

**Cochin Smart Mission Limited
CSML**

Request for Proposal (RFP)

for

**The Selection of
Digital Media Agency: Creative Consultant**

**CSML, JLN Stadium Metro Station, 4th floor, Kaloor
Kochi - 682017**

Notice Inviting Proposals

CSML, invites proposals for the selection Digital Media Agency: Creative Consultant from reputed and established communication agencies for bringing visibility to the project.

The Terms of Reference and Request for Proposal are available at

www.csml.co.in

Last date for the submission of bids: 13-02.2024 15:30 PM

Bid invited by:

Chief Executive Officer, CSML

For any clarifications contact info@csml.co.in.

Ph. No. 0484 2795700

I. No.	Description	Details
1.	Organization	Cochin Smart Mission Limited (CSML)
2.	Project	Smart Cities Mission
3.	NIT No.	File No: CSML/2018/CC/COMM & SM/42
4.	Name of Work	Digital Media Agency: Creative Consultant
5.	Project duration	4 months
6.	Form of Contract and Class of Contract	Single cover bid
7.	Type of Quotation	Item rate - BOQ based contract
8.	Last date of submission of bids	13-02-2024 till 15: 30 hrs
9.	Date & Time for Opening of Bids	14th February 2024 before 15:00 hrs.

10.	Bid Validity	One month
11.	Officer Inviting Bids	Chief Executive Officer, CSML
12.	Method of Selection	Based on the technical and financial evaluation

Digital Media Agency: Creative Consultant

Objective

Social media plays a critical role in citizen engagement, mainly by connecting everyday citizens with the government and making communication more open and transparent. The ever-increasing use of social media has made it necessary for CSML to better the communicate on different social channels to ensure that the information is disseminated and it reaches out to the target audiences.

The digital media agency would help in developing a comprehensive social media strategy on social media including but not limiting to on Twitter, Facebook, Instagram etc. The social media plan may involve development of creative in the form of images, infographics, short films, posts, blogs, etc. This will help CSML to move from managing documents to managing digital information that can be shared, secured, and presented in a way that's most serviceable to the citizens.

Scope of Work

Under the guidance and supervision of the Chef Executive Officer, CSML the agency will be responsible for the following things:

1. Proactively plan and develop creative content in English and Malayalam (stories, photos, advocacy images, contests, campaigns, audio, video, etc.) and production of multimedia content in order to increase awareness, visibility and acceptance of the projects and activities undertaken by the CSML.
2. Maintaining the existing website and social media pages of CSML to facilitate better experience and awareness of projects executed by CSML.
3. Developing monthly posters/ flash videos reels for various platforms
4. Developing offline creatives, offline and online campaigns and brochures
5. Activation ideas and creatives
6. Scripts for different forms like radio and videos
7. Brand visibility
8. The agency shall assess the existing official website of CSML (<https://www.csml.co.in>) and shall responsible to perform the following maintenance activities:

- a Website Content Update and maintenance.
 - b Fixing any bugs/ issues on the website.
 - c Security Updates on the website.
 - d Website restoration in case of any hacking happens in the website.
 - e Adherence to Web Application Audit / Compliance and Approval / Security Features as per MeITy and IT Department, Govt. of Kerala standing orders.
9. Search Engine Optimization(SEO):-
- a Get CSML website listed on page one among top ten. Suggested list of keywords can be used which is related to “smart city, smart cities mission, ministry of housing & urban affairs, smart solution, urban infrastructure, etc”
10. Actively engage with online audiences through social media channels and increase awareness as well as positivity about CSML.
11. Planning and execution of Advertorials and other relevant human-interest stories to communicate the effectiveness and efficiency of CSML
12. Creation of district project wise infographics to communicate the achievements and goals of CSML which will help to provide real ground level data in a nutshell to common man. The same needs to be uploaded on to the website also.
13. Identify and record Outcome of various citizen engagements, Discussion groups and participatory sessions with civil societies. Coordinate and work together with CSML in various Outreach and advocacy programs.
14. Proper photo and video documentation of the projects
15. Social Media Listening
- a. Online Reputation Management (ORM) b. Query management c. Negative feedback tracking d. Tool-based sentiment analysis

Content Calendar to be shared at the beginning of each month and week. the following details have to be mentioned in the calendar. Monthly reports have to be submit along with the monthly invoice for the payment release.

