



Capital Region Urban Transport

Bhubaneswar • Cuttack • Puri

Capital Region Urban Transport

Plot No-548/1452, Patia, Kalarahanga,

Bhubaneswar, Odisha (INDIA), Pin- 751024

Email: crutbbsr@gmail.com; Phone No.: 0674-3501580

CIN: U60210OR2010NPL011624

Notice No. 1770/CRUT

Date: 22/08/2022

REQUEST FOR PROPOSAL

**FOR SELECTION OF AN AGENCY FOR 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 **24/08/2022** onwards in following web portal: www.capitalregiontransport.in. **Any further intimation (i.e. Corrigendum/ Addendum/ Responses to the queries/ Clarifications) shall be uploaded in the above website only.**
- A pre-bid meeting shall be organised for the same on **30/08/2022 at 4:30 PM** in CRUT Conference Hall.
- Applicants are required to submit duly filled Proposal as per the prescribed formats on or before **15/09/2022 by 3:00 PM**. The Proposals received shall be opened at **4:30 PM** on **15/09/2022**.
- In case of any queries/clarifications, email at crutbbsr@gmail.com
- CRUT reserves the right to accept or reject bid process without assigning any reasons thereof.

Sd/-

General Manager(P&A)

Capital Region Urban Transport

REQUEST FOR PROPOSAL
For
Selection of Agency for Communication Cell
In
CAPITAL REGION URBAN TRANSPORT (CRUT)



CAPITAL REGION URBAN TRANSPORT

Plot No-548/1452, Patia,
Kalarahanga, Bhubaneswar-751024
CIN: U60210OR2010NPL011624

A. Bidding Schedule

RFP No. & Date	No.1770 & Dated 22.08.2022
Date of Advertisement	On 24.08.2022
Availability of Request for Proposal document in the Website	From. 24.08.2022
Date, Time and venue for Pre-Bid Meeting	30.08.2022 at 04:30 PM Conference Room, CRUT
Clarification of Pre-Bid Queries	03.09.2022
Last date for receipt of Technical and financial proposals (Through Speed Post / Registered Post/Courier)	15.09.2022 till 3:00 PM
Date and Time of Opening of Technical proposals	15.09.2022 at 4:30 PM
Date and Time for Technical Presentation	To be intimated later
Date and Time of opening of Financial proposals	To be intimated later

B. Instruction to Bidders

1. Introduction:

Capital Region Urban Transport (CRUT) (hereinafter shall be referred as Client/ Authority) is the Special Purpose Vehicle (SPV) to Housing and Urban Development Dept. Govt. of Odisha. CRUT is providing Public 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, Khurda & Puri urban area, CRUT planned to expand and upgrade the bus based urban transport system. Apart from city bus transport, CRUT is providing E-Rickshaw services to the public.

2. Objective of the Assignment:

Capital Region Urban Transport (CRUT) intends to hire Consultant agencies for its communication cell to prepare a framework for promotion and outreach of the proposed the city's public transit modes- MO BUS 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 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 and walking. CRUT has made a large investment in public transport in the form of MO BUS and E-rickshaws. 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 Three (3) years on yearly renewal basis based on performance satisfaction (Further extension as per decided by CRUT for maximum of 2 years) 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 Plot no-548/1452, Patia, Kalarahanga, Bhubaneswar, Odisha-751024. While the Programme Support Team shall be based out in the above CRUT office 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 1956 or 2013 or a limited liability partnership firm registered under limited liability partnership act 2008 or a partnership firm registered under relevant law. Appropriate documents supporting their incorporation/registration status must be submitted along with the proposal.
- b) The average annual turnover of the Applicant in India in the last 3 financial years i.e. 2018-19, 2019-20 and 2020-21 shall be minimum **INR 10.Crores** or above.
- c) The average Net worth of the Applicant in India in the last 3 financial years i.e. 2018-19, 2019-20 and 2020-21 shall be positive with minimum **INR 1 Crore** or above.
- d) Turnover Certificate & Net worth Certificate from a practicing Chartered Accountant shall be enclosed to substantiate the fact.
- e) The Applicant must have experience (at least 3 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 in the last 5 years.

