

**REQUEST FOR PROPOSAL**

**For Creative Agency Empanelment (Based on Technical Bid).**

**About HLPPT:**

We are a not-for profit organization promoted by HLL Lifecare Limited (a Government of India Enterprise) and registered under the Travancore Cochin Charitable Trust Act in 1992.

We have been supporting implementation of Reproductive and Child Health, HIV and AIDS Prevention, Care and Support programmes in partnership with Ministry of Health and Family Welfare (MoHFW), Government of India, State Governments and International Development agencies. Since 1992, HLPPT continues to contribute towards achieving the National Health and Family Welfare development goals.

We serve in both technical and advisory capacity for implementation of different projects and programs ongoing in various States of India - Assam, Andhra Pradesh, Chhattisgarh, Delhi, Gujarat, Haryana, Himachal Pradesh, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Orissa, Punjab, Rajasthan, Uttar Pradesh, Uttrakhand and West Bengal.

Our 700+ strong professionals bring onboard multi-disciplinary technical expertise of Public Health, Research, Program Management, Hospital Management, Community Development, Capacity Building, Social Marketing, Behavior Change Communication, and Monitoring & Evaluation. Our corporate office is based at NOIDA-Delhi NCR and it functions through regional offices at Assam, Bhopal, Bangalore, Lucknow, Mumbai, Hyderabad, Raipur, Bihar, Chattisgarh, Orissa and Trivandrum.

**Name & Signature of Authorised Signatory**

**Name & Seal of the Firm/ Agency**

**Address:**

**Telephone/ Fax**

**Scope of work: Development of IEC & IPC material, Brand/Product Development, Print, TVCs and Radio spots, Pre-test of IEC and IPC material , Social Research, Baseline, Midterm and End line Study, Events & Activations and any other activity as may be mutually agreed between the Parties.**

**Inviting Proposals:**

As a part of our various projects/ assignments, HLPPT is looking for a competent agency/firm to design & develop its product & services basket with design and development of products & communication material.

The basic brief/ inputs for the jobs shall be provided by HLPPT.

The technical proposal may be submitted in sealed covers with “Technical Bid” clearly written on the envelopes.

**Please note that the financial proposal will be called only from the technically acceptable/qualified agencies as per the job basis.**

Agencies bidding for the above work will provide evidence of similar work carried out earlier with agencies of repute (Govt and non-govt).

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**Terms and conditions**

(To be signed on each page and enclosed with technical bid)

1. The bidder should have an annual minimum turnover of Rs. 20 Lacs per annum as average of last three financial years.
2. The applying firm must have PAN (Permanent Account Number) and be registered with the Sales Tax / Value Added Tax, Service Tax and the documents for the same are to be provided.
3. Turnover certificate duly audited by a chartered Accountant or audited financial statements of last 3 financial years has to be attached with the technical bid.
4. Bidders should provide brief profile of their work experience for the last three years along with the samples of work done earlier with the client list.
5. The above RFP is for design & development of Brand & Communication material/ campaigns of HLPPT.
6. The Technical and Financial quotations (when called for) will be appraised by internal committee formed by HLPPT management.

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7. HLPPT shall without prejudice to its other remedies under the contract, deduct from the Contract Price, as Liquidated Damages a sum equivalent to 15% of the contract price for delay in performance up to a maximum deduction of 20% of the contract Price. Once the maximum is reached, HLPPT may consider termination of the contract and can forfeit the security amount.
8. In case of delay on the part of HLPPT in providing the approvals, the time of delivery will be extended by equal number of days.
9. HLPPT also reserves the right to carryout inspection/visit of the production/agency at any point of time during the period of contract.
10. In the event of award of contract the bidder shall be able to start services within 15 days of award of contract as per the job schedule provided by HLPPT. If the services are not supplied within specified timeline penalty clause will be applicable.
11. Technically qualified agencies would be considered for further discussion.
12. All the technical proposals received will be opened and evaluated by a committee formed by HLPPT using the following criteria:
  - Samples/ Similar work done (Product/Brand Development, designing of IEC & IPC material)/ story board / layout/ campaign/ script treatment suggestions.
  - The agency's / vendor's relevant experience and capacity in independently carrying out the assignment
  - Key accomplishments of the production house/ core management team on similar projects implemented in the past.
  - Total turnover for the cumulative last three financial years.
  - Past Experience with Govt Agency/NGO/Development Sector with supporting documents like copy of work order or performance certificate from the client.
  - List of Clientele.
  - Any other criteria decided by the committee.

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**N.B:** Please be noted that a detailed price/ cost proposal will be asked for, after completion of the evaluation process, from the short-listed production houses.

