

**Request for Proposal
For
Selection of Public Relations Firm**



Government of Bihar

Tender fees: Rs. 1000/-

EMD: Rs. 3.00Lakhs

3rd Floor, Soochna Bhawan
Bailey Road Patna
Bihar -800015

Last Date of Submission of Bid: 28.06.2017 Time- 4.00 PM

Date of opening of Technical Bid: 29.06.2017 Time -4.00P.M.

**Govt. of Bihar
Information & Public Relations Department
Notice**

1. Invitation to RFP

1.1 RFP Notice

Request for Proposal for the selection of a Public Relations (PR) Management Firm in the service of the **"Department"** on behalf of Principal Secretary/Director, Information & Public Relations Department (IPRD) , Government of Bihar.

The firm shall be responsible for providing all types of services, as mentioned in Tender document and Scope of Work, as a part of this project.

- I. IPRD invites technical and financial bids in separate sealed envelopes from bidders for providing Public Relations Management Services.
- II. Interested companies may download the RFP document from the website www.prdbihar.gov.in
- III. Principal Secretary of IPRD reserves the right to reject any or all the Proposals in whole or part without assigning any reasons.
- IV. This RFP document is not transferable.
- V. Bid Validity: 90 days

The bidder must submit the DD of Rs. 1000/- towards tender fee (Non Refundable) and Rs. 3.00 lakhs towards EMD amount in sealed cover of technical bid latest by-28.06.2017. Time- 4.00 PM. The sealed cover should super scribe as "Tender fees" and Bid Security/EMD for the tender for selection of Delhi and Patna- based PR Firm for providing "PR services". Tender fees must be in the form of Demand Draft and E.M.D. can be in the form of Bank Guarantee or Demand Draft. Both these must be in the name of "Director, Information & Public Relations Department, GoB, Patna" only along with the covering letter with a validity of 6 months. Other instrument like F.D. will not be accepted.

(Bidu Bhushan Prasad)
Director

Memo. No.

Copy to Asst.Director (Advertisement) , IPRD for publication in daily news paper of state & nation level.

Dated:

(Bidu Bhushan Prasad)
Director

Request For Proposal

PR Firm

1.2 Important Dates

S.No.	Event	Date	Time
1	RFP Issue	08.06.2017	10.00 AM
2	Last Date for submission of Queries	12.06.2017	4.00 PM
3	Pre Bid Meeting	14.06.2017	4.00 PM
4	Reply to Queries	16.06.2017	4.00 PM
5	Last Date for submission of RFP	28.06.2017	4.00 PM
6	Date of Technical Bid Opening	29.06.2017	4.00 PM
7	Presentation of the roadmap for PR Management	30.06.2017	11.00 AM
8	Opening of Financial Bid	03.07.2017	4.00 PM
9	Award of Contract by I&PRD	10.07.2017	4.00 PM

Office of the Director
“Information & Public Relations Department”
3rd Floor; Soochna Bhawan; Bailey Road
Patna - 800015

Instructions to bidders:

There are two parts of tender document papers namely: -

- ✓ General Bid cum Technical Bid
 - ✓ Financial Bid
- a) The tender should be submitted by Post/hand only. No other form of tender submission will be valid for evaluation. The bidders can submit the EMD in form of DD or Bank Guarantee along with general bid of tender.
 - b) The Technical Bids of only the Bidder(s) short listed from the General bids will be opened. Similarly the Financial Bids of only the Qualified Bidder(s) short listed from the Technical bids will be opened.
 - c) Tenders should be fully in accordance with the requirements of the Terms and Conditions as specified in this RFP.
 - d) Appropriate forms furnished with this RFP shall be used in filling quotation. Incomplete, illegible bids will be rejected.
 - e) All offers should be made in English. Conditional offers and offers qualified by such vague and indefinite expression such as "Subject to immediate acceptance", "Subject to market value" etc. will not be considered.
 - f) The Price and conditions of the offer should be valid for at least a period of 180 days from the date of tender opening. Quotations/ Bids with validity of less than 180 days may be rejected.
 - g) Modification of specifications and extension of closing date of tender, if required, will be made by an Addendum. Copies of Addenda will be sent to those who have purchased the tender document. This shall be signed and shall form a part of the tender in full and /or part thereof. It will also to be uploaded on the site of the IPR department on the same PR No.
 - h) Bidders shall carefully examine the tender documents and the technical specification and fully inform themselves as to all the conditions and matters, which may in any way, affect the work or the cost thereof. The terms of payments, delivery and acceptance applicable in this case and indicated in the Terms and Conditions of this RFP.
 - i) In comparing tenders and in making awards, IPRD may consider such factors as compliance with the specifications, stragedy of the PR activity, ability to organise an event, ability of design of creative design and AV Production, the time of delivery and such other conditions as it may consider relevant.
 - j) Request from the bidder in respect of additions, alterations, modifications, corrections etc.

of both terms and conditions or rates after opening of the tender will not be considered.

- k) The bidder shall make its own arrangements, for supply, installation and commissioning of required materials at destination.
- l) While tenders are under consideration, bidders and their representatives or other interested parties, are advised to refrain from contacting by any means Purchaser's personnel or representatives, on matters relating to the tenders under consideration. The purchaser if necessary will obtain clarification on tenders by requesting such information from any or all the bidders either in writing or through personal contact as may be necessary. Any attempt by any bidder to bring pressure of any kind, may disqualify the bidder for the present tender and the bidder may be liable to be debarred from bidding for IPRD tenders in future for a period of three years.

2. Eligibility Criteria

2.1 Minimum Requirements

The invitation for bids is open to all entities registered in India under Indian companies act /LLP who fulfill prequalification/eligibility criteria. For each category of pre qualification /eligibility criteria, the documentary evidence is to be produced with prequalification / technical bids. If the documentary proof is not enclosed for any or all criteria at the time of submission of Bid Tender is liable for rejection. **The Bidder shall meet the all following criteria for eligibility:**

Sr. No.	Criterion	Proof Required
1	The agency should give details like name, profile etc. The agency should be registered with the Companies Act 1956/Limited Liability Partnership (LLP) Act 2008, Service Tax department and carry a valid PAN/TAN. Proof of the same must be submitted	- Copy of Service Tax Registration - Copy of company PAN Card - Copy of Company/LLP act Registration Details are to be submitted in the format given in the Technical Bid: Details of the Bidder Organization
2	The Agency should be a registered entity and must have been in operation for a minimum period of 10 years as on 01 st April 2017 with at least 5 years of experience in Public Relation Management & Creative Media.	Certificate of incorporation issued by the Registrar of companies along with Memorandum of Articles of Association or authentic proof. - Authentic proof of PR Management work
3	The agency's turnover should be more than INR 8 Cr. average over the last three years viz, 2014-15, 2015-16 and 2016-17 from PR Agency /Project Management/ Creative Media.	A certificate copy of duly certified statement from appointed statutory auditor.

