

### **Capital Region Urban Transport**

Block-1, 2<sup>nd</sup> Floor, BMC Bhawani Mall, Saheed Nagar  
Bhubaneswar, Odisha (INDIA), Pin- 751007  
Email: crutbbsr@gmail.com; Phone No.: 0674-2548625

Notice No. 1416/CRUT

Date: 10/12/2018

#### **REQUEST FOR PROPOSAL**

#### **FOR SELECTION OF AN AGENCY FOR ESTABLISHING A COMMUNICATION CELL IN CAPITAL REGION URBAN TRANSPORT (CRUT)**

- ◆ Capital Region Urban Transport (CRUT) invites Proposal from interested agencies for the above mentioned purpose. Please refer the RFP document for details.
- ◆ The RFP document shall be available from **12/12/2018** onwards in following web portals: [www.capitalregiontransport.in](http://www.capitalregiontransport.in), [www.bdabbsr.in](http://www.bdabbsr.in), [www.bmc.gov.in](http://www.bmc.gov.in). **Any further intimation (i.e. Corrigendum/ Addendum/ Responses to the queries/ Clarifications) shall be uploaded in the above websites only.**
- ◆ Applicants are required to submit duly filled Proposal as per the prescribed formats on or before **09/01/2019 by 3:00 PM**. The Proposals received shall be opened at **4:00 PM** on **09/01/2019**.
- ◆ A pre-bid meeting shall be organised for the same on **21/12/2018 at 4:00 PM** in CRUT Conference Hall.
- ◆ In case of any queries/clarifications, please contact: 0674-2548625 or e-mail at [crutbbsr@gmail.com](mailto:crutbbsr@gmail.com)
- ◆ CRUT reserves the right to accept or reject bid process without assigning any reasons thereof.

# **REQUEST FOR PROPOSAL**

## **Selection of Agency for Establishing a Communication Cell in CAPITAL REGION URBAN TRANSPORT (CRUT)**



**CAPITAL REGION URBAN TRANSPORT**  
BLOCK-1, 2ND FLOOR, BMC BHAWANI MALL  
SAHEED NAGAR, BHUBANESWAR,  
ODISHA - 751007

## **A. Bidding Schedule**

<b>RFP No. &amp; Date</b>	<b>No.1416 dated 10.12.2018</b>
<b>Availability of Request for Proposal document</b>	<b>From 10.12.2018 to 09.01.2019</b>
<b>Date, Time and venue for Pre-Bid Meeting</b>	<b>21.12.2018 at 04:00 PM Conference Room, CRUT</b>
<b>Last date for receipt of Technical and financial proposals</b>  <b>(Through speed / Registered post/Courier/ Hand delivery )</b>	<b>09.01.2019 till 3:00 PM</b>
<b>Date and Time of opening of Technical proposals</b>	<b>09.01.2019 at 4:00 PM</b>
<b>Date and Time for Technical presentation</b>	<b>To be intimated later</b>
<b>Date and Time of opening of Financial proposals</b>	<b>To be intimated later</b>

## **B. Instruction to Bidders**

### **1. Introduction:**

Bhubaneswar is the capital city of the State of Odisha and has good rail, air and road connectivity. Bhubaneswar emerged first in the National challenge under Smart City mission of Government of India and is being developed as a Smart City. The city has also been ranked as the 3rd best city among 17 cities in the country in terms of ease of doing business, according to a survey report by the World Bank.

Bhubaneswar Puri Transport Services (BPTS) was a company which started its operation from 10th Oct, 2010. It was the sole public bus transport provider for Bhubaneswar city and has been mandated to manage and operate the Urban Bus Service on intra city and on intercity routes in and between Bhubaneswar and its surrounding areas. Recently, through a Govt. notification dated 19.01.2018 issued by H&UD Department changes the name of BPTS to Capital Region Urban Transport (CRUT) (hereinafter shall be referred as Client/ Authority) with a new board structure and new jurisdiction for providing transport services. According to new transformation, CRUT shall be responsible for providing transport facilities within Bhubaneswar Development Authority (BDA), Cuttack Development Authority (CDA) and Puri-Konark Development Authority (PKDA) area.

As part overall strategy to improve sustainable mobility in Bhubaneswar, Cuttack and Puri urban area, CRUT planned to expand and upgrade the bus based urban transport system. CRUT, based on detailed forecast of demand-supply gap, decided to augment additional 200 new buses into its bus fleet, making the total fleet size of 360. Accordingly, CRUT has engaged operators for operating and managing its services in GCC mode, in three different packages; Package 1 – 50 for new standard AC & 50 new standard Non-AC buses, Package -2 for 100 new midi buses and Package -3 for existing buses. As per the conditions of contract, apart from bringing drivers to operate the buses, Package- 1 & 2 operators bring buses on their own. All the operators shall be paid as per the actual quality and quantity of services delivered as contracted; CRUT will then have full responsibility for bus operations and revenue collection and will absorb the associated revenue risks. CRUT has recently launched the Bus Service under the “Mo Bus” brand

Apart from bus transport, CRUT has also planned for launching Public Bicycle Sharing Programme and E Vehicles such as E-Rickshaw, E-bikes, E-cars. Out of this, the Public Bicycle Sharing Programme has already been launched under “Mo Cycle” brand and E-Rickshaw is being launched under “Mo E-Rides” brand.

### **2. Objective of the Assignment:**

Capital Region Urban Transport (CRUT) intends to hire Consultant agencies/ Not for Profit Organizations for creating a communication cell in CRUT to prepare a framework for promotion and outreach of the proposed the city's public transit

modes- MO BUS, MO CYCLE AND MO E-RIDE.. It has been recognized that a good communications strategy is required to ensure a positive public atmosphere about the city's public transportation project(s), an element that is typically less attended to in new public transit initiatives in the country. CRUT thus recognizes the need to invest in outreach campaigns and education programs so that the residents can fully benefit from the bus, cycle, NMT and e-rickshaw system, encouraging people to use it, also give feedback to the system plans and operations. It will be essential for people to understand the distinguishing features of the revamped bus service, accept and use effectively the new services including all of its components – bus queue shelters, fare collection, information systems, traffic safety, wi-fi, CCTV cameras and other bus features.

The benefits of the projects need to be clearly communicated to the public, with the objective of promoting a shift towards sustainable modes of transport, such as public transport, cycling and walking. CRUT is making a large investment in public transport in the form of MO BUS and Non-Motorized Transport in form of development of PBS, Cycle Tracks, E-rickshaws and sidewalks. Promotion & Outreach is a critical element that will ensure the success of the system.

