



# **REQUEST FOR PROPOSAL FOR APPOINTMENT OF PUBLIC RELATIONS AGENCY**

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**14<sup>th</sup> June 2019**

**Pension Fund Regulatory and Development Authority**

**B-14/A, Chatrapati Shivaji Bhawan, Qutab Institutional Area, Katwaria  
Sarai, New Delhi- 110016**

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## DISCLAIMER

1. This document is being published in order to enable the applicants/bidders to make an offer for selection of a Public Relations Agency by Pension Fund Regulatory and Development Authority (PFRDA).
2. This document does not constitute nor should it be interpreted as an offer or invitation for the selection described herein.
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5. Accordingly, interested recipients should carry out an independent assessment and analysis of the requirements and of the information, facts and observations contained herein.
6. PFRDA makes no representation or warranty and shall incur no liability under any law, statute, rules or regulations on any claim the potential Bidder may make in case of failure to understand the requirement and respond to the RFP Document.

PFRDA may, in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information in this RFP Document.

7. This document has not been filed, registered or approved in any jurisdiction. Recipients of this document should inform themselves and observe any applicable legal requirement.
8. This document constitutes no form of commitment on the part of PFRDA.
9. Furthermore, this document confers neither the right nor an expectation on any party to participate in the proposed selection of a Public Relations Agency.
10. When any proposal is submitted pursuant to this RFP, it shall be presumed by PFRDA that the bidder has fully ascertained and ensured about its eligibility to render services as a Public Relations Agency. In the event of the same being selected ultimately to act as such, under the respective governing laws and regulatory regimen and that there is no statutory or regulatory prohibition or impediment to acting as such and suffers no disability in law or otherwise to act as such.
11. The appointment of a Public Relations Agency shall not create a principal agent relationship between PFRDA and the service provider (PR Agency).

## 1. Introduction

- 1.1 The Central Government had introduced National Pension System (NPS) mandatorily for its employees joining its services on or after 01 January 2004 and subsequently the State Governments (except West Bengal) had adopted NPS for its employees. NPS is based on a unique individual Permanent Retirement Account Number (PRAN) created for individual subscribers. In this system, a subscriber periodically accrete savings into his/her Individual Pension Account (either solely or jointly with employer) while he/she is working and utilises the accumulated corpus at retirement to procure a pension for the rest of his/her life.
- 1.2 NPS is also offered on a voluntary basis to all citizens of India under the Unorganized Sector (UoS) Model, Corporate Model and NRI/OCI Model for catering the weaker and economically disadvantaged sections of the society, with their limited investment potential, PFRDA had launched NPS- Lite with Swavalamban benefit in June 2016 and Government of India had given mandate to PFRDA to administer “Atal Pension Yojana (APY)” through Banks, Dept. of Posts and Regional Rural Banks.
- 1.3 Pension Fund Regulatory and Development Authority (PFRDA) was initially established as an interim regulator for NPS vide Government of India notification dated 10<sup>th</sup> October 2003 and subsequently with the passage of the PFRDA Act 2013 and its notification on 1<sup>st</sup> February 2014, PFRDA has been established as the statutory Authority to promote old age income security by establishing, developing and regulating pension funds, to protect the interest of the subscribers to the schemes of pensions funds and for matters connected therewith or incidental thereto. PFRDA has been entrusted with the responsibility to regulate, promote and ensure orderly growth of the NPS and pension schemes to which this PFRDA Act applies and to protect the interests of subscribers of such system and schemes.
- 1.4 PFRDA intends to invite proposals/bids from professional Public Relations (PR) Agency to prepare and execute, in consultation with PFRDA, an effective Public Relations Strategy and Plan for PFRDA for fulfilling its mandate under the PFRDA Act and interested Public Relations (PR) Agencies are invited to submit their proposals/bids in the form of (i) Technical Proposal and (ii) Financial Proposal.
- 1.5 Proposals received in response to this RFP will be evaluated in terms of the conditions laid out herein and the Public Relations (PR) Agency which is thus selected will be required to provide professional, objective, and impartial service at all times, hold PFRDA interests paramount, without any consideration for future work, and strictly avoid conflicts with other assignments or their own corporate interests.

## 2. Pre-Qualification / Eligibility Criteria

2.1 The Bidder/Applicant must fulfil the minimum eligibility criteria enumerated below. Supporting documents as prescribed below are required to be attached with the proposal.

| S<br>I | Criteria  | Supporting Documents  |
|--------|---|---|
| 1      | The bidder shall be a registered company in India under the Companies Act 1956 or a Registered Partnership under the Partnership Act, 1932 or Limited Liability Partnership. <i>Proposals from consortiums would not be entertained for this purpose.</i>                 | Certificate of Incorporation/ Registration or Registered Partnership Deed & PAN card, as may be applicable, considering the nature of legal status of the bidder.   |
| 2      | The Public Relations (PR) Agency should have been in the business of providing professional services in the area of public relations in the services sector, preferably financial services, consumer market etc., for at least 3 years, as on 31 <sup>st</sup> March 2019 | MoA/Work orders indicating years of experience and nature of activity/services provided.  |
| 3      | The agency should be the empaneled PR Agency for at least 03 Government Organizations (Government Client/Govt. Departments/ Central, State PSUs / Autonomous Bodies) as on the date of application.   | Work orders and/or Agreement copy   |
| 4      | The agency should be the empaneled PR agency of at least 03 Financial Services Sector/BFSI companies as on the date of application.   | Work orders and/or Agreement copy   |
| 5      | The annual turnover attributed to the PR activity of the Agency should not be less than Rs. 100 lacs in each of the last 3 financial years (F.Y. 2016-17, 2017-18 & 2018-19).   | CA certified statements and Audited/Certified financial statements & annual reports for (F.Y. 2016-17, 2017-18 & 2018-19). Where the revenue segmentation, activity wise, is not available in the financial statements, CA certificate mentioning turnover for PR activities for all the FYs separately should be submitted |
| 6      | Billing for PR activities of Govt. Organizations (Government Client/Govt. Departments/Central, State PSUs / Autonomous Bodies) (During Last F.Y. 2018-19)- Min. Rs.50 Lakh  | Work orders + CA Certified statement for billing of Govt. Organizations.  |
| 7      | The Public Relations (PR) Agency should have a fully functional office in Delhi NCR region.   | Address proof like Telephone, electricity bill, property tax receipt etc.   |
| 8      | The Public Relations (PR) Agency should have minimum no. of 20 manpower resources on permanent basis in the area of public relations strategy plan.   | HR Records and/or salary records/ PF Statements/ Certificate from Head (HR) or Company Secretary  |

- 2.2 Even though the Bidder's may meet the above pre-qualification/eligibility criteria, they are subject to be disqualified at any stage, including post award of contract, in case of following circumstances/ conditions:
- (a) The Bidder has made any false representation including in the forms, statements and attachments submitted in proof of the pre-qualification/eligibility requirements.
  - (b) The Bidder has a record of poor performance such as abandoning of any allotted project, inability to complete any allotted project, delay in completion of any allotted project etc.
  - (c) The Bidder has been black listed by any Government Dept. or organizations or its contract with any organization has been terminated for breach of contract.
- 2.3 An undertaking to this effect is required from the Bidder. If at a later stage it is found that any Bidder has wrongly certified, the bidder shall be liable for action under the applicable laws besides termination of contract.