4	An undertaking (self-certificate) that the agency hasn't been blacklisted by a Central / State Government /PSU	Self Declaration that the bidder has not been blacklisted.
5	The agency must have a minimum of 15 experienced PR professionals on its own payroll	HR Certificate submitted along with PF/CPF statement in technical proposal for each employee.
6	The Bidder must have prior experience of at least 5 governments Public Relationship Management Project for Central Govt./ State Govt./PSU/Corporates /Multinational Development Agency anywhere in India. Each project must be worth at least Rs.40 Lakhs	Agency must provide as a supporting documentary proof in form of work order confirming year and area of activity for the project.
7	The Firm/Agency must have an established Local office in Bihar. If it doesn't have an office at the time of the bid, it should establish it within one month of signing the LOI with IPRD.	Undertaking by the bidder
8	In house development Facilities: The agency should have the resources to implements quality, coordination and value addition functions to produce a comprehensive, seamless and effective communication package.	Undertaking by the bidder

2.2 Cost of Tender Document

1. Tender Fee of Rs. 1000/- (Rupees one Thousand only) in the form of DD in favour of "Director, Information & Public Relations Department," payable at Patna
2. Proposals not accompanied by Tender Fees shall be rejected as non responsive.
3. The Tender fees shall be non-refunded to the participating bidders.

2.3 Earnest Money Deposit (EMD)

1. Earnest Money Deposit Rs. 3, 00,000/- (Rupees Three Lakh only) in the form of DD/ BG in favor of "Director, Information & Public Relations Department," payable at Patna.
2. Proposals not accompanied by EMD shall be rejected as non-responsive.
3. The successful bidder's bid security will be discharged from IPRD only after the signing of the contract and submission of performance security.
4. The earnest money deposit shall be forfeited:
 - a. If a Bidder withdraws its bid during the period of Bid validity specified by the Bidder on the Bid Form;

- b. Or in case of a successful Bidder, if the Bidder fails to sign the Contract; or to furnish the performance security then the contract will be made with the next successful bidder, difference between the bids will be charged from the firm that won the bid originally

5. No exemption for submitting the EMD will be given to any Firm.

6. The bidder is liable to pay liquidated damages and penalty imposed by the Tender Inviting Authority in the event of non-fulfillment of any of the terms or whole of the contract.

2.4 Amendment to RFP

1. At any time prior to the deadline for submission of bids, IPRD may, for any reason, whether on its own initiative or in response to a clarification requested by a prospective bidder, modify the bidding documents.

2.5 Validity of proposal

Proposals shall remain valid for a period of 90 days (ninety days) after the date of Proposal opening prescribed in the RFP. A Proposal valid for shorter period may be rejected as non-responsive. IPRD may solicit the bidders' consent to an extension of Proposal validity (but without the modification in Proposals).

2.6 Right to Accept / Reject proposal

Principal Secretary, IPRD reserves the right to accept or reject any proposal, and to annul the proposal process and reject all proposals at any time prior to award of contract, without thereby incurring any liability to the affected bidder(s) or any obligation to inform the affected bidder(s) of the grounds for such decision.

2.7 Preparation of Proposal

1. Original price tender form should be stamped and signed and attached with submission of the physical documents, otherwise the tender will be simply rejected.
2. The Proposal shall be typed or written in indelible ink (if required) and shall be initialed on all pages by authorized representative of the bidder to bind the bidder to the contract. The authorization shall be indicated by Board Resolution/ Power of Attorney and shall accompany the proposal
3. In addition to the identification, the covering letter (Form 1) shall indicate the name and address of the bidder to enable the proposal to be returned in the case it is declared late pursuant, and for matching purposes
4. Bidder is required to submit the complete proposal along with required forms etc. The proposal shall be exactly according to the presented formats given in the Tender documents. All columns of the prescribed formats should be filled, and all questions in the tender document must be answered. Any additional information

should be enclosed separately and referred to in the relevant column in the proposal formats. Modifications / rewording of formats shall not be acceptable. Where no price is proposed to be charged for any item or its parts required to be supplied, it should be clearly mentioned in words.

5. The envelopes should be addressed to:

**Director
Information & Public Relations Department
Soochna Bhawan; Bailey Road
Patna - 800015**

6. The bidder is expected to examine carefully all instructions, forms, terms and specifications in the Tender document. Failure to furnish all information required in the Tender Document or submission of a proposal not substantially responsive to the Tender Document in every respect will be at the bidder's risk and shall result in rejection of the proposal.

2.8 Content of Bids

1) Technical Bid(Physical submission)

While sending the Technical Bid, the firms need to send the following in three separate envelopes:

- ☐ Tender Fee DD
- ☐ EMD DD/ BG
- ☐ Technical Bid

Following items should be accompanied with the technical bid form.

- I. Information called for in the technical bid form along with any other supporting documents mentioned in the table in Section 2.1 of this tender document.
- II. Tender fee of Rs.1000/- (Rupees one thousand only) in the form of Nationalized Bank Demand Draft only and drawn in favor of "The Director, Information & Public Relations Department" payable at Patna.
- JJ. Earnest Money Deposit (EMD) through a Nationalize Bank Demand Draft or Bank Guarantee of Rs. 3,00,000/- (Rupees Three Lakh Only) in the favor of The Director, "Information & Public Relations Department" payable at Patna.
- III. It must be attached with the technical bid. The EMD should remain valid for a period of six months from the tender opening date.

2) Financial Bid

- I. The final financial bid should be inclusive of all prevalent taxes, duties and levies including service tax. Specific mention should be made of the taxes applicable along with the taxation rates. Any change in taxes, duties and levies will be reimbursed by IPRD or shall be recovered from the firm, as the case may be.

- II. The total cost of rendering the PR service does not include the costs of conducting events (press conferences, events, exhibitions etc.) and the expenses like transport/stay/food provided to the journalists. It will be reimbursed by the IPRD on actual basis limited to the maximum rates fixed by IPRD as per Bihar Financial Rules 2005 but prior permission of IPRD is required.

