

EXPRESSION OF INTEREST (EoI)

FOR

**Conducting Information, Education and Communication *IEC* Activities
under Swachh Bharat Mission *Urban* in JandK State
under the auspices of HUDD**

**Housing & Urban Development
Department, Government of Jammu & Kashmir**

Dated:19.12.2016

**OFFICE OF THE Administrative Secretary, HOUSING & URBAN DEVELOPMENT
DEPARTMENT, GOVERNMENT OF JAMMU & KASHMIR, CIVIL SECRETERIAT,
JAMMU: Telephone No:- 0191-2569126; e-Mail :jdp.hud@gmail.com**



GOVERNMENT OF JAMMU AND KASHMIR
HOUSING & URBAN DEVELOPMENT DEPARTMENT

Civil Secretariat Jammu

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EXPRESSION OF INTEREST (EOI) FOR CONDUCTING INFORMATION, EDUCATION & COMMUNICATION (IEC) ACTIVITIES UNDER SWACHH BHARAT MISSION (URBAN) IN J&K.

Sealed quotations are invited from eligible reputed firm/organization/agency/NGO along with required supporting documents for undertaking IEC activities under Swachh Bharat Mission (Urban) in J&K State under the auspices of Housing & Urban Development Department, Government of Jammu & Kashmir.

The firm/organization/agency/NGO having knowledge and experience of IEC activities and with adequate capacity to take up the responsibility of information, education & communication (IEC) under Swachh Bharat Mission (Urban) preferably in J&K State should submit the EoI in the prescribed format online at www.jktenders.gov.in. The bidder is also required to submit the original instruments (mentioned below) in a sealed envelope, complete in all respects, clearly marked on the envelope "PROPOSAL FOR UNDERTAKING IEC ACTIVITIES UNDER SWACHH BHARAT MISSION (URBAN) by Registered Post/By hand in the office of Commissioner/Secretary, Housing & Urban Development Department/ Mission Director, Swachh Bharat Mission (U), Civil Secretariat, Jammu not later than two working days after the submission of the bid online failing which the bid shall be declared non-responsive. The undersigned will not be responsible for any postal delay while receiving the EOI at this end.

The detailed EOI can also be downloaded from the website of the Housing & Urban Development Department, J&K at <http://www.jkhudd.gov.in> under the item- Tenders section at the home page.

The deadline for submission of the bids online shall be **9th January, 2017 till 05:00 PM.**

The authority reserves the right to cancel all or any part of the EOI without assigning any reason thereof.

Key deliverables and specifications/details of the work/activities to be executed and proposals submitted for, are enclosed with the EoI document as **Annexure IV.**

Sd/-

**Administrative Secretary, H&UDD/
Mission Director
Swachh Bharat Mission (Urban)
Civil Secretariat, Jammu.**

No. HUD/PLAN/28-IV/2015

Dated: 19.12.2016

In case of any queries and clarification, please contact:

Joint Director (P&S)
Housing & Urban Development Dept.,
Civil Secretariat, Jammu.

Tele fax: 0191-2569126

Email: jdp.hud@gmail.com

1. Objective of providing IEC services is:

- To support H&UDD Department and its line departments in planning, implementation and subsequent operations of the project. The firm with diverse relevant experience and local presence will be selected to formulate and implement awareness and behaviour change related strategies and activities to ensure that the project is successfully implemented and sustainable and satisfactory results are delivered.
- To inform, educate and persuade people to realize their roles and responsibilities, and take benefits from the Mission.
- To create awareness and motivate people to take affirmative action and also to trigger behaviour change among individuals, families and communities with greater community participation.
- To create an enabling environment through strengthened coordination, effective advocacy with media and concerned stakeholders.
- Develop overall I E C strategy and action plan - in the form of messages and means of delivery for different stakeholders (meetings, ward level consultations, workshops/seminars, individual/collective meetings, presentations to institutions, mass media, other publicity materials - display hoardings, pamphlets, fliers, organizing rallies etc) and sequence of events.
- To design and implement behavioral change and awareness plans very effectively within the stipulated timeframe taking into confidence the local communities.
- To develop an electronic database for all the project related data and information collected and also the series of events and activities.
- To support the department in uploading all the activities regarding Mission progress under IEC on SBM portal as per the guidelines of the Mission.

2. Eligibility Criteria/ Terms & Conditions:

The agencies intending to submit the EoI for conducting Information, Education & Communication (IEC) activities under Swachh Bharat Mission (Urban) in J&K shall fulfill the following eligibility conditions:

- The agency must be a registered firm / agency / organization / NGO.
- The agency shall have been in business for at least 3 years with proven experience in undertaking such activities with Central / State Govt. Department / PSUs.

- Shall have an average annual turnover of Rs. 10 Lac from similar services / activities during each of the last three years (supported with the audited copy of the financial statements).
- The bidding firm shall be preferably from J&K State and should have a strong local presence and an experience in conducting similar campaigns in the State.
- The firm should not have been blacklisted by any Govt. department (supported by an affidavit).
- The bid must be accompanied by an Earnest Money Deposit (EMD) of Rs. 2 Lacs only in shape of Demand Draft/CDR/FDR and tender cost of Rs. 5000/- (non-refundable) in the form of a Demand Draft favouring Mission Director, Swachh Bharat Mission, J&K payable at Jammu.
- After selection of the suitable firm / firms, the amount of EMD shall be refunded to the unsuccessful Bidder(s). The EMD of the successful Bidder(s) shall be retained by the Authority till the completion of the assignment.
- The selected bidder (s) shall have to sign an MoU with the Department for conducting IEC activities.
- The successful agency/agencies shall have to deposit security (bank guarantee) amounting to 3% of financial contract before signing of MoU in shape of CDR or demand draft pledged to Mission Director, Swachh Bharat Mission, J&K payable at Jammu.
- The lowest bid rate shall also be offered to all the technically qualified bidders and willing bidders shall also be shortlisted for execution of the project.
- No cost variation/price escalation shall be entertained.

3. Terms of Payment:

The payment will be made on monthly basis as per rules. The payments will be made upon submission of an invoice backed by Monthly Progress Reports outlining the activities undertaken and areas covered with documentary proof like photographs, press cuttings etc.

4. Penalty Clause:

For non-performance, the following, all or any penalties may be imposed on the selected agency:

- i. Forfeiture of Bank Guarantee in case of any midway unilateral withdrawal from the assignment.
- ii. EMD will be forfeited in case of any midway unilateral withdrawal from the Bidding process.

5. Period of the Assignment:

The tenure of assignment / contract would be for a period of 12 months from the date of signing of agreement which may be extended, if any requirements are felt and subject to availability of funds with the department. The activity calendar shall be framed for 300 days only and the activities mentioned at Annexure IV are to be carried out within this time frame.

6. Performance Security Deposit:

Performance security deposit in the form of bank guarantee @ 3% of the total project cost shall be required to be deposited by the successful bidder(s). The security deposit shall be furnished by the bidder within one week from the date of issue of work order. Failure to do so within the stipulated period will make the bidder liable for cancellation of contract together with forfeiture of earnest money. Security deposit shall be valid till the end of the agreement.

7. Validity of Bid:

The application Bid shall be valid for a period of 180 days from the last date of submission of EoI.

8. Last Date of submission of the EoI:

The deadline for submission of the bids online shall be **9th January, 2017 till 05:00 PM.**

9. Withdrawal/Amendment to Bid:

At any time prior to the last date of receipt of Bids, the Department, may for any reason, whether at its own initiative or in response to a clarification requested by a prospective Bidder, modify the RFP document by an amendment. In order to provide prospective Bidder reasonable time in which to take the amendment into account in preparing their Bids, the Department may at its discretion, extend the last date for receipt of Bids and/or make other changes in the requirements set for invitation to RFP.

The Department reserves the right to withdraw the RFP at any stage without any liability or any obligation for such withdrawal, without assigning any reason thereof.

10. Rejection of Application/Bid:

The EoI / Bid submitted shall be liable to be rejected, if:

- i. It is not submitted online and hard copy received in proper sealed cover with superscription of name of the EoI
(The envelope should bear the name & address of the sender).
- ii. It is not in prescribed format and not containing all required details/information/documents.
- iii. It is not properly signed.
- iv. It is received after the due date and time.
- v. Bid is received by telex, fax, telegram or e-mail.
- vi. Bid received without EMD and cost of the tender document.
- vii. Bid submitted under Joint ventures.

11. Opening of Tenders:

The technical bid shall be opened tentatively on 19th January, 2017 or on any other date convenient to the bid evaluation committee.

12. The Authority reserves the right to:

- i. To reject any/all applications without assigning any reason thereof.
- ii. To relax or waive off any of the conditions stipulated in this document as deemed necessary in the best interest of the Authority.
- iii. To include any other items in the Scope of Work at any time after consultation in the pre-Bid meeting or otherwise during the course of implementation of the mentioned scope of work.
- iv. To select more than one agency for conducting IEC activities in the State.
- v. Offer the lowest bid rate to all the technically qualified bidders willing to carry out the IEC activities.

13. List of enclosures/documents to be submitted with the EoI:

The following documents have to be enclosed along with technical bid:

- i. Registration certificate.
- ii. Memorandum of Association or Constitution duly certified by the Registering Authority.
- iii. Applicant / company profile.
- iv. Documents (work orders) supporting the relevant experience during the last 3 years.
- vi. Copies of the Audited accounts and annual reports for the last three years.
- vii. Copies of IT return of the last three years.
- viii. Affidavit of not having been blacklisted by any Govt. department.
- ix. Details of permanent Manpower recruited by the agency for such activities along with complete bio-data.
- x. Financial bid (i. e. rates to be filled in online BOQ only)
- xi. Earnest Money Deposit.
- xii. Bid document cost (non-refundable)
- xiii. Project Proposal of all the activities mentioned at Annexure IV.
- xiv. Any other document in support of the EoI.

Annexure – I

Letter No.

From:

(Name of Agency with Complete Address of Communication)

To:

Commissioner / Secretary to Govt.

Mission Director, Swachh Bharat Mission

Housing & Urban Development Department, J&K

Civil Secretariat, Jammu.

Sub: “Expression of Interest for conducting Information, Education & Communication (IEC) services under Swachh Bharat Mission (U) in J&K State – Technical Bid/Commercial Bid”.

We, the undersigned, offer to provide the services for the above in accordance with your EoI dated 19.12.2016. We hereby submit our Technical and Financial Proposal, as per Annexure II and III respectively both online and hard copy in the prescribed format.

We have examined the information provided in your EoI and offer to undertake the work described in accordance with requirements. This proposal is valid for one year and could be extended with mutual consent and we confirm that this proposal will remain binding upon us and may be accepted by you at any time before the expiry date.

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.

I confirm that I have the authority of (Name of the agency/institution) to submit proposals/tenders and to clarify any details on its behalf.

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

Yours sincerely

Enclosures:

Signature [In full and initials]:

Name and Title of Signatory:

Name of Firm:

Address

Annexure - II

FORMAT FOR SUBMISSION OF TECHNICAL PROPOSAL.

General Details:

Profile of Organization

1	Legal Name of the Agency	
2	Registered office address with phone/fax, e-mail	
3	Working experience (No. of Years)	
4	Working experience (No. of Years) in J&K	
5	Contact person/contact No.	
6	Date of Registration	
7	Act under which registered	
8	Year of 12 A registration	
9	Registration for Exemption U/S 80 G of Income Tax Act 1961.	
10	PAN/TAN No.	
11	No. of Staff (working for IEC) (details in a separate sheet along with their bio-data)	

Financial Strength of the Agency:

Financial Year	Turnover (in INR Lakh)
FY 2013-14	
FY 2014-15	
FY 2015-16	
Average for last 3 years	

(To be supported with Audited Financial Statements)

Technical Strength:

Summary sheet for the most relevant and recent assignments in the following format during the last three years:

Name of the assignment	Value	Time Period (From....to....)	Brief description	Employer /Client (address and contact number)

Give details of the assignments of the projects undertaken with documentary proof.

Authorized Signature [In full and initials]:

Name and Title of Signatory:

Name of the agency

Address:

Annexure - III

Commercial Bid:

(On the Letterhead of the Agency)

Sub: Proposal for Providing Information, Education & Communication (IEC) services under Swachh Bharat Mission (Urban) in J&K State, Housing & Urban Development Department, Government of J&K in response to the EoI No. HUD/PLAN/28-IV/2015 dated 19.12.2016

Having gone through the EoI document and having fully understood the scope of work, we are pleased to quote the following rates:

S No.	Particulars	Amount in INR
1.	Total Amount quoted	
2.	Taxes if any @ ----- % of 1	
	Grand Total	

Grand total amount in Words:

The above figure is the total amount quoted for all the activities given in annexure IV

NOTE: Any cutting / overwriting in the Bid documents must be authenticated by the authorized signatory of the agency.

Yours faithfully

(Signature of the applicant) (Name)

Date-----

Place-----