### **3. Scope of Work for Public Relations (PR) Agency**

- 3.1 Keeping in mind the spread and scope of the regulatory and developmental role of PFRDA, the selected Agency would be expected to design and execute an annual ongoing programme during the tenure of engagement to ensure media visibility through a high impact communication strategy and proactively organizing national and regional media relation programmes.
- 3.2 The objective of the PR strategy would be to enhance awareness and disseminate information regarding the various policies, activities and schemes within the ambit of PFRDA to promote old age income security by establishing, developing and regulating pension funds, protect the interests of subscribers to schemes of pension funds and matters connected therewith or incidental thereto, thereby empowering every citizen of the country to participate in securing their old age income. With this overarching objective, the indicative list of activities to be undertaken would, inter alia, include the following: -
- a) Design an effective and comprehensive Public Relations Strategy
    - Prepare an effective annual Public Relations Strategy for the policies, activities and schemes within the ambit of PFRDA
    - PR strategy, approach, calendar and schedule to be finalized with the approval of PFRDA.

b) Execute the approved PR Strategy through both ongoing initiatives and event specific initiatives

- Keep the media abreast of all important developments related to PFRDA and its activities. The PR agency will proactively identify appropriate media opportunities to highlight business developments and announcements. This could be through press releases, press briefing, media interactions, press conferences, round tables, etc. as appropriate.
- Proactively develop the theme/concept for press meets and work out news releases, articles and other promotional initiatives targeting local, national & international media.
- Organize and conduct press briefings, press conference, press releases, panel discussions, launch research reports etc. which fall within the ambit of PFRDA. This will include targeting the relevant media across India, pre-announcement preparation, drafting the press release & related information, talking points, media list collation, media invites, pan India press release dissemination, etc.
- Arrange for national/regional/local media to cover various events organized by PFRDA or its authorized representatives. Provide a pre-event build up to seminars, workshops, camps and conferences, etc. organized by PFRDA or its authorized representatives in any part of the country.
- Arrange for media coverage of any significant event attended by the Board members or senior management of PFRDA (as specified by PFRDA) in any part of the country.
- The Agency will map opportunities for the leadership team and activities and schemes of PFRDA for consistent media visibility. Target media: Print – national mainline & financial dailies, regional, business and general interest and lifestyle magazines; electronic media – national; online media – as appropriate.
- The agency will create talking points for the media interactions by any employee and/or senior leadership team of PFRDA to be identified and articulated by PR Agency in consultation with PFRDA.

c) PR initiatives through digital media

- The PR agency will develop and submit a customized online PR strategy that would work in tandem with the traditional PR as well as advertising activity to drive traffic to PFRDA's official websites (*pfrda.org.in* & *pensionsanchay.org.in*), creative buzz for NPS and PFRDA, tap into blogosphere discussions relevant to PFRDA, enhance visibility of NPS within value rewarding online magazines, news portals and networking spaces.
- Social Media Intelligence - Monitoring & reporting on the conversations around PFRDA, the pension schemes and activities on social media channels, and advice appropriate action.



- Social Media Engagement – Profile management & modulation for PFRDA and its regulated/administered products, the initiatives of the organization & its spokespersons on social media channels. Conceptualization and development of message content (short video, GIF, Banners, info graphics, greetings, animations etc.) for posting/uploading in social media platforms and websites
- Setting up and updating of pages/blogs, etc. on social media vehicles (such as Facebook, LinkedIn, Twitter, YouTube etc.) and managing the promotion of the NPS and other schemes on these platforms.

d) Document, monitor and assess the impact of the PR strategy

- The Agency would document the messages, develop key messages for different stake holders, develop FAQs, develop profiles & portfolios (spokesperson/PFRDA), develop PFRDA fact sheet, talking points, contributory articles national media lists – sector wise with profiles of journalists. This will be developed for PFRDA and updated on an ongoing basis with every media interaction.
- The Agency will also compile the annual yearbook and PR Analysis study.

e) Others

- The Agency will undertake thought leadership initiatives
- The Agency will highlight the objectives, rationale and relevance of policies/schemes /activities /events of PFRDA, with a view to create awareness for opinion leaders in relevant regions/cities.
- The Agency will be responsible for identifying and suggesting speaker opportunities which would lead to increased awareness or shaping policies and opinions
- The Agency will undertake Strategic Counseling and Spokespersons training
- The Agency is expected to have a close liaison with correspondents, reporters, editors, photographers, think – tanks, critics, trend - setters and other such opinion leaders

### 3.3 Manpower requirement

- a) The Public Relations (PR) Agency should designate a Project Manager who would be the single point contact for handling the account/clients. The Curriculum Vitae of the Project Manager is to be submitted in the format as prescribed in **Annexure- XI** at the time of submission of technical proposal. The Project Manager should have a minimum of 10 years' experience and the strategic depth to interact with senior officials on public relations and related issues, and should hold a decision making position in the selected PR Agency.

- b) The Public Relations Agency should designate one qualified social media executive having at least 5 years' experience in handling social media for managing and maintaining the social media accounts of PFRDA in consultation with PFRDA. The executive is required to be posted at PFRDA office throughout the tenure of the agreement with PR Agency and shall be physically available during the office hours of PFRDA to execute the work exclusively for PFRDA as awarded to the PR Agency. In case of any transitions of the resource persons, it would be the responsibility of the PR Agency to ensure uninterrupted continuance with appropriate trainings and knowledge transfers.
  - c) For successful implementation and execution of PR Strategy/Plan, the selected agency will put in place sufficient resources to ensure timely compliance on the various activities and deliverables as mentioned in **sections 4 of this RFP and Annexure-XII**.
- 3.4 The Agency should have a proven capacity to carry out the scope of work as listed above. The PR programs and delivery mechanism based on PR strategy approved by PFRDA would accordingly include inter-alia;
- a) Press Releases
  - b) Press Interviews
  - c) Media Meeting
  - d) Featured article placement in print/electronic media
  - e) Regional Media coverage
  - f) Vernacular Media coverage
  - g) Speaker opportunities such as roundtable conferences / lectures.
  - h) Electronic Channel Coverage
  - i) Press Conferences / Media briefing.
  - j) News Desk - Setting up the news and content desk for PFRDA.
  - k) Social media engagements, updation, information gathering and social media analysis.
  - l) Develop message content for stakeholders, factsheet, profile/portfolio of journalists, talking points, FAQs, contributory articles, info graphics, short video, GIF, animations etc.
  - m) Compile reports, annual year book, impact analysis of PR activities

#### **4. Deliverables**

- 4.1 The selected bidder would be required to provide continuous ongoing support to PFRDA for implementing all its public relations and social media activities. The PR Agency will design and execute an annual ongoing programme during the tenure of engagement to ensure media visibility, awareness/dissemination/promotion of policies, activities and schemes under the ambit of PFRDA for fulfilling its mandate

under the PFRDA Act. The Public Relations (PR) Agency shall execute an agreement specifying the deliverables (**Annexure-XII**). PFRDA may at its discretion ask the PR Agency to alter the PR plan as per the requirement of PFRDA from time to time.

4.2 The time frame for the deliverables are denoted below: -

| SI | Milestones  | Time of Completion  |
|----|---|---|
| 1  | Issuance of Letter of Award /Contract & Signing                           | T   |
| 2  | Existing Market Analysis and Submission of Public Relations strategy plan | T+ 15 days  |
| 3  | Other deliverables  | As per the Contract/work order and directions issued by PFRDA from time to time |

## 5. RFP Process - Terms and Conditions

### 5.1 Content of RFP Documents

- a) The RFP document should be read in conjunction with any Addendum/corrigendum issued in accordance with **section 5.8** (Amendment of RFP documents) of this RFP document and proceedings of Pre-Bid meeting issued in accordance with **section 5.4** (Pre- Bid meeting) of this RFP.
- b) The bidder is expected to examine all instructions, forms, terms, requirements and other information in this RFP documents. Failure to furnish all information required under this RFP documents or submission of a proposal not substantially responsive to the RFP documents in every aspect would be at the bidder's risk and may result in rejection of its proposal.

