



**Expression of Interest for Empanelment of
Advertising and Creative Agency For MGNREGA
Publicity Campaign For The Period 2019-20 To
2021-22**

**Rural Development Commissionerate,
Rural Development and Panchayath Raj Department
2nd Floor, 3rd Gate, M.S.Building, Bangalore-560001**

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Agency For MGNREGA Publicity Campaign For The Period 2019-20 To
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Government of Karnataka
Rural Development and Panchayat Raj Department

Expression of Interest (EoI)

File No. RDP 90 EGS 2019 Dated 20-12-2019

Expression of Interest for Advertising & Publicity Agencies for Empanelment as advertising and creative agency under MGNREGA for the period 2019-20 to 2021-22

Rural Development Commissionerate (MGNREGA), Rural Development & Panchayath Raj Department, Government of Karnataka invites Expression of Interest through e-Procurement platform from the reputed Advertising/Creative Agencies for Empanelment as advertising and creative agency for the Rural Development Commissionerate MGNREGA I.E.C. campaign under the following three Categories.

Sl No.	Category	Nature of work
1	Creative works	Design, Layout, Colour, Catchy Content Writing Of Printing Materials, Event Concept And Out Door Publicity.
2	Audio Visual Content	Planning, Design and Execution of 360 ⁰ Mass Media Campaign
3	Social Media	Manage Social Media Handles like Face book, Twitter, Instagram, You Tube, With A Focus On Generating Visual Content of MGNREG scheme.

Calendar of Events for the Expression of Interest:

Sl No.	Activity	Date
1	Start Date for the Submission of EoI	01-01-2020 from 11Hrs.
2	Last date for submission of EoI	31-01-2020 upto 16.00 Hrs.
3	Date of Opening of EoI	03-02-2020 at 11.00Hrs.
4	Date of Technical Presentation	Intimated later

Section: I -Back Ground:-

Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) provides the legal framework for the flagship programme of the Government that directly touches lives of the rural poor and promotes inclusive growth. The Act aims at enhancing livelihood security of households in rural areas of the country by providing one hundred days of guaranteed wage employment in a financial year to every household whose adult members volunteer to do unskilled manual work.

One of the important steps to make MGNREGA a success is the creation of awareness among rural people and other stake holders. Special emphasis needs to be placed on raising awareness among the MGNREGA workers. It should aim at facilitating dissemination of right based provisions of the act to ensure that the workers know their right to demand wage employment and exercise their right by applying for such employment as per their need. Beyond raising awareness, interventions at interpersonal level need to be extended to ensure that individuals are converting their awareness into action. For this, Behavior Change, Communication activities need to be rolled out, at the grass root level.

The key messages of MGNREGA are:

1. MGNREGA guarantees hundred days of wage employment in a financial year, to a rural household whose adult members volunteer to do unskilled manual work.
2. Individual beneficiary oriented works can be taken up on the lands of Scheduled Castes and Scheduled Tribes, small or marginal farmers or beneficiaries of land reforms or beneficiaries under the Pradhanmantri Awaas Yojana of the Government of India.
3. Within 15 days of submitting the application or from the day work is demanded, wage employment will be provided to the applicant.
4. Right to get unemployment allowance in case employment is not provided within fifteen days of submitting the application or from the date when work is sought.
5. Receipt of wages within fifteen days of work done
6. Variety of permissible works which can be taken up by the Gram Panchayats
7. MGNREGA focuses on the economic and social empowerment of women
8. MGNREGA provides "Green" and "Decent" work.
9. Social Audit of MGNREGA works is mandatory, which ensures accountability and transparency
10. MGNREGA works address the climate change vulnerability and protect the farmers from such risks and conserve natural resources.

11. The Gram Sabha is the principal forum for wage seekers to raise their voices and make demands. It is the Gram Sabha and the Gram Panchayat which approves the shelf of works under MGNREGA and fix their priority.