2.9 Submission, Receipt and Opening of proposal

- a) The firms shall have to download the Bid Document Form from the website <https://www.prdbihar.gov.in>. The forms have to be filled and submitted to IPRD by not later than 28.06.2017 Time- 4.00 PM alongwith tender fee, EMD and other required papers.
- b) Technical Bid will be opened on 29.06.2017. Time- 4.00PM in the office of The Principal Secretary, IPRD at Patna. Firms may send one person on their behalf to be present when the Bids are being opened. (Representative of the firm should carry an authorization letter as given in the section 8 of this tender document)
- c) Firms may contact Director of Information & Public Relations Department on 0612 – 2205856 for any clarifications.

2.10 Methodology and Criteria for Bid evaluation

[A] Evaluation process

- a. Scrutiny of the tender document will be done by IPRD to determine whether the documents have been properly signed, Tender fee and Earnest Money Deposit (EMD) paid and all relevant papers submitted. Tenders not conforming to such requirements will be prima facie rejected.
- b. For evaluation, a weighted formula in technical bid will be applicable as in Form 3 given in annexure.
- c. **Bidders whose score is above than 70 % in technical bid evaluation will be selected for their financial bid. At least three bidders will be shortlisted. IPRD reserves the right to lower down the technical scores for qualification , incase of short listing of less than 3 bidders so as to shortlist atleast 3 bidders who have highest scores. In financial bid L1 will be awarded the PR work by the IPRD.**
- d. IPRD does not bind itself to accept the lowest or any particular tender and has the right to refuse any Tender without assigning any reason or select any Bidder that is in the final evaluation list.
- e. IPRD reserves the sole right for carrying out amendments/ modification/ changes including any addendum to this tender document. All Bidders who have received this tender document shall be notified of the amendment in writing by email or fax or post, and all such amendment (s) shall be binding on them.
- f. The Bidder shall bear all costs associated with the preparation and submission of the Tender and IPRD will in no case be held responsible or liable for these costs, regardless of the conduct or outcome of the tendering process.

2.11 Performance Security Bank Guarantee

1. The successful Bidder has to furnish a security deposit so as guarantee his/her (Bidder) performance of the contract and will be forfeited in case of termination of contract.
2. The firm/company whose BID is accepted shall deposit 2% of the amount of Contract value at the time of agreement and thereafter 8% will be deducted from each subsequent bill raised as Performance Security. If additional work is allotted, the Firm has to deposit the additional Performance Security accordingly. The Performance Security shall be in the form of Bank Guarantee valid for 1 year from the date of agreement/ start of operations.
3. The proceeds of the performance security shall be payable to IPRD as compensation for any loss resulting from the Service Provider's failure to complete its obligations under the Contract.
4. The Performance Security shall be denominated in Indian Rupees and shall be in the form of a Nationalized Bank Demand Draft drawn in favor of "The Director, Information & Public Relations Department" payable at Patna or a Bank Guarantee issued by a nationalized bank.
5. Within 10 days of the receipt of notification of award from "IPRD", the successful bidder shall furnish the performance security in accordance with the Conditions of the Contract, in the performance security Form provided in the bidding documents in the Performa prescribed in the Tender.
6. The Performance Security will be discharged by IPRD and returned to the Bidder on completion of the bidder's performance obligations under the contract.
7. In the event of any contract amendment, the bidder shall, within 21 days of receipt of such amendment, furnish the amendment to the Performance Security, rendering the same valid for the duration of the Contract, as amended for further period.

2.12 Process Confidentiality

Information relating to the examination, clarification and comparison of the proposals shall not be disclosed to any bidders or any other persons not officially concerned with such process until the selection process is over. The undue use by any bidder of confidential information related to the process may result in rejection of its proposal. Except with the prior written consent of Principal Secretary, IPRD, no party, shall, at any time communicate to any person or entity any confidential information acquired in the course of the Contract.

2.13 Cost of Bidding

All costs related to bidding shall be borne entirely by the bidder. Under no circumstances any queries / request for compensation in cases of rejection / disqualification etc. will be entertained by IPRD.

2.14 Disqualification

IPRD may at its sole discretion and at any time during the evaluation of Proposal, disqualify any bidder, if the bidder has:

1. Submitted the Proposal documents after the response deadline.
2. Made misleading or false representations in the forms, statements and attachments submitted in proof of the eligibility requirements.
3. Exhibited a record of poor performance such as abandoning works, not properly completing the contractual obligations, inordinately delaying completion or financial failures, etc.
4. Submitted a proposal that is not accompanied by required documentation or is non-responsive.
5. Failed to provide clarifications related thereto, when sought.
6. Declared ineligible by the Government of Bihar, or any of the PSU in the State Government, for corrupt and fraudulent practices or has been blacklisted.
7. Submitted a proposal with price adjustment / variation provision.

2.15 Fraud and Corruption

IPRD requires that PR firm selected through this RFP must observe the highest standards of ethics during the performance and execution of such contract. In pursuance of this policy, IPRD:

A. Defines, for the purposes of this provision, the terms set forth as follows:

a. "Corrupt practice" means the offering, giving, receiving or soliciting of anything of value to influence the action of IPRD or any personnel of Department in contract executions.

b. "Fraudulent practice" means a mis-presentation of facts, in order to influence a procurement process or the execution of a contract, to IPRD, and includes collusive practice among bidders (prior to or after Proposal submission) designed to establish Proposal prices at artificially high or non-competitive levels and to deprive CoI of the benefits of free and open competition.

c. "Unfair trade practices" means supply of services different from what is ordered on, or change in the Scope of Work which was given by IPRD in Section 3. d. "Coercive Practices" means harming or threatening to harm, directly or indirectly, persons or their property to influence their participation in the execution of contract.

B. Will reject a proposal for award, if it determines that the bidder recommended for award, has been determined by IPRD to having been engaged in corrupt, fraudulent of, unfair trade practices.

C. Will declare a PR Firm ineligible, either indefinitely or for a stated period of time, for awarding the contract, if it any time determines that the PR firm has engaged in corrupt, fraudulent and unfair trade practice in competing for, or in executing the contract.

3 . Scope of Work

3.1 Project Background

The Government of Bihar, during the last decade, has played a proactive role in implementing multiple people – centric welfare schemes and social initiatives. Apart from this, the government also undertakes various activities from time to time to promote Bihar as an investor – friendly destination and an attractive tourist retreat.