### 5.2 Non- Refundable Application Fee

- a) The bidder shall be required to deposit a non-refundable application fee of Rs. 10,000/- (Rupees Ten Thousand only) in the form of Demand Draft/Pay Order from any nationalized or scheduled commercial bank favoring Pension Fund Regulatory and Development Authority and payable at New Delhi alongwith the bid/proposal in a separate sealed envelope.
- b) Bid/Proposal not accompanied with requisite non-refundable application fee shall not be entertained and summarily rejected.

### 5.3 Earnest Money Deposit (EMD) - Bid security

- a) Bidder will have to provide a EMD/Bid security of Rs. 50,000/- (Rupees Fifty Thousand only) by way of either a demand draft/pay order, issued in favour of Pension Fund Regulatory and Development Authority, payable at New Delhi or by making electronic payment through NEFT/RTGS.
- b) In the event of non- submission of the EMD/bid-security money of Rs. 50,000/-, the bid/proposal will be summarily rejected.
- c) No interest will be payable on the EMD/Bid Security amount.
- d) The EMD/bid security amount will be forfeited if upon being declared successful the Bidder refuses to accept the work order or having accepted the work order, fails to carry out its obligations mentioned therein.
- e) The EMD/Bid Security will be refunded to the unsuccessful bidders only after completion of the entire RFP process.
- f) The EMD/Bid security of the successful bidder would be refunded upon submission of Performance Guarantee (PG).

### 5.4 Pre-Bid Meeting

- a) A prospective bidder requiring any clarification on the RFP documents may notify PFRDA in writing at the address indicated in this RFP. The format for the same is prescribed at **Annexure III (MS Word only)**. The same shall also be mailed to [manoj.tiwari@pfrda.org.in](mailto:manoj.tiwari@pfrda.org.in) and [mono.phukon@pfrda.org.in](mailto:mono.phukon@pfrda.org.in) All queries and clarifications should reach PFRDA latest by the date and time as specified in the **section 5.16** of this RFP. Any queries received after the indicated date and time will not be entertained.
- b) The bidders' authorized representatives are invited to attend the Pre-bid meeting at their own cost, which would take place at the venue mentioned below and time as stipulated in this RFP. The maximum number of authorized representatives for each bidder shall not be more than two.

**Venue:**

Pension Fund Regulatory & Development Authority (PFRDA)  
4<sup>th</sup> Floor, Chatrapati Shivaji Bhawan,  
B/14A Qutab Institutional Area,  
New Delhi-110016

- c) PFRDA would provide clarifications to the bidders in the pre-bid meeting only. PFRDA would prepare and send responses/ clarifications to the queries in a consolidated manner and the same will be hosted on the websites of PFRDA [www.pfrda.org.in](http://www.pfrda.org.in). PFRDA will not entertain or respond to bidders' queries after the pre-bid meeting.

#### 5.5 Submission of Proposal

- a) Interested bidders may respond to the RFP and submit their bid/proposal comprising of: -

**Envelope I:** 'Non-refundable application fee' and 'earnest money deposit' in sealed cover super scribing on the right hand side top of the cover as "Non-refundable Application Fee" & "Earnest Money Deposit" **as per section 5.2 and 5.3 of the RFP.**

**Envelope II:** Technical Proposal, including a softcopy on CD-ROM: In a sealed cover super scribing on the right hand side top of the cover as "Technical Proposal" **as per Annexure – I, II, IV, V, X & XI.**

**Envelope III:** Commercial Proposal, in a sealed cover super scribing on the right hand side top of the cover as "Commercial Proposal" **as per Annexure – VI & VII.**

- b) The bidder shall submit a sealed cover consisting of non-refundable application fee, earnest money deposit, two (2) hard copies of the Technical Proposal, softcopy of technical proposal on CD-ROM and the Financial Proposal.
- c) The name of the project, the bidder's name and address, email id and the name of the primary and secondary contact person should be provided on the right hand side of the main sealed proposal/envelope.
- d) There should be an index at the beginning of the proposal detailing the summary of all information contained in the proposal and all the pages of the proposal should be serially numbered. All pages of the Technical and Financial Proposals are to be authenticated by the authorized signatory.
- e) The currency of the proposal and payments shall be in Indian Rupees only. All proposals and correspondence and documents shall be written in English language only.
- f) All eligibility conditions as stipulated **under section 2 of the RFP** shall have to be strictly satisfied on the date of submission of bids and not at a later date.

- g) The original proposal (Technical Proposal and Financial Proposal) shall be prepared in indelible ink. It shall contain no interlineations or overwriting, except as necessary to correct errors made by the bidder itself. Any such corrections must be authenticated by the persons or person who sign(s) the proposals.
- h) No modification/ correction in quotations will be entertained once the commercial bid/proposal is submitted. Bidders are advised to exercise adequate care in quoting the prices/fees. In case of discrepancy between the amounts mentioned in figures and in words, the amount in words shall govern.
- i) The Technical Proposal should not include the cost/financial bid under any circumstances; else it would be summarily rejected. The Financial Bid shall not include any conditions attached to it and any such conditional financial proposal shall be rejected summarily
- j) PFRDA will not accept delivery of proposal by fax or email. Proposals received in such manner shall be treated as defective/invalid and rejected.
- k) The bidder is responsible for all costs incurred in connection with participation in this RFP process, including but not limited to, costs incurred in conduct of informative and other diligence activities, participation in meetings, presentation, preparation of proposal and in providing additional information required by PFRDA. This RFP does not commit PFRDA to award a contract or to engage in negotiations.
- l) The costs of preparing the proposal are not reimbursable and PFRDA is not bound to accept any of the proposals submitted.
- m) All proposals and accompanying documents received within the stipulated time will become the property of PFRDA and will not be returned. The hard copy version will be considered as the official proposal.

#### 5.6 Address and Dateline for Proposal Submission

- a) Proposals should reach PFRDA at the following address not beyond the time limit as **specified in section 5.16 of the RFP:**

*The General Manager (Media),  
Pension Fund Regulatory and Development Authority (PFRDA),  
B-14/A, Chatrapati Shivaji Bhawan, Qutab Institutional Area, Katwaria Sarai,  
New Delhi- 110016*

- b) In case the proposal is submitted by hand, bidders' representative(s) shall sign a register evidencing their attendance.
- a) Bids received after the stipulated date and time or is incomplete, or not in prescribed format or unaccompanied by fees or EMD shall be summarily rejected.
- b) PFRDA will not accept delivery of proposal by fax or email. Proposals received in such manner shall be treated as defective/invalid and rejected.

#### 5.7 Late Bids

Any proposal received by PFRDA after the deadline for submission of proposal prescribed in **Section 5.16 this RFP** shall be summarily rejected and will not be processed further.

#### 5.8 Amendments to the RFP

At any time prior to the deadline for submission of proposals, PFRDA may modify/amend or vary, for any reason deemed necessary, the RFP by an amendment notified on PFRDA website or in writing or by fax or email to all the bidders and such amendment shall be binding on them.

#### 5.9 PFRDA's Right to Terminate the RFP

PFRDA may terminate the RFP process at any time and without assigning any reason. PFRDA makes no commitment, express or implied, that this process will result in a business transaction with anyone. This RFP does not constitute an offer by PFRDA. The bidder's participation in this process may result in PFRDA selecting the bidder to engage in further discussions and negotiations toward execution of a contract. The commencement of such negotiations does not, however, signify a commitment by PFRDA to execute a contract or to continue negotiations. PFRDA may terminate negotiations or cancel or annul the RFP process at any stage prior to signing of the contract with the successful bidder, without assigning any reason.