Target Audience :

1. MGNREGA workers / Job Card holders
2. General public
3. Opinion leaders
4. State level authorities
5. District authorities
6. Block/Taluk/GP authorities (including POs and ADs)
7. GP authorities
8. Post office staff
9. Bankers
10. SHG unit members
11. Adolescent school drop outs
12. Beneficiary groups of various development projects implemented in GPs
13. Anganwadi workers

Section II: Objectives:

- 1) Effectively create and deliver the message of MGNREGS to all stakeholders
- 2) Expand visibility of MGNREGS by way of effective branding across the state, through various platforms with special focus on rural wage seekers and public interface touch points.
- 3) To develop BCC (Behavioral change communication) products on a set of communication gaps assessed.
- 4) Sustained connection with people by identifying and engaging stakeholders at various level through ICT platform and increasing the demand for wage and individual work.
- 5) Using media as a tool to disseminate success stories of MGNREGA, across the State.
- 6) Developing and strengthening a system within MGNREGA to respond to media, rather than reacting to them.

Section-III: Scope of work for agencies:

To achieve the above objectives, a Media & Communications strategy is necessary to create awareness, disseminate information, promotion & publicity about the MGNREGA Program, its activities and other components to all stakeholders. In order to

formulate a Media & Communication strategy and to implement a 360° Media Campaign activity, services of a creative agency is required.

I: Creative work:

A) Print media: (Design, Lay Out, Copy Writing And Colour Scheme In Regional Languages According To Cultural Background)

- Newspapers Ads on various activities/events/projects of MGNREGA Program
- Brochures, booklets, leaflets, pamphlets, posters, training material, reports, any other mass communication material, newsletters etc.
- Backdrop, standees, and other publicity materials for events,
- press briefings/conferences, exhibitions, interviews, other exhibition materials etc
- Hoardings, banners, bus/train panels, bus shelters, panels & posters in rail and railway stations, illuminated signage, wall paintings, display panels etc.
- Research/Caricature/News Feature writing on MGNREGA.

B) Audio Visual Content: (Planning, Design and Execution of 360°Mass Media Campaign)

Television

- TV Commercial ads
- Cinema Ads
- Documentary,
- Short film
- Video clips on MGNREGS Success stories
- Viral videos, short films on MGNREGA implementation, projects, value added components/features

(Proofreading and editing final translated versions; providing Commissionerate with a grammatically correct, well-expressed final version of the translated text, usually as a word-processed document.)

Radio

- Radio Jingles(Folk &Commercial)
- Radio Spot (Generic/Specific)
- Ring Back Tone(Mobile caller tune)

Digital creative

- Flash / animated films on MGNREGS implementation
- Info-graphics
- e-Books

C) Social Media :

- Conceptualize the posters to publish in social media.
- Increasing the viewers (rural people) through social media platforms.
- Ensuring regular announcements, live updates and other activities of the department programs
- Regular innovative campaign/event/training/workshop/camps to maintain continuous engagement of targeted audience.
- Regular Ad campaign in Social media.

Section IV: Eligibility criteria:

1. **General Criteria:** The EoI can be responded to only by registered business entities (Competent Licensing Authorities to run Business) with at least two years in business and have their registered/Head office/branch office in Bangalore.
2. No consortia/joint ventures shall be allowed to apply for empanelment.
3. Applicants can apply for one Category or all the three categories. The Applicants are required to submit separate applications for each category.
4. **Qualification criteria (Minimum Requirement)**
 - A) **Certificate of Registration:** Agency must be currently Empanelled and or enlisted with Information and Public Relation Department, GoK, and enlistment must have validity.
 - B) **Past Experience:** The Agency should have a minimum experience of 2 years (at least Rs. 1 crore works per year) in Govt/PSU/Corporate sector on Content Creation, Analytics, Executing campaigns, Print & Electronic media advertisement, designing, printing outdoor & indoor display material, Production of Video documentation, Short film, Jingles and Social media areas. The work done certificates should be submitted.
 - C) **Financial turnover:-** The minimum financial turnover should not be less than Rs.2 crore in total in last Two years. The certified financial turn over certificates from the chartered Accountants shall be submitted.
 - D) **Certificates:-** Bidder must have valid TIN/PAN and GST Registration number and attach as a documentary proof with the Tender.
 - E) **Manpower Strength (25 on roll employees):-** Should have adequate personnel to handle multi-lingual, multi-media campaign. In-house Proficiency, translation and proof readers of Kannada & English is a must requirement. Supporting document such as PF list of employees etc.

- F) Should not be blacklisted /debarred/suspended/banned by any Department of State or Central Government/PSU on the last date of filing of responses to this EOI. A Self Declaration stating to this effect is required to be signed by authorized signatory of the agency with seal.
5. Details of Programmes & Events and Publication carried out by the Agency in the last 2 years shall be Uploaded/submitted in EoI.
6. Declaration in the format given in Annexure I
7. Details of Qualification criteria as given in Annexure II
8. Checklist to EoI in the format given at Annexure III
9. Any other supporting information that is relevant to the proposal.

