

**Request for Proposal for empanelment of agencies for creative  
design of IEC campaign on various aspects of waste  
management and sanitation**

**October 2019**



**SUCHITWA MISSION**

Local Self Government Department, Government of Kerala  
Swaraj Bhavan, Basement floor(-1), Nanthencode  
Thiruvananthapuram-Kerala-695003

Phone : 0471-2319831

Website : <http://www.sanitation.kerala.gov.in>

E Mail : [sanitationkerala@gmail.com](mailto:sanitationkerala@gmail.com); [sanitation.sm@kerala.gov.in](mailto:sanitation.sm@kerala.gov.in)

## **Disclaimer**

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The purpose of this RFP document is to provide the Bidder(s) with information to assist the formulation of their Proposals. This RFP document does not purport to contain all the information each Bidder may require. This RFP document may not be appropriate for all persons, and it is not possible for SUCHITWA MISSION, their employees or advisors to consider the business/investment objectives, financial situation and particular needs of each Bidder who reads or uses this RFP document. Each Bidder should conduct its own research and analysis and should check the accuracy, reliability and completeness of the information in this RFP document and where necessary obtain independent advice from appropriate sources.

SUCHITWA MISSION, their employees and advisors make no representation or warranty and shall incur no liability under any law, statute, rules or regulations as to the accuracy, reliability or completeness of the RFP document. SUCHITWA MISSION may, in their absolute discretion, but without being under any obligation to do so, update, amend or supplement the information in this RFP document.

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## SECTION I : DATA SHEET

1.1	Technical Proposal to be submitted in sealed envelope Name of the assignment : "Empanelment of Agencies for creative design of IEC campaign on various aspects of waste management and sanitation"
1.2	Last Date & time of submission of proposal: 29/10/2019; 10 am
1.3	Date & time of opening of Technical proposal: 29/10/2019; 11 am
1.4	<b>Venue for Bid Submission: Office of Suchitwa Mission, Swaraj Bhavan, Basement (-1), Nanthencode, Trivandrum- 3</b>
1.5	<b>Validity Period of the Technical Proposals:</b> Proposal must remain valid 180 (one hundred eighty) days after the due date
1.6	Clarifications may be requested not later than 25/10/2019 The address for requesting clarifications : Executive Director, <b>Suchitwa Mission, Swaraj Bhavan, Basement (-1), Nanthencode, Trivandrum- 3</b> , email ID: sanitationkerala@gmail.com
1.7.	1. Technical Bid opening: 29/10/2019 (11.00 Hrs) 2. Technical Presentation on sample creative: 29/10/2019
1.8	Agencies must submit only one hard copy which will be deemed as the original proposal and one soft copy on a CD for technical bid only. In case of any discrepancies between the original and the copy, the contents of the original bid shall govern.
1.9	The Proposal submission address is: Executive Director, <b>Suchitwa Mission, Swaraj Bhavan, Basement (-1), Nanthencode, Trivandrum- 3</b>
1.10	Proposals received after the stated time and date will not be considered.

## **SECTION II : BACKGROUND**

SUCHITWA MISSION is the nodal agency under Local self Government Department, Kerala which provides technical and financial support to local bodies in the state for waste management and other sanitation related projects. SUCHITWA MISSION invites detailed technical proposal from those applicants who are qualified in the Expression of Interest stage for empanelment of agencies for creative design of IEC campaign on various aspects of waste management and sanitation.

Though the achievements of Kerala in the sectors of Health and sanitation are commendable, state faces various new and second generation issues related with health, sanitation and waste management which has to be addressed in a time bound manner. Despite many efforts from the part of the Government and SUCHITWA MISSION, there is a very passive demand from people for waste management infrastructure, both at household level and community level. Implementation at the ground level poses numerous challenges due to public protests based on various reasons. One of the main reasons is lack of knowledge as well as awareness of scientific and environmentally sound waste management systems and techniques. Hence SUCHITWA MISSION plans an effective campaign to educate and popularise various environment friendly measures, create an enabling environment to bring about an attitudinal and behavioural change and thereby creating demand and acceptance for various waste management projects.

In this campaign, it is intended to use very catchy creative ideas and materials in the field of Sanitation, Waste Management (degradable, non biodegradable, liquid wastes), Slaughter House and Septage management in order to convey the right message to the people ( from kids to elderly ) of Kerala. As challenges in Kerala are unique in its own way the campaign should take into account the most effective strategy to reach the masses across state.

### **2.1. Key Communication Objectives**

Key objectives that need to be addressed through BCC/IEC have been identified as :

1. Sensitise common people on the ill effects and environmental threats of poor waste management practices and thereby educate the people the need for an Integrated Waste Management System.
2. Create a conducive mood and environment for adoption and acceptance of waste management solutions
3. Create awareness on the 3 R principle (reduce, reuse and recycle)

4. Create awareness for segregation at source (household, commercial, public establishments, institutional) for better management of waste at source and in ward level or centralized plants
5. Reduction of antagonistic attitude towards waste treatment plants convincing people that the common waste treatment facility is a necessity, which when executed properly in a professional way with people's participation can never be a nuisance.
6. Increase public and LSGI support for initiatives under safe management of septage.
7. Pave way for building state of the art abattoirs and crematorium.
8. Awareness and Generation of demand for waste management devices for Biodegradable waste at source (households, commercial, public establishments, institutions)
9. Awareness and Generation of demand for Commercial and Institutional level waste management devices for Biodegradable and non-biodegradable waste
10. Awareness and Generation of public demand and acceptance for community level Waste Management Plants
11. Popularize the need for safe toilets (with proper leach pits/septic tanks) and educate on health hazards due to non usage of safe toilets.

## **2.2. The Key Target Groups identified are :**

General public especially:

- Kids and Children
- Adolescents and young
- Women
- Heads of families
- Elderly
- Religious leaders
- Elected representatives

*(Same messages should be designed differently for different target groups, above)*

## **2.3. Scope**

All creative are expected to be very catchy (attention inviting) with huge component of entertainment, fun and information, evoking emotional response as well as moral conscience towards responsible waste management at individual level.

### **Scope of work will include :**

1. Production of creative designs (for Advertisements, publicity materials with hard and soft copy for print and outdoor media campaign in the state) in Malayalam, English with Tamil and Kannada translation.

