conference on behalf of the interested organization via an e-mail.
- d. The authorized representatives of the bidder as specified in point 'c' should carry a valid proof of identification for verification before the commencement of the pre-bid conference.

3.2 Responses to Pre-Bid Queries and Issue of Corrigendum

- a. WCDC will endeavor to provide timely response to all the queries. However, WCDC makes no representation or warranty as to the completeness or accuracy of any response made in good faith, nor does it undertake to answer all the queries that have been posed by the Bidders.
- b. At any time prior to the last date for receipt of bids, WCDC may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective Bidder, modify the EOI document. Any modifications of this EOI, which may be necessary as a result of the pre-bid conference or for any other reason, shall be made available by WCDC exclusively through a corrigendum/addendum. Any such corrigendum shall be deemed to be incorporated into this EOI.

- c. The Corrigendum (if any) & clarifications to the queries from all bidders will be posted on WCDC website.
- d. In order to provide prospective bidders reasonable time for taking the corrigendum into account, WCDC may, at its discretion, extend the last date for the receipt of EOI Proposals.

SECTION 4: EVALUATION PROCESS AND ELIGIBILITY CRITERIA

4.1 Evaluation Process

After the due date of bid submission, WCDC shall open each of the proposals of agencies in the presence of agencies' s authorized representatives. For the purpose of opening and proposal evaluation WCDC, may constitute an 'Evaluation Committee', which shall evaluate bidders' proposals and may recommend agencies for empanelment.

WCDC shall evaluate the responses of the bidders to this EOI and scrutinize the supporting documents/documentary evidence. Inability to submit the requisite supporting documents / documentary evidence by the bidders, may lead to rejection. The decision of WCDC in the evaluation of proposals shall be final. No correspondence will be entertained outside the process of evaluation with WCDC. WCDC may ask for meetings with the Bidders or may issue in writing/email to seek clarifications or confirmations on their proposals. During the Proposal Evaluation, WCDC reserves the right to reject any or all the proposals. Each of the Proposals shall be evaluated as per the criteria and requirements specified in this EOI. The Evaluation Committee (EC) constituted by the WCDC shall evaluate the responses to the EOI and all supporting documents & documentary evidence as mentioned in this section of the EOI. WCDC reserves the right to check/ validate the authenticity of the information provided in the Pre- qualification, Technical Evaluation criteria and Commercial Evaluation and the requisite support must be provided by the Bidder.

It is again specified that bidding as consortium and sub-contracting any part of scope or otherwise is not permitted as part of this project/procurement.
The evaluation criteria are as follows-

4.2 Eligibility Criteria

S.No.	Eligibility Criteria	Document Proof
Registered legal entity		
1	a. The Bidder should be – A company incorporated under the Indian Companies Act, 2013 or any other previous company law as per section 2 (20) of the Indian Companies Act 2013 b. Registered with the GST Authorities c. Company should have a valid PAN number	a. Copy of certificate of Incorporation along with copy of Memorandum and Articles of Association. b. Copy of GST Registration certificate issued by GSTN authorities c. Copy of PAN Card
Financial Criteria		
2	The Bidder should have a consolidated 50 Lakh minimum positive net worth, in the last three FY's 2018-19, 2019-20 and 2020-21	<ul style="list-style-type: none"> Statutory auditor certificate of Bidder specifying the net worth for the specified (as per the definition of net-worth specified in the EOI).
3	The Bidder should be a profitable organization (i.e. Profit After Tax (PAT) > 0), in the last 3 FY's 2018-19, 2019-20 and 2020-21	<ul style="list-style-type: none"> Copy of the annual audited financial statement (AFS). AFS copy should have Auditor's Name, Certificate of Practice No. and signature on the statements (Balance sheet/ P & L etc.). No website download or link to be provided.
4	The Bidder should have annual turnover of Rs 2 crores in the last three financial years (Financial years 2018-19, 2019-20 and 2020-21)	<ul style="list-style-type: none"> Statutory auditor's certificate of the Bidder clearly specifies the turnover from the stated criteria ONLY for the specified years.
5	The Communication Agency must have been in operation for a minimum of 5 years as on the date of the issue of this EOI.	<ul style="list-style-type: none"> ROC-Incorporation certificate and; MOA or AOA of the company and; Certificate by the company secretary of the agency stating the details on the criteria.