10. Disqualification:

Rural Development Commissionerate may at its sole discretion and at any time disqualify any applicant during the evaluation of application if the applicant:

- Made misleading or false representations in the forms, statements and attachments submitted in proof of the eligibility requirements;
- Exhibited a record of poor performance such as abandoning works, not properly completing the contractual obligations, inordinately delaying completion or financial failures, etc. in any project in the preceding two years;
- Submitted an application that is not accompanied by required proper documentation or is non-responsive;
- Failed to provide clarifications related thereto, when sought;
- Declared ineligible/blacklisted by the Government of India/State/UT Government;

Section V: Evaluation and empanelment process:

In order to empanel advertising and creative agencies, the MGNREGA Commissionerate will constitute an Evaluation Committee to evaluate the proposals submitted for detailed scrutiny. During evaluation of proposals MGNREGA may at its discretion, ask the bidders for clarification on their applications. The process for empanelment is as given below-

1.0 Technical Evaluation process:

- 1.0.1 Scrutiny of eligibility criteria mentioned in Clause 4 of Section IV for responsiveness to the EoI will be done by the Evaluation Committee to determine whether the documents have been properly signed, fulfillment of qualification criteria and all relevant papers submitted and whether the

response to EoI is generally in order. The Evaluation Committee can seek additional information from the applicants, if needed. The response to the EoI which were not conforming to requirements of financial turnover, office location and past work experience record will be rejected.

1.0.2 The selection of agencies will be based on the Evaluation / Decision of the technical bids by the Evaluation Committee.

1.0.3 The technical evaluation will be done on the basis of following criteria as per document submitted and technical presentation. Each of the Criteria will be allocated a particular marks based on which the final technical score will be calculated.

1.0.4 The qualifying score will be fixed 50 marks out of 100 for the uploaded documents for the EoI. Remaining 50 marks is fixed to presentation.

Sl.No.	Technical Capacity criteria	Marks
1.	Bidder must have valid TIN/PAN and GST Registration number as a documentary proof	5
2.	Relevant Experience as advertising agency in outdoor Creative work, Advertising/Event management for 2 years	20
3.	Empanelled and or enlisted with Information and Public Relation Department, GoK, and enlistment must have validity.	10
4.	The financial turnover should be not less than Rs. 2 crore in total in last Two years	5
5.	Manpower Strength (25 on roll employees):-	10
6.	Presentation as per Section III Scope of Works	50

1.05 Applicants eligible as per qualifying conditions will be short listed based on the information provided by them. The short listed agencies will be invited to make a presentation to the Evaluation committee. The notice for short listing of agencies for technical presentation will be intimated individually and will be uploaded on the Departmental website www.rdpr.kar.nic.in

1.06 Agency who qualify in the technical evaluation will be ranked on the basis of merit and they will be selected for empanelment as explained below.

1.1 Duration of the Empanelment: The Rural Development Commissionerate (MGNREGA) proposes to appoint the Creative, Audio & Visual content & Social Media Management Agency for a period of Three year, subject to annual review. The initial appointment shall be for a period of One year, however, at the discretion of the Department, the appointment can be extended for a further period of one year at a time if the services are found to be satisfactory and subject to performance review of the Agency.

Section -VI: Possession of Rights:

1. The content and concept developed is the exclusive property of the Rural Development Commissionerate(MGNREGS).
2. The Agency shall not show/submit any of content developed by department in any place or any competition or in any programme till the same is approved by the department for public dissemination/viewing.
3. The Agency shall not disclose or share any information related to MGNREGS projects without prior approval of the department.
4. The electronic media gadgets (Hard disk/Drive, Pen drive, DVD, etc.) used shall be handed over to department at the end of every assignment.

Section-VII: Deliverables:

The Creative work, Audio & Visual content & Social media management shall be done in Kannada and English languages.