Some of these initiatives taken in last few years, include:

- 7 Resolves for Developed Bihar and Programmers of Good Governance
 - ✓ आर्थिक हल, युवाओं को बल
 - ✓ आरक्षित रोजगार महिलाओं का अधिकार
 - ✓ हर घर बिजली लगातार
 - ✓ हर घर नल का जल
 - ✓ घर तक पक्की गली नालियां
 - ✓ शौचालय निर्माण, घर का सम्मान
 - ✓ अवसर बढे आगे पढें
- Bihar Industrial Investment Promotion Policy, 2016
- Lok Samvad
- Aao Bihar Yojna
- Bihar Start – up Policy, 2016
- Udhyami Adalat
- Budha Mahotsava, Rajgir Mahotsava, etc (State Tourism Campaign),
- Prohibition Campaign
- Bihar Right to Public Services Act (RTPS) 2011
- Bihar Right to Public Grievance Redressal Act, 2015
- Self Help Group under JEEVIKA
- 35% Reservation to women in all governments's job
- Agriculture Road Map
- 50% reservation to women in PRIs and Primary school teachers

All these initiatives have received acclaim both nationally and overseas and brought numerous laurels to the government.

The Information & Public Relations Department plays a significant role in communicating pro-people schemes of the State Government to all the sections of the society. The IPRD acts as a two-way communication bridge between the Government and people, as it effectively transmits information of Governments welfare schemes and programmes to people and acquaints the beneficiaries about it, and at the same time to communicate the common man's feedback to the Government.

To facilitate propagating and broadcasting the work, the department also uses the official website www.prdbihar.gov.in for its press releases, special articles and photographs that are emailed to electronic and print media, as soon as an event is covered.

The advent and reach of Information Technology has changed the way people communicate. In the age of numerous 24 hour news channels and the internet, the Information Department requires a strong public image management organization in order to effectively propagate and publicize the initiatives and achievements of the Government of Bihar through national and international media.

3.2 Project Objectives

The IPRD, Government of Bihar, intends to appoint a PR Firm to create awareness about brand 'Bihar' across India and the globe. It is the PR Firm's role:

- ☐ To position Bihar as one of India's leading states across sectors by increasing visibility and enhancing 'top of mind' recall so as to make it an ideal destination amongst various stakeholders.
- ☐ To effectively disseminate information about Bihar Government's various activities to national and international media.

3.3 Project Details

In order to help shape media highlights on various public initiatives of Bihar Government, both nationally as well as internationally, the Firm shall perform, inter - alia, in consultation with the I & PRD, the following tasks:

- ☐ Selected PR agency will work under the guidance and instruction of IPRD, Patna and Residence Commissioner New Delhi / Bihar Information Centre, New Delhi.
- ☐ Make all arrangements necessary for the media coverage of any event when dignitaries from Bihar on their visits to Delhi or any other part of the country or as and when asked to do so by the IPRD.
- ☐ Arrange for national and international media to visit Bihar and attend various events as may be organized by the different departments of the Government of Bihar, from time to time.
 - The Firm shall acquaint the media with the initiatives, growth and developments happening in the state at regular intervals, or as and when asked to do so by the IPRD.
 - The number of media personnel for any event shall be decided by the IPRD after deliberation on the scale of the event
 - It is the Firm's responsibility to arrange for the visits of journalists to Bihar. The expenses for the visit of journalist to Bihar and elsewhere will be reimbursed by the IPRD on the submission of actual bills by the firm which is responsible for arranging such visits.

Arrange for press conferences, one – to – one meets, road - shows or any other such BTL activities in consultation with the IPRD, or as and when instructed by the IPRD to do so

- Monitor the presence of, and discussions about, Brand Bihar in social and political circles
 - This can be achieved through, among other activities, continuously monitoring and tracking all national and regional newspapers, magazines, TV channels, the inter-web, blogs and other channels of external communication at regular intervals
 - Report the above findings to the IPRD through an efficient feedback system

The Firm shall be responsible for creating fresh and bespoke knowledge content at the state level for various events. The content should cover topics related to Bihar's focus sectors, regions, projects, social and socio-political initiatives. etc. The Firm shall also be responsible for the timely updation of said knowledge content.

- ☐ The firm shall be responsible for conceptualization, design and development of creative knowledge products on the events and selected programs/initiatives relevant to the state. Such knowledge products will include brand elements, visual imagery in accordance with the envisioned brand image, content such as sector and region brochures, event brochure and state website etc. as per requirement and satisfaction of the Principal Secretary, Information & Public Relations Department.
- ☐ These products will also be customised for distribution during designated media functions and other state functions.
- ☐ The social media has now become one of the most widespread and vibrant means of communication, hence the firm shall also undertake conceptualization, design and development of pages on social networking sites such as Twitter, Facebook, LinkedIn, YouTube etc. The firm shall undertake research and develop content and relevant knowledge products in this regard.
- ☐ The firm shall also undertake tracking and analysis of such relevant media coverage. It shall appraise the Principal Secretary, IPRD on key news and happening from prominent trade, business and general press on regular basis and monitor the presence of, and discussions about, brand Bihar in all national and regional newspapers, magazines, TV channels, the inter-web, blogs and other channels of external communication at regular intervals.

3.4 Manpower requirements

The firm should be fully equipped with trained and skilled Media professionals and should have the latest instruments such as computers, scanners, high speed photo copy machines (preferably color photo copy machines) etc. at its offices in metro cities, especially in Delhi.

After deployment of man power in IPRD, the firm will not change any deployed persons from IPRD without consent/ approval from the department. If the personnel deployed are found wanting or not professionally competent, the firm shall replace them on the direction of Principal Secretary, IPRD within one month time after notice.

3.4.1 Manpower requirements at Delhi and Patna

- ☐ The firm's team shall consist of the following key personnel (the "Key Personnel") who shall discharge their respective responsibilities as specified below:

Each of the Key Personnel must fulfill the Conditions of Eligibility specified below:-

Key Personnel	Educational Qualification	Length of Professional Experience	Expertise
Chief Media Coordinator- Patna No. of Post - 1	Master's degree in mass communication or journalism	At least 7 years' relevant experience	Should have expertise in manage media relations and have expertise on conceptualization, design and development of relevant knowledge products. Should have proven track in supervising diverse team, coordinating with multiple stakeholders and deliver quality assignments within strict timelines.
Sr. Media Coordinator- Delhi No. of Post - 1	Master's degree in mass communication or journalism	At least 7 years' relevant experience	Should have expertise in manage media, especially international media, relations and have expertise on conceptualization, design and development of relevant knowledge products.
Knowledge management and creation expert Patna based No. of Post - 2	Post graduate/ MBA	At least 7 years' relevant experience	Should have a flair for content designing and creation. Should be able to bring innovative dimension in Promotional content.