- f) 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 initialled 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 Agency for the Communication Cell of Capital Region Urban Transport (CRUT)

PART B

FINANCIAL PROPOSAL for Selection of Agency 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 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
Plot No-548/1452, Patia, Kalarahanga,
Bhubaneswar, Odisha -751024
crutbbsr@gmail.com

- 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 favour of **Capital Region Urban Transport**, payable at Bhubaneswar for **Rs. 11,800/-** (Rupees Eleven thousand and Eight 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)

The Bidders are exempted from paying EMD. It is mandatory for all Bidders to fill up and submit the Bid Security Declaration Form. The form shall be effective and in force until the bid validity period, or, until the selection of the Selected Bidder (whichever is earlier). In case a Selected Bidder is announced, the forms of all unsuccessful Bidders shall be deemed ineffective, while the form of the Selected Bidder shall continue to be effective until the Selected Bidder furnishes the Performance Bank Guarantee. The clauses of Bid Security Declaration Form shall be exercised on account of the following reasons:

- a) If a Bidder withdraws the Proposal or increases the quoted prices after opening of the Proposal and during the Bid validity period or its extended period, if any.
- b) In case of a successful Bidder, if the Bidder fails to sign the Agreement in accordance with Terms & Conditions (including timelines for execution of the Agreement) of this RFP or fails to furnish Performance Bank Guarantee in accordance with the Terms & Conditions (including timelines for furnishing Performance Bank Guarantee)
- c) If a Bidder withdraws its bid during the period of bid validity.
- d) During the Bid process, if a Bidder indulges in any act that would jeopardize or unnecessarily delay the process of bid evaluation and finalization.
- e) If a Bidder has been found to have indulged in any suppression of facts, furnishing of fraudulent statement, misconduct, or other dishonest or other ethically improper activity, in relation to this RFP.
- f) If a Bidder's proposal contains deviations, conditional offers and partial offers.

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 nonresponsive.

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. 11,800/- (Indian Rupees Eleven Thousand and Eight Hundred only) inclusive of GST in shape of DD / Pay order from any scheduled commercial Bank/Nationalised Bank drawn in favour of Capital Region Urban Transport payable at Bhubaneswar.
- b) Bid Security Declaration Form.
- c) Photocopy of the PAN card and GSTIN Certificate.
- d) Financial Statement of the last 3 years as mentioned in the Eligibility Criteria.
- e) GST return copy of the last 3 years as mentioned in the Eligibility Criteria.
- f) Cover Letter as per the format in Annexure I.
- g) Bidder's profile as per the format in Annexure II.
- h) Past experience of the Applicant in Annexure III.
(Attach photo copies of work orders along with Completion Certificate or Self- Declaration Form. 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)
- i) 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
Plot No-548/1452, Patia, Kalarahanga
Bhubaneswar, -751024, 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
Plot No-548/1452, Patia, Kalarahanga
Bhubaneswar, -751024, 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:

$$S = S_t * T_w + S_f * F_w$$

(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

Sr. No.	Evaluation Criteria	Weightage	Maximum Marks	Documents Accepted as evidence
A	Agency's Experience		20	
	Years of Experience in Digital Marketing/ Social Media Management/Public Relations for Government	1-3 years: 7 Marks Above 3 years: 10 Marks	10	Completion Certificate or Copies of Work Order
	Proven experience in providing manpower services for managing social media activities for Government	3 projects: 2 marks Above 3 projects: 5 marks	5	Completion Certificate or Copies of Work Order
	Proven Experience in implementing/executing similar assignments (Maximum 3 projects can be evaluated) “Similar Assignments” means Communication planning/ Preparation of Communication & Branding Strategy/Digital Marketing/ Social Strategy/ Social media Account management.	1 Mark for each project	5	Completion Certificate or Copies of Work Order
B	Financial Capabilities		20	
	Turn Over	Turn Over = or >10 Crores = 5 marks For every additional turnover of Rs.5 Crores, the Bidder shall get additional mark of	10	Audit Report, GST Return copies & CA Certificate

		1-mark subject to maximum marks of 10 marks.		
	Net Worth	<p>Bidder should have positive net worth at the time of submission of bid & Net worth should be >1Crore = 2 marks</p> <p>For every additional Networth of Rs.1 Crores, the Bidder shall get additional mark of 1-mark subject to maximum marks of 5 marks.</p>	5	CA Certificate
	Quality Certificate	<p>Bidder should have following valid certificate as on bid submission date</p> <p>ISO 9001: 2015= 2.5 marks</p> <p>ISO27001= 2.5 marks</p>	5	Valid Certificate
C	Personnel Capabilities		15	
1	Team Lead cum Branding, Campaign, Social Media and Communication Strategy Expert	As given Below	5	Self-Attested CV
2	Public Relation Expert cum Outreach Coordinator		2.5	Self-Attested CV
3	Content Writer and Social Media Expert		2.5	Self-Attested CV
4	Graphic Designer cum Visualizer		2.5	Self-Attested CV
5	Transit Branding (Associate)		2.5	Self-Attested CV
			45	