Strength and Capability		
6	The agency should have accreditation from the Indian Newspaper Society (INS) and Prasar Bharati and in force for the last three years. The agency should have membership of the Advertising Agencies Association of India (AAAI)	Relevant certificate

Litigations		
7	The Bidder should not be involved in any major litigation such as fraud, FEMA violations that may have an impact of affecting or compromising the delivery of services as required under this contract	Certificate from the authorized signatory (Details of Litigation) if any .
Conflict of Interest		
8	As on date of submission of the proposal, the Bidder should not be involved in any conflict of interest situation.	Undertaking by the authorized signatory for (no conflict of interest) of Annexure
Blacklisting or banned		
9	As on date of submission of the proposal, the Bidder should not be blacklisted or banned by any ministry/department/attached offices/sub-ordinate offices under Government of India and any State government, autonomous bodies (established by Central/State govt), any Central/State PSUs for satisfactory past performance, corrupt, fraudulent or any other unethical business practices.	Certificate from the authorized signatory self-declaration for non-black listing) of Annexure II
10	The agency should not have defaulted in paying dues to media houses, Banks and Tax authorities.	The agency should submit a declaration in the letterhead for the above (9-13)criteria
11	The agency should be a registered legal entity having full-fledged office in Patna with relevant expertise &creative personnel and required infrastructure	

4.3 Technical Evaluation Criteria

WCDC will examine the application to determine whether the documents submitted are complete, whether required information has been provided as underlined in the EOI response documents, whether the documents have been properly signed, and whether response to EOI is generally in order. Only those Agencies which comply with the Eligibility Criteria will be taken up for further evaluation.

1. The evaluation process would consider whether the Agency has requisite prior experience and expertise to address WCDC's requirements and objectives. The evaluation process will gauge the extent of thought process that has gone behind the preparation of the EOI response, the degree of clarity, understanding of WCDC's stated objectives and the level of commitment exhibited by the Agencies.
2. WCDC may waive any minor informality, non-conformity or irregularity in the response to EOI that does not constitute a material deviation provided such waiver does not prejudice or affect the relative ranking of any Agency.
3. WCDC will evaluate the applicants for the Empanelment of Agency and will prepare a short list of agencies based on performance parameters and information furnished in the application.
 - a. The shortlisted agencies will thereafter be called to make a creative presentation on a given brief before the Evaluation committee of WCDC, who will make the final selection of agencies. The decision of the Evaluation Committee after going through the presentations of the advertisement agencies will be final.
 - b. The selection procedure will be made in two Stage i.e. Stage-I and Stage-II will consist of 100 points as per criteria laid down in table below. Initial short listing of agencies will be made in Stage-I as per criteria laid down from serial number I to IV in the table given below which will account for 40 point.
 - c. The cut off for Stage-I i.e. No. I to IV shall be 50% i.e. 20 point. Only those agency who score 20 point or more in Stage-I will be invited for Stage-II for giving power point presentation on specific theme which shall be communicated to them.
 - d. Stage-II will account for 60 points as per S.No. V(a) to (f) of the table below. The PPT will be evaluated by the EAC in Stage-II as per criteria mentioned in Sr. No. VI (a) to (f) of table below.
 - e. Only those agencies which get 70% or more in the combined evaluation of Stage –I & Stage-II will be eligible for empanelment.

4.4 Other terms and Conditions:

4.1 The agencies should adhere to all instructions and submit all relevant information and documents which have been specified in the EoI. Submission of applications which are not complying with the instructions will result in its rejection.

4.2 The applications shall be typed, office seal affixed and signed by the duly authorized person.

4.3 The agency shall bear all the costs associated with the preparation and submission of application and the costs, if any, for subsequent selection process. WCDC will in no case be responsible or liable for these costs regardless of the conduct or outcome of the selection process.