Creative writer (2) Patna & Delhi (1+1) No. of Post - 2	Post graduate	At least 7 years' relevant experience	Should have expertise with use of words and should be able to write in context of professional established settings, messages, themes and styles. Creative writer must have a vivid imagination and be able to handle criticism and rejection.
English to Hindi & vice versa Translator Patna No. of Post - 1	Graduate/post graduate preferably in Hindi/English	At least 5 years' relevant experience	Should have expertise and demonstrated experience in translating the creative knowledge products from English to Hindi.
Social media expert (2) Patna & Delhi No. of Post - 2	Graduated with 4 year degree with focus on Marketing or Journalism from an university of repute	At least 5 years' relevant experience	Should have exceptional professional writing skills pertinent to social media and can visualize as well as convey a message into relevant and interesting content. Should have thorough knowledge of Social media campaign and tools used.
Creative designer (1) Patna No. of Post - 1	Post Graduate	At least 7 years' relevant experience	Creative designer should be able to lead the efforts of the staff responsible for creating the visual and written knowledge products in order to create a consistent marketing and brand identity for the IPRD
Media coordinator Patna No. of Post - 1	Graduate in mass communication/ journalism	At least 3 years' relevant experience	Should have expertise in managing media relations including social media.

Note:

2.1 The Firm shall mobilise and demobilise its Professional Personnel and Support Personnel with the concurrence of the Principal Secretary, IPRD and shall maintain the time sheet/attendance sheet of the working of all Personnel in the Project Office.

2.2 The Principal Secretary, IPRD shall provide the office space for the above mentioned team at Patna. The authorised officials of the Principal Secretary, IPRD may visit the Firm's Project Office at any time during office hours for inspection and interaction with the Firm's Personnel.

2.3 The Firm shall arrange for office space in Delhi or utilize its existing office space. The Principal Secretary, IPRD or Director, IPRD shall not provide any assistance in this regard. The

same will also apply if in case the Principal Secretary, IPRD or Director, IPRD require additional deployment in Mumbai or other city of India.

2.4 Payment for the Services shall be based on actual number of man days of the Key Personnel deployed by the firm. A minimum of 11 key personnel shall be working in this project full time and the Principal Secretary, IPRD may request the Firm to increase the number of resources based on the future work requirement. The payment towards deployment of additional resources shall be made in accordance with the rate card provided in the Appendix II (Form 5 - Estimate of personnel costs) as in Financial Bid. The rate once provided by the Firm shall be valid for throughout the contract period.

e) The Principal Secretary, IPRD may increase number of personnel of any category and also station them at Delhi, Mumbai or any other location in the country for the project duration.

4. Payment terms

- ☐ The Firm shall be paid on monthly basis for its services at the completion of each month after getting the certificate of successful work done from the concerned authority. The payment will be based on rates finalized for the award of contract to the successful Firm.
- ☐ All payments subject to TDS
- ☐ The Firm shall furnish the Principal Secretary, IPRD with the bills of expenses it incurred for the travel/accommodation/food for the journalists or any other expenses incurred in the arrangement of events. The reimbursements of such bills shall be made by the department concerned in the Government of Bihar
- ☐ The Principal Secretary, IPRD shall evaluate the performance of the Firm based on the quality of the services rendered as well as feedback received by the officials concerned at the department. The decision of the Department shall be binding in this regard.

5. Service level agreement

The purpose of this Service Level Agreement (hereinafter referred to as SLA) is to clearly define the levels of service which shall be provided by the Firm to the IPRD for the duration of the contract against the stated scope of work. The Directorate shall regularly review the performance of the services being provided by the Firm and the effectiveness of this SLA.

- ☐ The IPRD shall evaluate the performance of the Firm based on the quality of the services rendered as well as feedback received by the officials concerned at the department. The decision of the IPRD shall be binding in this regard.

5.1 Reporting

The Firm is expected to provide the IPRD with the following reports on the activities undertaken and completed by it in order to achieve the objectives stated above:

- ☐ Details of media coverage handled by the Firm upon completion of any event, press-conference or any other activity undertaken by the government to be sent to the Directorate within a week of its completion
- ☐ Detailed monthly reports containing press clippings, print and broadcast media coverage and any other PR activity undertaken by the Firm to be sent to the IPRD.
- ☐ Summarised monthly reports containing press clippings, print and broadcast media coverage and any other PR activity undertaken by the Firm to be sent to the Directorate.

5.2 Resolution of Complaints

Any complaints notified by the IPRD to the Firm shall have to be replied to in written along with the suggested course of action to be taken in order to resolve the complaint by the Firm within 07 working days of the complaint being notified.

The suggested course of action by the Firm shall then be reviewed by the Principal Secretary, IPRD and the final modifications (if) shall have to be implemented in a manner and time frame suggested by the Principal Secretary.

5.3 Data Confidentiality

The Firm shall maintain full confidentiality of the data provided to it or data generated while providing services. Under no circumstances will the Firm divulge/reveal/share such data for the purpose other than for meeting the Directorate's requirements. Any violation of this confidentiality clause may result in instant termination of the contract and blacklisting of the Firm's services from the Government of Bihar.

The decision of the client shall be final in this regard and binding on the Firm.

6. Roles and Responsibilities of Stakeholders

6.1 I & PRD

- ☐ Receive and appraise proposals / suggestions from the Firm for project implementation
- ☐ Provide necessary guidance, support, approvals and strategic suggestions as and when required, through periodic review during the entire duration of the contract
- ☐ Ensure that the Firm conducts a work as specified in the scope of work.
- ☐ Assist in Organizational capacity building.
- ☐ Extend necessary policy level support to develop a sustainable framework for regulation and promotion the successful implementation of the project
- ☐ Validate the work performed by the Firm based on the SLA monitoring and make regular payments
- ☐ Depute point of contact on behalf of the IPRD.