1. Creative/Post to be put up
2. Platform to be posted
3. Time of the post
4. Content for the caption to go along with the creative/post

5. Hashtags to be used
6. Handles to be tagged

The agency has to conduct bi-weekly meetings with the CSML Officials for weekly planning. A dedicated person has to be allocated for CSML to discuss the activities on daily basis.

Minimum Criteria

- a) The Consultant should be a company registered in India under the Companies Act 1956/2013, a partnership firm, or a proprietorship firm offering digital/communication consultancy services across not just conventional media, but content advertising such as in film and new/emerging media in the digital arena and have a minimum experience of at least 3 years in Communication/Digital Marketing.
- b) The Consultant turnover for last 3 consecutive financial years i.e. F.Y. 2020-21, 2021-22 and 2022-23 should be at least Rs. 1cr (sum total of 3 consecutive financial years) as per audited balance sheets.
- c) The Consultant should have accomplished major campaigns of minimum Rs 5.00 lakh and above during each of the last 3 financial years for a single product/service/brand

Eligibilities

1. The Consultant should have a minimum experience of at least 8 years in Communication/Digital Marketing preferably experience in the social sector in which three years (continually) should be in state or central government agencies/PSU.
2. The Consultant should have a registered office in Kochi and shall allocate a dedicated team for CSML to execute communication and digital media campaigns across all digital/media platforms.
3. The Consultant shall not have been blacklisted/debarred by any Central / State Government/Public or Private Sector Undertakings or any related bodies of the media / advertising industry.
4. The Consultant should be able to extend to CSML the same standard of industry credit that it enjoys from different digital platforms. The Consultancy is expected to examine all instructions, terms and specifications of this document. Failure to

furnish all information required as per this document or submission of the proposals not substantially responsive to this document in every respect will be at the consultancy's risk and may result in rejection of the proposal.

CSML reserves the right to waive any kind of eligibility requirements to some or all the Applicants if it decides that such an action is in the interest of the company at large and it will not affect the competition.

Technical Proposal

All claims given in the technical proposal should be substantiated with work orders or relevant documents and work samples

1. Relevant experience letter prescribed in the experience criteria
2. Relevant document (agreement, electricity bill/ telephone bill)
3. Last three-years C A attested /audited financials
4. Company Registration document, if applicable/ partnership deed
5. GST and PAN document
6. The Consultant turnover document for the last 3 consecutive financial years i.e. F.Y. 2020-21, 2021-22, and 2022-23

Financial Proposal

SL No	Item Details	Item Code	Quantity	Rate
(a)	(b)	©	(e)	(f)
1	Creation of digital advertorial to communicate the achievements and plans of CSML	Item 1	30 numbers	
	Static Posts tailored for various platforms, Flash Videos, including trending reels, to enhance engagement Offline Creatives for Print Advertisements, Outdoor Campaign Designs, Poster Designs, 4-Page Brochure			
2	Creating script for radio and video & Making videos with a duration of maximum two minutes (may vary as per the requirements)	Item 2	Each	
3	Maintenance of CSML Official website, SEO as per the SOW.	Item 3	Per month	
4	Adaptation of artwork to suit different media (Print ads of multiple sizes, Hoardings, Bus Panels, Unipoles	Item 4	Each	

5	Management of the social media handles like Facebook, twitter, Instagram & LinkedIn. Content creation and # hashtags promotion (financial calculation will be made as per the calculation of single creative)	Item 5	Months	
6	CSML Branding on Completed Projects: a. Creation of branded assets showcasing successful projects b. Integration of brand identity in project-related materials	Item 6	Per work	