2. Production of creative design for advertising through TV channels, in short or long format, with or without voice over
3. Production of creative designs for advertisement and jingles through radio channels
4. Production of creative designs for web based campaigns
5. Production of themes, storylines, scripts for street play, dramas, lyrics, folk music, folk songs. magics etc.
6. Designing of exhibition stalls, road show vehicles, hoardings, billboards
7. Design street side model waste management destinations
8. Design of publicity collateral materials such as posters, brochures, folders, maps, leaflets, gift items, calenders, stickers, name slips etc
9. Production of short documentary and/or feature film on related themes of Health, Communicable diseases, Sanitation, Waste Management, Slaughter House and Septage management etc (which should be complete in quality to be used as readymade and for large level production)
10. Production of creative games for children
11. Production of creative designs for advertisement and jingles through mobile phones (SMS, RBT)
12. Production of creative designs for advertisement through railway announcements
13. Creative design of logos and motto (for Official purposes/programmes)
14. Creative name for the campaign and the volunteers.

### **SECTION III : CAMPAIGN REQUIREMENTS**

#### **3.1. Focus 2019-20**

##### **1. Management of Bio degradable wastes**

In Kerala, management of biodegradable wastes has emerged as a major developmental threat. About 70% of waste generated at Household and commercial establishments are bio degradable material. A reasonable level of awareness has not yet been reached among communities for the self realization of the fact that it is the responsibility of waste generators to make arrangements for treating the same by themselves at source. As majority of waste generated is bio degradable and with high moisture content, decentralized manner of waste management shall be the best option for the state.

Even though government have come up with various technology options for HH level composting (eg: pipe compost, bucket compost, tri-bin compost, bio pedestal compost, pot



compost etc) and biogas devices and provides incentive (up to 90% of total cost) the demand for usage of such devices is still very poor. The habit of management of waste at HH level is still not encouraging. People have not yet understood the significance of segregation of waste. Through good HH level waste management practices tremendous reduction of waste becomes possible and segregation makes the management of waste easy. Hence the efforts being taken by Government in this sector and citizen's responsibilities have to be popularized through this campaign.

Biodegradable food waste is generated in large quantities in restaurants, hotels, fast food centres, Marriage halls. But majority of such establishments do not have any facility for waste management. Often these wastes are seen thrown open posing threat to community. Hence these establishments have to be sensitized and pressured to make own arrangements for source level treatment of waste management and to recover the value. Similarly large quantities waste is generated at public establishments like office complexes, hospitals etc

Though LSGIs in the state are responsible to make arrangements for waste management at community level progress is not as per requirement due to lack of public demand and public pressure. At the same time efforts for establishing common safe waste management is often deterred by public antagonism due to the fear of nuisance value like bad odor, pest, leachate etc. But a plant with right kind of technology (there are many) with people's participation can manage waste very safely. It is expected to make people sensitive to waste management through this IEC campaign.

The themes for the communication content shall be like:

- Importance of safe management of biodegradable waste
- The prime and utmost necessity of Source level Segregation and Safe disposal of biodegradable waste
- Need for management of biodegradable waste at source (HH level, commercial, public establishment, institutional)
- Technology options for safe management of biodegradable waste
- Practice of cost effective composting devices in all HHs
- Biogas plants and its suitability for household and institutional level
- Need for making own biodegradable waste management systems by public and private establishments
- Significance of Community level biodegradable waste management centres, need for state of the art centres.
- Government and LSGI level initiatives and supports

- Need for people's acceptance.

### **Target Group**

Key stakeholders are:

- ✓ Households
- ✓ Hotel and fast food vendors
- ✓ Community hall owners
- ✓ Public establishments (police, railway stations, bus stands, university, offices etc)
- ✓ Students
- ✓ Religious leaders
- ✓ People's representatives

## **2. Management of Non bio degradable wastes**

Due to fast urbanizations trends, Kerala is very much dependent on non bio degradable articles. Consequently the quantity of non biodegradable waste in Kerala is also on the rise. Plastic kits, covers, plastic carry bags, plastic bottles, damaged hard plastic utensils, leather bags, foot wears, packing materials, paper, paper products , aluminum foil products, glass products are the important waste materials to be managed. These materials are burnt or recklessly thrown by people in public places, drainages, canals, rivers etc posing different kind of threats to environment inviting health hazards. Assistance to LSGIs for setting up Recyclable Waste Collection Centres (RWC) and Plastic Shredding Units are being given by Government. Efforts from the part of Government/LSGIs in setting up new generation projects are facing with opposition from localities around the project area. A dedicated community level awareness and education process part of this campaign shall strive to ensure a desired level of attitudinal and behavioral change. The campaign would propagate the principles of segregate, reduce, reuse, recycle, remanufacture. It should also motivate LSGIs in the state for coming up with model non biodegradable management projects.

The themes for the communication content shall be like :

- Segregation at source of non biodegradable waste so that clean segregated recyclables can be made available for recycling.
- Health hazards due to mismanagement of plastic, e-waste, household hazardous waste,
- Importance of recycling and means to promote recycling at individual level, commercial establishments, public establishments, institutions.
- Approach for scientific disposal of plastic, e-waste, household hazardous waste
- Waste hierarchy: reduce, reuse, recover, recycle, remanufacture, replace

- Need for Citizen level appropriate management practices for segregated non biodegradables like paper, metal, glass, jute, cloth, leather, rubber, Construction & demolition waste.
- Need for Community level appropriate management practices for segregated non biodegradables like paper, metal, glass, jute, cloth, leather, rubber, Construction & demolition waste.
- Best practices for management of non biodegradable waste across globe and India
- Popularization of new generation plants

### **Target Group**

Key stakeholders are :

- ✓ Households
- ✓ CBOs and resident associations
- ✓ Commercial and public establishments(police, railway stations, bus stands, university, offices etc)
- ✓ LSGIs
- ✓ Hotel and fast food vendors
- ✓ Community hall owners
- ✓ Students
- ✓ Religious leaders
- ✓ People's representatives

### **3. Management of Septage**

In Kerala, on site sanitation facilities are made use by people in most of urban and rural areas, except about 30 % of area in Thiruvananthapuram city and about 5 % area in Kochi city, where underground Sewerage System ( pipe lines) are available. Septic tanks, single pit latrines and double pit latrines are the commonly used on site sanitation facilities in most of areas for treatment and disposal of human excreta. Septic tanks are the economical and eco-friendly simple treatment technology. It is an onsite anaerobic treatment system having the advantage of treatment of human excreta without using chemical, energy and manpower. The onsite treatment facility such as Septic tanks are to be cleaned periodically for removing sludge (solid particles) accumulated at bottom of Septic tanks. As per the norms specified by the Bureau of Indian Standards (BIS), sludge from the septic tank is to be cleared once in 1 to 3 years, depending on size of the tank and efficiency of working of the plant. Anyway, the cleaning of septic tank is essential. There are requirement for draining septage from pit latrine constructed with sealed bottom, especially in coastal areas. The major reason for providing adequate treatment and

disposal systems is to protect public health and the environment, as septage may harbour disease causing viruses, bacteria and parasites.