Sl.No	Monthly Deliverables	Time Duration
1. Creative Work:		
1.	Newspapers Ads on various Research/Caricature/News Feature writing on MGNREGA	Two Days
2.	Activities/events/projects of MGNREGA Program	One Week
3.	Brochures, booklets, leaflets, pamphlets, posters, training material, reports, any other mass communication material, newsletters etc.	Two Days
4.	Backdrop, standees, and other publicity materials for events,	Two Days
5.	Hoardings, banners, bus/train panels, bus shelters, panels & posters in rail and railway stations, illuminated signage, wall paintings, display panels etc.	One Week
6.	press briefings/conferences, exhibitions, interviews, other exhibition materials etc	One Day
2. Audio & Visual Content		
1	TV Commercials ads, Cinema Ads	15 Days
2	Viral videos, Video clips on MGNREGS Success stories	One week
3	Documentary, Short film (30 Second, 60 Second, 120 Second, 180 Second & 5 Minutes, 10 Minutes)	One Month
4	Radio Jingles(Folk &Commercial) (30 Second of 60 Second) Radio Spot (Generic/Specific) (60 Second) Ring Back Tone(Mobile caller tune)(30 Second)	One Week

5	Digital creative <ul style="list-style-type: none"> • Flash /animated films on MGNREGS implementation (60 Second, 120 Second) • Info-graphics • e-Books 	One Month
3.Social Media		
1.	Management of dept. of social media including Facebook, Twitter, Youtube, instagram minimum 50 posts +20 videos per month.	Everyday
2.	Campaigns	
3.	Digital activations -Pledge Campaign or district specific campaigns	
4.	Content creations	
5.	Regular updates and management of dept. website	
6.	Content creation of the sourced content from whats app groups	
7.	Training and workshop ...Presentations for consultants As per action plan	

Section -VIII: Termination / Withdrawal

- a. Without prejudice to any other right or remedy it may have, either party may terminate this Agreement at any time by giving one month advance notice in writing to the other party.
- b. MGNREGA reserves the right to withdraw/ terminate empanelment of applicant in any of following circumstances:
 1. Applicant becomes insolvent, bankrupt, resolution is passed for the winding up of the applicant' organization
 2. Information provided to the Department is found to be incorrect;
 3. Empanelment conditions are not met within the specified time period;
 4. Misleading claims about the empanelment status are made;
 5. Clear evidence is received that empanelled agency has breached copyright laws/ plagiarized from another source;
- c. If the agency does not execute the contract to the satisfaction of the Department then the Department may invoke any or all of the following clause.
 1. Terminate the contract without any liability of MGNREGA towards the empanelled agency.

Section IX: Disclaimer

1. This EoI is not an offer by the MGNREGA, but an invitation to receive responses from eligible interested applicants as creative work, Audio visual content and Social media for the MGNREGA. The MGNREGA will empanel limited applicants who fulfill the eligibility criteria. No contractual obligation whatsoever shall arise from this process.
2. The evaluation shall be strictly based on the information and supporting documents provided by the applicants in the application submitted by them. It is the responsibility of the applicants to provide all supporting documents necessary to fulfill the mandatory eligibility criteria. In case, information required by the Department is not provided by applicant, Department may choose to proceed with evaluation based on information provided and shall not request the applicant for further information. Hence, responsibility for providing information as required in this form lies solely with applicant.
3. **Binding Clause:** - All decisions taken by the RD Commissionerate regarding this contract shall be final and binding on all concerned parties.
4. **Agency's Integrity:** - The Agency is responsible for and obliged to conduct all contracted activities as defined in the scope of work in accordance with the Contract.
5. **Agency's Obligations:** - The Agency is obliged to work closely with the Commissionerate staff, act within its own authority and abide by directives issued by the RD Commissionerate.
6. The Agency will abide by the job safety measures prevalent and will free the MGNREGA from all demands or responsibilities arising from accidents or loss of life the cause of which is the Agency's negligence. The Agency will pay all indemnities arising from such incidents and will not hold the MGNREGA responsible or obligated.
7. The Agency is responsible for managing the activities of its personnel or sub contracted personnel and will hold itself responsible for any misdemeanor.
8. The Agency will treat as confidential all data and information about the RD Commissionerate, obtained in the execution of its responsibilities, in strict confidence and will not reveal such information to any other party without the prior written approval of the RD Commissionerate.

