

**F.No.42-22/540/2022-AKAM  
Government of India  
Ministry of Culture  
(AKAM Secretariat)**

**Dated: 06.01.2023**

**REQUEST FOR PROPOSAL  
(Bidding Terms & Scope of Work)**

**FOR**

**Selection of a Media Agency for Organizing Campaigns under 9 Themes of  
Azadi Ka Amrit Mahotsav**

## 1. BACKGROUND

Azadi Ka Amrit Mahotsav (AKAM) is an initiative of the Government of India to celebrate and commemorate 75 years of progressive India and the glorious history of its people, culture and achievements. It is being led by the Ministry of Culture, Government of India, which is the Ministry responsible for promoting art and cultural heritage in India.

As a part of the ongoing celebrations in the next phase of Amrit Mahotsav, the countdown to 15<sup>th</sup> August 2023, the vision is to further boost this people's movement through campaigns and programs by collaborating with agencies across India. Leveraging the massive outreach of channels of media can help reach corner most parts of the country. Ministry of Culture aims to make AKAM even more of a 'whole of society' initiative and take it to all 130+ crore people of India.

## 2. LETTER OF INVITATION

Dear Sir/Madam,

2.1 Ministry of Culture invites proposals from media agencies desirous of and having proven track record of having conducted similar activities, for organizing campaigns under 9 Themes of Azadi Ka Amrit Mahotsav 2.0 as per the provisions and requirements of this RFP.

2.2 Interested agencies are requested to carefully study the Scope of Work and technical requirements attached below.

2.3 Interested agencies who meet the criteria may submit their proposals with all necessary documents in sealed envelopes, duly signed by an authorized signatory. The envelopes must clearly indicate name of the project "Selection of Agency for Organizing Campaigns under the 9 Themes of Azadi Ka Amrit Mahotsav. The proposals may be submitted on or before 27.01.2023 by 5.30 p.m. at the following address:

**Shri Satyendra Kumar Singh**  
**Under Secretary (AKAM), Ministry of Culture**  
**3<sup>rd</sup> Floor, IGNC Building,**  
**Janpath, New Delhi-110001.**

**2.4 Interested agencies can apply for one or more categories separately in Outdoor, Radio, Visual, Print and Digital, each proposal will be evaluated separately.**

**2.5 Interested agencies/ bidders can apply in one or more than one themes separately, each proposal will be evaluated separately.**

**2.6 Same network/channel/media house can apply in different categories separately**

### 3. Critical Information

S.No.	Information	Details
1.	RFP No. and date	42-22/540/2022-AKAM Dated: 06.01.2023
2.	Last date for submission of proposals	27.01.2023
3.	Address at which proposal is to be sent	Shri Satyendra Kumar Singh Under Secretary (AKAM) Ministry of Culture 3 <sup>rd</sup> Floor, IGNCA Building, Janpath, New Delhi-110001.

3.1 The RFP is open to all entities registered in India under the relevant Acts/Rules of the Government. They should not have been in litigation/blacklisted by Central/State Government, or any Public Sector Undertaking or a Corporation as on the date of submission of the proposal. An undertaking to this effect should be submitted.

3.2 The agencies should have domain knowledge and experience in the area of work as per this RFP and should be in existence for at least five years.

3.3 The Selection process shall consist of two stage bidding process -Technical and Financial evaluation

### 4. Evaluation Criteria

- Qualified agencies are hereby invited to bid based on the Scope of Work, financial bids, and evaluation process laid down below.
- The agencies are requested to send in their proposals based on which a presentation shall be conducted on the proposed project.
- The evaluation shall be done out of 100 marks.

S.No	Technical Evaluation Criteria	Score (70)				
		Audio	Visual	On Ground	Digital	Print
1	<b>Bidder's understanding:</b> Knowledge of the current ecosystem and assignment (basis the current Scope of Work					

S.No	Technical Evaluation Criteria	Score (70)				
		Audio	Visual	On Ground	Digital	Print
2	laid down in the RFP) <b>Understanding 10</b> <b>Research and Development 10</b>					
	<b>Innovative Ideas: Creative and fresh</b> ideas/innovation which can be integrated along with the existing Scope of Work <b>Presentation and samples 10</b> <b>Innovation/ Creativity/ Uniqueness of the concept 10</b>					
3	<b>Work Integration:</b> Activities/ Tie-ups with the existing PR agencies, influencers/ celebrities, local organisations/ NGOs to amplify the campaigns	15	15	15	15	15
4	<b>Past experience of the channels</b> Bidder's prior experience in similar type of campaigns/ assignments/ projects - for Govt/Ministries or PSU/ Chambers of Industry Association, Presence of VIPS in the campaigns,					
	<b>5 marks (up to 5 projects)</b>					
	<b>10 marks (6-10 projects)</b>					
	<b>15 marks (11-15 or more)</b>					