In some Municipal/Corporation areas in Kerala there are private operators uses Vacuum Sucker, a pump and tanker fitted on a truck / Tractor, to draw septage from the Septic Tank. People avail this facility for cleaning of Septic Tank and they pay for the service. But due to lack of facilities for treatment of septage, the waste water sucked by Vacuum Suckers in most cases is being discharged to water bodies and open places. Kerala is having highest number of dug wells. Due to discharge of Septage at source as well as disposal sites water is getting polluted. Presence of E-coli is reported in 80% of well water in the State. Main reason for this is reported as pollution / contamination of well water from fecal matter. Government has taken steps to establish at least one common septage treatment facility in each district. In many developed countries, safe modular septage treatment facilities are established with in densely populated residential areas functioning in an industrial mode without emitting any kind of foul smell or other environmental threats. But in Kerala the preconceived apathy and aversion among people thwart the speedy implementation.

This campaign intends to plug in unscientific practices of septage management through mass awareness and bring in demand and support from communities in setting up septage treatment facilities.

The themes for the communication content shall be like :

- Septage and sewerage differentiations
- Promoting construction of ISO approved septic tanks
- Unsafe toilets-contamination of water sources from fecal matter
- Safe drinking water and waterborne diseases
- Options for safe digesters for toilets
- Threats of wrong septage disposal practices and need for safe management
- Available Technological options for septage management in India and across globe
- Septage management plants-a need for future

### **Target Group**

Key stakeholders are :

- ✓ Households
- ✓ LSGIs
- ✓ Private operators involved in septage sucking and disposal

- ✓ House boat operators

#### **4. Management of Grey water**

Recently, in many places across state, it is seen that the grey water from bathrooms, kitchen and cattle sheds are being discharged to public drains, roads and canals. This unscientific practice is done by households, hotels and other establishments and which has become another environmental threat leading to new health issues. Simple cost effective Soak Pits can be constructed in each house for managing grey water. In rural areas Grama Panchayats can popularize this technology option under MGNREGA. Similarly management of waste water from hospitals and factories are also becoming a new issue. This campaign intends to create public awareness motivating households and establishments to manage grey water safely by themselves and to increase involvement of LSGIs in addressing the issue.

The themes for the communication content shall be like:

- Health hazards due to improper liquid waste management
- Need for safe management of grey water
- Need for safe management of waste water
- Concepts of soak pits
- Low cost soak pit construction and social benefits
- Technologies for safe management of waste water and other effluents

#### **Target Group**

Key stakeholders are:

- ✓ Households
- ✓ CBOs and resident associations
- ✓ Commercial establishments like hotels, marriage halls, hospitals, factories etc
- ✓ Dairy farms
- ✓ LSGIs

### **3.2. Objectives**

The main objectives of the campaign are as follows:

- Create knowledge, skills, awareness and positive behaviour and attitudinal change amongst the identified target audience on the above mentioned six prioritized themes of Suchitwa Mission for the achievement of desired outcome

- Formulate outreach programmes for facilitating direct contact with key stake holders for enhancing awareness on various themes above

### 3.3. Required Outputs from agencies:

The outputs required from the advertising agencies in brief are as follows:

#### 3.3.1. Information, Education and Communication (IEC): Conceptualization and outreach

*Agencies have to conceptualize various related Information, Education and Communication (IEC) materials and prepare creative designing, scripting for different forms of IEC activities, in different medium listed in the following groups. Same messages should be designed differently for different target groups.*

- 1 **Visual media:** TV Spots, Documentaries, short films, interactive shows, visual materials, social media including web pages, internet etc
- 2 **Audio Media:** Radio spots & jingles, mobile telephone jingles and railway announcement jingles
- 3 **Outdoor Media:** Press advertisements, outdoor IEC activities such as hoardings, bus/train panels, bus shelters, illuminated signage, wall paintings, display panels, road shows, other exhibition materials etc.
- 4 **Print Media:** Print materials like brochures, booklets, primers, guidelines, folders, leaflets, posters, calendars, electricity and gas bills, postal stationeries etc.
- 5 **Mid Media:** Inter personal communication mid media programmes like street plays, folk arts, songs, dramas, street plays, magics etc.
- 6 **Social Media:** Interactive and innovative campaign creatives for social media campaigns

Agencies also would have to advice SUCHITWA MISSION on other effective communication strategy including media options and formats for campaigns that the agency can creatively come up with. The IEC materials for all the above formats are required to be made in Malayalam, English, Tamil, Kannada as per requirement. They have to develop concepts, modes and design for outreach initiatives in rural and urban areas to create face to face contact points with the various target population through most effective media.

#### 3.3.2 Awarding of work

SUCHITWA MISSION will intimate the agencies that got selected for empanelment to submit technical and financial proposals as per the communication requirement of the Mission

from time to time. Work will be awarded to the agency that gets selected following a QCBS process. SUCHITWA MISSION will provide/facilitate all technical inputs and will work closely with the advertising agencies in the formulation and planning of the required activities.

### **3.3.3 Release of Advertisements**

All advertisements will be released following GoK guidelines and instructions

### **3.3.4 Empanelment period**

The empanelment for the agency shall be for a period of 2 year from the date of empanelment which shall be reviewed periodically to assess the performance during the specified duration of empanelment. SUCHITWA MISSION reserves the right to extend the same for one year at the same rates or cancel any empanelment without assigning any reason thereof.

## **SECTION IV: ELIGIBILITY CRITERIA**

### **4.1. General Eligibility**

This invitation to respond to the RFP is open to **agencies qualified in the EoI phase only and no consortium shall be permitted.** The agencies must be incorporated or registered under any of the following Acts - the Indian Companies Act, 1956 or The Partnership Act, 1932 and the Registration of Societies Act.

### **4.2 Instructions to Bidders**

#### **4.2.1 List of documents to be submitted as part of Proposal**

Bidding organizations shall submit the following documents as part of their proposal

1. Covering letter in the format given at **ANNEXURE I.**
2. The Qualifying Financial strength details in the format given at **ANNEXURE IV -** (Certification by Chartered Accountant/Auditor is mandatory)
3. The Qualifying Experience details in the format given at **ANNEXURE-V**
4. Copy RFP document duly signed in all pages by the authorized representative of concerned agency with seal
5. Any other supporting information that is relevant to proposal

#### **4.2.2. Technical Bid**

Details of the technical bids with duly filled in format given at **Annexure II in sealed cover.** Agencies shall submit technical proposal duly filled in format given at **Annexure II in**

**sealed cover** and appropriately super scribed. Supporting hard and soft copies of IEC creative prepared by agencies for other organizations should also be submitted along with technical bid in separate sealed covers.

