

Appointment of Creative Agency

By The

**National Highways & Infrastructure Development Corporation Ltd.
(NHIDCL)**

Request for Proposal [RFP]
(File No. NHIDCL/HQ/Creative agency/2020 dated 28th January, 2020)

Pre-bid Meeting: 06th February, 2020, 1100 Hrs.
Last date for submission: 12th February, 2020, 1500 hrs.

HR & Administration Division,

National Highways & Infrastructure Development Corporation Limited

**3rd floor, PTI Building,
4-Parliament Street
New Delhi – 110001.**

SECTION 1: INSTRUCTIONS TO CREATIVE AGENCIES

1.1 Introduction

1.1.1 National Highways and Infrastructure Development Corporation is a fully owned company of the Ministry of Road Transport & Highways (MoRTH), Government of India. The company promotes surveys, establishes, designs, builds, operates, maintains and upgrades National Highways and Strategic Roads including interconnecting roads in parts of the country which share international boundaries with neighboring countries. The regional connectivity so enhanced would promote cross border trade and commerce and help safeguard India's international borders. This would lead to the formation of a more integrated and economically consolidated South and South East Asia. In addition, there would be overall economic benefits for the local population and help integrate the peripheral areas with the mainstream in a more robust manner.

1.1.2. NHIDCL intends to appoint a reputed **Creative Agency** for providing a Creative/Communication strategy and designs etc to the Ministry of Road Transport and Highways & its allied agencies and conceptualizing, preparing, multimedia publicity materials and collaterals.

1.1.3. The Creative Agency would be appointed for a period of two **years, extendable for another one year** subject to a yearly review and with the provision that services of the agency may be dispensed with at any time, giving three month notice, in the event of non-performance, under-performance or any other reason which would be specified.

1.1.4 Interested Creative Agencies are invited to submit their proposals for the assignment, which must include the following, as detailed subsequently in this document:

- (i) Pre-qualification bid.
- (ii) Technical Proposal.
- (iii) Financial Proposal.

1.1.5 It may be noted that

- (i) The costs of preparing the proposal are not reimbursable and
- (ii) NHIDCL is not bound to accept any of the proposals submitted.

1.1.6 The Creative Agencies are required to provide professional, objective, and impartial service and at all times hold NHIDCL **interests paramount, without any consideration for future work** and strictly **avoid conflicts with other assignments or their own corporate interests.**

1.1.7. Agencies have an obligation to disclose any situation of actual or potential conflict that impacts their capacity to serve the best interests of NHIDCL, or that may be reasonably perceived as having this effect. Failure to disclose such situations by the Agency may lead to disqualification of the Agency or termination of the contract.

1.1.8. Agencies must observe the highest standards of ethics during the selection and execution of the contract. NHIDCL 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 of time, 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.

1.2 Minimum Eligibility Criteria

The agencies submitting the bids should fulfill, the below given Minimum **Eligibility Criteria** to qualify for making the technical presentation:-

- 1.2.1 The bidding agency should be a registered company.
- 1.2.2 The bidding agency must be in possession of a valid GST Certification.
- 1.2.3 The bidding agency must have a valid PAN Number
- 1.2.4 The bidding agency must have been in operation for a minimum of 3 years, as on 1st January, 2020, in designing / production of creatives / commercials for various media including print, TV, radio, online, outdoor etc. as well as publicity material including brochures, posters, maps, calendars, coffee table book etc.
- 1.2.5 The bidding agency must have a cumulative revenue from creative work should not include any medial release billings) equivalent to Rs. **10.00 crore** or above in the last three financial years (2016-17, 2017-18 & 2018-19). In addition, the creative agency should have handled at least one creative account in any field, with revenue of over **Rs. 1.5 crore**, in any one of the last three years (i.e. during 2016-17, 2017-18 & 2018-19).
- 1.2.6 The bidding agency should be able to provide a qualified Servicing and Creative team, for undertaking the Creative work and campaigns of NHIDCL. The Creative Agency would provide dedicated resource for day to day coordination with NHIDCL.
- 1.2.7 The Bidder should not be under a **Declaration of Ineligibility for corrupt or fraudulent practices** with any Government departments/ agencies/ Ministries or PSU's and should not be blacklisted by any Government departments/agency/ Ministries or PSUs.
- 1.2.8 The bidding agency should agree to undertake the assignment in accordance with the Scope of Work.
- 1.2.9 The bidding agency should submit Earnest Money Deposit as specified in this RFP document.

