

SAURASHTRA GRAMIN BANK
(Sponsored by State Bank of India)

**Head Office: S.J.Palace,
Gopalnagar,
Dhebar Road,
Rajkot 360002**

Phone: 0281-2371128, 0281-2362608

Fax: 0281-2371127

Website: www.sgbrrb.org

“Financial Literacy Campaign through Street Play Phase-IV”

Request for proposal (RFP)

| | |
|--|--|
| Opening date for submission of proposal | 25.05.2015 |
| Last date for submission of proposal | 10.06.2015 |
| Address for communication | SAURASHTRA GRAMIN BANK (Sponsored by State Bank of India) Head Office: S.J.Palace, Gopalnagar, Dhebar Road, Rajkot 360002 |

Project:

Financial Literacy Campaign through Street Play Phase-IV

Purchaser

**SAURASHTRA GRAMIN BANK
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**Head Office: S.J.Palace,
Gopalnagar,**

**Dhebar Road,
Rajkot 360002**

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Request for Proposal for Financial Literacy Campaign through Street Plays Phase-IV

(550 Street Plays i.e. 50 street plays in each District of Saurashtra)

Proposals are invited from Acting Academies having experience of handling /performing street plays, Dramas, Ad. Films and Documentary Films for “Financial Literacy Campaign”

Project detail:

Financial Literacy Campaign through Street Play

Objective: The objective is to reach a rural people through Street Play in Gujarati language with an intention to spread financial literacy for creating awareness for the importance of having a bank account, motivating the rural masses towards the need for saving, pension, insurance, other banking products, RuPay cards, wealth management and role of Business Correspondent, seeding of Aadhar Card for Direct Benefit Transfer etc.

The project is for all Districts of Saurashtra.

Work Specifications:

- The campaign team will have to cover 2 villages everyday with team of artists and required instruments in vehicle arranged by them.
- Agency will have to compose a song, in line with promotion of Financial Literacy and its recording to be managed by Agency and this theme song to be played in the villages to attract the crowd before street play.
- The Script of street play would be written by the Agency in consonance and approval of the Bank with focus on issues mentioned in ‘objective’ herein above.
- Route of villages will be finalized in consultation with approval of SGB, Head Office, Rajkot.

General Terms and Conditions (To be enclosed with technical bid)

1. The bidder should submit the proposal in a sealed cover, super-scribing “Financial Literacy campaign through Street Play Phase –IV” on it, and containing the following documents mentioned in term & conditions and proposal with costing per village for all districts.
2. The bidder Academy/Group should have handled annual project amounting minimum of Rs.5 Lac per annum as average of last three financial years. (proof thereof required)
3. The applying academy must have PAN (Permanent Account Number) and registered as per registration rules of Govt. of Gujarat.
4. Proof of last three years certificate for project amount handled by Agency duly certified by Charter Accountant is required to be submitted with the technical bid.
5. Bidders should provide brief profile of their work experience for the last three years along with the photographs of street plays, Dramas, Ad. Films and Documentary Films execution work done earlier with the client list as also the list of likely actors/players

with brief on experience. Certificate/ documents evidencing past major projects year wise for the last 3 years should be enclosed.