Section X : SPECIFIC TERMS AND CONDITIONS:

1. RD Commissionerate will have right to drop any agency without assigning any reason whatsoever. RD Commissionerate also reserves the right to modify the term and conditions for empanelment.
2. The advertising agency is expected to maintain high level of professional ethics and will not act in any manner, which is detrimental to RD Commissionerate interest. Agency will maintain confidentiality on matters disclosed till proper instruction is issued for publication.
3. The agency should be able to execute orders at short notices and even on holidays.
4. Agency should have resources with proficiency and proof-reading facilities in Kannada & English Languages
5. Selection of artwork will be entirely on RD Commissionerate discretion
6. Artwork/ Commercial once selected will be the property of MGNREGA and it can be repeatedly used in different media like print, outdoor, electronic etc without seeking permission from concerned advertising agencies or paying any commission/ fees/royalty.
7. Agency has to provide original soft copy of open file to RD Commissionerate. The agency cannot use the concept, artwork for other clients once RD Commissionerate selects it.
8. MGNREGA reserves the right to make necessary modification to the selected artwork, concept, etc.
9. MGNREGA reserves the right for rejection of any/all applications without assigning any reason whatsoever. All decisions taken by RD Commissionerate would be final and no further representation in this regard will be entertained.
10. **After finalization of agencies for empanelment, the Financial Tender will be floated among the Selected prequalified Agencies.**
11. RD Commissionerate also reserves the right to employ any agency outside of the list of empanelled agencies.

For any Additional information may please Contact Joint Director (Technical), Rural Development Commisionerate, RD & PR Department, GoK, during Office Hours.(Contact No. 080-22342162)

Daksh
20-12-19
Joint Director (Technical)
Cum-Tender Inviting Authority,
Rural Development Commissionerate,
RD & PR Department.GoK

ANNEXURE I: Qualification Criteria

I: DECLARATION (ON THE RESPONDENT'S LETTER HEAD)

DECLARATION

- i. I, _____ (Name & Designation) solemnly affirm that the facts stated above are correct and nothing has been withheld. If any information submitted above, is found to be false or fabricated, I may be liable to be debarred from empanelment.
- ii. I permit MGNREGA to inspect my records to ascertain the above facts.
- iii. I permit MGNREGA to cross check the above facts from any other source.
- iv. I or my authorized representative, if required by MGNREGA, would make a presentation before the duly constituted Committee at my own cost.
- v. I will abide by the decision of MGNREGA regarding empanelment.
- vi. I have read & understood the EoI and agree to all the terms & conditions stated therein.

SIGNATURE

Full name and designation:

Date:

(Seal of organization)

ANNEXURE II: Qualification Criteria:

S No.	Description	Detail
1	Name of the Agency with Address and Phone No.	
2	Office Address with Proof	Upload document
3	Valid TIN/PAN and GST Registration number	Copies of Certificates to be uploaded.
4	Certificate of Registration	Agency must be currently Empanelled and or enlisted with Information and Public Relation Department, GoK, and enlistment must have validity.
5	Audited Balance Sheet	Certified Copies of Audited Balance Sheet for the FY 2017-18 & 2018-19 is to be uploaded
6	Financial Turn Over	Certified copies from CA for the FY 2017-18 & 2018-19 is to be uploaded
7	Manpower Strength (25 on roll employees):-	Supporting document such as EPF- list of employees etc to be uploaded
8	Details of Blacklisted/ debarred/ sus pended/banned from business dealings by Any Ministry of State/central Governement/PSU	Self Declaration certificate is to be Uploaded

9. Five best projects, the final creatives, images, photographs, completion certificate, Work Order etc. (Please submit the relevant case study in the format Objective, strategy, Media mix,outcome)

S No.	Name of the Client	Sector	Year	Value of work
1				
2				
3				
4				
5				

Signature.....

Certified By, in the capacity of.....

Duly authorized to sign Proposal for

And on behalf of.....

Date..... Place.....

ANNEXURE III:

CHECKLIST FOR UPLOADING OF DOCUMENTS IN RESPONSE TO EoI

SI No.	Detail	Yes/No
1	Certificate of Registration/Incorporation. PAN, TIN & Service Tax Registration	
2	Certified Annual Turnover FY2017-18 & 2018-19 as per category	
3	Proof of Presence in Bangalore (Address proof)	
4	Dedicated team to service MGNREGA (EPF list & CVs of the team intended to be deployed)	
5	A declaration stating that agency has not been blacklisted/debarred/suspended by any State/Central Government/PSU	
6	Duly signed Annexure I	

Signature.....

Certified By, in the capacity of.....

Duly authorized to sign Proposal for

And on behalf of.....

Date.....

Place.....