S.No	Technical Evaluation Criteria	Score (70)				
		Audio	Visual	On Ground	Digital	Print
	projects)					

S. No.	Financial Evaluation criteria	Score (30)				
1.	Turnover requirements of the agencies for 3 years (2018-19, 19-20, 21-22) (excluding covid year)					
	5 marks (upto 10 crore)					
	10 marks (upto 20 crore)					
	15 marks (upto 30 crore or more)					
2.	<p><b>Jan Bhagidari/Participation:</b></p> <p>Cost-effectiveness (Cost per citizen engagement with respect to Total Citizen Involvement in numbers</p> <p><b>Definite assured number range only- Excluding the virtual reach/anticipated participation</b></p> <p><b>Upto 1 million 5 marks</b></p> <p><b>Upto 3 million 10 marks</b></p> <p><b>Upto 5 million and more 15 marks</b></p>					

## **4. Bidding process**

4.1 Comprised of technical /qualifying stage and financial stage

4.2 The case of the bidders who will qualify the technical stage (minimum 70% or more) will only have their financial bid open further.

4.3 Further, overall cumulative / final score will be out of 100 including the scores in both the stages

### **Technical Evaluation**

- The proposal with the highest technical marks (as allotted by the Evaluation Committee) shall be given a score of 70 (seventy) and other proposals shall be given technical scores that are proportional to their marks w.r.t. the highest technical marks.
- The bidders securing a minimum of 70% marks will qualify in the technical evaluation round.

### **Financial Evaluation**

- After the technical evaluation is completed, the qualified bidders shall be informed about the time and location for the opening of the Financial Proposals. Bidder's attendance at the opening of Financial Proposals is mandatory and it shall be recorded and signed by all present.
- Financial Proposals of only those bidders will be evaluated who have secured a minimum of 70% marks in the technical evaluation. The proposal with the lowest total bid value as given in **FORM FIN 2** shall be given a financial score of 100 and other proposals shall be given financial scores that are inversely proportional to their total bid value.

### **Combined Evaluation**

- The combined score shall be obtained by weighing the technical and financial scores in the ratio of 70:30 and adding them up. On the basis of the combined weighted score for technical and financial proposals, the bidder shall be ranked in terms of the total score obtained.
- The proposal obtaining the highest score in evaluation will be ranked as H1, followed by the proposals securing lesser marks as H2, H3, etc. The bidder securing the highest combined marks will be considered for the award of the contract.

### **Example**

As an example, the following procedure will be followed. The minimum qualifying mark

for technical qualification is 70 and the weightage of the technical bids and financial bids is kept at 70:30. Assuming that in response to the RFP, 3 proposals, A, B & C are received, the Technical Evaluation Committee awards them 75, 80, and 90 marks respectively. The proposal with the highest technical marks (as allotted by the Evaluation Committee) shall be given a score of 100 (hundred) and other proposals be given technical score that are proportional to their marks w.r.t. the highest technical marks. Bidders securing 70% marks in this process will be deemed as technically suitable and their financial proposals will be opened after notifying the date and time of bid opening to the successful participants. Assuming that the Evaluation Committee examines the financial proposals and the quoted total bid values are as under:

Total Bid Value:

A: Rs.120

B: Rs.100

C:Rs.110

Using the formula  $LTBV/TBV$ , where  $LTBV$  stands for Lowest Total Bid Value and  $TBV$  stands for Total Bid Value, the Evaluation Committee will give them the following points for financial proposals:

A:  $100/120 = 83$  points

B:  $100/100 = 100$  points

C:  $100/110 = 91$  points

In the combined valuation, thereafter, the Evaluation Committee will calculate the combined technical and financial score as under:

Proposal A:  $75 \times 0.70 + 83 \times 0.30 = 77.4$  points

Proposal B:  $80 \times 0.70 + 100 \times 0.30 = 86$  points

Proposal C:  $90 \times 0.70 + 91 \times 0.30 = 90.3$  points

The three proposals in the combined technical and financial evaluation will be ranked as under:

Proposal A: 77.4 points – H3

Proposal B: 86 points – H2

Proposal C: 90.3 points – H1

Proposal C at the total bid value of Rs.110 will, therefore, be declared as winner and recommended for approval to the competent authority.