#### **4.2.3 Important Dates**

Upload of RFP document in official website	17.10.19
Last date of submission of queries	25.10.19
Last date for submission of bid	29.10.19
Opening of Technical proposal	29.10.19
Technical Presentations	29.10.19
Letter of Intimation of empanelment	Within 45 days of opening of technical bid

*SUCHITWA MISSION reserves the right to accept or reject any or all of the response to RFP without assigning any reason. SUCHITWA MISSION takes no responsibility for delay, loss, or non-receipt of RFP or any letter sent by post either way.*

#### **4.2.4 Validity of Proposals**

Proposals shall remain valid for a period of 180 (one hundred eighty) days after the due date of Proposal prescribed in RFP or any extensions thereof as communicated by SUCHITWA MISSION to all bidders at any point of time either through email or in writing. A Proposal valid for shorter period may be rejected as non-responsive. SUCHITWA MISSION may solicit the Respondents' consent to an extension of Proposal validity (but without the modification in Proposals).

### **SECTION V- EMPANELMENT PROCEDURE & ALLOCATION OF WORK**

In order to empanel advertising agencies, SUCHITWA MISSION has formed an Evaluation Committee to evaluate the Bids submitted by Respondents for a detailed scrutiny. During evaluation of Bids, SUCHITWA MISSION, may, at its discretion, ask the Respondents for clarification of their Bids. Agencies scoring 70 marks and above out of 100 will qualify for empanelment

SUCHITWA MISSION shall call for presentation of creative from the empanelled agencies from time to time. The Allocation of work shall be done on the basis of the presentations approved by



an Evaluation Committee created for this purpose. For the production of the approved work, the agencies will be **required to submit with detailed specifications of the product readymade to be printed / copied in final formats** enabling SUCHITWA MISSION to initiate a competitive bidding process. Allocation of work shall be at the sole discretion of SUCHITWA MISSION and the decision shall be final and binding.

## **SECTION VI : TERMS OF REFERENCE**

### **6.1. Clarifications and amendments of RFP Document**

#### **6.1.1 RFP Clarifications**

During technical evaluation of the Proposals, SUCHITWA MISSION may, at its discretion, ask Respondents for clarifications on their proposal. The Respondents are required to respond within the time frame prescribed by SUCHITWA MISSION.

#### **6.1.2 Amendments in RFP**

At any time prior to deadline for submission of proposal, SUCHITWA MISSION may for any reason, modify the RFP. The prospective Respondents having received the RFP shall be notified of the amendments through website [www.sanitation.kerala.gov.in](http://www.sanitation.kerala.gov.in) and such amendments shall be binding on them.

### **6.2. Disqualifications**

SUCHITWA MISSION may at its sole discretion and at any time during the evaluation of Proposal, disqualify any Respondent, if the Respondent has:

Submitted the Proposal documents after the response deadline; Made misleading or false representations in the forms, statements and attachments submitted in proof of the eligibility requirements; Exhibited a record of poor performance such as abandoning works, not properly completing the contractual obligations, inordinately delaying completion or financial failures, etc. in any project in the preceding three years; Submitted a proposal that is not accompanied by required documentation or is nonresponsive; Failed to provide clarifications related thereto, when sought; Submitted more than one Proposal; Declared ineligible by the Government of India/State Governments /UTIs for corrupt and fraudulent practices or blacklisted; Submitted a proposal with price adjustment/variation provision

### **6.3. Request for Proposal**

The **Respondent** is expected to examine all the instructions, guidelines, terms and condition and formats in the RFP. Failure to furnish all the necessary information as required by the RFP on

submission of a proposal not substantially responsive to all the aspects of the RFP shall be at **Respondent's** own risk and may be liable for rejection.

### **6.3.1. Pre Proposal Queries**

The prospective Respondent, requiring any clarification on RFP may notify the same in the form of query to the SUCHITWA MISSION by email sent to Executive Director, SUCHITWA MISSION latest by 25/10/2019, Tel: 0471-2319831; email:sanitationkerala@gmail.com. SUCHITWA MISSION response as well as the clarifications sought (including an explanation of the query but without identifying the source of inquiry) will be uploaded to the SUCHITWA MISSION website for all the prospective Respondents.

### **6.3.2 Preparation of Proposal**

The Respondent shall comply with the following related information during preparation of the Proposal- The Proposal and all associated correspondence shall be written in **English** and shall conform to prescribed formats. Any interlineations, erasures or over writings shall be valid only if they are initialed by the authorized person signing the Proposal.

The Proposal shall be typed or written in indelible ink and shall be signed by the Respondent or duly authorized person(s) to bind the Respondent to the contract. The letter of authorization shall be indicated by written power of attorney and shall accompany the Proposal.

In addition to the identification, the covering letter shall indicate the name and address of the Respondent to enable the proposal to be returned in the case it is declared late pursuant, and for matching purposes.

Proposals received by facsimile shall be treated as defective, invalid and rejected. Only detailed complete proposals in the form indicated above received prior to the closing time and date of the proposals shall be taken as valid. Respondents are not permitted to modify, substitute, or withdraw Proposals after its submission.

### **6.4. Duration of Empanelment**

The empanelment will be for duration of two year from the date of empanelment. SUCHITWA MISSION reserves the right to extend the same at the same rates or cancel any empanelment without assigning any reason thereof.

### **6.5. Right to Accept Proposal**

SUCHITWA MISSION 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 Respondent(s) or any obligation to inform the affected Respondent(s) of the grounds for such decision.

## **SECTION VII : GENERAL CONDITIONS OF CONTRACT (GCC)**

### **7.1. Application**

These general conditions shall apply to the extent that provisions in other parts of the Contract do not supersede them. For interpretation of any clause in the RFP or Contract Agreement, the interpretation of the SUCHITWA MISSION shall be final and binding on the Agencies.

**7.2. Payment Schedule:** No advance payment shall be made. Payment shall be made as per government orders and shall be based on milestones pre-defined at the time of work assignment.

### **7.3. Conflict of Interest**

SUCHITWA MISSION requires that Agencies provide professional, objective, and impartial advice and at all times hold the SUCHITWA MISSION's interests paramount, strictly avoid conflicts with other assignments/jobs or their own corporate interests and act without any consideration for future work.