Contract and Terms of Payment

Contract / Work Order

On selection of the consultancy and acceptance of financial quote submitted by the selected consultancy, a Letter of Intent (LOI) would be issued to the consultancy. The consultancy should submit a Letter of Acceptance within ten days from the date of receipt of LOI. Period of contract will be 4 months from the date of appointment by the Chief Executive Officer, CSML

Signing of Agreement

The Successful bidder shall have to enter in to an agreement on Stamp paper of Rs.200/- with CSML for the purpose of executing the work as per the scope of the work mentioned elsewhere in this document. The agreement will incorporate all terms and conditions between the CSML and successful bidder. It will be signed by the successful bidder and the Chief Executive Officer, CSML within 15 days of Letter of Intent.

CSML will issue the Letter of Award (LoA) which will constitute formal commencement of contract.

Terms of Payment

Payment to the selected consultancy would be made on completion of each stage of work. The Creative Consultant can submit invoices after the successful completion of

each stage and part payments can be issued by the month end. The final payment can be made only on completion of the entire work.

Schedule 1 - Cover Letter

Date :

To,

The Chief Executive Officer,
CSML, JLN 4th floor,
Kaloor,
Kochi-682017
Phone: (0484) 2795700

Sub: Request for Proposal for the selection of Digital agency :Creative Consultant for CSML

Dear Sir,

With reference to your Invitation for RFP document dated, we, having examined the Tender document and understood its contents, hereby submit our Proposal for the aforesaid Project and declare the following:

1. The Application is **Unconditional and Unqualified.**
2. All information provided in the Proposal and in the Schedules is true and correct and all documents accompanying such Proposal are true copies of their respective originals.
3. We shall make available to CSML any additional information it may find necessary or require to supplement or authenticate the Proposal.
4. We acknowledge the right of CSML to reject our Proposal without assigning any reason or otherwise and hereby waive our right to challenge the same on any account whatsoever.
5. We declare that we have examined and have no reservations to the Invitation for RFP document, including any Addendum issued by CSML.

6. CSML and/or its authorized representatives are hereby authorized to conduct any inquiries or investigations to verify the statements, documents and information submitted in connection with this Application, and to seek clarification from any of our Clients.
7. We believe that we satisfy the Conditions of Eligibility and meet the requirements as specified in the Invitation for RFP document and are qualified to submit Proposal in accordance with the provisions of Invitation for RFP document.
8. We have enclosed the Original RFP documents duly initialled on all pages as a token of our acceptance of the terms and conditions of the RFP documents.
9. We agree to keep this offer valid for 30 (thirty) days from the Proposal Due Date specified in the Invitation of RFP document.
10. We agree and undertake to proposal by all the terms and conditions of the Invitation of RFP document.
11. In witness thereof, we submit this Proposal under and in accordance with the terms of the Invitation of RFP document.

Yours faithfully,

(Signature of the Authorized signatory)

(Name and designation of the Authorized signatory)

(Name and seal of Applicant)

Schedule 2 Power of Attorney

(On Stamp paper of relevant value)

Know all men by these presents, We.....(name and address of the registered office) do hereby constitute, appoint and authorise Mr./Mrs.(name and residential address) who is presently employed with us and holding the position of as our attorney, to do in our name and on our behalf, all such acts, deeds and things necessary in connection with or incidental to our Request for Proposal for the selection of Creative Communication Consultant for CSML including signing and submission of all documents and providing information/responses to CSML in all matters in connection with our Applicant for the said Assignment.

We hereby agree to ratify all acts, deeds and things lawfully done by our said attorney pursuant to this Power of Attorney and that all acts, deeds and things done by our aforesaid attorney shall and shall always be deemed to have been done by us.

Dated this the Day of 2024 Accepted

For Name & signature
(Name and designation of the person(s) signing on behalf of the Applicant)

Note:

1. The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executant(s) and when it is so required the same should be under common

seal affixed in accordance with the required procedure. Copy of such document should be submitted along with the power of Attorney.

2. Also, wherever required, the Applicant should submit for verification the extract of the charter documents and documents such as a resolution/power of attorney in favour of the Person executing this Power of Attorney for the delegation of power hereunder on behalf of the Applicant.