4.5 Amendments to this EOI document may be issued by WCDC at any time, prior to the deadline for submission. Such amendments will be posted in WCDC's website in the form of Addenda/Corrigenda. The amendments, if any, to the EOI shall be deemed to form an integral part of EOI from the date of issue and shall be binding on the agencies.

4.6 WCDC reserves the right to accept or reject any proposal and annul the EOI process and reject all applications at any time prior to empanelment of agencies, without thereby incurring any liability to the affected agency/agencies or any obligation to inform the affected agency/agencies of the ground for WCDC's action. WCDC also reserves the right to re-issue the EOI without the agencies having right to object such re-issue.

4.7 The shortlisted agencies, to be called as empaneled agencies, shall be required to enter into requisite Agreement(s) with WCDC, within 5 days of the order (when provided) or within such extended period as may be specified by WCDC. WCDC has the right to cancel the shortlisted agency if the contract is not executed within a period of 5 days from the date of order, unless otherwise extended by WCDC.

4.8 WCDC will release creative brief for any specific project and will invite limited applications from empaneled agencies for the specific projects. The selection of agencies for these projects will happen on the basis of presentation made by Agencies in front of the Evaluation Committee and for the creative and commercial provided by the agencies for the project.

4.9 A separate project contract/work order will be issued? signed for each project.

4.10 Empanelment does not guarantee allocation work. The timeline for various assignments associated with the allocated work shall be intimated along with the creative brief for the work.

4.11 All Intellectual property Rights in the planning, preparing Strategy, developing creative ideas, developing and production of advertisement, publicity and other resource material, etc. made in the course of performance of services by the empaneled agencies or its personnel involved in the task of WCDC Shall absolutely belong to WCDC.

4.12 The agency will be required to submit each artwork used in the format used originally for creation of the art work (master file) such as AI, CDR, AVI, FCP, and other such formats as the case may be, in addition to submitting PDF, MP4, MP3, etc. This artwork will have to be submitted along with the bill. The advertising

agency will be solely responsible for copyright issues concerning usage of images, footage, text material, etc. obtained through various sources. WCDC will not be a party to any dispute arising out of copyright violation by the agency.

4.13 WCDC will not make, any advance payment. Payment shall be released after the execution of the project contract/work order as required by WCDC. Agency should raise the invoice post execution of contract in the name of WCDC Bihar. The payment shall be released within 45 days of invoice raised by agency. All applicable taxes including GST, etc. will be deducted at source (TDS) from the final bills as required under Income Tax Act.

4.14 If the deliverables are not found to be of good quality, WCDC will have the right to make suitable deductions from the payable amount or reject the media payment bill to the agency on its sole discretion, in addition to other remedies including claiming of damages. The decision of WCDC in this regard will be final.

4.4

Criteria of selection

Evaluation shall be based on the documentary proofs submitted by the bidder

S. No.	Particulars	Points
	Stage-I (Max. Points- 40)	
I.	No. of TVCs/Radio Jingles selected for broadcast for Govt. Departments/Autonomous Govt. Bodies/PSUs in last 3 years (2019-20/2020-21/2021-22)	(Max. 10 Points)
A	Less than 5	0
B	5 to 10	5
C	10 to 15	7
D	Above 15	10
II.	No. of Web advertisements (posts/videos/GIF's) social media handling selected for broadcast / upload for Govt. Departments/ Autonomous Govt. Bodies/PSUs in last 3 years (2019-20/2020-21/2021-22)	(Max. 10 Points)
A	Less than 5	0
B	5 to 9	5
C	10 to 15	7
D	Above 15	10
III.	No. of display advertisements selected for publication in newspaper in respect of Govt. Departments/ Autonomous Govt. Bodies/PSUs in last 3 years (2019-20/2020-21/2021-22)	(Max. 10 Points)
A	Less than 5	0
B	5-9	1
C	10-15	3
D	Above 15	5
IV.	No. of year of experience of handling of Communication and media related work for Govt./Autonomous Govt. Bodies/PSUs excluding the current year	(Max. 10 Points)
A	Less than 10	5
B	10 and above	10
VI.	Evaluation of the quality of the strategy/creative inputs/campaign execution methodology on specific theme/brief presented before Bid Evaluation Committee by agencies qualified in Stage-I (Max. 60 Points)	(Max. 60 Points)
A	Communication Strategy and quality of content	20
B	TVC and WhatsApp film	10
C	Print Advertisement	10
D	Radio jingle	10
E	Handling of Communicational Campaign	10
	Total	100