D	Presentation on Approach & Methodology			
1	Understanding of Scope of Work		15	Copy of Presentation
2	Presentation on Approach & Methodology including but not limited to the following: <ul style="list-style-type: none"> Proposed Brand Vision integration & Digital Marketing Strategy Amplification Strategy Innovations & Creativity for designing content. Usage of Social Media Management Tools applications etc. for the following purpose: <ul style="list-style-type: none"> Support different roles for creating posts, approving posts and reviewing posts Increase the visibility of Twitter & Facebook posts by automated sharing them with internal and external audience. Moderations of social Media Posts. Monitor the performance of campaign and generate campaign performance report: Usage of Social Media management tools, applications and mobile devices supporting different roles for creating posts, approving posts, and reviewing posts. 		20	
3	Work Plan		10	
	Total		100	

Note: The above presentation for 30 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:

- a) Minimum qualifications (Fulfilling minimum education criteria mentioned in the ToR): 20%
- b) Minimum Experience (Fulfilling Minimum Years' of relevant experience criteria as mentioned in the ToR): 30%
- c) 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) 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 from Scheduled Commercial Bank for an amount equivalent to 3% (as per Finance Department, Government of Odisha, Office Memorandum No. 8475/F, dated 05.04.2022) of the contract value and enter into the contract agreement with CRUT and start the work on an immediate basis. The Performance Security shall be valid throughout the entire Contract period. The Performance Security shall be forfeited if the bidder has not fulfilled

the terms and conditions of the bid document. Performance Security shall be released after 2 months from the end of the Contract period.

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 agency 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 45 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/share 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 for its Communication Cell to prepare a framework for promotion and outreach of the proposed the city's public transit modes- MO BUS 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 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. CRUT has made a large investment in public transport in the form of MO BUS and E-rickshaws. 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 Three (3) years on yearly renewal basis based on performance satisfaction (Further extension as per decided by CRUT for maximum period of 2 years) 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. Social Media Grievance Redressal Plan and its implementation
- E. Knowledge Management
- F. Any other services as required by CRUT

TASK A: COMMUNICATION & BRANDING STRATEGY

- i. **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.
- ii. **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.
- iii. **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.

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

- i. Develop an external environment analysis based on a study of the current mind-sets 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, content

management, etc. Costs related to printing, venue rental, logistics, refreshments, other recurring cost etc. shall be borne by CRUT.

- iv. 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.
- v. To support towards media and civil society relationships through coherent branding and messages related to various schemes and programs implemented by CRUT.
- vi. 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. The Agency should clearly state the social media analytics to track, optimize the social media campaigns being run.
- vii. 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 & Management:** 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. The agency shall plan, supervise and monitor all of the events.
- 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. However, any paid promotions in social media shall not be under the scope of this engagement. CRUT shall borne the cost towards paid promotion activities separately.
- 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.

- 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: SOCIAL MEDIA GRIEVANCE REDRESSAL PLAN AND ITS IMPLEMENTATION

- i. **Process Planning:** The Agency should plan for responding to the grievance raised through social media platform like Facebook, Twitter, etc. The Agency should also 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 the social media platforms.
- 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.
- iii. **Data Analysis and Root Cause Analysis:** The Agency should keep complete records of all the raised grievances and analyse the data promptly on regular basis. Some of the analysis may include (but not limited to):
 - Analyse grievances to find their sources and segment grievances according to their common sources/ root cause.
 - Analyse the number of complaints from different social media platforms and government grievance platforms.

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
 - Digital Asset Management (DAM): The Agency shall recommend a list of available digital asset management software programmes that may be purchased as a subscription by CRUT. If approved, CRUT may ask Agency to purchase the DAM software at approved cost and manage CRUT's digital assets.
- ii. **Data Collection:** The Agency must be ready with all the updated data for the following subjects which can be shared with CRUT as and when they require. However these information should not be part of the monthly activities report:
 - Social Media Grievance Statistics
 - 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 & Don'ts, FAQs

4. Timeline / Deliverables

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 th of subsequent months.