6.2 PR Firm

Over and above the mentioned pre-requisites of the PR Firm in 'Scope of Work' (Section 3), the Firm shall have to ensure optimal performance by dispersing key responsibilities as follows:

- ☐ The Firm will appoint a person to be the nodal point for coordinating with the client (Media coordinator). The person(s) identified must be available over phone at all times
- ☐ The Firm will sign a non-disclosure agreement with the Bihar Samvad /Directorate for running the project. This non-disclosure agreement will cover all the data that has been provided by the department for operations along with the data that is generated during the operation of the project
- ☐ The Firm will arrange, install and maintain the necessary hardware and licensed application software including computers, printers, scanners, camera, recorders, broadband internet connections, networking etc. at the Firm headquarters in Delhi and Patna
- ☐ The Firm will arrange, install and maintain equipment for transmission of data and images to the Department or anywhere as instructed by Department
- ☐ The Firm will provide all relevant clippings, AV recordings, CDs and other necessary details and data as and when required by the Department
- ☐ Any expenses pertaining to the manpower deployed in the process along with maintenance cost of hardware/software , facility charges etc. will be borne by the Firm
- ☐ The Firm is solely responsible for managing the activities of its personnel and will hold itself responsible for any misdemeanors.
- ☐ The Firm will treat as confidential all data and information obtained during execution of his responsibilities, in strict confidence and will not reveal such information to any other party without the prior written approval of the Department

7. General Terms and Conditions

7.1 Application

These general conditions shall apply to the extent that provisions in other parts in this Contract do not supersede them. For interpretation of any clause in the Contract Agreement, the interpretation of the Department shall be final and binding on the Firm.

7.2 Relationship between parties

Nothing mentioned herein shall be construed as relationship of master and servant or of principal and agent between the 'Firm' and 'the Department'. The Firm has complete charge of personnel performing the services executed by the Firm from time to time. The Firm shall be fully responsible for the services performed by it at all times

7.3 Standards of Performance

The Firm shall provide services and carry out its obligations under the Contract with due diligence, efficiency and economy in accordance with generally accepted professional standards and practices. The Firm shall always act in respect of any matter relating to this contract as faithful to the Department and abide by all the provisions/Acts/Rules etc. of Government processes prevalent in the country.

The Department shall evaluate the performance of the Firm based on the quality of the services rendered as well as feedback received by the officials concerned at the department.

7.4 Delivery and Documents

As per the time schedule agreed between parties for specific projects given to the Firm from time to time, the Firm shall submit all the deliverables. The Firm shall not, without the other party's prior written consent, disclose contract, drawings, specifications, plans, patterns, samples or other documents to any person or organization other than an entity employed by the Firm for the performance of the contract, in consultation with the government.

In case of the termination of the contact, all the documents prepared by the Firm under this contract shall become property of the I & PRD, Government of Bihar. The Firm may not use any of the material or content anywhere, without taking permission, in writing, from the Department. The IPRD reserves the right to grant or deny any such request.

7.5 Firm Personnel

The Firm shall employ and provide such qualified and experienced personnel as may be required to perform the services under the specified project, the personnel, who have adequate knowledge and experience in the domain related with this project. It is desirable that the Firm shall utilize the services of domain specialists, if required, to work on the project effectively.

7.6 Services

The services of the selected PR Agency will be transferred to "Bihar Samvad", a society of Information & Public Relations Department (IPRD) later on.

7.7 Applicable Law

Applicable Law means the laws and any other instruments having the force of law in India as they may be issued and in force from time to time. The contracts shall be interpreted in accordance with the laws of the Union of India and that of State of Bihar

7.8 Use of Contract Documents and Information

- ☐ The Firm shall not, without the Department's prior written consent, disclose the contract, or any provision thereof, or any specification, plan, drawing, pattern, sample or information furnished by or on behalf of the in connection therewith, to any person other than a person employed by the Firm in performance of the contract. Disclosure to any such employed person shall be made in confidence and shall extend only so far as may be necessary for purposes of delivering such performance
- ☐ The Firm shall not, without the Department's prior written consent, make use of any document or information except for purposes of performing the Contract

- ☐ Any document, other than the Contract itself, shall remain the property of Department and shall be returned (in all copies) to the Department on completion or terminations of the Contract if so required by the Department

7.9 Governing Language

7.9.1 The Contract shall be written in English Language. All correspondence and other documents pertaining to the contract, which are exchanged between the parties, shall be written in the English Language.

7.10 Intellectual Property Rights

The Firm shall insure itself against all third-party claims of infringement of copyright, patent, trademark or industrial design rights arising from use of the press clippings, photographs, AV material or any part thereof in India or abroad.

7.11 In the event of any claim asserted by a third party of infringement of copyright, patent, trademark or industrial design rights arising from the use of any material or any part thereof in India the Firm shall act expeditiously to extinguish such claim. If the Firm fails to comply and the Department is required to compensate a third party resulting from such infringement, the Firm shall be responsible for the compensation including all expenses, court costs and lawyer fees. The Firm shall provide the Department with a notice of such a claim, if made, without delay

7.12 Sub Contracts

No Sub Contracting shall be allowed for this project

7.13 Consortiums

No Consortiums shall be allowed for this project.

7.14 Assignments

The Firm shall not assign the project to any other Firm, in whole or in part, to perform its obligation under the Contract, without the Department's prior written consent

7.15 Change Orders

The Department may at any time, by written order given to the Firm, make changes within the general scope of the Contract in any one or more of the following:

- ☐ The place of delivery; and/or the Services to be provided by the Firm.
- ☐ The Firm should be ready to accommodate additional equipment/services at later stages.
- ☐ If any such change causes an increase or decrease in the cost of, or the time required for, the Firm's performance of any provisions under the Contract, equitable adjustments shall be made in the Contract Price or delivery schedule, or both, and the Contract shall accordingly be amended. Any claims by the Firm for adjustment under this clause must be asserted within thirty (30) days from the date of the Firm's receipt of the Department's change order

7.16 Term of Contract :

Initially the term of contract will be one year from the date of agreement. The contract may be extended for another one year subject to satisfactory performance and mutual agreement.

7.17 Suspension

The Department may, in written notice to the Firm, suspend all payments to it hereunder if the Firm fails to perform any of its obligations under this contract including the carrying out of the services, provided that such notice of suspension,

1. Shall specify the nature of failure.
2. Shall request the Firm for a remedy of such failure within a period not exceeding thirty (30) days after the receipt of such notice of failure by the Firm.

7.18 Termination

Under this Contract, the Department may, by written notice terminate the services of the Firm in the following ways:

- ☐ Termination by default for failing to perform obligations under the Contract or if the quality is not up to the specification or in the event of non-adherence to any time schedule that may be mentioned by the Department.
- ☐ The Department by written notice sent to the Firm, may terminate the Contract, in whole or in part, at any time for its convenience. The notice of termination shall specify that termination is for the Department's convenience, the extent to which performance of the Firm under the Contract is terminated, and the date upon which such termination becomes effective.
- ☐ The Department may at any time terminate the Contract by giving a written notice to the Firm, if the Firm becomes bankrupt or otherwise insolvent. In this event, termination will be without compensation to the Firm, provided that such termination will not prejudice or affect any right of action or remedy which has accrued or will accrue thereafter to the Department.