### **7.4 Confidentiality**

Information relating to the examination, clarification and comparison of the Proposals shall not be disclosed to any Respondents or any other persons not officially concerned with such process until the empanelment process is over. The undue use by any Respondent of confidential information related to the process may result in rejection of its Proposal. Except with the prior written consent of the SUCHITWA MISSION, the Agencies and the personnel shall not at any time communicate to any person or entity any confidential information acquired in the course of the Contract.

### **7.5. Fraud & Corruption**

SUCHITWA MISSION requires that Agencies selected through this RFP must observe the highest standards of ethics during the performance and execution of such contract. SUCHITWA MISSION will reject the application having been engaged in corrupt, fraudulent, unfair trade practices, coercive or collusive.

**7.6.** In pursuance of this policy, SUCHITWA MISSION:

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

- i. "Corrupt practice" means the offering, giving, receiving or soliciting of anything of value to influence the action of SUCHITWA MISSION or any personnel of Agencies in contract executions.
- ii. "Fraudulent practice" means erroneous presentation of facts, in order to influence a procurement process or the execution of a contract, to SUCHITWA MISSION, and includes collusive practice among Respondents (prior to or after Proposal submission) designed to establish Proposal prices at artificially high or non-competitive levels and to deprive SUCHITWA MISSION of the benefits of free and open competition;
- iii. "Unfair trade practices" means supply of services different from what is ordered on, or change in the Scope of Work which was given by the SUCHITWA MISSION in Section IV.
- iv. "Coercive practices" means harming or threatening to harm, directly or indirectly, persons or their property to influence their participation in the execution of contract.
- v. "Collusive practices" means a scheme or arrangement between two or more applicants with or without the knowledge of the IEC Bureau, designed to establish prices at artificial, non competitive levels

**7.6.1** Will reject a proposal for award, if it determines that the Respondent recommended for award has been determined by SUCHITWA MISSION to having been engaged in corrupt, fraudulent or unfair trade practices.

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

### **7.7. Relationship between the Parties**

Nothing mentioned herein shall be constructed as relationship of master and servant or of principal and agent as between the 'SUCHITWA MISSION' and 'the Agencies'. The Agencies subject to this contract for empanelment has complete charge of personnel and Sub-Agencies, if any, performing the services under the Project executed by SUCHITWA MISSION from time to time. The Agencies shall solely be fully responsible for the services performed by them or on their behalf hereunder.

### **7.8 Standards of Performance**

The Agencies shall perform the services and carry out their obligations under the Contract with due diligence, efficiency and economy in accordance with generally accepted professional

standards and practices. The Agencies shall always act in respect of any matter relating to this contract as faithful advisor to SUCHITWA MISSION. The Agencies shall always support and safeguard the legitimate interests of SUCHITWA MISSION in any dealings with the third party. The Agencies shall conform to the standards laid down in RFP in totality.

### **7.9. Change Orders**

Subject to premature termination of contract, SUCHITWA MISSION may at any time before completion of work under project awarded to empanelled Agencies, change the work content by increasing/reducing the quantities of the services by 20% as mentioned in the Contract Agreement for execution of the Project, without creating any liability for compensation on any grounds, whatsoever due to this change. In such a case, the Agencies will have to perform the service in the increased/decreased quantity at the same contract rates within the time stipulated for providing services to SUCHITWA MISSION. All submissions made by the Agencies after the award of contract must be countersigned by the Head – Creative of the Agencies.

### **Detailed Service Levels have been defined in Annexure VIII**

### **7.10. Delivery and Documents**

As per the time schedule agreed between the Parties for specific projects given to the empanelled Agencies from time to time, the Agencies shall submit all the deliverables on due date as per the delivery schedule. The Agencies shall not without the SUCHITWA MISSION's prior written consent disclose the Contract, content of creative, drawings, specifications, plan, pattern, samples etc to any person other than an entity employed by SUCHITWA MISSION for the performance of the Contract. In case of termination of the Contract all the document used by the Agencies in the execution of project shall become property of SUCHITWA MISSION.

### **7.11. Agencies' Personnel**

The Agencies shall employ and provide such qualified and experienced personnel as may be required to perform the services under the specific project assigned by SUCHITWA MISSION and it is desirable from the Agencies to deploy personnel, who have adequate experience in the domain related to the project. It is desirable that for Domain-related Projects, the Consultant/ Agencies must hire the services of Domain Specialists, on a case to case basis, to work on the Project effectively.

### **7.12. 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 Contract shall be interpreted in accordance with the laws of the Union of India.

### **7.13. Intellectual Property Rights**

No services covered under the Contract shall be sold or disposed by the Agencies in violation of any right whatsoever of third party, and in particular, but without prejudice to the generality of the foregoing, of any patent right, trademark or similar right, or any charge mortgage or lien. The Agencies shall indemnify the SUCHITWA MISSION from all actions, costs, claims, demands, expenses and liabilities, whatsoever, resulting from any actual or alleged infringement as aforesaid and at the expenses of the Agencies, SUCHITWA MISSION shall be defended in the defense of any proceedings which may be brought in that connection.

The copyright of all content created under this contract shall be owned by SUCHITWA MISSION and the agencies will not utilize this anywhere else and/or for any other work/organization without the explicit written permission of SUCHITWA MISSION.

### **7.14. Governing Language**

The Contract shall be written in English Language. English version of the Contract shall govern its interpretation. All correspondences and other documents pertaining to the contract, which are exchanged between the parties, shall be written in the English Language.

### **7.15. Sub Contracts**

The Agencies shall notify the SUCHITWA MISSION in writing of all sub contracts awarded for execution of the Project, if not already specified in the Proposal. Such notification in their original Proposal or later, shall not relieve the Agencies from any liability or obligation under the Contract.

### **7.16. Assignments**

The Agencies shall not assign the project to any other agencies, in whole or in part, to perform its obligation under the Contract, without the SUCHITWA MISSION's prior written consent.

### **7.17 Payment**

In the event of a Force Majeure, which restricts the agencies from performing their services, the Agencies shall be entitled to payments under the terms of this contract, as well as to be reimbursed for additional costs reasonably and necessarily incurred by them during such period for the purposes of the services and in reactivating the service after the end of such period.