In the event of a tie in the final scores, the agency having the lower financial quote amongst the two would be given preference.

## **5. Validity of Proposals**

The Proposal shall be valid for a period of not more than 90 days from the last date for bid submission.

**FORM FIN 1: Financial Proposal Submission Form**

*[Location, Date]*

To: Ministry of Culture

Dear Sir

We, the undersigned [Agency], offer to provide the assignment/job for [Name of Project] in accordance with your Request for Proposal dated [DD-MM-2022] and our Technical Proposal. Our attached Financial Proposal (in one sealed envelope) is for the sum of [Insert amount(s) in words and figures]. This amount is inclusive of all taxes. We hereby confirm that the financial proposal is unconditional, and we acknowledge that any condition attached to the financial proposal shall result in rejection of our financial proposal.

Our financial proposal shall be binding upon us up to expiration of the validity period of the proposal.

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

Yours sincerely,

Authorized Signature [in full and initials]:

Name and Title of Signatory:

Name of agency:

Address:



## FORM FIN 2: Lump-sum Cost as per Scope of Work

### BID PROPOSAL SHEET

Name of the project: Selection of Agency for Organizing Campaigns under 9 Themes of Azadi Ka Amrit Mahotsav.

Quotes submitted provide complete solutions to Ministry of Culture and are in accordance with the Scope of Work and terms & conditions mentioned under the scope of services of this RFP.

S. No	Scope of Work	INR
1		
2		
3		
Total Bid Value (Exclusive of all taxes)		
GST @		
Total Bid Value (Inclusive of all taxes)		

*(The amount should be inclusive of all Taxes and for the entire scope of services)*

#### Note:

- The prices stated in the contract shall be deemed to include all amounts payable for the use of patents, copyrights, registered charges, trademarks and payments for any other intellectual property rights.
- For the purpose of evaluation for selection of bidder, the total cost inclusive of taxes of all the above will be considered.
- No out-of-pocket expenses shall be paid separately unless prior approval for the same has been received from Ministry of Culture representative in writing.
- Bidder must submit their financial bid for the total scope of work.
- The lump-sum rates provided hereunder shall remain the same for the entire duration of the contract.

Signature of the Authorized Signatory

Place:

Name:

Date:

Designation:

Name & Address of the Bidder:

## **6. SCOPE OF WORK**

### **Selection of Agency for Organizing Campaigns under 9 Themes of Azadi Ka Amrit Mahotsav**

Azadi Ka Amrit Mahotsav is an initiative of the Government of India to celebrate and commemorate 75 years of progressive India and the glorious history of its people, culture, and achievements. It is being led by the Ministry of Culture, Government of India, which is the Ministry responsible for promoting art and cultural heritage in India.

As a part of the ongoing celebrations in the next phase of Amrit Mahotsav, the countdown to 15<sup>th</sup> August 2023, the vision is to further boost this people's movement through campaigns and programs by collaborating with agencies across India. Leveraging the massive outreach of channels of media can help reach corner most parts of the country. Ministry of Culture aims to make AKAM even more of a 'whole of society' initiative and take it to all 130+ crore people of India.

#### **(i) Women and Children**

The key to ensuring a better future for any country is to invest in the development of its children. Children's morals, education, and health directly affect a nation's social and economic indicators as well as its status internationally. Therefore, it is crucial that kids have access to health care services, civic, social, and moral education, as well as the most recent advancements in all sectors (scientific, technological, cultural, arts, educational etc.).

Women—both within and outside the family—are a crucial indicator of a country's progress and development. The women's movement has advanced significantly in India, with noticeable improvements in a variety of areas, including girl child health and education.

#### **(ii) Tribal Development**

India's tribal communities have been instrumental in preserving the rich culture and legacy of our nation. They have been recognized for their services to the independence movement through a number of projects run by Azadi Ka Amrit Mahotsav.