4.5 Other Important Information

1. The short-listed Communication and advertising Agencies will get into an agreement with detailed Terms & Conditions.
2. The ownership of all print/outdoor/creative, scripts for TV commercials, radio jingles/spots and IEC material produced/designed through the Communication Agency will at all-time rest with WCDC and the Communication & Advertising Agency/copywriter/photographer/producer, etc. will have no proprietary or any other rights in respect of the same, subject to full payment of that work by WCDC. This would include full copyright for lifetime use of the images/photographs used in the creative and IEC material.
3. The Communication and advertising Agency will provide the creatives and IEC & promotional material in standard formats as would be required and conveyed by WCDC.
4. Raw Stock/unmixed versions/unused photographs and creatives will be the property of WCDC and the same are required to be handed over to WCDC.
5. The agency will adopt the approved creatives according to social media handles, the agency will also liable to upload social media updates.
6. The Communication and advertising Agency will be responsible for copyright issues concerning usage of images, text material, etc. obtained through various sources.
7. WCDC will not be a party to any disputes arising out of copyright violation by the Communication Agency, provided WCDC does not violate any terms of the third party agreement.
8. The Communication and advertising Agency will be responsible for obtaining any permission that may be required for undertaking work as detailed in this EOI Document. WCDC will assist the Communication Agency in this regard, wherever possible.
9. The Communication and advertising Agency will at not imeresort to plagiarism. WCDC will not be part to any dispute arising on account of plagiarism resorted to by the Communication Agency.
10. A formal contract will be signed up between the empaneled Communication and advertising Agency and WCDC.
11. WCDC is however not bound to accept any tender or to assign any reason for non-acceptance. WCDC reserves its right to accept the tender either in full or in part.
12. Conditional, erroneous and incomplete Bids will be rejected outrightly.
13. WCDC reserves its right to summarily reject offer received from any agency on national security considerations, without any intimation to the bidder.
14. WCDC reserves the right to place an order for the full or part quantities under any items of work under scope of work and for a shorter duration.
15. Communication and advertising Agency submitting proposals will not be permitted to alter or modify their bids at any time post submission to WCDC.
16. WCDC reserves its right not to accept bids from Communication and advertising

Agency resorting to unethical practices or on whom investigation/enquiry proceedings has been initiated.

5.0 Jurisdiction:

The contract shall be governed by laws of the India and all Government rules on purchase matter issued from time to time and in force for the time being are applicable to this contract.

5.1 Performance Guarantee

1. The selected agency/agencies will require to provide unconditional, irrevocable, and Performance Bank Guarantee of 10 per cent of the issued work order.
2. **The performance guarantees to be submitted digitally**
3. **(NEFT/RTGS/Payment Gateway by the selected agencies within 2 working days of receipt of the work order from WCDC.**
4. The Performance Guarantee shall contain a claim period of three months from the date of work order.
5. In case the selected agency fails to submit performance guarantee within the time stipulated, WCDC at its discretion may cancel the empanelment of the selected bidder. WCDC shall invoke the performance guarantee in case the selected agency fails to discharge their contractual obligations during the period or WCDC incurs any loss due to Bidder's negligence in carrying out the project implementation as per the agreed terms & conditions.
6. The performance guarantee/security is to be submitted as per format indicated in Annexure (Format for Performance Bank Guarantee) of this EOI.

5.2 Resolution of Disputes

- 1) All disputes and differences of any kind whatsoever, arising out of or in connection with this Agreement or in the discharge of any obligation arising under this Agreement shall be resolved.
- 2) This Agreement shall be governed by and construed in accordance with the laws of India.
- 3) All disputes or differences between WCDC and the agencies shall be settled amicably between WCDC's representative and the agency/service provider's representative. If, however, the parties are not able to resolve them, the same shall be settled by arbitration in accordance with the applicable Indian Laws, and the award made in pursuance thereof shall be binding on the parties. Any appeal will be subject to the exclusive jurisdiction of courts at Patna.
- 4) The agreement shall be governed by the law for the time being in force in India. This agreement shall be subject to exclusive civil jurisdiction of courts at Patna only. No other civil court shall have jurisdiction in case of any dispute, under this agreement.
- 5) All disputes or differences whatsoever arising between WCDC and the agencies out of or in relation to the construction, meaning and operation or effect of the contract, with the agencies, or breach thereof shall be settled amicably.