In all cases, termination shall be executed by giving written notice to the Firm. Upon termination of the contract, payment shall be made to the Firm for:

1. Services satisfactorily performed and reimbursable expenditures prior to the effective date of termination.
2. Any expenditure actually and reasonably incurred prior to the effective date of termination

No consequential damages shall be payable to the Firm in the event of such termination. In case termination of contract performance bank guarantee will be forfeited.

7.19 Force Majeure

Notwithstanding anything contained in the terms of reference, the Firm shall not be

liable for liquidated damages or termination for default, if and to the extent that, it's delay in performance or other failures to perform its obligations under the agreement is the result of an event of Force Majeure.

For purposes of this clause "Force Majeure" means an event beyond the control of the Firm and not involving the Firm's fault or negligence and which was not foreseeable. Such events may include wars or revolutions, fires, floods, epidemics, quarantine restrictions and freight embargos. The decision of the Department regarding Force Majeure shall be final and binding on the Firm.

If a Force Majeure situation arises, the Firm shall promptly notify the Department in writing, of such conditions and the cause there of. Unless otherwise directed by the Department in writing, the Firm shall continue to perform its obligations under the agreement as far as reasonably practical, and shall seek all reasonable alternative means for performance not prevented by the Force Majeure event.

7.20 Payments in case of Force Majeure

During the period of its inability to provide services as a result of an event of Force Majeure, the Firm shall be entitled to continue to be paid under the terms of this contract, as well as to be reimbursed for costs additional costs reasonably and necessarily incurred by it during such period purposes for the purpose of the services and in reactivating the service after the end of such period.

7.21 Resolution of Disputes

If any dispute arises between parties, then there would be two ways for resolution of the dispute under the Contract.

7.21.1 Amicable Settlement

The performance of the Contract is governed by the terms and the conditions of the Contract. However at times dispute may arise over the interpretation of any term or condition of Contract including the scope of work, the clauses of payments etc. In such a situation either party of the contract may send a written notice of dispute to the other party. The party receiving the notice of dispute will consider the notice and respond to it in writing within 30 days after receipt. If the dispute cannot be amicably settled within 45days following the response of that party, then Clause 7.21.2 for resolution of disputes shall become applicable.

7.21.2 Resolution of Disputes

In the case of dispute arising between the Department and the PR Firm, which has not been settled amicably, any party can refer the dispute for arbitration under the Arbitration and Conciliation Act, 1996 and any statutory modification or re-enactment thereof, shall apply to these arbitration proceedings.

The decision of the I & PRD shall be final and binding upon both the parties. All arbitration awards shall be in writing and shall state the reasons for the award. The expenses of the

arbitration as determined by the arbitrators shall be shared equally by the Department and the Firm. However, the expenses incurred by each party in connection with the preparation, presentation shall be borne by the party itself.

7.22 Taxes and Duties

The Firm shall fully familiarise itself with the applicable Domestic taxes (such as VAT, Sales Tax, Service Tax, Income Tax, duties, fees, levies, etc.) on the amount payable by the Department under the contract. The Firm and personnel shall pay such domestic tax, duties, fees and other impositions (wherever applicable) levied under the applicable law

7.23 Legal Jurisdiction

All legal disputes between the parties shall be subject to the jurisdiction of the courts situated in Patna, Bihar only.

7.24 Binding Clause

All decisions taken by the Department regarding the processing of this tender and award of contract shall be final and binding on all parties concerned.

7.25 Notice

Any notice, request or consent required or permitted to be given or made pursuant to this contract shall be in writing. Any such notice request or consent shall be deemed to have been given or made when delivered in person to an authorized representative of the party to whom the communication is addressed, or when sent to a party at the address mentioned in the project specific Contract Agreement.

8. Forms

Form1: Bid Proposal Form

Date:
Tender No
To
The
Director
IPRD,
Bihar

Sir / Madam

Having examined the bidding documents, the receipt of which is hereby duly acknowledged, we, the undersigned, offer to provide services for handling the PR activities of the Government of Bihar for the I & PRD, in conformity with the said bidding documents for the same as per the technical and financial bid and such other sums as may be ascertained in accordance with the Financial Bid attached here with (Form 3) and made part of this bid.

We undertake, if our bid is accepted, to render the services in accordance with the clauses and conditions which will be specified in the contract document that we will sign if the work order given to us. If our bid is accepted, we will obtain the guarantee of a bank in a sum equivalent to fixed amount based on the estimation of the total project cost for the due performance of the Contract, in the form prescribed by the Department.

We agree to abide by this bid for a period of 90 (ninety days) days after the date fixed for bid opening as mentioned under the Instruction to Bidders and it shall remain binding upon us and may be accepted at any time before the expiration of that period. Until a formal contract is prepared and executed, this bid, together with your written acceptance thereof and your notification of award shall constitute a binding Contract between us.

Name: _____

Address: _____

(if none, state "none")

We understand that you are not bound to accept the lowest or any bid you may receive.

Dated this _____ day of _____ 20 ____

Signature
(in the capacity of)

Duly authorized to sign Bid for and on behalf of _____

Form 2: Technical Bid form

Sr	Details	Proof Physical Submit	Page No
1.	Submit Duly signed (with stamp) physical tender(down loaded tender copy)and supporting documents (Give continuous page number to all attachments) otherwise your offer will be rejected	Yes / No	
2.	Name and Address of the firm, Tel/ Fax/Email Details		
3.	Date of Establishment of Company (enclose evidence) (Should be in existence for last five years)		
4.	Annual Turnover (enclose balance Sheet and CA's Certificate),1) 2014-15, 2) 2015-16, 3) 2016-17		
5.	Is your firm a Proprietorship / Partnership or registered under the Companies Act. Please give details and enclose Certificate		
6.	Details of Income Tax Registration: (Enclose copy of PAN card duly attested by gazetted officer or notary)		
7.	Service Tax Registration Details: (Enclose copy duly attested by gazetted officer or notary)		
8.	Proof of PR Professionals on its payroll		
9.	Proof of work experience		
10.	Key Personnel for IPRD, Bihar		
11.	Proof of head quarter at New Delhi & Patna		
12.	Any other information		

This is to certify that I have read and understood the enclosed brief and other Terms and Conditions and all the supporting documents have been enclosed, and the information given by me is true to the best of my knowledge. We will not change the specialized man power as given in CV format i.e. in Form 6 without consent of the department.