6. Saurashtra Gramin Bank reserves the right to accept/reject/select one or more academy and to cancel the bidding process any or all bids at any time prior to award of contract without thereby incurring any liability to the affected bidders.
7. The tender will be appraised by internal committee formed by Saurashtra Gramin Bank management.
8. Saurashtra Gramin Bank shall without prejudice to its remedies under the contract, deduct from the Contract Price, as Liquidated Damages a sum equivalent to 2.5% of the price of agreed unperformed Services or for delay of each day until actual delivery or performance , up to a maximum deduction of 20% of the contract price.
9. In case of delay on the part of Saurashtra Gramin Bank in providing the approvals the time of execution of work will be extended by equal number of days.
10. Saurashtra Gramin Bank also reserves the right to carryout inspection/visit of the street play at any point of the time during the period of contract.
11. The bidder shall be able to start the activities within 20 days of award of contract as per the schedule provided by Saurashtra Gramin Bank.
12. Selection of Agency/Academy/Group would be done by the committee formed by SGB.
13. Technical Evaluation of the bidder agency/group/Academy would be done on the following basis –
 - Experience with Bank/Govt. Agency/NGO/Development Sector with supporting documents like copy of work order or performance certificate from the client.
 - Experience in street plays, drama activities executed in urban & rural areas of the Saurashtra Region.
 - Annual Projects handled – Financial Status of the academy
 - Clientele (including Doordarshan or other TV channels)
14. Final Selection of the agencies would be done on the basis of Technical & Financial Evaluation done by SGB committee.
15. The agencies not qualified in the technical evaluation by the committee will not be entertained for financial bid.
16. Saurashtra Gramin Bank reserves the right for extending or curtailing any activity at any point of time (if required) as per programme requirement.
17. Management Reserves the right to award the work to more than one academy as per requirement.
18. Management Reserves the right to issue multiple work order from time to time for any activity to the selected agencies (as per requirement)
19. The academy needs to submit 'Technical Bid' & 'Financial Bid' separately in sealed envelopes by super scribing as 'Technical Proposal for Street Play (annexure -1) and 'Financial Proposal for Street Play' (annexure -2).
20. All the bid needs to reach by 5:00 pm on date – **10.06.2015** and addressed to:
Saurashtra Gramin Bank
S.J.Palace, Gopalnagar,
Dhebar Road
Rajkot – 360 002

Tel: (91) 0281-237938

Fax: (91) 0281 – 2371127

21. Non-refundable Tender fees of Rs.1,000/- and EMD of Rs. 20,000/- (as security deposit), total Rs. 21,000/- should be credited in one entry in our Current A/c. No.66002647728 with SBI, Gymkhana Branch, Rajkot. IFSC: SBIN0060070. Proof of Credit of Rs.21,000/- should be scanned and attached to technical bid. The tender offer without non-refundable fee and EMD will be rejected. The tenders received after due date will not be accepted. Earnest Money Deposit of Rs.20,000/- shall be returned to non-successful bidders within a fortnight of financial bid while successful bidders will be refunded EMD after completion of project.
22. Earnest Money Deposit amount of Rs.20,000/- can also be submitted through a Bank Guarantee of Nationalized and scheduled Commercial Banks Excluding Co-operative Banks or Demand Draft issued in favor of Saurashtra Gramin Bank, Head Office, Rajkot. If EMD amount is submitted through Bank Guarantee then separate confirmation letter in favor of Saurashtra Gramin Bank for authenticity of issued Bank Guarantee by issuing Bank must be submitted by vendor along with the Bank Guarantee.
23. Academies would not be allowed to further subcontract, partial/full of the work will be assigned to them.
24. The rate quoted must be inclusive of cost of transportation, hiring of actors/players, their costumes, make up, musical instruments, public announcement system and loud speakers as also to be inclusive of all Taxes/levies/Postal/courier charges etc.
25. The rate quoted by the academy must be valid up to **31.03.2017**.
26. Saurashtra Gramin Bank reserves the right to award the work order to the second highest scoring academy in the event the first highest scoring academy backs out after final discussions.
27. Any RFP with inadequate information and those which do not meet the eligible criteria or received after the closing date will not be considered.
28. The RFP should send with capability statement with agency/troupe profile & infrastructure suitable for implementing the applied activities.
29. The bidder has to submit along with his technical bid a copy of the terms & conditions (all pages) and the technical bidding format duly filled, signed by the authority and stamped on all pages indicating their unqualified acceptance.
30. The agencies should also submit an undertaking (Annexure – 30 duly signed & Stamped along with their constitution agreement and names and contact numbers, PAN numbers of the persons responsible on behalf of Agency/Academy/Group.
31. During Financial Literacy Campaign, our office will not be responsible for any loss (man made / natural / force majeure clause) to the vehicle or any harm to the organization / academy's actors / personnel.
32. Academy will have to replace & orient the actors in case of sickness or any hardship of regular staff within 24 hours to avoid delay and inform this office immediately in writing & telephonically.
33. In case of any delay related circumstances, the final decision will be of the Saurashtra Gramin Bank.
34. Academy will have to depute one person to coordinate smooth day-to-day liaisoning of Financial Literacy Campaign with the Bank.