#### 5.10 Modification, Substitution and Withdrawal of Proposal

No proposal can be withdrawn in the interval between the deadline for submission of proposals and the expiration of the validity period as specified in **section 5.11 of this RFP**. However, bidder is allowed to withdraw his bid documents till deadline for submission of proposals as specified under **section 5.16 of this RFP**. Once the bid documents are submitted, modifications and substitutions in the bid documents shall not be allowed.

### 5.11 Period of Validity of Proposals

- a) The proposals shall be valid for a period of 90 days from the date of opening of the technical proposals. A proposal valid for a shorter period may be rejected as non-responsive.
- b) In exceptional circumstances, at its discretion, PFRDA may solicit the bidder's consent for an extension of the validity period of the proposal. The request and responses shall be made in writing.

### 5.12 Proposal Opening

- a) Total transparency will be observed while opening of proposals. Sealed envelopes of the bids will be opened at the date and time as prescribed in **section 5.16** of this RFP in the presence of authorized representatives of the bidders' who wish to attend the event. The maximum number of authorized representatives for each bidder will not be more than two. The bidder's representative(s) shall sign a register evidencing their attendance. PFRDA reserves the right at all times to postpone or cancel a scheduled RFP opening. The venue for the opening of proposals is as mentioned under **section 5.4 of the RFP**.
- b) Commercial bids of the technically qualified proposals will be opened and only the representatives of the bidders, who have been declared as technically qualified, will be allowed to attend the opening of financial/commercial bids.

### 5.13 Evaluation of Bid/Proposal

- a) Proposals will be examined by an Evaluation cum Selection Committee constituted by PFRDA or its designated representative(s). PFRDA, or such other authority designated by PFRDA, as the case may be, is also referred to herein as the 'Committee'. The evaluation of proposals (technical and financial) will be undertaken in two stages.
- b) The first stage of evaluation would involve examination of the technical proposal by the evaluation cum selection committee of each of the bidder(s) against the qualification/eligibility criteria set out under section 2 of RFP.
- c) Bidders who fulfill the eligibility criteria and have submitted all required documents in their Technical Proposal will be invited to make presentations on their Technical Proposal at a date/time to be specified and conveyed by PFRDA and scores will be assigned by the committee for the technical proposal and presentations made by the bidder.



- d) In the process of examination, evaluation and comparison of proposal, PFRDA may, at its discretion, ask bidder(s) for clarification of its proposal which the bidder will be obliged to furnish in writing failing which its bid is not liable to be evaluated. The bidder(s) are expected to respond/provide the information/clarifications within the stipulated time. The failure to provide the information may lead to disqualification of the bidder.
- e) The Technical Proposal, which includes presentation, will be evaluated by the Committee on the basis of the following criteria: -

| SI       | Criteria  | Maximum Score | Score Parameters   | Bidder Score |
|----------|---|---------------|--|--------------|
| <b>A</b> | <b>Profile of the Bidder</b>  | <b>45</b>     |  |              |
| 1.       | Number of years of experience as Public Relations (PR) Agency in India as on 31-03-2019                               | 15            | 3 yrs. to < 5 yrs: 10<br>5 yrs. to < 10 yrs: 12<br>10 yrs and above: 15  |              |
| 2        | Government Client (Govt. Departments /Central, State PSUs /Autonomous Bodies) as on the date of application.          | 10            | 3 clients: 5<br>3 to 5 clients: 7<br>More than 5 clients: 10   |              |
| 3        | Financial Services Sector/ BFSI clients as on date of application   | 10            | 3 clients: 5<br>3 to 5 clients: 7<br>More than 5 clients: 10   |              |
| 4        | Average Turnover attributed to PR activity of the Company during F.Y. 2015-16, 2016-17, 2018-19                       | 5             | 1Cr. to <5Cr.: 1<br>5 Crs. to < 10 crs: 3<br>10 crs. and above: 5  |              |
| 5        | Billing from PR activity of Govt. Organizations (Govt. client/Dept./Central, State PSU/ Autonomous Bodies) FY 2018-19 | 5             | 50 lacs to <1Cr: 1<br>1 Cr. to < 3 crs: 3<br>3 crs. and above: 5   |              |
| <b>C</b> | <b>Profile of Proposed Resources/ Team</b>  | <b>10</b>     |  |              |
| 1        | Project Manager (minimum experience of at least 10 years in PR Agency)  | 5             | Master Degree = 3 Marks &<br>Post Graduate Diploma/ Graduate with focus on digital marketing and/or marketing and/or journalism & mass communication = 2 Marks |              |
| 2        | Social media executive (Minimum experience of at least 05 years in handling the social media)                         | 5             | Post Graduate Diploma/ Graduate with focus on digital marketing and/or marketing and/or journalism & mass communication = 5 Marks                              |              |
| <b>D</b> | <b>Infrastructure</b>   | <b>20</b>     |  |              |
| 1        | Pan India presence (number of offices in different cities including Delhi-NCR)  | 10            | 2 point for each city maximum of 10 points   |              |

|          |  |            |   |  |
|----------|--|------------|---|--|
|          |  |            |   |  |
| 2        | Manpower resources available   | 10         | 20 to <30: 5<br>30 to <50: 7<br>50 to < 100: 10 |  |
| <b>E</b> | <b>Presentation of a roadmap for management of PR of PFRDA and its Evaluation should include :</b>   | <b>25</b>  |   |  |
| 1        | Strategy to enhance awareness and disseminate information regarding the various policies, activities and schemes within the ambit of PFRDA | 15         | Based on presentation made                      |  |
| 2        | Innovative ideas and suggestions presented   | 10         | Based on presentation made                      |  |
|          | <b>Total</b>   | <b>100</b> |   |  |

- f) The Bidder scoring 70 marks or more in the Technical Evaluation (i.e. 70 out of 100), will be shortlisted for opening of financial bids.
- g) Financial Bids of the shortlisted technically qualified Bidders will be opened in the presence of Bidders authorized representatives on a date /time specified under section 5.16 of the RFP.

#### 5.14 Evaluation Criteria and Identification of Best Evaluated Bid

- a) The Financial bid/proposal of only those bidders (technically qualified) who had scored a minimum of 70 marks on the Technical Proposal would be opened. The final selection will be done on a composite evaluation of the technical score and financial score of the technically qualified bidders. The composite evaluation criteria will be the Quality cum Cost Based System (QCBS) where Technical Bid will get a weightage of 50% and Commercial/Financial Bid will get a weightage of 50%. The methodology of QCBS calculation is as under: -

**Description of variables used:**

ST is the Total Technical Score for each Bid

F is the Commercial Bid Price quoted in the Bid under consideration

FL is the value of lowest Qualifying Commercial Bid Price

Commercial Bid Score (SF) for each Bid shall be computed as:  $SF = 100 \times (FL / F)$

**Total Score (T) for each Bid shall be computed as:**  $T = (0.5 \times ST) + (0.5 \times SF)$

- b) The Bid/Proposal, that obtains the highest Total Score (T) value, will be rated as the Best Value Bid.

### 5.15 Negotiations, Finalization and notification of award

The evaluation cum selection committee shall reserve the right to negotiate with the bidder whose proposal has been ranked 1<sup>st</sup>. If PFRDA is unable to finalize the agreement with the bidder ranked 1<sup>st</sup>, PFRDA may proceed to the next ranked bidder (2<sup>nd</sup>), and so on until a contract is awarded. PFRDA reserves the right to present a contract to the bidder selected for negotiations. Contract will be awarded to the bidder whose proposal conforms to the RFP and is, in the opinion of PFRDA, the most advantageous and provides the best value to the project and other technical factors considered. PFRDA reserves the right to call for a re-bid if, in its opinion, the bids received are not reasonable. The opinion of PFRDA shall be final in this regard. Evaluation will be based on the proposals and any additional information requested by PFRDA. Prior to expiry of the validity period, PFRDA shall notify the successful bidder in writing that its proposal has been accepted.