1.3 Scope of Work

1.3.1 The selected agency should be able to provide a creative communication/strategy and designs etc., to the MoRTH & its allied agencies including conceptualizing and preparing multimedia publicity materials and collaterals. The agency would also be responsible for taking over the content, inventory of films and other creatives from the creative agency which handled the account of MoRTH, NHIDCL and maintaining the same.

1.3.2. **Designing and production of creatives** for the print, television, radio, online, outdoor and other media **during the contractual period** as detailed below, on themes / subjects to be decided in consultation with NHIDCL as indicated below :-

- (a) **Print creatives** -including advertorials, for release in newspapers/dailies/magazines (*1 advertisement of any size or 1 page advertorial of any size would be treated as one creative*)
- (b) **Creatives for outdoor/on line media campaigns**, on themes that would be identified by the MoRTH. Creatives would be produced either with fresh shoot or through outright purchase of image. Thus the images used in the creative would become all time property of NHIDCL and the copyright of these images would rest with NHIDCL for all time).

(c) **Radio spots of 60/30 sec. each** and with smaller edits, for the domestic market on themes that would be decided by NHIDCL as per the requirement.

(d) **Television Commercials (TVC)/ Films of 30 second duration, 60 second and 3 minutes each.** The TVCs/films to be produced would be of international quality, comparable with the existing TVCs/films of the leading organizations. The contents of the TVCs/ would be created using existing footage or fresh shoot. Thus the images used in the creative would become all time property of NHIDCL and the copyright of these images would rest with NHIDCL for all times. The TVCs/films would be produced on turnkey basis.

The creatives would, at times, be required to be provided at very short notice.

1.3.3. Designing of other publicity material and collaterals, including brochures, posters, calendar etc. during the contractual period as detailed below, on themes / subjects to be decided in consultation with NHIDCL. This would entail supervision of printing of the publicity material by printing agency(ies) identified by NHIDCL, to ensure quality of production.

The break-up of the work to be undertaken during contractual period, is indicated against each item:-

(a) **Designs for posters on identified themes**, with high quality, printable images (includes procurement of images, content / copy writing, designing etc.). The images used in the posters would become all time property of NHIDCL and the copyright of these images would rest with NHIDCL .

(b)Designing of brochures (comprising between 32-40 pages) on identified themes/subjects, in English and Hindi, with a high quality, printable images in each brochure. This includes creation of content, copy writing, photograph procurement and getting the content approved from experts. The agency should supply the content of the text along with open files and vignettes.

(c)Designing of Promotional Wall & Desk Calendar on identified theme each year. The images used in the calendar would become all time property of NHIDCL and the copyright of these images would rest with NHIDCL for all time

(d) Designing of Coffee Table Books of 100 pages, 150 pages, and 200 pages.

1.3.4 Photo-shoot

The agency would be required to assign photo-shoots for the photo-bank of the MoRTH/NHIDCL. The agency would be required to provide **high resolution photographs of acceptable quality**, to the MoRTH/NHIDCL, by commissioning a photographer for fresh photo-shoot.

The photo-shoot should cover projects / products as per the brief given by NHIDCL. The photographs would be of a resolution of 600 DPI or more and should be expandable to a large bill-board size. The agency should submit a quote for undertaking the photo-shoot per location for 1 project in the financial bid for evaluation purpose. The same quote would be applicable for undertaking similar photo-shoots in other projects of which would be finalized by NHIDCL during the contract period. A composite quote for photo-shoot should be given which should include cost towards hiring of photographer, obtaining permits, travelling, lodging, boarding etc.. No additional expenditure on this account would be considered at a later stage.