13. The agencies not qualified in the technical evaluation by the committee will not be entertained for financial bid.
14. HLPPT reserves the right for extending or curtailing any activity at any point of time (if required) as per programme requirement.
15. Management Reserves the right to award the work to more than one Agency as per requirement.
16. HLPPT management reserves the right to exclusive copyright ownership of creative developed for HLPPT and the agency shall provide the open complete artwork or any supporting (in hard copy as well as soft copy) as desired by the management.
17. HLPPT management reserves the right to use the creative developed by the agency in any means whatsoever including but not limited to modifications as it deems fit for the purpose of its communication needs.
18. HLPPT management reserves the right to shortlist more than two agencies for the said assignment/ empanelment.
19. Management reserves the right to issue multiple work order from time to time to the selected agencies (as per requirement).
20. **The agency needs to submit the filled 'Technical Bid' (Annexure 1) in sealed envelopes by superscribing as "For Creative Agency Empanelment."** Separate envelope needs to be submitted for more than one activity, if applied by the agency/s.
21. **The entire bid needs to reach by 6:00 p.m. on 10<sup>th</sup> May 2017 and addressed to:**  
**Manager- Administration**  
**Hindustan Latex family Planning promotion Trust**  
**B-14 A, Second Floor, Sector 62, Noida, Pin- 201307.**

**Name & Signature of Authorised Signatory**

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22. Agencies would not be allowed to further subcontract, partial/full of the work will be assigned to them.
23. Any RFP with inadequate information and those which do not meet the eligible criteria or received after the closing date will not be considered.
24. The RFP should be sent with capability statement with company profile & infrastructure suitable for implementing the applied activities.
25. The bidder has to submit along with his technical bid a copy of the terms and Conditions (all pages) and the technical bidding format duly filled, signed by the authority and stamped on all pages indicating their unqualified acceptance.
26. The Agencies should also submit an undertaking (Annexure-2) duly signed & Stamped.

We agree and abide by all terms and conditions as mentioned above including the validity of the offer

**Utmost confidentiality of the data provided shall be maintained.**

**Name & Signature of Authorised Signatory**

**Name & Seal of the Firm/ Agency**

**Address:**

**Telephone/ Fax**

**HINDUSTAN LATEX FAMILY PLANNING PROMOTION TRUST**  
**B-14A, 2<sup>ND</sup> FLOOR, SECTOR 62,NOIDA (U.P.) -201301**

**For Creative Agency Empanelment.**

**ANNEXURE- 1: TECHNICAL BID FORMAT**

Agencies are requested to send following documents in following format:

<b>Sl. No</b>	<b>Company Profile</b>	<b>Submitted (Yes/No)</b>
<b>1.</b>	a) Name of the Bidder	
	b) Full postal address	
	c) Full address of the premises	
	d) Telephone number	
	e) Email address	
	f) Contact Person Details	
<b>2.</b>	<b>List of Clients and Phone no.</b>	

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3.	1)	
4.	2)	
5.	3)	
6.	Sample of the task (Previous work) attached (at least 2 samples)	
7.	Undertaking ( attached- Annuxure-2)	
8.	Service Tax & Pan.No ( photocopy)	
9.	Samples/ Similar work done/ story board / layout/ campaign/ script treatment suggestions.	
10.	The agency's / vendor's relevant experience and capacity in independently carrying out the assignment	
11.	Key accomplishments of the production house/ core management team on similar projects implemented in the past.	
12.	Turnover certificate /Audited financial statements of last 3 years.	
13.	Past Experience with HLPPT/Govt Agency/NGO/Development Sector with supporting documents like copy of work order or performance certificate from the client.	

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**Annexure-2**

**UNDERTAKING FROM VENDORS.**

This has reference to the RFP emailed to us. In response to the RFP, we have submitted our technical bids on..... at your office ..... In connection with the above bids, we hereby declare as under:-

- i- That we are neither related to any of your Trustees, Officers and other employees nor do we have any financial, commercial or other interests with any of the above persons in any capacity whatsoever.
- ii- That we have submitted the bids in the name of M/S.....and declare that no other bids have been submitted by us in the name of any other firms/companies/proprietors/individuals which comes under the same management and related parties.
- iii- We hereby undertakes that in case of any violations to the above declarations at any stage of the contract , HLPPT reserves the sole right to cancel the contract and recover the full value of the contract from us.

For and on behalf of .....

**Name & Signature of Authorised Signatory**

**Name & Seal of the Firm/ Agency**

**Address:**

**Telephone/ Fax**

(Authorized Signatory with company seal /Stamp.)

**Name & Signature of Authorised Signatory**

**Address:**

**Telephone/ Fax**

**Name & Seal of the Firm/ Agency**