#### **(iii) Water**

Water is a natural resource that supports life. Water resources are, however, scarce and unequally distributed, leaving many at risk of running out. To raise awareness about water conservation and revitalization, the Government, led by the honorable Prime Minister Narendra Modi, has launched a number of innovative campaigns, including Har Khet Ko Pani, Nadi Utsav, and Amrit Sarovar.

#### **(iv) Lifestyle for Environment (LiFE)**

Honorable Prime Minister Narendra Modi announced the goal of "LiFE (Lifestyle for the Environment)" to involve people in reducing the negative consequences of climate change on the occasion of the UN Climate Change Conference (UNFCCC COP26).

This effort promotes a way of living that emphasizes the thoughtful and careful use of resources and seeks to alter traditional "use and dispose of" consumption patterns. The purpose is to persuade people to make small, climate-change-related changes in their daily routines.

**(v) Health and Wellness**

Hospitals, medical devices, clinical trials, outsourcing, telemedicine, medical tourism, health insurance, and medical equipment comprises the healthcare system of India. Health is often decoded through the lens of preventive care and curative actions for illness.

**(vi) Inclusive Development**

Development that promotes fair opportunities for all, regardless of social and financial standing, with advantages accruing to each and every segment of society is referred to as inclusive. It provides everyone with a chance to flourish and walk along the path of progression.

**(vii) Aatmanirbhar Bharat**

Atmanirbhar Bharat Abhiyaan campaign is the vision of a new India envisaged by the Hon'ble Prime Minister Shri Narendra Modi. It promotes a self-reliant India that envisions a better future for the younger generations of the country.

**(viii) Cultural Pride**

India is a land of many cultures, it is one of the oldest civilizations in the world, dating back more than 4,000 years. During this time, many customs and traditions have come together, reflecting the country's rich culture and heritage.

**(ix) Unity**

India is a land of diversity. From north to south, east to west, the nation inhabits an array of cultures, rituals, languages, food, attires, festivals and more. Hon'ble Prime Minister Narendra Modi's vision to move forward as a unified force has been the foundation of a self-reliant India. This is why 'Unity' is one of the Panch-prans that were mentioned by the Prime Minister on 76th Independence Day 2022. With these common goals in mind, we shall move forward together as more unified union, towards the coveted 100 years of freedom!

**Activities**

The selected agency shall undertake the following scope of work:

Agency may undertake five types of media outreach: On-ground, Digital, Audio, Visual, Print.

**Scope:**

1. **On-ground curation and execution** of various Programs/Events at varied scale and level, eliciting the participation of citizens in the theme-oriented campaign, some of the indicated activities: -

- Flash mobs, Theatrical Plays, contests, small events in malls and popular spots
- Awareness counters/booths at multiple locations like metro stations
- Workshops at multiple spots
- Competitions
- Summits and Conclaves
- Fests (colleges and schools)
- Concerts and Cultural programs
- Physical outreach through:
  - Schools and Colleges,
  - NGOs
  - Resident Welfare Associations,
  - Organizations like Lions club, Rotary club
  - Panchayats,
  - Post Offices, Common Service Centers & Banks,
  - Events involving celebrities and achievers (Local or National) endorsing the campaign.

Assisting Ministry of Culture to coordinate with the State and Districts officials, including providing necessary support and handholding to local agencies in achieving objectives of the program. Housing and Urban Development Departments, Municipal Bodies and Panchayati Raj Institutions shall also be involved in the campaign leveraging their network to achieve Campaign objectives.

Real time event HD pictures and videos from different events.

Display of Publicity/Advertising material shall be designed, prepared and distributed through suitable channels, along with incorporating local inputs in regional language and flavor

- Backdrop and Hoarding designs
- Flyers/Posters/Brochure
- Standees

- Banners
- Flipbook
- Merchandise and goodies

2. **Print media category-** Advertorials, Ads, Page innovations, Magazine on cover innovation, article with flap on cover, Op eds

Press conferences, meet and greet with media, local press involvement

3. **Digital category-** Build awareness and create buzz among the people regarding the program. An indicative list of action items to increase awareness among general public include:

Social Media campaign with innovative creatives to be spread through official social media channels/handles.