### **7.18. Performance Assessment**

If during execution of the assigned work by agency, following problems were to be found, then a penalty of 1% of the Contract value per week (subject to maximum of 20%) may be imposed by SUCHITWA MISSION

- Quality of deliverable is not up to the mark, (till the quality is improved to the required extent)
- Delays in deliverables
- Not assigning adequate resources in time
- Not engaging resources on a dedicated basis, even when required
- Assigning resources that do not meet SUCHITWA MISSION's requirements
- Inadequate interaction with the SUCHITWA MISSION.
- The work is either not complete or not completed satisfactorily as per the approved time schedule or the quality of deliverable
- If the delay is beyond 10 weeks then SUCHITWA MISSION may rescind the Contract and shall be free to get it done from other Agencies at the risk and costs of the appointed Agencies. SUCHITWA MISSION may debar the Agencies for applying in its future empanelment also.

#### **7.19. Liquidated Damages**

If any of the services performed by the Agencies fail to conform to the specifications of the assigned project or in the event of failure of the project due to indifferent, non supportive attitude of the Consultant/ Agencies and SUCHITWA MISSION decides to abort the contract because of such failure, then a sum up to 50% of the value of the contract shall be recovered as liquidated damages from the Agencies. Besides, all the payments already done for such service shall also be recovered. This shall be without prejudice to other remedies available under this contract to SUCHITWA MISSION.

#### **7.20. Suspension**

SUCHITWA MISSION may, by written notice to Agencies, suspend all payments to the Agencies if the Agencies fails to perform any of its obligations under this Contract including the carrying out of the services, provided that such notice of suspension which Shall specify the nature of failure and shall request the Agencies to remedy such failure within a period not exceeding thirty (30) days after receipt by the Consultant/ Agencies of such notice of failure.

#### **7.21. Termination**

Under this Contract, SUCHITWA MISSION may, by written notice terminate the Agencies 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 time schedule.
- Termination for Convenience in whole or in part thereof, at any time
- Termination for Insolvency if the Agencies become bankrupt or otherwise insolvent.

In all the cases above termination shall be executed by giving written notice to the Agencies as prescribed in the GCC Clause of RFP. No consequential damages shall be payable to the Agencies in the event of such termination.

### **7.22. Force Majeure**

Notwithstanding anything contained in the RFP, the Agencies 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 Agencies and not involving the Agency'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 SUCHITWA MISSION, regarding Force Majeure shall be final and binding on the Agencies.

If a Force Majeure situation arises, the Agencies shall promptly notify to the SUCHITWA MISSION in writing, of such conditions and the cause thereof. Unless otherwise directed by the SUCHITWA MISSION in writing, the Agencies 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.

### **7.23. Resolution of Disputes**

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

### **7.24. Amicable Settlement**

Performance of the Contract is governed by the terms and conditions of the Contract, however at times dispute may arise about any 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 that party fails to respond within 30 days, or the dispute cannot be amicably settled within 60 days following the response of that party, then, Clause '**Resolution of Disputes**' of GCC shall become applicable.



### **7.25. Resolution of Disputes**

In the case dispute arising between the SUCHITWA MISSION and the Agencies, which has not been settled amicably, such dispute shall be referred to a panel of arbitrators, to be appointed jointly by both the parties. The arbitrators with the consent of parties may modify the timeframe for making and publishing the award. Such arbitration shall be governed in all respects by the provision of the Indian Arbitration and Conciliation Act, 1996 or later and the rules there under and any statutory modification or re-enactment, Arbitration proceedings will be held in Thiruvananthapuram and the language of the arbitration proceeding and that of all documents and communications between the parties shall be in English. The decision of the majority of arbitrators 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 arbitrators as determined by the arbitrators shall be shared equally by the SUCHITWA MISSION and the Agencies. However, the expenses incurred by each party in connection with the preparation, presentation shall be borne by the party itself.

### **7.26. Taxes and Duties**

The Agencies shall fully familiarize themselves about the applicable Domestic taxes (such as VAT, Sales Tax, Service Tax, Income Tax, duties, fees, levies etc.) on amount payable by SUCHITWA MISSION under the contract. The Agencies, sub -Agencies and personnel shall pay such domestic tax, duties, fees and other impositions (wherever applicable) levied under the applicable law.

### **7.27. Legal Jurisdiction**

All legal disputes between the parties shall be subject to the jurisdiction of the Courts situated in Thiruvananthapuram only.

### **7.28. 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 such party at the address mentioned in the project specific Contract Agreement.

Sd/-  
Executive Director

**ANNEXURE I: COVERING LETTER (ON RESPONDENT'S LETTER HEAD)**

To  
Executive Director  
SUCHITWA MISSION SS  
Swaraj Bhavan, Basement floor (-1)  
Nanthencode  
Thiruvananthapuram – 69503, Kerala

Dear

Sub: Proposal for Empanelment of Agencies for creative design of IEC campaign -reg  
Ref: Suchitwa Mission RFP notice No.2870/E1/2019/SM

Having examined the RFP, we, the undersigned, offer to be empanelled for the “creative design of IEC campaign on various aspects of waste management and sanitation” with SUCHITWA MISSION’s Communication Campaign, in full conformity with the said RFP.

We have read the provisions of RFP and confirm that these are acceptable to us. We further declare that additional conditions, variations, deviations, if any, found in our proposal shall not be given effect to.

We agree to abide by this Proposal, consisting of this letter, the Technical Proposal, the duly notarized written power of attorney, and all attachments, for a period of 180 days from the date fixed for submission of Proposals as stipulated in the RFP and modifications resulting from contract negotiations, and it shall remain binding upon us and may be accepted by you at any time before the expiration of that period. Until the formal final Contract is prepared and executed between us, this Proposal, together with your written acceptance of the Proposal and your notification of award, shall constitute a binding contract between us.

We hereby declare that all the information and statements made in this proposal are true and accept that any misinterpretation contained in it may lead to our disqualification.

Until the formal final Contract is prepared and executed between us, this Proposal, together with your written acceptance of the Proposal and your notification of award, shall constitute a binding contract between us.

We understand you are not bound to accept any proposal you receive.