### 5.16 Key Activities and Dates

The key activities and dates for the purpose of this RFP are mentioned below:

| SL | Key Activities  | Date*                                     |
|----|---|---|
| 1. | Issuance of Request For Proposal (RFP)                | T ( date of issuance of RFP) 14-Jun-2019  |
| 2. | Last date of receiving queries from bidders           | T + 10 days (24-Jun-2019)                 |
| 3. | Pre-Bid Meeting                                       | T + 12 days (26-Jun-2019)                 |
| 4. | Last date and time for submission of proposals        | T + 21 days – 15:00 hrs (05-Jul-2019)     |
| 5. | Technical Proposal opening                            | T + 21 days – 15:30 hrs (05-Jul-2019)     |
| 6. | Financial Proposal opening                            | T + 27 days – (11-Jul-2019)               |
| 7. | Issuance of Letter of Award and Contract finalization | After approval of the competent authority |

\* PFRDA reserves the right to change any date/time mentioned in the schedule above under intimation to all concerned

## 6. **General Terms and Conditions**

### 6.1 Contract Period

PFRDA may award the Contract to the successful bidder for a period of 3 years from the date of signing of the contract, which may be extended at the instance of PFRDA for another period of one year at its sole discretion on the same terms and conditions.

### 6.2 PFRDA's Right to Accept or Reject Any or All Proposals

PFRDA reserves the right to accept or reject any proposal, and to annul the RFP/bidding process and reject all proposals at any time prior to award or signing of contract, without being under any obligation to assign any reasons and without thereby

incurring any financial or other liability to the affected bidder(s) or any obligation to inform the affected bidder(s) of the grounds for PFRDA's action.

### 6.3 Notification of Award

Prior to expiry of the validity period (unless extended), PFRDA will notify the successful bidder in writing that its proposal has been accepted. Upon the successful bidder's furnishing of performance guarantee, contract signing process will be initiated.

### 6.4 Signing of Contract

Once PFRDA notifies the successful bidder that its proposal has been accepted, the successful Bidder shall be required to accept the offer, furnish the required Performance Guarantee and enter into a contract with PFRDA within 15 (fifteen) days from the date of receipt of notification of award of the contract, upon the terms and conditions mentioned therein and based on this RFP.

### 6.5 Performance Guarantee (PG)

- a) The value of Performance Guarantee will be to 10% of the total Contract Value.
- b) The successful bidder shall at its own expense deposit with PFRDA, within fifteen (15) working days of the date of notice of award of the contract or prior to signing of the contract whichever is earlier, an unconditional and irrevocable Performance Guarantee (PG) in the form of a Performance Bank Guarantee or a Fixed Deposit Receipt pledged to PFRDA, from a scheduled commercial bank acceptable to PFRDA, payable on demand, for the due performance and fulfillment of the contract by the bidder.
- c) The Performance Guarantee should remain valid for a period of 120 days beyond the completion of the period of contract or beyond 120 days of any extended period of the contract.
- d) All incidental charges and expenses whatsoever such as premium; commission etc. with respect to the Performance Guarantee shall be borne by the bidder.
- e) In the event of the bidder being unable to service the contract for whatever reason, or breaches the terms and conditions of the contract/RFP, PFRDA shall be entitled to invoke the PG. Notwithstanding and without prejudice to any rights whatsoever of PFRDA under the contract, the proceeds of the PG shall be payable to PFRDA as compensation for the bidder's failure to perform/comply with its obligations under the contract. PFRDA shall notify the bidder in writing of the exercise of its right to receive such amount within 14 days, indicating the contractual obligation(s) for which the bidder is in default.

- f) Before invoking the PG, the Bidder/PR Agency may be given an opportunity to represent before PFRDA. The decision of PFRDA on the representation given by the agency shall be final and binding.
- g) Where the contract is renewed/ extended by PFRDA as the case may be the Bidder/PR Agency shall submit a fresh/extended PG to the satisfaction of PFRDA.
- h) PFRDA shall be entitled to affect recoveries from the Performance Guarantee submitted by PR Agency on account of inadvertence, error, collusion, misconstruction or misstatement on the part of the Bidder/PR Agency.

#### 6.6 Failure to agree with the Terms & Conditions of the RFP

Failure of the successful bidder to agree with the Terms & Conditions of the RFP and the contract shall constitute sufficient grounds for the termination of contract, in which event PFRDA may award the contract to the next best value bidder or call for new proposals and forfeit the EMD.

#### 6.7 Terms of Payment to the Selected Public Relations (PR) Agency

- a) Advance payment will **not** be considered.
- b) 50 percent of the total contract value will be given on monthly basis in 36 equated monthly installments and balance 50 percent on achieving below mentioned milestones.

| Sl. | Milestones  | Payment Schedule<br>(% of total contract value) |
|-----|---|---|
| 1   | The payment will be released in 12 equal quarterly installments of 3.5% each (of contract value) based on achievement of milestones as defined in the contract. | 42%   |
| 2   | Submission of Final Report of all PR campaigns run during the contract period and obtaining work completion certificate from PFRDA                              | 8%  |
|     | <b>Total</b>  | <b>50%</b>                                      |

- c) Payment will be made through electronic transfer of funds to the bank account of the PR Agency in Indian Rupees. The PR Agency shall submit pre-receipted invoices in triplicate, complete in all respects, on the last working day of every month, for necessary settlement.
- d) The periodic/final payment, shall be released only after completion of the required work and on submission of a statement of work having been executed as per the contract and requirements detailed in the RFP Document, or communicated

subsequently by PFRDA. This would include submission of the required campaign evaluation report/final reports/analysis.

- e) Goods and Services Tax shall be paid as applicable and as per actuals.
- f) All out of pocket expenses such as cost of translation (excluding press releases), printing and production jobs specifically ordered (not included in scope of work/deliverables), all third party expenses such as hotel charges for holding press conferences, printing, photography, bulk photocopying, bulk couriering, extra ordinary postage, printing and mounting of backdrop, AV equipment hiring, assignment charges of photographer, are to billed on actual basis which is not included in the Annual Fee quoted. In case of expenses incurred by the staff of the selected bidder on account of travelling out of station in relation to the project work, it shall be reimbursed by PFRDA on submission of vouchers/bills in relation thereto after due verification. The selected bidder will take prior approval of PFRDA for such travelling and estimated expenditure and the same would be based as per the entitlements of Deputy General Manager for Project Manager and for any junior staff will be that of Assistant Manager in PFRDA.
- g) Press release will be provided by PFRDA in English only and it shall be the responsibility of the PR Agency to get it translated in the vernacular language including Hindi without any cost and disseminated to media for coverage of the news in vernacular media.

#### 6.8 Payment of Compensation Clause

Any delays from the time schedule stipulated by PFRDA for items of work listed in the Scope of Work/Deliverable/Agreement would entitle PFRDA for compensation of 1% of the contract value per week, subject to a ceiling of 10% of the contract value, besides other action for non-performance / undue delays, including termination of contract, forfeiture of Performance Guarantee, EMD and blacklisting of the Public Relations (PR) Agency as may be deemed fit by PFRDA.