Schedule 3 Eligible Experience of the Consultant

The following information should be provided in the format below for each reference assignment for which your firm was legally contracted by the Client stated as a corporate entity or as a one of the major Consultant in a consortium.

(NAME OF THE PROJECT)

Name of the Project:		Country
Location within the country		Professional staff & man months provided by our company
Name of the Client		Address of the client
Start Date	Completion Date (Month / Year)	Approximate Project Cost Rs.
Name of the associated firms (if any):		No. of man-months provided by the associated firms
Name of Senior Staff involved:		
<ol style="list-style-type: none"> 1. 2. 3. 		
Description of the Project:		

Description of Actual Services provided

Note : Please provide a copy of Certificate/Work Order/Agreement from the client.

Schedule 4 Financial Capability of the Applicant

Summary of Assets and Liabilities (need to check) based on the Audited Financial Statements for the last three (3) Financial Years (ending March 31)

Sr. No.	Financial Year	Turnover (Rs.in Cr.)
1	2020-21	
2	2021-22	
3	2022-23	
	Average Annual Turnover	

Note:

The Applicants to furnish self-attested copies of audited balance sheets and profit and loss accounts for last three years along with a certificate from Statutory Auditor/ Chartered Accountant to establish minimum average annual turnover from consultancy income required toward Financial Eligibility.

Schedule 5 FORMAT FOR PERFORMANCE SECURITY (PERFORMANCE BANK GUARANTEE)

To

The Chief Executive Officer,
CSML, 4th floor , JLN Stadium Metro Station,
Kaloor
Ernakulam - 682017

WHEREAS _____ [Name and address
of the Consultant] (hereinafter called “the Consultants”) has undertaken, in pursuance of
Letter of Acceptance (LOA) No. _____ dated _____ to provide the
services on terms and conditions set forth in this
Contract_____

[Name of contract and brief description of works) (hereinafter called the “the
Contract”).

AND WHEREAS it has been stipulated by you in the said Contract that the Consultants
shall furnish you with a Bank Guarantee by a Scheduled Bank for the sum specified
therein as security for compliance with his obligations in accordance with the Contract;

AND WHEREAS we have agreed to give the Consultants such a Bank Guarantee;

NOW THEREOF we hereby affirm that we are the Guarantor and responsible to you, on
behalf of the Consultants up to a total of _____ [amount of Guarantee]
_____[in words_____], such sum being payable in the
types and proportions of currencies in which the Contract Price is payable, and we
undertake to pay you such amount in favour of Chief Executive Officer, CSML through our
branch operable at Kochi at _____ (provide the address of the branch at
Kochi) and if invoked, be encashable at
_____, branch of _____ bank at
Kochi, upon your first written demand and without cavil or argument, any sum or sums
within the limits of _____[amount of Guarantee] as aforesaid without your
needing to prove or to show grounds or reasons for your demand for the sum specified

therein. We hereby waive the necessity of your demanding the said debt from the Consultants before presenting us with the demand.

We further agree that no change or addition to or other modification of the terms of the Contract or of the services to be performed there under or of any of the Contract documents which may be made between you and the Consultants shall in any way release us from any liability under this guarantee, and we hereby waive notice of any such change, addition or modification.

The liability of the Bank under this Guarantee shall not be affected by any change in the constitution of the Consultants or of the Bank.

Notwithstanding anything contained herein before, our liability under this guarantee is restricted to Rs. _____ (Rs. _____) and the guarantee shall remain valid till _____. Unless a claim or a demand or a request for extension in writing is made upon us on or before _____ all our liability under this guarantee shall cease.

This guarantee shall be valid until 1 year from the date LoA and shall be extended, before the expiry of 1 year, if required, for a period up to 6 months from the date of completion of assignment by the Consultant.

Signature and Seal of the Guarantor _____

Name and Designation _____

Name of the Bank _____ Address

Date _____

In presence of

1. _____

(Name, Signature & Occupation)

2. _____

(Name, Signature & Occupation)