At the same time, the needs and attitudes of all transport system stakeholders, public officials, decision makers, the general public and the private sectors need to be communicated to the public system's planner, designers and operators. The work under this RFP will include communications from them back to the team as well as vice-versa. This assignment is envisaged for a period of Two (2) years (Further extension as per decided by CRUT) wherein the Consultant shall aim to maximize the media outreach and optimize the engagement levels

### **3. Location of the Work/Service**

The location of the work/service shall be Capital Region Urban Transport registered office which is at Block-1, 2nd Floor, BMC Bhawani Mall, Saheed Nagar, Bhubaneswar, Odisha-751007. While the Programme Support Team shall be based out in the above office CRUT on a full time basis, the key experts need to be deployed in the above office as per the requirement of this RFP.

### **4. Eligibility Criteria**

The applicant which meets the Eligibility Criteria as specified below as on the last date of submission of the RFP shall be eligible to submit a Proposal: -

- a) The Applicant must be a company incorporated under the Companies Act (including Not for Profit company) or a limited liability partnership firm registered under limited liability partnership act 2008 or a partnership firm/trust/society registered under relevant law. Appropriate documents supporting their incorporation/registration status must be submitted along with the proposal.
- b) The annual average turnover of the Applicant in India in the last 3 financial years i.e. 2015-16, 2016-17 and 2017-18 shall be minimum **INR 40.00 Lakhs**

or above.

- c) The Applicant must have experience (at least one Assignment) in Communication planning/ Preparation of Communication & Branding Strategy/ Digital Marketing/ Social Media Management/ Public Relations or in related fields for any Government Organization or any Private organization working in Transportation sector in the last 5 years.
- d) Consortiums / Joint Ventures are not allowed. In case, any proposal is received from Consortium/ Joint Venture, the same shall be rejected.

## 5. Format and Singing of proposal

- a) The proposal shall be submitted in two parts  
**Part A** Technical Proposal, and  
**Part B** Financial Proposal
- b) The proposals shall be typed or written in indelible ink and shall be signed by the bidder or a person or persons duly authorized by the bidder.
- c) Any interlineations, erasures or overwriting shall be valid only if they are initialed by the person or persons signing the Proposal prior to submission of the Proposal.

## 6. Submission of Proposals Packing, Sealing and Marking of Proposals

- a) The Technical Proposal (Part A) and Financial Proposal (Part B) must be inserted in separate sealed envelopes, along with bidder's name and address in the left hand corner of the envelope and super scribed in the following manner.

### **PART A**

**TECHNICAL PROPOSAL** for Selection of independent consultant for the Communication Cell of Capital Region Urban Transport (CRUT)

### **PART B**

**FINANCIAL PROPOSAL** for Selection of independent consultant for the Communication Cell of Capital Region Urban Transport (CRUT)

- b) Both the Envelopes i.e. Envelope for **Part-A** and Envelope for **Part-B** must be packed in a bigger sealed outer cover and clearly super scribed with the following:

### **PROPOSAL**

**For**

## **Selection of Consulting Agency for Communication Cell under Capital Region Urban Transport (CRUT)**

The Bidder's Name & Address shall be mentioned in the left hand bottom corner of the outer envelope.

- c) The envelopes shall be addressed to CRUT, Bhubaneswar at the following Address:

**General Manager (P&A)  
Capital Region Urban Transport  
Block-1, 2nd Floor, BMC Bhawani Mall  
Saheed Nagar, Bhubaneswar, Odisha -751007  
Contact no. : (0674) 2395155**

- d) If the outer envelope is not sealed and marked as mentioned above, then CRUT will assume no responsibility for the Proposals being misplaced or opened pre-maturely.
- e) Telex, Cable or facsimile Proposals will be rejected

### **7. RFP Document Fee**

Non-refundable Proposal Document cost in shape of Demand Draft / pay order from any scheduled financial bank in favor of **Capital Region Urban Transport**, payable at Bhubaneswar for **Rs. 11,200/-** (Rupees Eleven thousand and Two Hundred only) is to be furnished by the bidder along with the Technical Proposal. Proposals without the requisite Proposal Document cost shall be treated as non-responsive and rejected.

### **8. Earnest Money Deposit (EMD)**

EMD in shape of Demand Draft / Pay order from any scheduled Financial Bank in favor **Capital Region Urban Transport** payable at **Bhubaneswar** for **Rs. 1,00,000/- (Rupees one lakh)** only is to be furnished by the bidder along with the technical proposal and shall remain valid till the validity of the proposal. Proposals without the requisite EMD shall be treated as non-responsive and rejected. No exemption from submission of EMD is allowed.

The EMD submitted by unsuccessful bidders will be discharged / returned as promptly as possible as but not later than 30 days after the expiration of the period of Proposal validity specified in this RFP. No interest will be paid on the EMD amount.

The EMD shall be forfeited:

- a) If a Bidder withdraws its Proposal during the period of validity of the proposal,

Or,

- b) If the successful Bidder fails to execute the agreement or the work assigned.

## **9. Financial proposal:**

- a) The financial proposal shall be the Quoted Fee per month and shall be submitted in the given format i.e., Annexure V . All Taxes and surcharges as applicable shall be paid by the selected Consultant / Agency. CRUT will only reimburse the GST as applicable.
- b) Final quote should be inclusive of out of pocket/reimbursable expenses.
- c) The Quoted Fee per month shall be paid by CRUT subject to the fulfilment of conditions in this RFP / Agreement by the selected bidder.
- d) The Financial proposal shall be exclusive of GST amount.

## **10. Validity of Proposal**

Proposals shall remain valid for 180 days from the last date of submission of proposals. A proposal valid for a shorter period shall be rejected as non-responsive.

## **11. Documents accompanying the Proposal:**

### **1. PART A (Technical Proposal)**

The bidder must submit the following particulars / documents along with the Technical Proposal failing which the Proposal may be treated as nonresponsive.

- a) Non-refundable Proposal document cost of Rs. 11,200/- (Indian Rupees Eleven thousand and Two Hundred only) inclusive of GST @ Rs. 1200/- in shape of DD / Pay order from any scheduled financial bank drawn in favor of Capital Region Urban Transport payable at Bhubaneswar.
- b) EMD amount of INR. 1,00,000/- (Rs. One lakh only) in shape of DD / Pay order from any scheduled bank drawn in favor of Capital Region Urban Transport payable at Bhubaneswar.
- c) Photocopy of the PAN card and GST registration.
- d) Cover Letter as per the format in Annexure I.