#### 6.9 Termination of contract

PFRDA may terminate the Contract with the Public Relations (PR) Agency in case of occurrence of any of the events specified below:

- i. If the Public Relations (PR) Agency becomes insolvent or goes into compulsory liquidation.
- ii. If the Public Relations (PR) Agency, in the opinion of PFRDA, has engaged in corrupt or fraudulent practices in competing for or in executing this Contract.
- iii. If the Public Relations (PR) Agency submits to PFRDA a false statement which has a material effect on the rights, obligations or interests of PFRDA.

- iv. If the Public Relations (PR) Agency places itself in position of conflict of interest or fails to disclose promptly any conflict of interest to PFRDA.
- v. If the Public Relations (PR) Agency fails to provide the quality services as envisaged under this Contract or violates any of the clauses of the contract. Reasons for the same would be recorded in writing. In such an occurrence PFRDA shall give a written advance notice of 30 days before terminating the Contract of the Public Relations (PR) Agency.
- vi. By giving 60 days advance notice without assigning any reason.
- vii. Any other reason as may be mentioned in the contract.

#### 6.10 Sub-Contract Clause

The Public Relations (PR) Agency shall neither assign nor transfer, entirely or in part, the obligation derived here from in favor of any third party.

#### 6.11 Exit Management

In the event of expiry of contract term or termination of contract, the Public Relations (PR) Agency would transfer/share all documents, report formats and other data necessary for seamless transfer of process to PFRDA/New Public Relations (PR) Agency as directed by PFRDA.

#### 6.12 Rights over the Work Products/Deliverables & Confidentiality

The ownership including intellectual property rights over all work products/deliverables and other intermediate documents and PR plans provided by Public Relations (PR) Agency in terms of the RFP and under the contract between the parties shall vest with PFRDA. Further all documents submitted by the bidder along with bid and during the presentation shall be the exclusive property of PFRDA which shall not be returned back to the bidder. The Public Relations (PR) Agency shall maintain utmost confidentiality and shall not disclose/part with any deliverables created for the purpose of this agreement to any third party either for commercial or for any other purpose and shall further not disclose any information received by it from PFRDA to any third party and shall maintain strict confidentiality with respect to such information, as may be specified in the contract with PFRDA, failing which it shall be held liable.

#### 6.13 Governing Laws/ Jurisdiction Arbitration

Any matter relating to the appointment of Public Relations (PR) Agency or the procedure for the appointment of the Public Relations (PR) Agency shall be governed by the Laws of Union of India. The dispute relating to such appointments shall be subject to the exclusive jurisdiction of the Courts at New Delhi (with exclusion of all other Courts) which shall have the jurisdiction to decide or adjudicate on any matter or dispute which may arise.

**Annexure I: Bid Letter Format**

Date

The General Manager (Media),  
Pension Fund Regulatory and Development Authority (PFRDA)  
1<sup>st</sup> Floor, B-14/A, Chatrapati Shivaji Bhawan,  
Qutab Institutional Area, Katwaria Sarai,  
New Delhi- 110016

Dear Sir/Madam,

**Ref: Request for proposal for Public Relations (PR) Agency**

Having examined the RFP documents, the receipt of which is hereby duly acknowledged, I/we, the undersigned, offer to provide the services as required and outlined in the RFP for appointment of Public Relations (PR) Agency by PFRDA. We meet the requirements and agree to provide such services as set out in the RFP documents. We attach hereto our response to the RFP document, which constitutes our proposal for being considered for this assignment.

We undertake, if our proposal is accepted, to adhere to the stipulations put forward in the RFP or such adjusted plan as may subsequently be mutually agreed between us and PFRDA or its appointed representatives.

We agree to unconditional acceptance of all the terms and conditions set out in the RFP documents. We confirm that the information contained in this proposal or any part thereof, including its exhibits, schedules, and other documents and instruments delivered or to be delivered to PFRDA is true, accurate, and complete. This proposal includes all information necessary to ensure that the statements therein do not in whole or in part mislead PFRDA as to any material fact. It is hereby confirmed that I/We are entitled to act on behalf of our corporation/company/firm/organization and empowered to sign this documents, which may be required in this connection.

We further understand that the finalized prices will be frozen for a period of three years from the date of entrustment of assignment and that PFRDA may at its discretion ask the Public Relations (PR) Agency to alter the PR plan as per the requirement of PFRDA from time to time.

We shall observe confidentiality of all the information passed on to us in course of the tendering process and shall not use the information for any other purpose than the current tender.

We also understand that PFRDA is not bound to accept the offer either in part or in full. If PFRDA rejects the offer in full or in part, PFRDA may do so without assigning any reasons thereof.

Dated this \_\_\_\_\_ Day of \_\_\_\_\_ 2019.

Authorized Signature [In full and initials]

(in the capacity of)

Duly authorized to sign the RFP Response for and behalf of:  
(Name of the Company) (Seal/Stamp of bidder)  
Address for Correspondence



**Annexure II: No Deviation Certificate**

Date:

To

**The General Manager (Media),**  
Pension Fund Regulatory and Development Authority (PFRDA)  
1<sup>st</sup> Floor, B-14/A, Chatrapati Shivaji Bhawan, Qutab Institutional  
Area, Katwaria Sarai,  
New Delhi- 110016

Dear Sir/Madam,

We understand that any deviation/exception in any form in our bid against the RFP dated ..... may result in rejection of our bid. We, therefore, certify that we do not have any exception/deviation of the RFP clauses anywhere in the bid and we agree that if any deviation is mentioned or noticed, our bid may be rejected.

Yours faithfully,

(Signature of Authorized Signatory)

Name:

Designation:

Company Seal:

**Note: This “No Deviation Certificate” should be written on the letter head of the bidder duly signed and stamped with date by a person competent and having authorized power to bind the bidder.**

**Annexure III: Pre Bid Query Format**

| <b>Sl</b> | <b>Section &amp; Page No.</b> | <b>Clause Requiring Clarification</b> | <b>Clarification Requested/Sought</b> |
|-----------|-------------------------------|---------------------------------------|---------------------------------------|
|           |                               |                                       |                                       |
|           |                               |                                       |                                       |
|           |                               |                                       |                                       |
|           |                               |                                       |                                       |
|           |                               |                                       |                                       |
|           |                               |                                       |                                       |
|           |                               |                                       |                                       |

**Annexure IV: Technical Proposal Letter**

**TECHNICAL PROPOSAL SUBMISSION LETTER**

[Location, Date] From:  
(Name of the Public Relations (PR) Agency)

\_\_\_\_\_  
\_\_\_\_\_

To:  
The General Manager (Media),  
Pension Fund Regulatory and Development Authority (PFRDA)  
1<sup>st</sup> Floor, B-14/A, Chatrapati Shivaji Bhawan, Qutab Institutional  
Area, Katwaria Sarai,  
New Delhi- 110016

**Subject: Appointment of Public Relations (PR) Agency for PFRDA**

Sir / Madam,

I, the undersigned, offer to undertake the assignment of Public Relations (PR) Agency for PFRDA, in accordance with the RFP Document dated .....

I hereby submit my Technical Proposal for the same.

I understand that PFRDA is not bound to accept the proposal received in response to the RFP dated.....