Dated this [date / month / year]

Authorized Signatory (in full and initials):

Name and title of signatory:

Duly authorized to sign this Proposal for and on behalf of [Name of Respondent]

Name of Firm:

Address:

## ANNEXURE II : TECHNICAL BID

Sl. No	Description	Give in Detail on
1	Overall Experience Social Sector (Core competency)	Social Sector
		Health/Sanitation sector
		Govt. agencies/PSUs
		Private sector
2	Kind of communication Approach & Methodology w.r.t themes in section 3.1 of this RFP	Understanding of the themes
		Strategic Thinking
		Implementation Strategy – For ..... media, outreach, & events etc
3	Creative suggested by the agency w.r.t Scope and IEC conceptualization and outreach.	Indications on creative materials
4	Media Plan	Traditional
		Non-Traditional
5	CVs of Key Functionaries (excluding Support & admin. Staff)	Team Leader/Strategic Planner, Creative Director, Manager Client Servicing, Research, Production & final Delivery, Others, etc

### 1. Team Composition

[Provide here a brief description of the background and your firm/entity and each associate for this Assignment/Job. The brief description should include ownership details, date and place of incorporation of the firm, organization structure in terms of departments/cells for various communication activities (e.g. Research Wing for CNA, evaluation etc. capacity for overseeing implementation of activities like media roll outs, designing creative, organizing events, audio visual, outdoor, designing/ printing etc.; separate units for development/rural/social communications),with regard to your core competent area to which you intend to bid ,branch offices etc.

Please specify & provide details of people/team that is proposed to handle the assignments part of this campaign – overall, each segment i.e. media, outreach, events etc.

Please provide the team structure including the lead creative & lead client servicing

Please provide the estimated man hours per month that each member may spend on the campaign including the no. of days that lead client-servicing person will spend at client site.]

## 2. Agency's Experience

[Using the format below, provide information on each Assignment/Job for which your firm was legally contracted for carrying out IEC creative Assignment/Job similar to the ones requested under this Assignment/Job:

*This would include communication and awareness through different mode and media, other modes of campaigns involving stakeholder consultation and also communication programs handled. Only give details of such assignments in at least 2 districts were covered.]*

### Firm's name:

- 1) Assignment/Job name:
  - a. Description of Project:
  - b. Approx. value of the contract (in Rupees):
  - c. Country:
  - d. Location within country:
  - e. Duration of Assignment/Job (months) :
  - f. Name of Employer:
  - g. Address:
  - h. Total No. of staff-months of the Assignment/Job:
  - i. Approx. value of the Assignment/Job provided by your firm under the contract (in Rupees):
  - j. Start date (month/year):
  - k. Completion date (month/year):
  - l. No. of professional staff-months provided by associated Consultants:
  - m. Name of senior professional staff of your firm involved and functions performed.
  - n. Description of actual Assignment/Job provided by your staff within the Assignment/Job :

*Note: Please provide documentary evidence from the client i.e. copy of work order, contract for each of above mentioned assignment. The experience shall not be considered for evaluation if such requisite support documents are not provided with the proposal.*

## 3. Services

- Campaign strategy

Assess media habits and come up with the main communication approaches suggested for different levels and achieving communication objectives, the preferred media (advocacy, inter personal communication, community mobilisation, mass media, folk media, outdoor, entertainment education, social media etc.) channels amongst the target audiences for information and to create a consistent change in each contact category. Please provide a comprehensive campaign strategy for educating the masses about prioritised themes through various ways

- Creative

Please provide in detail the creative aspect of strategy, which will reflect communications competencies ranging from prioritizing target audience/geographies, strategic planning, and creative ideas in the selected media grouped in section 3.3.1 above. Conceptualize & develop various Awareness materials based on the media sections grouped based such as print ads, print

material i.e. brochure, poster, booklet, leaflet etc, TV ads, audio-visual material and other innovative Awareness efforts.

#### **4. Media & Implementation**

Please provide detail of media plan demonstrating links with the brand and rationale behind media objectives for brand building across traditional & new media. The implementation strategy must accompany the proposed media plan. Please provide details of outreach plan to establish connect with mass.

#### **PRESENTATION**

Subsequent to the opening of technical proposal of the RFP, the responsive bidders will be called for a presentation of the technical proposal. The structure given below should be followed. All information provided should be same as provided in RFP.

#### **STRUCTURE OF THE PRESENTATION**

##### **I. About Agency – 5 slides**

Provide here a brief description of the background and organization of your firm/entity and each associate for this Assignment/Job. The brief description should include ownership details, date and place of incorporation of the firm, organization structure in terms of departments/cells for various communication activities (e.g. Research Wing for CNA, evaluation etc. capacity for overseeing implementation of activities like media roll outs, designing creative, organizing events, audio visual, outdoor, designing/ printing etc.; separate units for development/rural/social communications), branch offices etc. Profile and credentials of key staff engaged in communication & creative development

##### **II. Agency Experience**

##### **Using the format below, provide information on each Assignment/Job – 3 slides per Job**

Using the format below, provide information on each Assignment/Job for which your firm is carrying/carried out Assignment/Job similar to the ones requested under this Assignment/Job:

1. Name of Employer :
2. Total No of staff and months of the Assignment/Job
3. Approx. value of the contract (in Rupees) :
4. Start date (month/year): Completion date (month/year)
5. Villages covered (state-wise)
6. Description of actual Assignment/Job provided by your staff within the Assignment/Job:

##### **III. Description of Approach, Methodology and creative content and Work Plan – 15 slides**

Approach, methodology and creative content to on the following s-

Promoting reduction of waste,

Segregation and source level management of wet waste

Managing dry waste

Promotion of user fee

**ANNEXURE III : FINANCIAL DETAILS FOR TURNOVER (AS PER AUDITED BALANCE SHEET)**

S.N	Name of the Bidder	Turnover of the firm		
		FY 2016-17	FY 2017-18	FY 2018-19

Note: Please attach Balance sheet or Income Expenditure and Assets Liabilities status position during the last 3 years duly certified by Chartered Accountant/Statutory Auditors.

Signature.....

In the capacity of.....

Duly authorized to sign Proposal for

And on behalf of.....

Date.....

Place.....

**ANNEXURE IV: SUMMARY OF QUALIFYING EXPERIENCE INCLUDING THE SOCIAL SECTOR**

S No	Name of the Client*	Sector	Value of work in Rs.Lk
1			
2			

(\* furnish details in the table below, use separate tables for each project)

Sl. No	Item	Details
	General Information Client Name Address	
	Campaign Details Name of the campaign Start Date/End Date Current Status (work in progress, completed etc.)	
	No. of locations	
	Brief description of scope of work	
	Size of the project Order Value of the project (in lakh)	

2. Office locations

S No	City	Address

Signature.....

Certified By, In the capacity of.....

Duly authorised to sign Proposal for

And on behalf of.....

Date.....

Place.....