- e) Bidder's profile as per the format in Annexure II.
- f) Past experience of the Applicant in Annexure III.  
(Attach photo copies of work orders along with work completion certificate. In cases, where the work completion certificates for the services are not available, a self-declaration by the bidder on its letter head or an interim certificate issued by the client for a project certifying the basic eligibility criteria has to be submitted)
- g) Curriculum Vitae for all the proposed positions as per the format in Annexure IV.

## **2. PART B (Financial Proposal)**

The bidder must submit the financial Proposal as per the format in Annexure V with proper signature & seal of the bidder.

### **12. Deadline for submission of Proposals**

Proposals filled in all respect must reach CRUT at the address, time and date specified in "Section A - Bidding Schedule" of the RFP document through Speed Post, Registered Post or Courier only. If the specified date for the submission of Proposals is declared as a holiday for CRUT, the Proposals will be received up to the appointed time on the next working day.

### **13. Late Proposals**

Proposals received after the deadline for submission of Proposals prescribed by CRUT will be rejected.

### **14. Modifications and Withdrawal of Proposals**

No modifications to the Proposal shall be allowed once it is received by CRUT.

### **15. Pre-Bid Meeting**

A pre-bid meeting as per the Bidding Schedule will be conducted at  
Conference Room  
Capital Region Urban Transport  
Block-1, 2nd Floor, BMC Bhawani Mall  
Saheed Nagar, -751007, Odisha

### **16. Proposal Opening**

CRUT will open all Proposals in the presence of Bidders or their authorized representatives who choose to attend, at the date and time mentioned in the

bidding schedule and at the following location.

**Conference Room  
Capital Region Urban Transport  
Block-1, 2nd Floor, BMC Bhawani Mall  
Saheed Nagar, -751007, Odisha**

The Bidder's representatives who are present shall sign a register evidencing their attendance. In the event of the specified date of Proposal opening being declared a holiday for CRUT, Proposals shall be opened at the appointed time and location on the next working day.

The financial Proposals of only those agency fulfilling the eligibility criteria and the technical requirements of the Proposal shall be opened. The date & time of opening of the financial Proposals will be intimated to the qualifying bidders later.

## **17. Bid Evaluation Methodology:**

### **17.1. Overall Methodology**

Evaluation of the Technical and financial proposals will be based on **Quality cum Cost Based Selection** mode with weightage of **80% and 20%** for technical and financial proposals, respectively.

- a) In the first phase the Technical Proposals shall be evaluated on the basis of eligibility criteria as mentioned in this RFP.
- b) In the second phase the agency which satisfy the eligibility criteria shall be evaluated as per the methodology given below for evaluation of Technical Proposal and shall be given a "Total Score" out of 100. The "Total Score" shall be converted to "Technical Score" as per the methodology given.
- c) Applicants should score Total Score of at least 70 points out of 100 (based on the criteria as given in the table below) for being considered for opening of financial bid in the third phase. Financial proposals of only qualified agency shall be opened publicly on the date and time which will be intimated later, in the presence of Firm's representatives who choose to attend. The financial offers of unsuccessful applicants will be returned without opening.
- d) Proposals will finally be ranked according to their combined Score (S) calculated based on technical (Ts) and financial (Fs) scores as follows:

$$S = S_t * Tw + S_f * Fw$$

(Where **Tw** and **Fw** are weights assigned to Technical proposal and Financial Proposal as **0.80** and **0.20**, respectively)

- e) The Selected Applicant shall be the First Ranked Applicant (having the highest combined score). The Second and third Ranked Applicant shall be kept in reserve and may be invited for negotiations in case the first ranked Applicant withdraws, or fails to comply with the requirements specified in the RFP document.

## 17.2. Evaluation of Technical Proposal

The Technical Proposal shall be evaluated based on the criteria given in the Table: 1 below to get the “Total Score” out of 100.

**Table 1: Technical Proposal Evaluation Scheme**

S. No	Evaluation Criteria	Weightage	Maximum Marks	Documents Accepted as evidence
<b>A.</b>	<b>Agency's Experience</b>			<b>20</b>
1	Years of Experience in promoting sustainable transportation through Communication planning/Digital Marketing/ Social Media Management/Public Relations for Government or Private organizations	1 years- 3 years -7 Marks	10	Annual Report /Audit Report/ Tax Return
		Above 3 years -10 Marks		

2	Proven Experience in implementing/executing similar assignments (Maximum 5 project can be evaluated)  “Similar Assignments” mean Communication planning/ Preparation of Communication & Branding Strategy/ Digital Marketing/ Social Media Management/ Public Relations or in related fields for any Government Organization or any Private organization working in Transportation sector	2 marks for each Project	10	Completion Certificate/Contract Agreement/Work Order
<b>B. Financial Capabilities</b>			<b>10</b>	
	Turnover	Rs. 40 Lakh- Rs. 50 lakhs - 5 Marks Rs.50 lakh and above- 10 Marks	10	Audit Report/CA Certificate
<b>C. Personnel Capabilities</b>			<b>30</b>	
1	Team Lead cum Branding and Communication Strategy Expert	As given Below	10	Self-Attested CV
2	Public Relation Expert cum Chief Content Writer		5	Self-Attested CV
3	Content Writer & Social Media Expert		5	Self-Attested CV
4	Graphic Designer		5	Self-Attested CV
5	Campaign Manager		5	Self-Attested CV
<b>D. Presentation on Approach &amp; Methodology</b>			<b>40</b>	
1.	Understanding of Scope of Work		15	Copy of Presentation
2.	Presentation on Approach & Methodology including but not limited to the following: • Proposed Brand Vision integration & Digital Marketing Strategy • Amplification Strategy • Innovations & Creativity for designing content. • Usage of Social Media Management tools,		25	

	applications etc. for the following purpose: <ul style="list-style-type: none"> <li>▪ Support different roles for creating posts, approving posts and reviewing posts</li> <li>▪ Increase the visibility of Twitter &amp; Facebook posts by automated sharing them with internal and external audience.</li> <li>▪ Moderations of social Media Posts.</li> <li>▪ Monitor the performance of campaign and generate campaign performance report.</li> <li>▪ Usage of Social Media management tools, applications and mobile devices supporting different roles for creating posts, approving posts, and reviewing posts.</li> </ul>		
3.	Work Plan	10	
<b>Total</b>		<b>100</b>	

*Note: The above presentation for 40 marks must be done by the Team proposed for the assignment.*