Yours Sincerely,

Signature:  
Name of Public Relations (PR)  
Agency  
Address:

**Annexure V: Format of Technical Proposal****II. FORMAT FOR SUBMISSION OF TECHNICAL PROPOSAL***(Proposal must be indexed and each page numbered)***A. General Information**

| <b><u>S.No.</u></b> | <b><u>Particulars</u></b>  | <b><u>Details</u></b> | <b><u>Name of Supporting Document Submitted</u></b> | <b><u>Page no. of document</u></b> |
|---------------------|--|-----------------------|---|------------------------------------|
| 1.                  | Name of Public Relations (PR) Agency                                 |                       |   |                                    |
| 2.                  | Full Address   |                       |   |                                    |
| 3.                  | Contact Details (Tel. No./ Fax/E-mail)                               |                       |   |                                    |
| 4.                  | Date of Establishment of Entity (enclose evidence)                   |                       |   |                                    |
| 5.                  | Organization Type (Details & enclose Certificate)                    |                       |   |                                    |
| 6.                  | No. of Branches (Enclose details with address proof & Telephone No.) |                       |   |                                    |
| 7.                  | GST Registration Details in the relevant area of work                |                       |   |                                    |
| 8.                  | The annual turnover for the PR Agency                                |                       |   |                                    |

**B. Eligibility Criteria**

| <b><u>S.No.</u></b> | <b><u>Particulars</u></b>   | <b><u>Details</u></b> | <b><u>Name of Supporting Document Submitted</u></b> | <b><u>Page no. of document</u></b> |
|---------------------|---|-----------------------|---|------------------------------------|
| 1.                  | Number of years of experience as Public Relations (PR) Agency   |                       |   |                                    |
| 2.                  | Manpower resources of the organization in the area of PR strategy plan (enclose evidence)                   |                       |   |                                    |
| 3.                  | Annual Turnover of the Agency attributed to PR activity for the last 03 years. (enclose evidence)           |                       |   |                                    |
| 4.                  | Details – Office in NCR (enclose evidence)  |                       |   |                                    |
| 5.                  | Details of Billing for PR activities of Govt. Organizations during Last F.Y. 2018-19 (enclose the evidence) |                       |   |                                    |
| 6.                  | Number of years of experience in PR   |                       |   |                                    |

| <u>S.No.</u> | <u>Particulars</u>  | <u>Details</u> | <u>Name of Supporting Document Submitted</u> | <u>Page no. of document</u> |
|--------------|---|----------------|--|-----------------------------|
|              | activity in financial services/BSFI   |                |  |                             |
| 7.           | Credentials / Qualifications/Accolades  |                |  |                             |
| 8.           | Important Clients handled including 03 Govt Clients and 03 BFSI/Financial Sector Client                       |                |  |                             |
| 9.           | PR related activities undertaken for Govt organizations (atleast three)                                       |                |  |                             |
| 10.          | BFSI/Financial Sector PR activity undertaken (atleast three)  |                |  |                             |
| 11.          | Successful PR Plans handled for other Clients   |                |  |                             |
| 12.          | List of present clients (enclose details)   |                |  |                             |
| 13.          | Details of specialist partners/affiliates/associates, if any  |                |  |                             |
| 14.          | Sources through which the Public Relations (PR) Agency will. access required inputs for the PR Plans of PFRDA |                |  |                             |
| 15.          | CV of the proposed Project Manager to be deployed (enclose CV)  |                |  |                             |
| 16.          | CV of proposed social media executive to be deployed (enclose CV)   |                |  |                             |
| 17.          | Any other relevant information  |                |  |                             |

**C. Documents to be submitted as Enclosures**

| <u>S.No.</u> | <u>Particulars</u>   | <u>Details</u> | <u>Name of Supporting Document Submitted</u> | <u>Page no. of document</u> |
|--------------|--|----------------|--|-----------------------------|
| 1.           | Document(s) in support of number of years of experience in PR Planning/Strategy.   |                |  |                             |
| 2.           | A note on any one of the most effective PR Plans formulated by the Public Relations (PR) Agency for a client(s) during the last three years, with an evaluation of the impact of the campaign. |                |  |                             |
| 3.           | Strategy to enhance awareness and disseminate information regarding the various policies, activities and schemes within the ambit of PFRDA.  |                |  |                             |
| 4.           | Photo copy of PAN Card and latest income tax return.   |                |  |                             |
| 5.           | Earnest Money Deposit (EMD)/ Bid Security in an acceptable form such as Bank Guarantee or Demand Draft from a  |                |  |                             |

|     |  |  |  |  |
|-----|--|--|--|--|
|     | scheduled Bank for Rs. 50,000/- (Rupees Fifty thousand only) drawn in favor of Pension Fund Regulatory and Development Authority, New Delhi.   |  |  |  |
| 6.  | An undertaking on the letterhead of the Public Relations (PR) Agency and signed by the Public Relations (PR) Agency that the Public Relations (PR) Agency will undertake the assignment, in accordance with the Scope of Work detailed in the RFP document or any other work assigned by PFRDA and at the cost submitted by the Public Relations (PR) Agency in the financial proposal (the cost is not to be indicated in the undertaking). |  |  |  |
| 7.  | Non-refundable application fee of Rs. 10000/- as mentioned in section 5.2.   |  |  |  |
| 12. | CD & Hard copy of the technical presentation (to be enclosed in a separate sealed envelope)  |  |  |  |

**Annexure VI: Financial Proposal Letter**

**I. FINANCIAL PROPOSAL SUBMISSION LETTER**

[Location, Date] From:  
(Name of the Public Relations (PR) Agency)

\_\_\_\_\_  
\_\_\_\_\_

To:  
The General Manager (Media),  
Pension Fund Regulatory and Development Authority (PFRDA)  
1<sup>st</sup> Floor, B-14/A, Chatrapati Shivaji Bhawan, Qutab Institutional  
Area, Katwaria Sarai,  
New Delhi- 110016

**Subject : Appointment of Public Relations (PR) Agency for PFRDA**

Sir / Madam,

I/We, the undersigned, offer to undertake the assignment of Public Relations (PR) Agency for PFRDA, in accordance with the RFP document dated ..... and the Technical Proposal. The attached Financial Bid is for the sum of ----- [*Total Amount for three years, in words and figures*]. This amount is exclusive of applicable taxes, which will be claimed as applicable and as per actuals.

The Financial Bid shall be binding upon us, upto the completion of the period of engagement/contract as specified in the RFP document dated .....

I/We understand that PFRDA is not bound to accept any proposal received in response of the RFP dated.....

Yours Sincerely,

Date:

Signature:  
Name of Public Relations (PR) Agency  
Address:

**Annexure VII: Format of Financial Proposal**

**II. FORMAT FOR SUBMISSION OF FINANCIAL PROPOSAL**

**A. Financial Bid for Appointment of Public Relations (PR) Agency by PFRDA**

| <b>S. No</b> | <b>Head</b>                               | <b>Amount in INR (Rs.)</b> |
|--------------|---|----------------------------|
| 1.           | Annual Fee                                |                            |
| 2            | Total Fee for 36 months (Contract period) |                            |

- GST thereupon would be charged for separately and should not be quoted in the above annual fee.

The Fixed Annual Fee quoted above covers costs / expenses of the Public Relations (PR) Agency for undertaking work as detailed in the Scope of Work, deliverables of the RFP document issued by PFRDA.

The Fixed Annual fee will also cover the cost for providing one dedicated social media executive to be placed at the office of PFRDA and the charges of the same and the charges incidental thereto.

The cost quoted will be firm and fixed for the duration of engagement/performance of the contract. At no point of time will any deviation from the quoted rate be entertained by PFRDA

The Annual fee quoted is unconditional.

Authorised Signature Name:  
 ----- Place :-----  
 ----- Date:-----  
 -----



**Annexure VIII: Brief for technical presentation**

Pension Fund Regulatory and Development Authority (PFRDA) was initially established as an interim regulator for NPS vide Government of India notification dated 10th October 2003 and subsequently with the passage of the PFRDA Act 2013 and its notification on 1st February 2014, PFRDA has been established as the statutory Authority to promote old age income security by establishing, developing and regulating pension funds, to protect the interest of the subscribers to the schemes of pensions funds and for matters connected therewith or incidental thereto. PFRDA has been entrusted with the responsibility to regulate, promote and ensure orderly growth of the NPS and pension schemes to which this PFRDA Act applies and to protect the interests of subscribers of such system and schemes.