Structure

After verification of documents, attached with the proposal as per checklist, experience and rates indicated will be considered for awarding of the work.

- After receiving the work order, awarded organization Agency will have to finish all necessary procedures within 15 days.
- After completion of all procedures regarding above, the organization will have to start project within 20 days under consultation with the bank.
- The play/drama to blend/include element of comedy in script presentation of Financial Literacy message to the public.

Documentation:

A final printed document with detailed qualitative and quantitative reports of the activities (maximum 100 pages) with soft copy will have to be submitted by the academy.

Payment:

- Payment will be made after completing every 50 street plays up to 550 Street Plays in Phase IV.
- Documents required releasing the payment:
 - a. Bill/Invoice mentioning Permanent Account Number of Income Tax.
 - b. Documentary proof of the street plays completed as per work order
 - c. Applicable TDS deduction (if not provided Bank will deduct at the prevailing rates of other services i.e. 12.36%)

Check list of supporting documents at the time of submission of proposal

| Sr. No. | Name of Documents | Yes | No |
|----------------|---|------------|-----------|
| 1 | Proposal with costing per village | | |
| 2 | Profile of the Organization | | |
| 3 | Experience of similar work with photographs | | |
| 4 | Organization must have office in Rajkot | | |
| 5 | PAN No. | | |
| 6 | Service Tax No. | | |
| 7 | Service Tax last (2011-12) year return copy | | |
| 8 | Organization must have history of having undertaken project & having been panel for similar activity in the past of Rs.5.00 lakh per annum and above (documentation thereof). | | |

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| 9 | If the party has in-house capacity to develop audio jingles, audio creative, which can be played for the public (relevant documents for the same may be submitted). | | |
| 10 | Details of special awards appreciation letter, if any from govt. Department/Banks. | | |

Note: All photocopies must be submitted duly self certified as TRUE copy.

We agree and abide by all terms and conditions as mentioned above offer utmost confidentiality of the data provided shall be maintained. The contents and idea of this project will not be replicated elsewhere without explicit consent of Saurashtra Gramin Bank, Head Office, Rajkot.

Signature of Authorised Signatory

Name & Seal of the Academy

SAURASHTRA GRAMIN BANK
Head Office, Rajkot

Annexure – 1: Technical Bid Format

| Sr. No. | SPECIFICATION (TECHNICAL) | ACADEMY'S RESPONSE |
|---------|--|--------------------|
| 1 | Selected Academy will carry a good Audio-Visual display unit comprising: AP System An Amplifier 2 speakers 3 Mikes (1 wired with stand + 1 Cordless as applicable) Generator with Fuel (To be provided for uninterrupted) | |
| 2 | Selected Academy should have their own arrangement for travelling & transportation of actors, instruments, etc. | |
| 3 | Crew Members will undertake following activities- Pre-Program Publicity through announcements in surrounding areas/villages. Number of Street Plays per Day – 2 Street Plays Merchandising at shops and outlets in the village/area where the show is planned Recording of interviews/comments of the Audience. | |
| 4 | The Academy should have a crew of minimum 4 trained artist | |
| 5 | The play would be approved by SGB after seeing the demo at mutually agreed place. | |
| 6 | Academy would be ready to work in either/a mix of selected urban area, semi urban area, rural area | |
| 7 | The academy will have to follow the tour programme as agreed upon, any deviation from it would not be entertained | |
| 8 | Street Play performers would wear proper costumes dresses for effective impact of program. The cost of costumes as approved in | |

| | | |
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| | final bid/settlement and make up expenses to be borne by the agency/Academy/Group. | |
| 9 | Academy will provide minimum Two photographs of each show with digital date and time | |
| 10 | Penalty clause would be incorporated if the team does not reach at the scheduled spot/specified time or does not perform for designated no. of hrs. | |
| 11 | Past experience of the academy in the work or Rural/Urban advertisement/Media Implementation would be given preference. Please give details | |
| 12 | Details of the major clients. (annexure may be attached) | |
| 13 | Management reserves the right to award the work to more than one academy (on the basis of quality consideration/experience of the academy) in addition to rates parameters. | |
| 14 | Constitution of the agency whether Proprietor ship/Partnership/company. Give details of proprietor/partner/Directors. | |
| 15 | Number of years the academy is engaged in similar line of activities. | |
| 16 | Name of firms engaged in similar line of activity wherein party/proprietor/partner/Director are having business interest | |

For detailing asked information in the above format, the same may be annexed /provided in additional sheets.