*NB: The age limit of any of personnel proposed should not be more than 60 years*

The number of points to be assigned to each of the experts shall be determined considering the following sub-criteria and relevant percentage weights:

- Minimum qualifications (Fulfilling minimum education criteria mentioned in the ToR): 20%
- Minimum Experience (Fulfilling Minimum Years' of relevant experience criteria as mentioned in the ToR): 30%
- Relevant Sector Experience (Fulfilling experience criteria of relevant sector and assignment as mentioned in the ToR): 50%

The "Total Score" obtained by the bidder as per the criteria given above shall be converted to technical score ( $S_t$ ) of the concerned applicant as per the following methodology:

- The highest evaluated Technical Proposal ( $T_h$ ) is given the maximum Technical score ( $S_t$ ) of 100.
- The formula for determining the Technical scores ( $S_t$ ) of all other Proposals is calculated as following:

$$S_t = 100 \times T/T_h,$$

in which " $S_t$ " is the Technical score, " $T_h$ " is the highest Technical Score given, and " $T$ " the Total Score of the Proposal under consideration.

### **17.3. Evaluation of Technical Proposal**

Financial Score: The lowest financial proposal will be given a financial score ( $S_f$ )

of 100 points. The financial scores of other proposals will be computed as follows:

$$S_f = 100 * F_m / F$$

( $F_m$ = Lowest financial quote ;  $F$ = Amount in the Financial Proposal under consideration)

## **18. Performance Security and Agreement:**

CRUT shall issue a letter of award (LoA) along with the Draft Contract Agreement to the selected Bidder within 15 days from the opening of the financial proposals. Within 15 days of such issuance, the selected firm is required to submit a Performance Security in the form of Bank Guarantee for an amount equivalent to 5% of the contract value and enter into the contract agreement with CRUT and start the work on an immediate basis. The format of Bank Guarantee for Performance Security will be provided by CRUT to the successful bidder.

## **19. Termination of contract:**

- a) CRUT, if required, may ask for replacement of project coordinator (full time deployed at CRUT office) in case of non-satisfactory performance. In such case, concerned personnel shall be replaced by the Communication Firm within 60 days of acceptance of the profile / CV of person by CRUT and the replacement expert shall have equal or better qualifications and experience as those of the originally proposed expert.
- b) Either party can terminate the agreement by giving 30 days prior written notice.

## **20. Right to Accept or Reject**

CRUT reserves the right, without any obligation or liability, to accept or reject any or all the proposals at any stage of the process, to cancel or modify the process or any part thereof or to vary any or the term and condition at any time, without assigning any reason whatsoever.

## **21. Conflict of Interest**

There will be no conflict of interest of this assignment with any other assignment or transaction contracted by CRUT with the selected firm.

## **22. Disputes**

All legal disputes are subject to the jurisdiction of **Bhubaneswar** courts only.

### **23.Liability**

The Liability of the selected consultant under this agreement in any case shall not be beyond the amount of fees payable to the selected consultant under this agreement.

### **24.Indemnity**

The Consultant at all times during the pendency of this agreement, keep the Government/ Authority Indemnified to an amount not exceeding the total fees payable to the consultant under this agreement.

### **25.Confidentiality**

The Consultant shall treat the details of the output of the Assignment and the Services as confidential and for the Consultant's own information only and shall not publish or disclose the details of the output, deliverables / milestones submitted to CRUT or the Services in any professional or technical journal or paper or elsewhere in any manner whatsoever without the previous written consent of the competent Authority.

## **C. Terms of Reference**

### **1. Background**

Capital Region Urban Transport (CRUT) intends to hire Consultant agencies/ NGOs for creating a communication cell in CRUT to prepare a framework for promotion and outreach of the proposed the city's public transit modes- MO BUS, MO CYCLE AND MO E-RIDE. . It has been recognized that a good communications strategy is required to ensure a positive public atmosphere about the city's public transportation project(s), an element that is typically less attended to in new public transit initiatives in the country. CRUT thus recognizes the need to invest in outreach campaigns and education programs so that the residents can fully benefit from the bus, cycle, NMT and e-rickshaw system, encouraging people to use it, also give feedback to the system plans and operations. It will be essential for people to understand the distinguishing features of the revamped bus service, accept and use effectively the new services including all of its components – bus queue shelters, fare collection, information systems, traffic safety, wi-fi, CCTV cameras and other bus features.

The benefits of the projects need to be clearly communicated to the public, with the objective of promoting a shift towards sustainable modes of transport, such as public transport, cycling and walking. CRUT is making a large investment in public transport in the form of MO BUS and Non-Motorized Transport in form of development of PBS, Cycle Tracks, E-rickshaws and sidewalks. Promotion & Outreach is a critical element that will ensure the success of the system.

At the same time, the needs and attitudes of all transport system stakeholders, public officials, decision makers, the general public and the private sectors need to be communicated to the public system's planner, designers and operators. The work under this RFP will include communications from them back to the team as well as vice-versa. This assignment is envisaged for a period of Two (2) years (Further extension as per decided by CRUT) wherein the Consultant shall aim to maximize the media outreach and optimize the engagement levels.

### **2. Objective**

Key objectives of the assignment are:

- Build a positive identity for urban public transport by creating a uniform brand identity that is identifiable and popular for key segments of the population including women, children, business persons and other end-users
- Position public transport as a clean, modern, fast, safe and reliable transportation solution. Build greater understanding and appreciation of its role in decongesting road space and contributing towards cleaner environment.



- Create awareness among the citizens about sustainable transport in general.
- Educate new riders on how to use public transport
- Inform and prepare a feedback mechanism for challenges that are likely to come for transitioning to the new system
- Identify key stakeholders and build strong partnerships with media and civil society for smooth implementation of the project.
- Create a comprehensive knowledge database of the generated information, best practices and statistics related to public transportation in Bhubaneswar.

### 3. Scope of Services:

The Scope of work for the Agency shall broadly include but not limited to following:

- A. Communication & Branding Strategy
- B. Media Support including Print Media, Social Media & Digital Media
- C. Outreach Program support and PR activities
- D. Grievance Redressal Plan and its implementation
- E. Knowledge Management

#### TASK A: COMMUNICATION & BRANDING STRATEGY

- Text content:** The Agency shall prepare content for text write-ups, short stories, narrations, blogs, tag-lines, short messages, surveys, polls, questionnaires, press release, newsletter etc. on the subject matter in English, Hindi and Odia language, as required.
- Web content:** The Agency shall prepare updated content for website. The Agency shall take prior approval from CRUT prior to modifying any contents
  - Special effort must be made to develop the content in such a manner that the content is in line with the organizational philosophy of CRUT.
  - The facts and figure must be derived from authentic sources and should be duly vetted from the competent authority of CRUT.
  - The agency should create and develop all the content and take approval before uploading at the site.
- Graphic Content:** The appointed agency should align all the design including all the following items with the branding strategy adopted by CRUT.
  - **User Information:** Transport maps, timetables, route planners, newsletters, passenger guide and visitor's kit
  - **Brand Identity Manual:** Documenting style book (Logos | Tagline | Color Scheme), vehicles (Inside & Outside), Bus Stops, Stationary and outdoor kiosk
  - **Corporate presentations:** Creating templates for short and long presentations

for schools, offices, etc. to deliver identified messages and share company details.

- **Digital Media:** Website Design and all other social media handles should follow the same design language
- **Conceptualizing and scoping events:** The Agency shall be responsible for planning and scoping events, as required by the CRUT, which shall be executed by event management agency. It may include but not limited to activities such as seminars, conferences, rallies, drives, roadshows, street plays, thematic / cultural / sports events, competitions, awards, door to door citizen consultation etc. The agency shall have to provide creative for all event specific banners and posters. The printing cost of event specific banners and posters shall be borne by the Authority.

#### **TASK B: MEDIA SUPPORT (INCLUDING PRINT MEDIA, SOCIAL MEDIA & DIGITAL MEDIA)**

- i. Develop an external environment analysis based on a study of the current mindsets of various identified stakeholders, including civil society, media, and potential users. Identify opportunities and risks, and suggest approaches to address them.
- ii. Prepare a customized communication strategy, including messaging, selection of media tools, etc. aimed at achieving the identified objectives
- iii. Implement the identified communication strategy, including production of press releases, op-ed pieces, blogs, brochures, and organization of press briefings, launch events, media visits, along with placement of media articles, website creation and content management, etc. Costs related to venue rental, refreshments etc. shall be borne by CRUT.
- iv. To enhance digital engagement and access to city services, including bridging the digital divide in the city.
- v. To organize existing social media efforts through selection of appropriate media tools and accordingly develop content for the existing city accounts in Facebook, Twitters and Instagram and other relevant social media platform.
- vi. To support towards media and civil society relationships through coherent branding and messages related to various schemes and programs implemented by CRUT.
- vii. The agency shall provide accurate, complete and prompt feedback to user interactions on the media sites. The agency shall seek input from CRUT where the feedback requires such information.
- viii. The Agency should clearly state the social media analytics to track, optimize the social media campaigns being run.
- ix. The Agency shall also moderate the sites to avoid spam, advertisements, inappropriate content and negative publicity.

### **TASK C: OUTREACH PROGRAM SUPPORT AND PR ACTIVITIES**

- i. **Events Planning:** The agency shall identify and propose events to be taken up by the authority. The agency shall be responsible for conceptualizing, planning and budgeting for the events to be taken up by the authority.
- ii. **Promotion& Media management for Events:** The agency shall promote all the existing events that are happening in the city and shall also promote the newly identified events that are taken up. The agency shall also perform the media management during events which includes photographs, narratives, etc.
- iii. **Event Calendar:** The agency shall prepare an event calendar combining all the existing and new events.
- iv. **Coordination with Event Management Agency:** The agency shall coordinate with the respective event management agency to guide and monitor them for smooth execution of the events taken up by the authority.
- v. **Coverage of the events:** The agency shall manage the tracking and submission of online, print & electronic coverage of the events.
- vi. **Continuous Updation of the Content:** Regularly and periodically update the pages with respect to the current/upcoming news and event(s), Monitoring 24x7, 365 days in a year about number of hits/visits.
- vii. The Agency shall prepare a plan for outreach activities for CRUT services in various institutions, corporate and government offices, Resident Welfare Association/Societies, Slums, Malls in the city and assist in implementation of the outreach activities
- viii. The Agency shall prepare and disseminate project learnings and success stories in physical formats and digital formats, as and when required by the CRUT. It will include but not limited to carrying out and documenting field investigations, interviews, talk shows, documentaries, coffee table books, magazines, editorials, newsletters etc.

### **TASK D: GRIEVANCE REDRESSAL PLAN AND ITS IMPLEMENTATION**

- i. **Process Planning:** The Agency should collaborate with Bhubaneswar Operation Centre and plan backend process flow for grievance redressal.
  - The mechanism should smoothen the process of resolving complaints and issues raised by citizens from various grievance redressal platforms.
  - Keep on updating the flow mechanism whenever it seems to be required or CRUT instructs to make the process effective and efficient.
- ii. **Coordination and handling on daily basis:** Maintain Grievance Redressal system to receive and act on complaints and grievances reported by the followers /citizens.

- **Script preparation:** The Agency should prepare scripts for replying and handling the citizens in all the stages of grievance redressal, beginning from filing of issue till issue gets resolved. The script should be prepared for all the platforms which CRUT has provided citizens for grievance redressal. For example, some of the major platforms are via Call, SMS, Portal, in office, Mobile App, etc.
  - Train the manpower on handling the grievance raiser according to the script as well as when scope of script gets over.
  - The Agency should ensure the grievance gets resolved positively and citizens should have a positive feedback after his/her grievance resolution. Its byproduct should be to increase citizen participation for keep on increasing the service quality of CRUT.
- iii. **Data Analysis and Root Cause Analysis:** The Agency should keep complete records of all the raised grievances and analyze the data promptly on regular basis. Some of the analysis may include (but not limited to):
  - Analyze grievances to find their sources and segment grievances according to their common sources/ root cause. Working on resolving common source will make grievance redressal effective and efficient.
  - Analyze the number of complaints from different grievance redressal platforms in order to optimize the platforms according to their traffic.
- iv. The Agency should work with philosophy / idea that efficient and prompt customer service is the key to success of any service organization. To maintain a consistent business growth, it is necessary to look at both, to widen customer base and to retain existing customer.

#### **TASK E: KNOWLEDGE MANAGEMENT**

- i. **Compiling Information:** Creating online database for allowing members to access the very latest studies, reports and technical data concerning every aspect of the public transport in CRUT. It will include:
  - Compilation and creation of Standard Operating Procedures, Protocols, Worksheets & Checklists
  - Develop quarterly plans for information dissemination, perspective sharing and risk management
  - Daily media monitoring and monthly analysis
  - Secondary documents and proposals carried out by CRUT
  - Monthly Progress Reports
- ii. **Data Collection:** The program must have a built-in component that gather information which can be used in future outreach and dissemination efforts:
  - Tailored information service via RSS feed
  - Grievance Statistics

- Setting KPIs for targeted achievements
  - Survey & Media Analysis
  - Data Standardization & Analytics
- iii. **Information Sharing Standardization:** Creating a standard format for communicating project updates to the public, media and administration teams are a critical aspect for project success. Standardization should include:
- Templates & Protocols
  - Library – Photo, Video, Graphic, Research Initiatives – Online & Physical
  - Transit Benefit Statistics
  - Passenger Information – Do's & Dont's, FAQs

#### 4. Timeline / Deliverables

The following is an indicative list of deliverables and milestones for the agency, assuming that the engagement starts at Time T (Issuance of Work Order).

S.No	Deliverables	Timelines Turnaround Time
1	Preparation & Submission of detailed Plan of action	T+7 Days – To be revised on monthly basis and should be submitted by the 7 <sup>th</sup> of subsequent months.
2	Content Creation and Dissemination	Continuous Work - A minimum of three post per week for each platform (or as required by CRUT)
3	Campaign Management	At least one campaign per month across platforms for user engagement.
4	Regular Monitoring and User Response Management - Updation, Maintenance, New Content Creation	To be done on day-to-day basis. Turnaround time should ideally be about 2-4 hours for standard queries within business hours (those for which a common standardized reply, which should be done in consultation with CRUT, is applicable) and 24 hours for special case queries.
5	Other contents / creative requests	Within 48 hours (Two Days)
6	Request by CRUT for Specific Reports	Within 48 hours (Two Days)
7	Analytics Reports on monthly basis	To be submitted by third day of every month or as and when desired by CRUT, indicating the activities remaining / completed and progress of scheduled tasks

		/ activities.
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*\*Format for delivering reports are subject to modification by CRUT from time to time.*

## 5. Teaming Arrangements:

The Agency shall constitute following teams:

S No.	Key Personnel	Minimum Qualification and Experience	Roles and Responsibilities
<b>PROGRAMME SUPPORT TEAM</b>			
1	Team Leader cum Branding and Communication Strategy Expert (One)	<p>PG Diploma in Branding or Communications/MBA (Marketing &amp; Branding) Social work / Urban Planning/ Transportation Planning/ journalism/digital marketing or related areas with at least 10 years' experience in the relevant field.</p> <p>Preferred experience in branding, communication, outreach activities related to public services. He/ She should be well versed in identifying markets and designing appropriate promotion and other communications techniques to reach them.</p>	<ul style="list-style-type: none"> <li>• Overall coordination with CRUT for the communication cell</li> <li>• Assist in Development of Branding and communication strategy for CRUT followed by execution of the strategy.</li> <li>• Handles the digital, social and print media for CRUT</li> <li>• Conducts / handles / monitors promotion and outreach programs of CRUT</li> <li>• Responsible for Grievance Redressal and Knowledge Management</li> </ul>
2	Public Relation Expert cum Chief Content Writer (One)	<p>Masters or equivalent in Mass Communication/ Journalism/ PG Diploma in Branding or Communications/MBA (Marketing &amp; Branding)</p> <p>He/ She should have at least 10 years of experience in Branding and Communication related work in government/ private agencies.</p>	<ul style="list-style-type: none"> <li>• Handles the Public relation activities of CRUT including Press Release, Press Conference, media handling</li> <li>• Monitor and manage all the external communication on behalf of CRUT</li> <li>• Verify and approve all the content related to CRUT,</li> </ul>

			<p>before publishing it in press or electronic or digital or social media.</p> <ul style="list-style-type: none"> <li>• Coordinate with different stakeholder for content generation.</li> <li>• Manage and maintain the core content of the CRUT official website and other social media handles.</li> </ul>
3	Content Writer and Social Media Expert (One)	<p>Bachelor's Degree in Journalism, arts, literature or equivalent with experience in writing in Newspapers / Journals / Social Media monitoring / Urban Transport / Urban Development topics with at least 3 years' experience in relevant area</p>	<ul style="list-style-type: none"> <li>• Develop a social media strategy to increase visibility, membership and traffic across the agency's knowledge platforms and create an action plan to guide its implementation.</li> <li>• Conceptualise and manage text, audio, video and photographic content for CRUT social media platforms</li> <li>• Define and monitor targets and benchmarks to measure the success of the social media strategy</li> </ul>
4	Graphic Designer (One)	<p>Bachelor's degree in graphic design, fine arts, or PG Diploma in Branding or Communications/MBA (Marketing &amp; Branding) equivalent field. Experience in creating Illustration, storyboarding, Print media&amp; Logo Design with at least 5 years of relevant experience</p>	<ul style="list-style-type: none"> <li>• Developing concepts, graphics and layouts for product illustrations, company logos, and websites</li> <li>• Working with team members, briefing and advising them with regard to design style, format, print production and timescales</li> <li>• Work with a wide range of media and use graphic design software</li> <li>• Think creatively and develop new design concepts, graphics and layouts</li> </ul>
5	Assistant Graphic Designer (One)	<p>Bachelor's degree in graphic design, fine arts, or PG Diploma in Branding</p>	<ul style="list-style-type: none"> <li>• Developing concepts, graphics and layouts for</li> </ul>

		or Communications/MBA (Marketing & Branding) equivalent field. Experience in creating Illustration, storyboarding, Print media& Logo Design with at least 3 years of relevant experience	<p>product illustrations, company logos, and websites</p> <ul style="list-style-type: none"> <li>• Working with team members, briefing and advising them with regard to design style, format, print production and timescales</li> <li>• Work with a wide range of media and use graphic design software</li> <li>• Think creatively and develop new design concepts, graphics and layouts</li> </ul>
6	Campaign Manager (One)	Bachelor's degree or equivalent degree in Business administration, communication, journalism, international relations, public relations, information technology or related field or MBA/PGDM in Marketing with at least 3 years relevant experience	<ul style="list-style-type: none"> <li>• Manage the implementation, tracking and measurement of marketing campaigns</li> <li>• Brief and oversee the work of internal and external agencies.</li> <li>• Write, edit and proofread copy for promotional materials within marketing campaigns</li> <li>• Ensure that the organisation's brand and identity is adhered to in campaigns and in all communication channels</li> </ul>
7	Assistant Campaign Manager (One)	Bachelor's degree or equivalent degree in Business administration, communication, journalism, international relations, public relations, information technology or related field or MBA/PGDM in Marketing (Freshers are allowed)	<ul style="list-style-type: none"> <li>• Manage the implementation, tracking and measurement of marketing campaigns</li> <li>• Brief and oversee the work of internal and external agencies.</li> <li>• Write, edit and proofread copy for promotional materials within marketing campaigns</li> <li>• Ensure that the</li> </ul>



			organisation's brand and identity is adhered to in campaigns and in all communication channels
<b>Key Experts</b>			
1	Project Creative Director	Senior creative professionals with extensive experience in branding, and communication for governmental agencies, preferably in transportation and urban development. He/ She should be knowledgeable in concepts of sustainable public transportation. He/ She should have experience in conducting Public Outreach, communications & Promotion Programs. He / she should have been involved in past in conducting / handling / monitoring promotion and outreach programs of government / government agencies & their projects / achievements. He/she should be well equipped for effective mass communication. He should have at least 10 years' experience.	<ul style="list-style-type: none"> <li>• At least 5 days in a month in the CRUT Office</li> <li>• Overall Coordination and responsibility for delivery</li> <li>• Responsible for Client Communication to decide objective of campaign, create social media strategy- outreach, Engagement and branding</li> <li>• Review of all deliverables including reports, designs, press releases, plans etc.</li> <li>•</li> </ul>
2	Transit Branding Expert	Senior market research professional with at least 10 years of experience in market research related work. He/she should be well skilled in identifying markets and designing appropriate promotion and other communications techniques to reach them. Experience with public transport is a plus.	<ul style="list-style-type: none"> <li>• At least 5 days in a month in the CRUT Office</li> <li>• Provide suggestion and review with respect to Branding and Communication Strategy Plans</li> </ul>

#### **Project Associates and Project Assistants:**

The communication cell may be asked to provide Project Associates and Project Assistants from the following area (but not limited to) as and when instructed by CRUT:

- Content Writing
- Graphic Design
- Branding and Communication

- Mass Communication
- Transport Planning
- Urban Management
- Market Research
- Digital Marketing
- E-Governance

The project associates and assistants may be deployed on needed basis in the fields of urban management, transportation planning, marketing, social media, public relations, outreach, grievance redressal and other communication related tasks. The Project Associates to be deployed must have educational qualification in the concerned field with 1-year experience in the relevant area. The Project Assistant should be a fresher with required educational qualification. The monthly remuneration, to be paid to Communication Cell, for Project Associates posts shall be INR 30,000/-.

The CVs of Project Associates shall not be provided along with the Proposal but need to be approved by the Client before deployment for any specific scope of work/services.

Note that, these personnel (Project Associates) shall be engaged as per the requirement basis and payments shall be made accordingly. The required experience as well qualification may be relaxed at the discretion of CURT.

Similarly, Project Assistants can also be hired as per the same terms and conditions as that of Project Associates. The qualification required for Project Assistants for a similar position shall be same as that of Project Associate, while no experience would be required. The monthly remuneration for Project Assistants post shall be INR 20,000/-.

#### **Resource Pool \***

Further, the consultant is expected to have adequate number of subject experts available in the 'resource pool' or any other expert as intimated by the Client to deploy on the Project. The subject experts may include: content writers, graphic designers, social medial analysts, public relation experts and/or market analysts. This pool (indicative but not exhaustive list) will provide inputs throughout the duration of the assignment and assessment of the requirement shall be made as and when such requirement arises and/or a separate work which is being assigned to Communication Cell which is not being envisaged at this stage.

A fixed amount (though indicative) has been given in the financial proposal for hiring Resource Pool. If CRUT notifies Communication Cell to hire any expert under the Resource pool, then Communication Cell will prepare and submit a plan considering the remuneration of the expert to be hired and indicating timelines and deliverables. It is clarified that CVs of at least three experts will be required for submission to CRUT for finalization of the expert. CRUT shall evaluate and approve the same on recommendation of a Technical Committee constituted for the purpose under the chairmanship of Managing Director, CRUT and having all heads of divisions of CRUT as members. After approval,

Communication Cell shall immediately onboard Expert for delivering this Task.

**Note:**

1. The Agency shall submit timesheets and invoices on a quarterly basis.
2. The Agency team shall follow the local calendar applicable for the Authority. Under special circumstances, the Authority may require Agency to work on holidays.
3. All approvals have to be taken from the CRUT or a person appointed by the CRUT.

**6. Office Space:**

A dedicated Office space will be provided within the CRUT Office to the communication cell. However, the consultant is required to get their own system with relevant software programmes installed.

**7. Contract Period:**

Contract will be for a period of 2 years from the date of deployment of the personnel in CRUT with an annual escalation of 10%. The agreement can be renewed for a further period after 2 years on mutually agreed terms and conditions.

**8. Payment Schedule:**

- The Payment shall be made as per monthly rate quoted by the firm in its financial proposal.
- The payments will be subject to issuance of successful and satisfactory deliverables for the period by the concerned controlling officer. The payments shall be made on receipt of invoice with all supporting documents within 30 days by CRUT.
- A committee to be formed by CRUT to assess the performance of the Agency
- No payments will be made for any additional work (other than the contracted as per the scope of work of the RFP) which has not been approved in writing by the competent authority in CRUT.

**9. Penalty:**

1. If at any stage, as specified under section 4, "Time line and Deliverables" is either not completed or not completed satisfactorily, due to reasons solely and entirely attributable to the selected Agency / Firm, an aggregated penalty @ 0.25% per day of delay (for individual activity) may be imposed from the quarterly invoice value.
2. Total penalty in a quarter would be subject to maximum of 10%.
3. If in a quarter, the delay exceeds the penalty of more than 10%, then the contract is liable to be terminated with immediate effect and no clarification / justification shall be entertained by CRUT.
4. On pre-mature termination of the contract on account of delay, the PBG

(Performance Bank Guarantee) shall be forfeited and other actions as deemed appropriate, which includes blacklisting/ legal proceeding may also be initiated. In such a case, CRUT shall be free to get the work done through any other Agency at the risk and cost of the Agency, whose contract has been terminated.

5. For calculation of penalty amounts based on delay / shortcomings on the part of the Agency and which is not attributable to the delay on the part of CRUT, the decision of CRUT will be final and binding.

**Annexure- I**

**Covering Letter**

(On the Letterhead of the applicant)

Date:\_\_\_\_\_

**To,**

**The Managing Director  
Capital Region Urban Transport  
Block-1, 2nd Floor, BMC Bhawani Mall  
Saheed Nagar, -751007, Odisha**

Sir,

We have examined in detail and have understood the terms and conditions stipulated for eligibility of the Applicant in the RFP Document issued by CRUT. We agree and undertake to abide by all these terms and conditions. We hereby submit all the necessary information and relevant documents during submission of our RFP, we undertake, if our Proposal is accepted, to deliver services as specified in the RFP document.

We acknowledged that we have not, during the last three years, failed to perform on any agreement, as evidenced by imposition of a penalty by an arbitral or judicial authority or a judicial pronouncement or arbitration award against us, nor been expelled from any project or agreement nor have had any agreement terminated for breach of contract.

We are enclosing Document Purchase Fee **of INR 11,200/-** in the form of Demand Draft/Payorder (DD/PO. No.....Dt..... drawn on.....) Payable to the **Capital Region Urban Transport at Bhubaneswar**. We are enclosing **EMD of INR 1,00,000/-** in the Form of Demand Draft / Pay order (DD / PO No..... Dt..... drawn on ..... ) Payable to the **Capital Region Urban Transport at Bhubaneswar**.

As per RFP the validity of the proposal is 180 days from the last date of submission of proposal and we agree that the proposal is unconditional. We understand that CRUT reserves the right to reject any application without assigning any reason thereof.

Yours Faithfully,

Signature of Authorized Person and seal

Name and Designation

Name of the Company

**Annexure- II**

**Details of Applicant**

1. **Name of the Firm:**
2. **Year of Establishment:**
3. **Registered address of Office:**
4. **Name and Details of the contact  
Person:**
5. **PAN Number**
6. **GST Number:**
7. **Telephone No. & Fax No:**
8. **Mail Address:**
9. **Brief description of background of the firm for this assignment.**
10. **No. of years of proven experience of providing similar services.**
11. **Average Annual turnover of the Applicant (in INR) during the last three  
Financial Years. (Please attach copy of three Audited Financial  
Statements)**
  - A. **2017- 2018:**
  - B. **2016-2017:**
  - C. **2015-2016:**

**Signature of Authorized Person and seal**

**Name and designation Name of the Company Dated: .....**

**Annexure III**

**Format for Project Experience**

<b>Experience of undertaking projects like Content Writing, Branding, Graphic Designing, Digital Media and Social Media Management.</b>		
<b>Sl.No</b>	<b>Parameters</b>	<b>Remarks</b>
<b>1.</b>	<b>Name of the Authority / Govt. Entity</b>	
<b>2.</b>	<b>Name of Project &amp; Project Description</b>	
<b>3</b>	<b>Location</b>	
<b>4</b>	<b>Period of service rendered by the applicant (Start date and End date)</b>	
<b>5</b>	<b>Consultancy Fees of the Applicant (in Indian Rupees)</b>	
<b>6</b>	<b>Present status</b>	
<b>7</b>	<b>Other Information</b>	
<b>8</b>	<b>Copy of Appointment Letters and Agreement</b>	

**Note:** The work order along with other relevant documents shall be attached with every project. Experience of completed and ongoing projects will be considered for evaluation.

**Signature of Authorized Person and seal**

**Name and designation**

**Name of the Company Dated: .....**

**Annexure IV**  
**Format of Curriculum Vitae(CV)**

**Name of Firm:**

**Proposed Position:**

**Name of Staff:**

**Date of Birth:**

**Years of Relevant Exp:**

**Nationality:**

**Membership with Professional bodies: Education:**

(Summarize College/University and other specialized education of staff Member)

**Employment Record**

(Starting with present position, list in reverse order every employment held)

**List of Projects/Assignments on which the personnel has worked**

Sl No.	Name of the Client	Sector	Position Held	Key Role	Major Responsibility

**Languages:**

(Indicate proficiency in speaking, reading and writing of each language by  
**(Excellent, Good, Fair, Poor)**)

Note: - CV's of only Experts shall be evaluated during bid process management.



**Annexure V**  
**Formats for Financial Proposal**

To,

**The Managing Director**  
**Capital Region Urban Transport**  
**Block-1, 2nd Floor, BMC Bhawani Mall**  
**Saheed Nagar, -751007, Odisha**

**NAME OF THE PROJECT:**

We, the undersigned, offer to provide the consulting services for the above scope of services in accordance with your RFP. Our total financial quote is as given below,

<b>Name of the Project</b>	<b>Lump sum Financial Quote per Month</b>
<b>Selection of Agency for the Communication Cell of Capital Region Urban Transport(CRUT)</b>	<b>Rs _____ /- per month (In Figures)</b>  <b>Indian Rupees _____ only per month (In Words)</b>  <b>(both in Words and figure) exclusive of applicable Goods &amp; Service Tax</b>  <i>(Total Remuneration Per month from the Table in Annexure V(A))</i>
<b>GST (as applicable)</b>	<b>&lt;&lt; Please Put This Figure&gt;&gt;</b>
<b>Grand Total &lt;&lt;Please put this figure&gt;&gt;</b>	<b>(both in words and figure) per month inclusive of applicable Goods &amp; Service Tax</b>

Our Financial Proposal shall be binding up on us for the assignment and this proposal would be valid up to 180 days from the last date of submission of proposal.

This Financial Proposal covers remuneration for all personnel cost, all incidental manpower expenses. The Financial proposal is without any condition.

**Yours Faithfully,**

**Signature of Authorized Person and seal**

**Name and designation Name of  
the Company Dated:**

**Annexure V (A)**

<b>SR. No.</b>	<b>NAME (A)</b>	<b>POSITION (AS IN TECH-4) (B)</b>	<b>TOTAL TIME INPUT (IN DAYS IN A MONTH) (C)</b>	<b>RATE PER MAN DAYS (IN INR) (D)</b>	<b>NO. OF RESOURCES</b>	<b>TOTAL PROFESSIONAL FEE PER MONTH (IN INR) (C*D)</b>
<b>KEY EXPERTS</b>						
1		Project Creative Director	5		1	
2		Transit Branding Expert	5		1	
<b>PROGRAMME SUPPORT TEAM</b>						
1		Team Leader cum Branding and Communication Strategy Expert	Full Time		1	
2		Public Relation Expert cum Chief Content Writer	Full Time		1	
3		Content Writer and Social Media Expert	Full Time		1	
4		Graphic Designer	Full Time		1	
5		Assistant Graphic Designer	Full Time		1	
6		Campaign Manager	Full Time		3	
7		Assistant Campaign Manager	Full Time		7	
8	Total Remuneration Per Month					