- 6) In case of failure to resolve the disputes and differences amicably within 30 days of the receipt of notice by the other party, then such unsettled dispute or difference shall be resolved to arbitration by sole arbitrator mutually agreed in accordance with the Arbitration and Conciliation Act, 1996.
- 7) The contract shall be final and binding on both the parties.
- 8) The language of Arbitration shall be English.
- 9) The venue of the arbitration shall be at Patna and the language of the arbitration proceedings and that of all documents and communications between the parties shall be English.
- 10) Work under the project contract/work order shall be continued by the empaneled agencies during the arbitration proceedings unless otherwise directed in writing by WCDC unless the matter is such that the work cannot possibly be continued until the decision of the arbitrator is obtained. Save as those which are otherwise explicitly provided in the contract, no payment due or payable by WCDC to the agency shall be withheld on account of the on-going arbitration proceedings, if any, unless it is the subject matter or one of the subject matters thereof.
- 11) Any notice, for the purpose of this contract, has to be sent in writing to either of the parties by facsimile transmission, by registered post with acknowledgement due or by a reputed courier service. All notices shall be deemed to have been validly given on (i) the business day immediately following the date of transmission with confirmed answer back, if transmitted by facsimile transmission, or (ii) the expiry of 5 days after posting, if sent by post, or (iii) the business date of receipt, if sent by courier.

Annexure 1

Annexure 1: Application form

(On PR Agency's Letter Head) Date: DD/MM/YEAR

To

Director

Women and Child Development corporation Bihar,

Daroga Rai Path, R Block, Patna -80002

Email: support@wdcbihar.org.in

Dear Sir

Empanelment of Advertisement and Communication Agency for creating awareness through Information, Education and Communication Activities for WCDC

We have gone through the Expression of Interest (EOI) dated 17 August 2022 and the details posted on the WCDC's website. We hereby submit our application for empanelment of Advertisement and Communication Agency of WDC and we agree to offer media and advertisement related services to you as per the terms and conditions specified in the EOI and to abide by the terms and conditions specified therein.

While submitting this Application, we certify that the information/data/particulars furnished in our application are factually correct.

If our Application is accepted, we undertake to start the work at national and at regional level as per the job assigned by WCDC.

We understand that WCDC reserves the right to accept or reject any or all applications at any time without assigning any reasons.

We have not been blacklisted by WCDC or any other organization where we have worked. Further, if any of the partners/directors of the organization/firm is blacklisted or having any criminal case against them, our bid shall not be considered. At any point of time, if our company/firm/and/or any of its partner/director is blacklisted by any organization, WCDC shall have the right to terminate the contract with us.

Yours sincerely,

Signature of Authorized person

Name and Designation of Authorized Person: [In full and initials] Name of Company/Firm:

Address:

(Please affix the Rubber stamp of your company)

S.no	Particulars	Details
1	Agency details	
1.1	Name of the Agency	
1.2	Corporate Office Address	
1.3	Contact Person in Patna	
1.4	Phone No.(landline/Mobile)	
1.5	Email address	
1.6	Date of incorporation	
1.7	Status of the PR Agency (Public Ltd/Private Ltd. Co. etc.)	
2	Financial and personnel details	
2.1	Minimum Turnover of the company in the last 3 years	
2.2	Minimum Turnover in advertising and PR business of the company in the last 3 years.	
2.3	Balance Sheet (Attach Audited Balance Sheet and Profit & Loss accounts for last 3 years—2018-2019, 2019-2020, 2020-2021)	
2.4	Minimum Operating Profit of the company in the last 3 years	
2.5	No of personnel employed in Patna office	
2.6	No of office location other than Patna and places	
3	Accreditation/Membership Details	
3.1	Indian Newspaper Society (INS)	
3.2	Prasar Bharati	
3.3	DAVP	
3.4	Advertising Agencies Association of India (AAAI)	
3.5	Valid registration Numbers	
4.0	GST	
4.1	Permanent Account Number	
5	Details of top three completed projects in the last two years	