Note:

The above may be submitted, duly certified by the respective client, in lieu of order copies or certified invoice copies

**ANNEXURE V : CHECKLIST**

<b>S No</b>	<b>Description</b>	<b>Detail</b>	<b>Y/N</b>
1	Eligibility Documents	Registration, Proof of existence for the last 3 years	
		Communication campaign for Govt./PSU/Multilateral etc.in the last 3 yrs	
		Certified Annual Turnover for last 3 years	
		Capability to provide services under one roof	
		Presence in at least 2 Districts	
		Dedicated & Functional Social campaign	
		Can service SUCHITWA MISSION from Trivandrum Office	
		RFP doc. signed in all pages	
		Annexure: I, III, IV, VI	
2	Technical Bid	Annexure II	
		Support Documents including soft copies of proposed creative, work done for other clients etc.	

**Note** : All documents must be submitted, properly marked as Technical Bid in sealed envelopes. The Technical Bid must also contain a soft copy of the technical bid within the sealed cover. In case of dispute, content submitted in the proposal submitted as 'Original' shall be binding.



## ANNEXURE : VI Service Level and Deliverables

Description	Deliverables	SLAs
Video Component		
TV	Conceptualisation and creative content submission	<ul style="list-style-type: none"> <li>● Presentation of the concept based on the SUCHITWA MISSION's brief</li> <li>● Presentation of Scripts , story boards, scene descriptions, actor descriptions to the client for suggestions/approval (based on the SUCHITWA MISSION's Brief)</li> <li>● Creative content should be innovative, funny, simple, easy to understand, easy to recall, adaptable in regional languages</li> </ul>
Films	Conceptualisation and creative work submission	
TV Sponsored Programmes	Conceptualisation and creative content submission	<ul style="list-style-type: none"> <li>● Presentation of the concept based on the SUCHITWA MISSION's brief</li> <li>● Provide topics, suggest guests to be brought in for live interview</li> <li>● Creative content should be innovative, simple, easy to understand, easy to recall, adaptable in regional languages</li> </ul>
Theme Song	Conceptualisation and creative content submission	<ul style="list-style-type: none"> <li>● Presenting Lyrics, Tune, Scripts , story boards, scene descriptions actor discriptions to the client for suggestions/approval (based on the SUCHITWA MISSION's Brief)</li> <li>● Creative content should be innovative, simple, easy to understand, easy to recall, adaptable in regional languages</li> </ul>
Audio Component		
Radio Jingle	Conceptualisation and creative content submission	<ul style="list-style-type: none"> <li>● Presentation of the concept based on the SUCHITWA MISSION's Brief</li> <li>● Presentation of lyrics, script and tune, dialogues to SUCHITWA MISSION for its approval (based on the SUCHITWA MISSION's Brief)</li> <li>● Jingle should be captive innovative, simple, easy to understand, easy to recall, adaptable in regional languages</li> </ul>
Public Services Messages	Conceptualisation and creative content submission	<ul style="list-style-type: none"> <li>● Presentation of Concept, Scripts to the client for suggestions/approval (Based on SUCHITWA MISSION's brief)</li> <li>● Creative content should be innovative, simple, easy to understand, easy to recall, adaptable in regional languages</li> </ul>
Mobile SMS&RBT	Conceptualisation and creative content submission	<ul style="list-style-type: none"> <li>● Presentation of the concept based on the SUCHITWA MISSION's Brief</li> <li>● Presentation of text, lyrics for approval</li> <li>● Creative content should be innovative, simple, easy to understand, easy to recall, adaptable in regional languages</li> </ul>
Print Component		

Press Ad	Physical Specimen and Soft Copies (JPEGs and CDR)	<ul style="list-style-type: none"> <li>• Presentation of first draft creative content for its approval (based on the SUCHITWA MISSION's Brief)</li> <li>• Presentation of final artwork (after incorporating suggestions by SUCHITWA MISSION) for final approval</li> <li>• Creative content should be innovative, simple, easy to understand, adaptable in regional languages</li> <li>• Submission of physical specimen and raw footage on time</li> <li>• Quality should be adherent to the standards</li> <li>• Completion of work within pre defined timelines</li> </ul>
Hoarding	Physical Specimen and Soft Copies (JPEGs and CDR)	<ul style="list-style-type: none"> <li>• Presentation of first draft creative content for its approval (based on the SUCHITWA MISSION's Brief)</li> <li>• Design and presentation of creatives to SUCHITWA MISSION for final approval</li> <li>• Creative content should be innovative, simple, easy to understand, easy to recall, adaptable in regional languages</li> <li>• Submission of physical specimen and raw footage on time</li> <li>• Quality should be adherent to the standards.</li> <li>• Completion of work within pre defined timelines</li> </ul>
Posters	Physical Specimen and Soft Copies (JPEGs and CDR)	<ul style="list-style-type: none"> <li>• Presentation of first draft creative content for its approval (based on the SUCHITWA MISSION's Brief)</li> <li>• Design and presentation of creative to SUCHITWA MISSION for final approval</li> <li>• Creative content should be innovative, simple, easy to understand, easy to recall, adaptable in regional languages</li> <li>• Submission of physical specimen and raw footage on time</li> <li>• Quality should be adherent to the standards.</li> <li>• Completion of work within pre defined timelines</li> </ul>
Leveraging search engines & online advertisements		<ul style="list-style-type: none"> <li>• Presentation of the concept and strategies based on the SUCHITWA MISSION's brief</li> <li>• Presentation of first draft creative content (banners, pop ups, scrolls etc) for its approval (based on the SUCHITWA MISSION's Brief)</li> <li>• Presentation of final artwork (after incorporating suggestions by SUCHITWA MISSION) for final approval</li> <li>• Implementation of the strategies</li> <li>• Creative content should be innovative, simple, easy to understand, adaptable in regional languages</li> <li>• Quality should be adherent to the standards</li> <li>• Completion of work within pre defined timelines</li> </ul>
Social media		<ul style="list-style-type: none"> <li>• Presentation of the concept and strategies based on the SUCHITWA MISSION's brief</li> </ul>

		<ul style="list-style-type: none"> <li>• Presentation of first draft creative content based on the SUCHITWA MISSION's Brief)</li> <li>• Presentation of final creative and strategy for final approval</li> <li>• Implementation of the strategies</li> <li>• Creative content should be innovative, simple, easy to understand, adaptable in regional languages</li> <li>• Quality should be adherent to the standards</li> <li>• Completion of work within pre defined timelines</li> </ul>
On ground activation campaigns		<ul style="list-style-type: none"> <li>• Presentation of the concept and strategies based on the SUCHITWA MISSION's brief</li> <li>• Presentation of final creative and strategy for final approval</li> <li>• Implementation of the strategies</li> <li>• Quality should be adherent to the standards</li> <li>• Completion of work within pre defined timelines</li> </ul>

Sd/  
Executive Director