1.3.5. Other related and miscellaneous work including

(i) Adaptation & Replication of creatives produced for the print, television, outdoor, online, other media for use, as per the requirement of publications, channels, outdoor sites, websites & portals, etc. **The creative agency would also be required to carry out adaptation and replication of creatives as per the requirements of offices as well.**

ii) Translation of the domestic print /outdoor creatives, the domestic radio spots into Indian languages.

(iii) Development of logos as may be required from time to time.

(iv) Providing final print ready files/artworks for the creative campaigns of NHIDCL and MoRTH.

(v) Preparing and maintaining an inventory of Television Commercials, Films, Images and creatives of NHIDCL/MoRTH.

(vi) Any other studio/creative work like image/color correction, layout changes, that may be assigned by the MoRTH/NHIDCL from time to time.

1.3.6. For any additional creative work relating to production of creative material and designing of publicity material as enumerated in paras 1.3.2, 1.3.3, 1.3.4 & 1.3.5 above, payment will be made on the basis of the item-wise costs submitted by the Agency in their Financial Proposal. For any other additional work, pertaining to items of work included in the Scope of Work, any other printing/ production work, payment will be made on the basis of cost estimates to be submitted by the agency, with rate reasonability of the same to be decided by a Committee constituted for the purpose.

1.3.7 Important Information

a. The full copyright of all creative and publicity material produced, would rest with NHIDCL for all time use. This would include full copyright of images used in the creative and publicity material.

b. All creative and publicity material designed / produced will be of international quality, comparable with the existing creative and publicity material of NHIDCL.

c. The Agency will ensure submission of required creatives / publicity material and any other work undertaken within the time frame that would be conveyed by NHIDCL for each work assigned.

1.4 Pre Bid Meeting

1.4.1 A pre-bid meeting will be held for the interested bidders in the Conference Room, NHIDCL 3rd floor, PTI Building, 4- Parliament street New Delhi -110001 at **11.00 hrs. on 06th February, 2020** for clarifications required on any aspect pertaining to the RFP Document. Any change in the pre-bid meeting schedule will be notified on the NHIDCL website www.nhidcl.com. The pre-bid queries if any should be sent to NHIDCL prior to the meeting till, **04th February, 2020, 17.00 hrs.** as per the following format :-

S.no.	RFP No.	Clause	page no.	Current requirement	Clarifications requested

The queries shall be sent on or before due date to the following email address:-

anup.purkayastha@gov.in

1.4.2 Based on discussions held during the pre-bid meeting, amendments / clarifications in the RFP Document will be hosted on the websites of NHIDCL (www.nhidcl.com) and on e-procure website of NHIDCL, (<https://eprocure.gov.in/cppp>) by **18.00 hrs on 10th February, 2020.**

1.5 Guidelines for Preparation of Proposals

1.5.1 Agencies are required to submit their bids in 2 sealed packets as per the details given below:-

- (a) First envelope:- Pre-qualification bid (envelope should be super scribed as '**Pre-qualification bid for appointment of Creative Agency**')
(b) Second envelope:- Technical bid (This envelope should be super scribed as '**Technical packet for appointment of Creative Agency**')
(c) Financial bid to be uploaded on <https://eprocure.gov.in/cppp> .

The two sealed envelopes as mentioned above should be kept in a bigger envelope to be super scribed as **Pre-qualification, technical and financial Bid for appointment of creative agency** with due date of submission. The Bottom Left corner of the outer cover should carry the full name, address, telephone nos. e-mail ID etc. of the agency submitting the Proposal.

The outer sealed envelope containing the sealed Pre-Qualification, Technical and Financial bids should be addressed to:

General Manager (HR)
National Highways & Infrastructure Development Corporation Ltd.
3rd floor PTI building
4, Parliament Street,
New Delhi – 110 001

1.5.2 **Pre Qualification Bid would** contain documents related to Minimum Eligibility Criteria of the agency bidding. The bidder must submit following valid documents:-

- i. A letter of Pre-Qualification Bid: The covering letter should be submitted on letter head signed by authorized signatory as per *format at Annexure 1*.