Amplification through social media via influencers collaborations and celebrities (a limit can be decided):

Microsite

Webpage

Hashtag

- SMS Broadcast and WhatsApp bulk
- IVR/ OBD
- Live streaming of the event
- Paid media ads on social media platforms

4. **Visual category –**

Television, OTT and Films

Vignettes, Factoids, Vox pops, Documentaries, Stories

Shows and Series

OTT platform content

Interviews and panel discussions

Promos

Reels

Anthem/ Song

Local cable/ tv channels channel promos

Small scale films and film screenings

## **5. Radio/ Audio category**

Ips

Programming integrations

Anthem/ Song

Jingles

Radio spots and promos

Programs/ Shows exclusively created

Celebrity interviews and shows

RJ mentions

Concerts

Digital campaigns through Radio Jockeys

Podcast integration

## **7. Indicative Time-frame and Key Deliverables:**

The agency will be responsible for daily, weekly, and monthly reporting on the key deliverables based on the parameters/KPIs decided after finalization of engagement.

Ministry of Culture and selected bidder may mutually agree to the timeline/extend the timeline of assignment as per the requirements of the project, on the rates finalised for additional scope of work.

## **8. Proposal Preparation Cost**

The applicants are responsible for all costs incurred in connection with participation in this process including costs incurred in preparation of the proposal, participation in meetings/discussions, etc. In no case, Ministry of Culture will be responsible or liable for these costs, regardless of conduct or outcome of the RFP process.

## **9. Clarification**

In case of any further clarification, feel free to contact the undersigned:

Satyendra Kumar Singh  
Under Secretary(AKAM), Ministry of Culture  
3<sup>rd</sup> Floor, IGNSA Building  
Janpath, New Delhi-110001.  
Email Id: [sk.singh95@nic.in](mailto:sk.singh95@nic.in)

## 10. DISCLAIMER

1. This Request for Proposal (“RFP”) is issued by Ministry of Culture
2. The information contained in this RFP or subsequently provided to bidders, whether verbally or in documentary or any other form by or on behalf of Ministry of Culture or any of its employees or advisors, is provided on the terms and conditions set out in this RFP.
3. This RFP is not a contract and is not an offer by Ministry of Culture to the prospective bidders or any other person. The purpose of this RFP is to provide interested parties with information that may be useful to them in the formulation of their proposals pursuant to this RFP. This RFP includes statements, which reflect various assumptions and assessments arrived at by Ministry of Culture in relation to the project. Such assumptions, assessments and statements do not purport to contain all the information that each bidder may require. This RFP may not be appropriate for all persons, and it is not possible for Ministry of Culture, its employees, or advisors to consider the objectives, technical expertise, and particular needs of each party, who reads or uses this RFP. The assumptions, assessments, statements, and information contained in this RFP may not be complete, accurate, adequate, or correct. Each bidder should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments and information contained in this RFP and obtain independent advice from appropriate sources.
4. Information provided in this RFP to the bidders is on a wide range of matters and is not an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. Ministry of Culture accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on the laws expressed herein. Ministry of Culture, its employees and advisors make no representation or warranties and shall have no liability to any person including any bidder under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, claims, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this RFP or otherwise, including the accuracy, adequacy, correctness, reliability or completeness of the RFP and any assessment, assumption, statement or information contained herein or deemed to form part of this RFP or arising in any way in this selection process. Ministry of Culture accepts no liability of any nature, whether resulting from negligence or otherwise, however caused, arising from reliance of any bidder upon the statements contained in this RFP.



5. Ministry of Culture is entitled, in its absolute discretion, but without being under any obligation, to update, amend or supplement the information, assessment or assumption contained in this RFP. The issue of this RFP does not imply that Ministry of Culture is bound to select a bidder or to appoint the selected bidder, as the case may be, for this project and Ministry of Culture reserves the right to reject all or any of the proposals of any bidder, without assigning any reason whatsoever.
6. Ministry of Culture or its authorized officers/ representatives/ advisors reserve the right, without prior notice, to change the procedure for the selection of the selected bidder or terminate discussions and the delivery of information at any time before the signing of any agreement for the project, without assigning reasons thereof.
7. The RFP does not address concerns relating to diverse investment objectives, financial situation, and particular needs of any party. The RFP is not intended to provide the basis for any investment decision and each bidder must make its/their own independent assessment in respect of various aspects of the techno-economic feasibilities of the project. No person has been authorized by Ministry of Culture to give any information or to make any representation not contained in the RFP.
8. Ministry of Culture may terminate the bid process at any time and without assigning any reason and makes no commitments, express or implied, that this process will result in a business transaction with anyone.

\*\*\*\*