5.1	Project Name (i)	
5.2	Name of the project	
5.3	Client Name and address	
5.4	Approximate cost of contract in Rupees	
5.5	Client contact/reference person(s)	
5.6	Telephone, Facsimile, Mobile Phone	
5.7	Email address	
6	Project Name (ii)	
6.1	Name of the project	
6.2	Client Name and address	
6.3	Approximate cost of contract in Rupees	
6.4	Client contact/reference person(s)	
6.5	Telephone, Facsimile, Mobile Phone	
6.6	Email address	
7	Project Name (iii)	
7.1	Name of the project	
7.2	Client Name and address	
7.3	Approximate cost of contract in Rupees	
7.4	Client contact/reference person(s)	
7.5	Telephone, Facsimile, Mobile Phone	
7.6	Email address	

Add Additional columns if required

Date: Signature of Authorized Person:

Place:Name:

Designation:

(Please affix seal of the Company)

Annexure 3: Eligibility Criteria Response

(Please tick mark the appropriate column)

S.no	Requirement	Available	Not Available
1.	Accreditation from Indian Newspaper Society (INS), PrasarBharati and in force for the last three years		
2.	Advertising Agencies Association of India (AAAI)		
3.	A registered legal entity having a full-fledged office in Patna with relevant expertise & creative personnel and required infrastructure		
4.	Existence for minimum Rs 2 Crore annual average turnover net worth of Rs.50 Lakh (2018-2019, 2019-2020, 2020-2021) as per audited balance sheet		
5.	Self-declaration stating the capabilities of the agency to deliver campaign focused on urban and rural areas in major Indian languages including Bihar's related language		
6.	Self-declaration stating the capabilities of the agency to make films, animations, documentaries, jingles, TVCs, etc.		
7.	Self-declaration stating the capabilities of the agency to manage social media handles and digital advertisements.		
8.	Self-declaration of not being blacklisted in the last 5 years by any Central/State Government/Public Sector Undertaking		
9.	Self-declaration of not having defaulted in paying dues to media houses, Banks and Tax authorities.		

Annexure 4: List of Documents to be Enclosed

1. Brief profile of the advertising agency, profile of management team, senior executives, creative personnel, experience in the field, etc. in addition to details provided in Annexure 2.
2. Registration certificate of incorporation
3. Organizational structure of the agency
4. Details of accreditation/membership with INS/AIR/Prasar Bharti/DAVP/AAAI, etc. documentary proof along with current status.
5. Details of membership with any other professional organization/association
6. Solvency certificate of Rs 30 Lakh Only from your banker and your permanent account number. Published balance sheet certified by a chartered accountant for the past three years i.e. 2018-2019, 2019-2020, 2020-2021
7. Copies of income tax/GST returns of the last three years certified by chartered accountant
8. Details of agency's annual business for the past two years with major media houses such as The Times Group, The Hindustan times, The Indian Express Group, Doordarshan, CNBC TVf6, Zee Group, Sony group, etc.
9. Experience in brand advertising and promotion work done in rural areas. (Attach relevant documents)
10. List of clients (Government, Public sector undertaking, Private sector, etc.) and reference credentials from at least three active clients.
11. Details of experience in any other mode of advertising, awareness campaign and publicity.
12. Self-declaration of not being blacklisted in the last 1 year by any Central/State Government /Public Sector Undertaking
13. Self declaration of not having defaulted in paying dues to media houses, banks and tax authorities.
14. Self declaration stating the capabilities of the agency to deliver campaign focused on rural masses/ areas in major Indian languages.

Annexure 5: Declaration for Relation in WCDC

(To be typed and submitted on the letterhead of the Company/Firm of Bidder, falling which the offer of bidder is liable to summarily rejected)

To

Director
Women and Child Development corporation Bihar,
Daroga Rai Path, R Block, Patna -800002
Email: support@wdcbihar.org.in

Dear Sir,

Sub: Declaration For relation in WDC

Ref: EOI No.