The PR agency will be required to give a presentation on strategy to enhance awareness and disseminate information regarding the various policies, activities and schemes within the ambit of PFRDA for fulfilling its mandate under the PFRDA Act.

The duration of the presentation time would be ½-hour slot.

**Annexure IX: Declaration cum Certificate**

(On the letterhead of the Agency duly stamped and signed)

TO WHOMSOEVER IT MAY CONCERN

This is to certify that there are no overdue of the agency to any Publication/TV Channel/Radio or any other organization and our Agency has not been backlisted by any Central/State Government/Public Sector Undertakings/Banks/IBA/any other Corporates/any regulatory authority.

Further, this is to certify that our Agency does not have any legal, civil, criminal, taxation and other cases pending against the Company/Agency that may have an impact affecting or compromising the delivery of services required.

Date:

(AUTHORISED SIGNATORY)

NAME:

DESIGNATION:

**Annexure X: Curriculum Vitae Format**

CURRICULUM VITAE (CV) - Proposed Project Manager & Social Media Executive

1. Proposed Position:
2. Name of Agency [Insert name of firm proposing the staff]:
3. Name of Staff [Insert full name]:
4. Date of Birth: Nationality:
5. Education [Indicate college/university and other specialized education of staff member, giving names of institutions, degrees obtained, and dates of obtainment]:
6. Membership of Professional Associations:
7. Other Training [Indicate significant training since degrees under 5 - Education were obtained]:
8. Languages [For each language indicate proficiency: good, fair, or poor in speaking, reading, and writing]:
9. Employment Record [Starting with present position, list in reverse order every employment held by staff member since graduation, giving for each employment see format here below: dates of employment, name of employing organization, positions held.

From [Year]: To [Year]:

Employer:

Positions held:

10. Detailed Tasks Assigned in PR activities
11. Work Undertaken that Best Illustrates capability to Handle Tasks Assigned
  - a) List all tasks to be performed under this assignment
  - b) Among the assignments in which the staffs have been involved, indicate the following information for those assignments that best illustrate staff

capability to handle the tasks listed under point 10.]

(i) Name of assignment or project:

(ii) Year:

(iii) Location:

(iv) Client:

(v) Main project features:

(vi) Positions held:

(vii) Activities performed:

Signature & Date.

**Annexure XI: Deliverables as per section 4 of the RFP**

|  |  |
|--|--|
| <b>Strategic Counsel and Overall Servicing</b>           | <ul style="list-style-type: none"> <li>• Design and implementation of communication strategies</li> <li>• Ideation and define clear plan of action,</li> <li>• Provide communication counsel and advice</li> </ul>   |
| <b>Planning and Account Management</b>                   | <ul style="list-style-type: none"> <li>• Developing a monthly plan for the entire campaign for forthcoming month</li> <li>• Provide monthly reporting,</li> <li>• Monthly review meeting with senior management</li> </ul>   |
| <b>Relationship Building Meetings/ Press Interviews</b>  | <ul style="list-style-type: none"> <li>• Identifying relevant journalists from mainlines, financial, trade and regional publications, Regional magazines</li> <li>• Drafting Journalist/Publication backgrounder</li> <li>• Briefing Spokesperson</li> <li>• Spokesperson, client &amp; media liaison</li> <li>• Set up &amp; attend the meeting</li> <li>• Follow up with media on attendance and feedback</li> </ul>   |
| <b>Media Outreach – National and Regional Media</b>      | <p><b>National and regional media</b></p> <ul style="list-style-type: none"> <li>• Identify key media across categories in major markets that PFRDA will work with during the duration of its Public Relations campaign</li> <li>• Introduce the organization to them and ensure their support during the engagement period</li> <li>• Close liaison with correspondents, reporters, editors, photographers</li> <li>• Regular engagement with regional media to facilitate strong rapport between regional media and PFRDA.</li> <li>• Facilitate regular meetings with the senior editors, journalists.</li> </ul>   |
| <b>Media Releases/Press Releases</b>                     | <ul style="list-style-type: none"> <li>• Prepare media releases on the basis of brief given by PFRDA</li> </ul>  |
| <b>Influencer Identification, Engagement, Management</b> | <ul style="list-style-type: none"> <li>• Identifying influencers across the proposed categories</li> <li>• Engagement and coordination with the influencers</li> </ul>   |
| <b>Speaker Opportunities</b>                             | <ul style="list-style-type: none"> <li>• Identify relevant platforms for spokesperson <ul style="list-style-type: none"> <li>- Industry Bodies like CII, FICCI</li> <li>- Media conclaves like HT leadership summit</li> </ul> </li> </ul>   |
| <b>Media Monitoring</b>                                  | <ul style="list-style-type: none"> <li>• Clippings on PFRDA and related articles will be sent electronically and through specific CRM whose access would be exclusive to PFRDA.</li> <li>• Soft Copy (CD) report compilation of leading national and regional newspapers, national magazine articles on coverage about client by 10th of next month.</li> </ul>  |
| <b>Feature Articles Placement</b>                        | <ul style="list-style-type: none"> <li>• Identify relevant space for article placement</li> <li>• Regularly engage with target media to explore opportunities for article placements</li> <li>• Draft the article and ensure its placement in the target media</li> </ul>  |
| <b>Press Conference/Press Briefing/Media Support</b>     | <ul style="list-style-type: none"> <li>• Proactively develop the theme/concept for press meets – Strategy and Planning</li> <li>• Work out news releases, articles and other promotional initiatives targeting local, national and international media</li> <li>• Messaging Identification - Draft briefing notes and media landscape sensitization (including key messages &amp; Q&amp;A)</li> <li>• Identification/Target the relevant media across India and invite them</li> <li>• Media call round &amp; attendance follow up</li> <li>• Manage PFRDA, spokespeople and media on site</li> <li>• Facilitate on-site 1-1s and attend as best possible</li> <li>• On the spot 1:1 interviews at the event</li> <li>•</li> </ul> |

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| <p><b>Social Media Management</b></p>             | <ul style="list-style-type: none"> <li>• Creation and management of the official social media profiles for PRFDA (and for Chairperson if required)</li> <li>• Daily research for relevant content and drafting the content as per the required tone</li> <li>• Contents &amp; Creatives to be made for daily updates</li> <li>• Responding to comments by users on daily basis</li> <li>• Social media analytics and monitoring</li> <li>• CRM for content creation, approval and upload.</li> </ul> |
| <p><b>Blogger &amp; Influencer Engagement</b></p> | <ul style="list-style-type: none"> <li>• Regular engagements with the bloggers/ online media and influencers to increase reach &amp; coverage on social media space</li> </ul>   |
| <p><b>Social Media Advertising</b></p>            | <ul style="list-style-type: none"> <li>• Boost Facebook post/ promote Tweets in case of important announcement</li> </ul>  |
| <p><b>Banner Advertising</b></p>                  | <ul style="list-style-type: none"> <li>• Campaign Analysis</li> <li>• Indian Websites Advertisements</li> <li>• International Websites Advertisements</li> </ul>   |
| <p><b>Tracking &amp; Monitoring</b></p>           | <ul style="list-style-type: none"> <li>• Daily online tracking &amp; monitoring of identified keywords on Indian &amp; wider geographies websites and blogosphere, identified online forums &amp; message-boards and popular social networks</li> <li>• Pre-approved 5 keywords to be tracked for 4 pages of Google Search for general search, blog &amp; discussions. Same keywords will be used for tracking content on Facebook &amp; Twitter</li> </ul>  |