Please Note:

Form must be complete in all respects; incomplete forms are liable to be rejected. The form must be submitted on or before due date and time.

Annexure-2: Financial Bid Format

We are submitting below the lowest quotation for the above after understanding completely the technical specifications and other terms & conditions relating to time frame, quality explained to me by the project committee.

| Sr. No. | SPECIFICATIONS (FINANCIAL) | ACADEMY'S RATE/REMARKS |
|---------|---|------------------------|
| 1 | Rates quoted will be inclusive of cost of hiring of actors/players, their costumes, make up, musical instruments, public announcement system and loud speakers as also to be inclusive of all taxes, duties, levies, transportation, vehicle cost and other cost etc. | |
| 2 | TDS as applicable will deduced as per Income Tax Rules | |
| 3 | Payment will be through local cheque/NEFT | |
| 4 | Certified bills will be submitted for completed cycle | |
| 5 | Payment will be released within 15 days after submission of complete bill One cycle will be of 15 days (actual working days) | |
| 6 | Penalty clauses will apply as per the conditions in the work order: the decision of the SGB/Project management shall be final and binding in this regards | |

Cost Implications

The interested academy should consider following criteria for cost calculation of the activity:

| Sr. No. | Broad Heads | Details of Activities/Heads |
|---------|--|---|
| 1 | Costumes and make up of Artist/players | Suitable costumes and makeup to suit the characters to be arranged by the academy/Group/Agency |
| 2 | Equipments | Activity van with driver and 1 Helper PA System An Amplifier 2 speakers 3 Mikes (1 wired with stand + 1 Cordless) Generator with Fuel (to be provided for uninterrupted) |
| 3 | Street Play | Main Activity- <ul style="list-style-type: none">• Number of Shows per day – 2• Number of Crew Members – 4 artist (Cost including lodging, travel etc) |
| 4 | Photographs | 2 colored photographs (Postcard Size) of Each show with details of date and time |

Financial Format

| Sr. No. | Particulars | Amount (Rs.) |
|---------|---|--------------|
| 1 | Cost of one street play for AMRELI District | |
| 2 | Cost of one street play for BHAVNAGAR District | |
| 3 | Cost of one street play for BOTAD District | |
| 4 | Cost of one street play for DEVBHOOMI DWARKA District | |
| 5 | Cost of one street play for GIR SOMNATH District | |
| 6 | Cost of one street play for JAMNAGAR District | |
| 7 | Cost of one street play for JUNAGADH District | |
| 8 | Cost of one street play for MORBI District | |

| | | |
|----|--|--|
| 9 | Cost of one street play for PORBANDAR District | |
| 10 | Cost of one street play for RAJKOT District | |
| 11 | Cost of one street play for SURENDRANAGAR District | |
| 12 | Cost of Script Writing* | |
| 13 | Song & Music* | |
| | Song Writing | |
| | Singer | |
| | Studio/Music | |

*The Cost of script writing and song & music should be one time cost.

1. Form must be complete in all respects; incomplete forms are liable to be rejected.
2. The form must be duly signed and sealed.
3. The form must be submitted on or before due date and time.

Annexure – 3

Undertaking from Vendor/Agency/Academy/Group

This has reference to the RFP published in the website of Saurashtra Gramin Bank on _____ In response to the RFP, we have submitted our technical & financial 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 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, Saurashtra Gramin Bank reserves the sole right to cancel the contract and recover the full value of the contract from us.

For and on behalf of _____
(Authorised signatory with company seal/stamp)