Signature of Bidder with seal

Form 3 : Technical Bid Evaluation

3.1.2. The scoring criteria to be used for evaluation shall be as follows :

SR	Criteria	Max marks	Qualification Criteria
A-1	Annual turnover criteria	10	Annual turnover for the last three financial years from IT Business. More than Rs. 8 Cr = 6 Marks >8cr – 10 Cr = 7 Marks >10– 12 Cr = 8 Marks >12 – 15 Cr = 9 Marks > 15 Cr = 10 Marks
A-2	An ISO Certificate	05	In ISO 9001-2008 or above = 05 Marks
A-3	No. of Years of operation in India	10	Applicant should have at least 5 years of experience in handling projects in India Less than 5 years = Nil 5 years = 7 marks Additional 1 mark per year Up to 3 Marks above 5 Years
B	Past Experience	30	As per form 6
1.	Experience in providing PR services in Public sector enterprises/ Corporate	10	Applicant should have at least completed/ongoing 2 projects of minimum project duration of 6 months each during the last five years Less than 2 projects = Nil 2 projects = 6 marks Additional 1 marks for each extra project upto 4 Marks
2.	Experience in providing PR services for State Government or Government of India	10	Applicant should have at least completed/ongoing of 2 projects of minimum project duration of 6 months each during the last five years Less than 2 projects = Nil 2 projects = 6 marks Additional 1 marks for each extra project upto 4 marks
5.	Experience in Knowledge management and content creation	10	Applicant should have at least completed/ongoing of 3 projects with minimum project duration of 12 months each during the last five years 1 projects = 6 marks 2 projects = 8 marks Additional 1 mark for each extra project upto 2 marks

3	Profile of Proposed Resources/ Team	25	As per form 6
1.	Sr. Media Coordinator-Delhi	5	1 Project ---- 2 Marks 2 Project -----3 Marks 3 Project -----5 Marks
2.	Chief Media Coordinator - Patna	5	PG - 2 Marks MBA - 3 Marks >2Project experience - 2 Marks
3.	Knowledge management & creation expert	3	PG - 2 Marks MBA - 3 Marks >2Project experience - 2 Marks
4.	Creative writer expert	3	7 years experience = 2 marks >8 years experience = 3 marks
5.	Social media expert	3	7 years experience = 2 marks >8 years experience = 3 marks
6.	Creative designer	3	7 years experience = 2 marks >8 years experience = 3 marks
7.	Media coordinator	3	7 years experience = 2 marks >8 years experience = 3 marks
D	Presentation of a roadmap for management of PR of Bihar and its Evaluation should include :	20	
1.	Plans and types of campaigning Target Markets (rural and urban population of Bihar, other States of India and international markets) Sample creative/art work	5	
2.	<i>Strategy for Communication and PR</i> Communication strategy in the print, electronic, web and other media. Media planning and scheduling	5	
3.	<i>Investment plan</i>	5	
	Investment estimates for brand building, campaigning,		

	advertisement, promotion, communication strategy and PR.		
4.	<i>Perception turnaround</i>	5	
	Plans for perceptions management and perception turnaround Strategies with key focus areas Performance parameters to assess positive perception Assessment of negative image-proposed course corrections.		
	Total (A+B+C+D)	100	

Form 4: Financial Bid Form

Items	Bid in Rupees (Including all taxes)
Cost of the PR services to be provided by the selected firm (as mentioned in the SoW in Section 3) for the period of one year: 1. In man power per month consolidated ----- 2. Overhead expenditures ----- Note: <ul style="list-style-type: none">☐ This does not include the costs of conducting events (press conferences, events exhibitions, road shows etc.) and the expenses like transport/stay/food provided to the journalists which will be given as per the rates decided by IPRD for each event.☐ Specific mention should be made of the taxes applicable along with the taxation rates.☐ Details of head wise overhead expenditures to be given in a separate sheet.	

In Words (Rs.....)

Authorized Signatory

Seal of Company

Signature of Bidder

APPENDIX-II

Form-5

Estimate of Personnel Costs

ID No.	Position	Name	Monthly Rate (INR)	Total Man Days	Amount (INR)
I. Remuneration for Key Personnel (including all personal allowances)					
1.	Chief Media Coordinator,				
2.	Sr. Media Coordinator,				
3.	Knowledge management and creation expert				
4.	Creative writer,				
5.	English to Hindi Translator,				
6.	Social media expert,				
7.	Creative designer,				
8.	Media Coordinator,				
9.:	Executive Assitant				

Total cost per month in numbers & words :

APPENDIX-I**Form-6****Particulars of Key Personnel**

S. No. (1)	Designation of Key Personnel (2)	Name (3)	Educational Qualification (4)	Length of Professional Experience (5)	Present Employment		No. of Eligible Assignments ^{2\$} (8)
					Name of Firm (6)	Empl yed Since (7)	
1.	Chief Media Coordinator, Patna						
2.	Sr. Media Coordinator, Delhi						
3.	Knowledge management and creation expert, Patna- One						
4.	Knowledge management and creation expert, Patna- Two						
5.	Creative writer, Patna- One						
6.	Creative writer, Patna- Two						
7.	English to Hindi Translator, & vice versa Patna						
8.	Social media expert, Patna- One						
9.	Social media expert, Delhi- One						
10.	Creative designer, Patna -1						
11.	Media Coordinator, Patna -1						
12.	Executive Assistant, Patna -3						

Note : In above mentioned personnel, the firm will not change any person without consent/ approval from department. Without approval from department, if the firm do so then 10% amount will be deducted from monthly payment.

Form 4: Letter of authorization for attending bid opening

Subject: Authorization for attending bid opening on _____ (Date) in the tender of appointment of PR agency through the tender no: _____

Following persons are hereby authorized to attend the bid opening for the tender mentioned above on behalf of _____(Bidder).

Name of Person: _____ Designation: _____

(Note: Person attending the bid opening should carry a photo identity proof with him.)

**निम्नलिखित समाचार पत्रों में दिनांक—07.06.2017 को
प्रकाशन हेतु ज्ञापांक—2497 दिनांक—06.06.2017 द्वारा
निर्गमादेश।**

HINDUSTAN, PATNA
DAINIK JAGRAN, PATNA
TELEGRAPH, KOLKATA
E T, DELHI+MUMBAI
TOI, PATNA+DELHI
QT, PATNA