I/We hereby submit the following information pertaining to relation/relatives of Proprietor/Partner (s)/Director(s) employed in WDC.

Tick(✓) any one as applicable:

1.The Proprietor, Partner(s), Director(s) of our Company/Firm DO NOT have any relation or relatives employed in WCDC

OR

2. The Proprietor, Partner(s), or Director(s) of our Company/Firm have relation/relatives employed in WCDC and their particulars are as below:

(i)

(ii)

Signature of the Authorized Signatory Note:

C

1. Attach separate sheet, if necessary.
2. If it comes to the knowledge of WCDC later that the information furnished by the Bidder is false, WCDC reserves the right to take suitable action against the Bidder/Contractor.

Annexure 6: Bank Details

1. Name of the vendor/Firm
2. Name of the Account Holder
3. Address of the Vendor/Firm :
4. Name of the Bank, Branch and Address:
5. Bank Code and Branch Code:
6. IFS Code of the Bank Branch:
7. Type of Account: (Savings/Current/Cash/Credit)
8. Account Number

Note: A copy of cancelled cheque in respect of the above account, which is operated by the vendor, must be enclosed.

ANNEXURE 8: TEMPLATE FOR PRE-BID QUERIES

Bidder shall submit all pre-bid queries in excel in the following format.

Sheet 1: Bidder's Information

Information Sought	Details provided by the bidder
Name (Authorized Signatory)	
Designation	
Company	
Address	
Contact Number	
e-Mail ID	
Date	

Note: Please paste the table above in email body as well

Clarification Requested/Format for pre-bid query submission

#	Page no.	Section no.	Section name	Statement as per the EOI Document	Query by Bidder

- Page Number – Page Number of this EOI as reflected at the bottom right corner. The bidders to mention only the page number. Ex. '29' as page number and not '29 of 156'.
- Section No. – Example – '8' and not 'Section8'
- Section Name – Example – Scope of Work (Should be exactly the same as provided in theEOI)

Note–

- The queries are to be submitted in the format provided above only and as per schedule ([refer-factsheet](#)) only. The bidders to ensure that they enter correct details in the format. In case of any inappropriate details being mentioned the WCDC shall not be responsible for the same and such queries may be discarded from providing anyresponse.
- The bidders to ensure that **no cell merging (in excel)** is done by them while preparing the query.
- The bidders to ensure that each of the query submitted by them is unique and **no duplicate query** is submitted by them as a result of copy-paste. It is expected from the bidder to carry out its own due diligence before submitting thequeries.
- Bidders are expected to do athorough check of the queries and ensure the completeness of the queries and spelling checks etc. before submitting the same toWCDC.

Annexure 8: Letter of Authorization

(On Agency's Letter Head)

Date: dd/mm/yyyy

To,

Director

Women Development Corporation Bihar,

Road No. 02, Daroga Rai Path,

Patna- 800001(Bihar)

0612-2506068

Email: support.WCDC@bihar.gov.in, Website: <http://www.WCDC.bih.nic.in>

Dear Sir

Empanelment of Communication and Advertising Agency

We _____ (Name of the Company) have submitted our proposal for participating in EOIdated _____ for Empanelment of Communication and Advertising Agency. We also confirm having read and understood the terms and conditions of the EOI as well as the scope of work and requirements.

As per the terms and conditions of EOI, we nominate Mr./Ms. _____ designated as _____ of our company to participate in the empanelment and submission of proposal process. WCDC shall contact the above-named official for any and all matters relating to the bidding process.

We, hereby, confirm that we will honor the actions placed by Mr./Ms. _____ on behalf of the company in the empanelment and submission of proposal process. We agree and understand that WCDC may debar us from participating in future tenders/bids for failure of any kind on our part.

Signature with company seal	Name of Authorized Representative:
Name:	
Company/Organisation:	Designation of Authorized Representative:
Designation within company/ Organisation:	Signature of Authorized Representative:
Address of company/Organisation:	Verified by: