

Department of Water Supply and Sanitation Punjab
Request for Expression of Interest
(522841/2021/IEC)

Subject: Expression of Interest for Empanelment of Communication Agencies to Develop Creative Graphics and other IEC Materials.

Government of Punjab has received financing from GoI under Jal Jeevan Mission (JJM) and intends to apply part of the available proceeds for above said assignment

Assignment Brief: Department of Water Supply & Sanitation (DWSS) endeavors to provide safe drinking water and sanitation facilities to more than 15000 habitations. DWSS & Gram Panchayat Water & Sanitation Committees (GPWSC) are managing water supply service through approximately 8200 water supply schemes in the state.

DWSS intends to increase awareness and outreach through various Information Education and Communication (IEC) campaigns and activities, both internally and externally, that engage, inform and educate all the stakeholders associated with water supply. For this stated purpose, DWSS has decided to empanel communication agencies to develop various IEC materials required (as mentioned in the scope of work in Terms of Reference).

Brief Role of Empanelled Agencies: Design & develop IEC materials as required by Department of Water and Sanitation according to the list of deliverables in TOR.

Eligibility Criteria: The minimum eligibility criteria include the following.

1. Similar experience (In specific tasks for designing and production of creative IEC content)
2. Financial Turnover

Please refer to Terms of Reference for marking, detailed technical eligibility criteria, selection criteria and empanelment terms & conditions.

The Request for Expression of Interest (REOI), Terms of Reference (ToR) and other details are available on the website (<http://www.dwss.punjab.gov.in/>).

Further clarifications can be obtained from the address and telephone number given below. Interested agencies (not individuals) should submit their Expression of Interest, along with necessary supporting documents regarding eligibility and technical requirements in hard copy and through email at the address below not later than 05/03/2021 up to 5.00 PM in a sealed envelope clearly marked "Expression of Interest for Empanelment of Communication Agencies to Develop Creative Graphics and other IEC Materials"

"Note": Any corrigendum(s) to the Request for Expression of Interest shall be published on the website only.

HEAD, DWSS

Department of Water Supply & Sanitation Punjab
Water Works, Phase-2, Sector – 54, Mohali – 160055
Tele: - 0172-2270101, 4330323

E-mail: procurementdwsspb@gmail.com

Terms of Reference

1. Project Profile & Background Information

Department of Water Supply & Sanitation (DWSS) endeavors to provide safe drinking water and sanitation facilities to more than 15000 habitations. DWSS & Gram Panchayat Water & Sanitation Committees (GPWSC) are managing water supply service through approximately 8200 water supply schemes in the state.

Union Government's flagship programme, Jal Jeevan Mission (JJM) is being implemented in partnership with states aims at providing Functional Household Tap Connection (FHTC) to every rural household of the country by 2024. The state of Punjab has set itself on mission mode to achieve this target by 2022 as against the target of 2024 of JJM.

The programme mandates supply of 55 LPCD of water of prescribed quality on a regular and long-term basis. It focuses on infrastructure creation, service delivery and community engagement to achieve this goal of universal coverage of water supply.

In order to achieve the goal of 100% FHTC in Punjab by 2022, the state has made many significant changes in the areas of procurement, implementation and an on-ground verification to ensure right quantity and quality of water is delivered to households.

Along with the above changes, DWSS intends to increase awareness and outreach through various Information Education and Communication (IEC) campaigns and activities, both internally and externally, that engage, inform and educate all the stakeholders associated with water supply. While DWSS has been sharing information via print and electronic media on a periodic basis, it recognises the opportunities available for engagement through various other emerging mediums such as social media and digital media.

Along with increasing the outreach activities, DWSS also envisages to develop a positive brand identity among all the stakeholders by developing appropriate branding assets adhering to accepted brand guidelines.

1.1. Objectives of Information, Education and Communication (IEC)

DWSS wishes to propose IEC activities to promote community participation that reorients delivery of water supply from the centralized supply driven approach to decentralized, demand driven approach. This shift in approach needs content development for internal as well as external dissemination. The proposed IEC activities should meet the following broad objectives. All the below aspects apply to both internal and external stakeholders of DWSS and the content needs to be developed in accordance to the specified requirements.

- 1.1.1. **Awareness:** The rural community needs to be made aware of water contamination, water borne diseases and their impact on health. This could be done through awareness campaigns that would disseminate information about various aspects of safe drinking water, technologies such as RO being used to provide clean drinking water, testing facilities established in the state etc.,
- 1.1.2. **Transparency:** For Punjab to achieve 100% FHTC by 2022, it is critical that citizens are fully informed about the plan, schemes, and investments being made to secure their water future. This could be done through various dissemination mediums
- 1.1.3. **People Participation:** Village Action Plans are an integral part of JJM. The objective is to involve rural community in planning, implementation and monitoring of the water resources and infrastructure in their respective villages.
- 1.1.4. **Accountability & Responsibility:** To clearly communicate the role of each stakeholder in DWSS & Gram Panchayat Water & Sanitation Committee
- 1.1.5. **Arresting Wastage of Water & Promoting Water Conservation**
- 1.1.6. **Ensuring Safe Disposal of Grey water, its Treatment and Usage**

- 1.2. **Empanelment of Communication Agencies:** It has been proposed to empanel communication agencies to support DWSS in implementing communication and outreach objectives as mentioned in 1.1, by developing creative content, the details of which are mentioned in the scope of work in Section 2

2. Scope of Work

The scope of the work for this EOI would include production of creative content suitable for the following media.

1. TVC
2. Radio
3. Social/Digital Media/Web Usage including mobile games
4. Newsprint
5. Outdoor
6. Events
7. Mobile Exhibition
8. Nukkad Natak
9. Branding & Publicity materials (only designing)
10. Photography
11. Digital games
12. Print Material (Non- News)
13. Auto Rickshaw announcements
14. Door to Door Activity
15. Kiosk Engagement
16. Mobile Application for various purposes

Additional Instructions

- i) The agency would be required to design or develop creative's only when the work order is issued / email is sent by designated authority of DWSS.
- ii) Agencies will submit the scripts/story board/ draft design of the creative's for approval by designate authority within DWSS.
- iii) The agency will be required to produce creative's in Punjabi with their rendition in English. The proof reading and final vetting of the language renditions would be the sole responsibility of agency.

2.1. List of Media Deliverables

SL NO	Media	Deliverables	Remarks
1	Television Commercials (TVCs)	TVCs of 60 sec. (Masters) <ul style="list-style-type: none"> With a celebrity shot in HD film format. Without celebrity shot in HD film format. 	<ul style="list-style-type: none"> To be delivered in hard drive/ external hard disk for distribution Unlimited no of edit iterations
		Edits of 30, 20 & 15 sec	<ul style="list-style-type: none"> Concept note and story

		duration	board to be approved by designated authority in DWSS
		Language adaptation of 60 sec TVC	
		Language adaptation of edits of 30, 20 & 15 sec duration	
		TVC of up to 45 Sec (Master)	
		Language adaptation of TVC of up to 45 Sec	
		Theme song/TVC – video (61 – 240 Sec duration) – master with a celebrity and without a celebrity	
		Language adaptation of theme song (61 – 240 Sec duration)	
		Edits of 30-60 Sec duration of theme song	
		Documentary Film/ TVC - 5 min to 15 min duration	
		Language adaptation of documentary film/TVC - 5 min to 15 Min duration	
2	Radio	Jingle/spot of 31-60 sec duration-master	<ul style="list-style-type: none"> • To be delivered in hard drive/external hard disk for distribution • Unlimited no of edit iterations • Concept note and story board to be approved by the DWSS committee
		Jingle/spot of 61-240 sec duration - master	
		Jingle/spot of up to 30 sec duration - master	
		Edits of 15 & 20 sec duration	
		Language adaptation of jingles (per language cost)	
3	Social/Digital Media/Web Usage including mobile games	Banners/Info graphics (300 x 250 & 728 x 90 or any other size)- English/Punjabi	<ul style="list-style-type: none"> • To be delivered in hard drive/ external hard disk for distribution • Unlimited no of edit iterations
		Interstitial Banners of different sizes	
		Language rendition of	

		banners/infographics	
		User interactive banners/gifs	
		Short videos/ animated Videos of up to 180 sec duration	
		Language rendition of short videos (per language cost)	
		Mobile Games (development & hosting on android & iOS platforms)	
4	Newsprint	Full page jacket in colour	<ul style="list-style-type: none"> No additional cost would be paid for resizing of master creative Unlimited no of iterations to be allowed
		Half page print advt. in colour	
		Up to quarter page advt. in colour	
		Translation of print creatives (per language cost)	
5	Outdoor	Hoardings	<ul style="list-style-type: none"> No additional cost would be paid for resizing of translation cost- per language per creatives creative cost
		Bus queue shelter panel	
		Standee	
		Designing and production of animated digital backdrop for 20 – 30 secs duration	
		Production of augmented reality experience with necessary equipment for execution	
		Production of virtual reality 360 Degree video (2-3-minute duration)	
		Train wrap	
		Bus wrap	
		Authorickshaw wrap	
		In-plane branding	
		In-train branding	
		Translation of creatives of	

		Train Wrap, Bus wrap, In-plane/train Branding (per language cost)	
6	Events	Concept, design & fabrication of Stall up to 50 Sq. Metres	
		Concept, design & fabrication of theme pavilion 51- 100 Sq. metres	
		Concept, design & fabrication of theme pavilion 101-250 Sq.	
7	Publicity Van	Production and execution of mobile Exhibition through publicity van having LED panels covering all sides of van, enabled with GPS	<ul style="list-style-type: none"> • Fuel & lighting • Work force for engagement & dissemination of message (at least 2 in addition to driver) • Sound system, power supply
8	NukkadNatak	<ul style="list-style-type: none"> • Concept and script with pilot reference video of up to 12mins duration • Execution in identified locations – 30-minute duration (4 - 8 performers) • MC to engage in local language script translation &Nukkad artist to perform act props as per script 	<ul style="list-style-type: none"> • Tata Sumo/Bolero on hire with fuel • Complete vinyl branding • Audio equipment with microphone for announcements • Power supply • Driver & Cleaner • Daily reporting and Geo tagged pictures through android based m • Mobile application
9	Branding & Publicity materials (only designing)	Logo	
		Mascot	
		Branding & development of publicity material for engaging on filed staffs <ul style="list-style-type: none"> • Water bottle • Bag • File cover/folder • Pad • T-Shirt • Coffee mug • Cap 	

		<ul style="list-style-type: none"> •Umbrella •Pen Drive •Keychain •Fridge Magnet 	
10	Photography	Photographs – up to 100 Photos –	<ul style="list-style-type: none"> • For building a photo bank for use in government creatives for DWSS. • All Photographs have to be royalty free with no restriction on usage. • Minimum size of photograph should be 24 megapixels
		Photographs – 101 to 500 Photos	
		Photographs – 501 to 1000 Photos	
		Photographs – More than 1000 Photos	
11	Digital games	Development of interactive digital games and quiz competitions	
12	Print Material (Non-News)	Booklets (50-80 pages)	<ul style="list-style-type: none"> • Images and content cost excluded • Only design cost to be included • Unlimited iterations to be allowed at no additional cost
		Brochures	
		Flyers – 3-Fold	
		Books (50-250 pages)	
		Coffee-table Book (50-250 pages)	
		Development of e-books with infographics, videos etc	
		Translations of Print materials (per page per language cost)	
13	Auto Rickshaw announcements	Auto rickshaw on hire with back panel branding Audio equipment with microphone for announcements to engage in local language	<ul style="list-style-type: none"> • Fuel • Power supply • Driver with uniform • Daily reporting and Geo tagged pictures through android based mobile application
14	Door to Door Activity	6-7-Seater vehicle with complete vinyl branding of the vehicle Audio equipment with microphone for announcements MC to engage in local language	<ul style="list-style-type: none"> • Fuel • Power supply • Driver & cleaner with Uniform (T-shirt) • Daily reporting and geo tagged pictures through android based mobile application

		Workforce to engage and disseminate information/ handouts door to door with digital tablets to showcase content	
15	Kiosk Engagement	<p>Branded 6*6*7 kiosk (in Sq. ft)</p> <p>1 Table and 2 chairs</p> <p>Audio equipment with microphone for announcements</p> <p>MC to engage in local language</p> <p>Workforce to engage and disseminate information/ handouts</p>	<ul style="list-style-type: none"> • Power supply • Support vehicle with fuel to transport workforce & equipment • Uniform (T-shirt) • Daily reporting and geo tagged pictures through android based mobile application
16	Section Office Branding	Customized – according to the site condition and requirements	<ul style="list-style-type: none"> • To include design of all branding aspects including signage and any other branding requirement as stipulated by the nodal officer

Note: Table 2.1 is an exhaustive list of media and deliverables. The agencies will demonstrate their experience and capability through presentations. In case of publicity vans and other studio infrastructure, the agency will arranged a visit of the studio or the vans that they intend to deploy.

3. Pre-Qualification/Eligibility Criteria

Agencies participating in the procurement process shall possess the following minimum prequalification criteria.

The agency should possess the requisite experience, resources and capabilities in providing the services necessary to meet the requirements, as described in the EOI document. Agencies not qualifying the Technical Bid will not be eligible for further evaluation.

SL NO	Criteria	Maximum Marks
1	The proprietorship /Agencies /companies/ must have an experience in design and production of creative IEC content, for a minimum period of three years as on 31st March, 2020 Three years- 10 marks For every additional year five marks to be given with maximum 10 marks	20
2	Cumulative turn over for the last three years i.e. 2017-18, 2018-19 and 2019-20 to be between 25 lakhs- 30 lakhs 25 lakhs - 10 marks For every additional 5 lakhs turnover, five marks to be given up to maximum10	20
3	The agency must have at least three years of experience in at least 10 out of 16 tasks mentioned in the list of media and deliverables in section 2.1 and must have undertaken at least one assignment in Central/State Government, PSU or leading Private organizations.	20
TOTAL MARKS		60

Minimum Qualifying Marks – 45

Note: Mandatory certification mentioning that agencies have not been blacklisted by any of the State or Central Government organization and should not have been found guilty of any criminal offence by any Court of law. The agency should not have been blacklisted by any Government/Semi Government organizations in India, as on date of submission of bid.

Only those agencies scoring more than forty five marks in minimum eligibility criteria would be considered for technical evaluation as specified in section 4.

4. Technical Evaluation Criteria

SL NO	Technical Qualification Criteria	Documents Required	Marking
1	<p>IEC material prepared and used in campaigns of central government, state government or private entities including but not limited to</p> <ul style="list-style-type: none"> ▶ Newspaper advertisements ▶ Graphics developed for social media campaigns ▶ Electronic media creatives (TVCs, short films, documentaries, radio commercials etc) ▶ Street plays ▶ Publicity vans ▶ Small scale or large-scale events ▶ Other print materials (Billboards, train/bus wraps brochure, leaflets, booklets, books etc) ▶ Any other innovative IEC material 	<p>Attach presentation (Hard & soft copy) certified by head of the organization that the work being presented is the original work of the agency. In case of TVCs and other AV material, the agency can submit a pen drive containing the AV IEC material.</p> <p>a) The work should not be the work of an individual in the past before being associated with the agency.</p> <p>b) The presentation must not exceed 25 pages for IEC material</p> <p>c) The AV material should be limited to a maximum of 10 Audio visual materials not exceeding 30-minute duration</p>	50
2	<p>Detailed presentation with respect to availability of resources for content creation including but not limited to the below</p> <ul style="list-style-type: none"> • Planning & creative design team • Media Team • Content creation team • Execution Team • *Own Studio with postproduction facilities • HD cameras • Adobe Suite, CorelDRAW and appropriate video editing Software with genuine license • Skilled resources like videographers, script writers, designers and shoot editors 	<p>Self-certified letter with company seal containing details of human resources, infrastructure (studio, cameras etc) and software license details)</p> <p>*The agency can enter into agreement with a studio and provide the agreement copy valid for 18 months at the time of submission. The empanelment will be terminated if the studio agreement submitted ceases to exist during the contract period</p>	30

5. Selection & Work Allotment

- 5.1. The agencies scoring a minimum of 60 marks in technical evaluation shall be selected for empanelment according to the criteria specified in section 4 of this TOR.
- 5.2. The selection in technical round would be based on evaluation of **quality of work submitted through presentation subject to empanelment terms & conditions specified in section 6.**
- 5.3. As and when requirement(s) arises for services mentioned in list 2.1 of this document, it would be shared with all the empanelled agencies to seek financial proposals
- 5.4. The financial proposals for any given requirement should reach DWSS within 7 working days from the date of intimation of requirement

- 5.5. Empanelled agency which quotes L1 rate for the given quantity and requirement would be awarded with work against the requirement
- 5.6. The above process would be undertaken for every requirement.

6. Empanelment Terms & Conditions

- 6.1. The agency responsible for the assignment must be in direct coordination with DWSS to implement the assignment. The agency has to provide its dedicated point of contact.
- 6.2. The empanelment shall be initially for a **term of one year** from the date of empanelment. DWSS solely reserves the right to extend or modify the same on yearly basis with mutually expressed terms & conditions.
- 6.3. The empanelled agency should have all the necessary required permission/license/clearance from the concerned authorities with regard to creation.
- 6.4. The agencies will abide by the terms and conditions laid down herewith and any other condition prescribed by DWSS from time to time in fulfilment of its objective of serving and facilitating the DWSS.
- 6.5. This Empanelment would not in any way mean that DWSS would be paying any retainer ship fee or monthly consultancy charges or any other form of remuneration to the empanelled agencies.
- 6.6. The Head of Department, DWSS reserves the right to accept / reject any or all the e-tender/s in part or full without assigning any reason.
- 6.7. The agency undertaking the creative assignment shall be responsible to ensure that the creative's submitted to DWSS are not subject to any copyright issues. Any such issues if arises shall be dealt by the agency independently and DWSS shall not have any legal binding whatsoever.
- 6.8. When the work is awarded to agency, it shall have its operational office in Punjab.

7. Payment Terms

Payments to the agency, after successful completion of specified project deliverables, would be made as under

SL NO	Deliverable	Payment	Penalties
1	Individual deliverables based on work orders issued by nodal officer of DWSS	100% of the cost as provided in the financial bid format, after deducting penalties (if any)	In case of failure to deliver work products within the timelines specified in individual work orders, the procurement entity (DWSS) reserves right to impose penalty ranging from 30% of the work order value to 100% of the work order value.

Additional Terms for Payment

1. All payments would be made based on actual services rendered after due verification by the nodal officer of DWSS.
2. The agency's request for payment shall be made to the client in writing, accompanied documents mentioned in point no 7 of additional terms of payment, describing, as appropriate, the services performed, and by the required documents submitted pursuant to general conditions of the contract and upon fulfilment of all the obligations stipulated in the contract.
3. Due payments shall be made promptly by the client, generally within thirty (30) days after submission of an invoice or request for payment by the agency.
4. The currency or currencies in which payments shall be made to the agency under this contract shall be Indian Rupees (INR) only.
5. All remittance charges will be borne by the agency.
6. In case of disputed items, the disputed amount shall be withheld and will be paid only after settlement of the dispute.
7. Documents required, whichever applicable for desired deliverables, to be submitted to DWSS for payment (in Triplicate)
 - Work order
 - Deliverables
 - Bills/Invoices
 - Copies of creative's delivered
 - Work completion and acceptance report certified by nodal officer, DWSS

Form – 1 – Letter of Acceptance

(To be submitted on letterhead of the Bidder)

To,

Dated -----, 2021

Office of the Head

Department of Water Supply and Sanitation,

Mohali-Phase 2

Ref: Expression of Interest (EoI) for Empanelment of Communication Agencies to develop
Creative Graphics and other IEC Materials

Dear Sir,

Having examined the document of “Expression of Interest for Empanelment of Communication Agencies to develop Creative Graphics and other IEC Materials” with Department of Water and Sanitation, Punjab containing Terms & Conditions and scope of procurement, Specifications etc., and having understood the provisions and requirements relating to the procurement and all other factors governing the EoI, We hereby submit our letter of acceptance.

We accept all the terms and conditions specified in EoI and if we fail to comply to any of the terms and conditions mentioned therein, we agree that, DWSS shall have full authority to not consider our submission for empanelment with no obligation on their part.

(Authorized signature of the agency)

With stamp and date

Form 2 - Agency Profile
(To be submitted on letterhead of the Bidding agency)

Technical proposal submission form		
Section 1: Organizational Details / Personal details		
1.1 Name of the Firm / Organization		
1.2 Address of the Registered Head Office		
1.3 Address of the Project offices		
1.4 Telephone, Fax and Email details		
1.5 Name and Designation of the authorized representative of the firm to whom all the references shall be made along with mobile/phone/email etc.		
1.6 Are you on the panel of any Government Agency in similar field (Yes/No) – If yes, please provide copy of empanelment		
Section 2: Subject Area	Reference page	
2.1 Area of Expertise: (please mention the no of tasks and list of tasks agency is capable of delivering from list 2.1)		
Section 3: Registration Details	Details	Reference Page
3.1 Firm Registration no. and date:		
3.2 PAN / TAN card number details		
3.3 GST registration Certificate		
3.4 Any other registration		
3.5 Name of the Bank with Account No.		
Section 4: Experience & Profile		
4.1 Summary of similar projects executed successfully in the past years; focusing on brief descriptions of assignments and experience in similar conditions.		
Title	Description	Reference Page in presentation/reference details for AV
(i) Project details (including source of funding, implementing partners (if any), project duration, project budget, project brief and project creative materials (graphic and AV)		
4.2 Experience in Creative Designing		
Section 5: turnover of last three financial years (submit audit report / P & L Statements balance sheet)		
5.1 Turnover of last three financial years (submit CA audited report with supporting balance sheet/ P& L statements) - Please mention page number s		
Year 1 (FY 2017-18)		
Year 2 (FY 2018-19)		
Year 3 (FY 2019-20)		

Name and Designation (Capital Letters)

Signature of the authorized signatory of the agency With Stamp and Date