2	Content Creation and Dissemination	Continuous Work as required by CRUT
3	Campaign Management	Outreach programme and on ground campaigns as required by CRUT to be done across platforms for user engagement.
4	Regular Monitoring and User Response Management – Response to Grievances, Updation, Maintenance, New Content Creation	To be done on day-to-day basis. Turnaround time should ideally be about 24 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 24-48 hours for special case queries.
5	Other contents / creative requests	Within 24 hours
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.

"Post" contains Photos/videos/ contents

5. Expected resource Deployment:

In order to carry out the task smoothly, the agency is required to deploy below resources for the entire contract period on a full-time basis in CRUT.

S No.	Key Personnel	Minimum Qualification and Experience	Roles & Responsibilities
1	Team Lead cum Branding, Campaign, Social Media and Communication Strategy Expert (One)	PG Diploma in Branding or Communications/MBA (Marketing & Branding) / Social work / Urban Planning/ Transportation Planning/ journalism/digital marketing or related areas with at least 10 years' experience in the relevant field.	<ul style="list-style-type: none"> Overall coordination with CRUT for the communication cell Assist in Development of Branding and communication strategy for CRUT followed by execution of the strategy. Handles the digital, social and print media for CRUT

		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.	<ul style="list-style-type: none"> • Conducts / handles / monitors promotion and outreach programs of CRUT • Responsible for Grievance Redressal and Knowledge Management
2	Public Relation Expert cum Outreach Coordinator (One)	<p>Masters or equivalent in Mass Communication/ Journalism/ PG Diploma in Branding or Communications / MBA (Marketing).</p> <p>He/ She should have at least 5 years of experience in Branding and Communication related work in government/ private agencies.</p>	<ul style="list-style-type: none"> • Handles the Public relation activities of CRUT including Press Release, Press Conference, media handling • Monitor and manage all the external communication on behalf of CRUT • Verify and approve all the content related to CRUT, before publishing it in press or electronic or digital or social media. • Coordinate with different stakeholder for content generation. • Manage and maintain the core content of the CRUT official website and other social media handles.
3	Content Writer and Social Media Expert (One)	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. Should be proficient in reading and writing in both Odia and English.	<ul style="list-style-type: none"> • 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. • Conceptualise and manage text, audio, video and photographic content for CRUT social media platforms. • Define and monitor targets and benchmarks to measure the success of the social media strategy
4	Graphic Designer cum Visualizer (One)	Bachelor's degree/Diploma in graphic design, fine arts, or PG Diploma in Branding or Communications/ equivalent field. Experience in creating	<ul style="list-style-type: none"> • Developing concepts, graphics and layouts for product illustrations, company logos, and websites Working with team members, briefing and advising them with

		Illustration, storyboarding, Print media, video stories & Logo Design with at least 5 years of relevant experience	regard to design style, format, print production and timescales <ul style="list-style-type: none"> • Work with a wide range of media and use graphic design software. • Think creatively and develop new design concepts, graphics and layouts
5	Transit Branding (Associate) (One)	Bachelor's degree in transportation planning, urban planning, communications or equivalent. Prior knowledge of designing, evaluating and planning the implementation of multi-modal transit systems. At least 3 years of relevant experience in urban transit branding projects.	<ul style="list-style-type: none"> • Assist with the development of print or electronic feature stories, industry best practice articles, and media materials. • The intent is to produce positive press coverage among traditional, new, and industry media. • Assist with rider, non-rider and stakeholder communications and public outreach efforts. • This may include strategic planning, development of public information and fact sheets, outreach materials, transit information maps and schedules, and special event, media and advertising support.

Resource Pool

During the contract period, CRUT may ask for deployment of following additional resources 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 CVs of following resources 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 shall be engaged as per the requirement basis and payments shall be made accordingly as per approved ITPI rates (Reference Document for ITPI Rates: <https://www.itpi.org.in/uploads/pdfs/profession-fee-charges-scale-code-conduct-conditions-of-engagement.pdf>). However, CRUT shall ask for the deployment of these personnel through a separate change order.

S No.	Key Personnel	Minimum Qualification and Experience
1	Transit Branding Expert	PG Diploma in Urban Planning/ Transportation Planning/ MBA (marketing) /Journalism/digital marketing or related areas with at least 15 years' experience in the relevant

		field. Demonstrated experience in branding, communication, outreach activities related to transportation services. He/ She should be well versed in identifying markets and designing appropriate promotion and other communications techniques to reach them.
2	Video Editor/ Visualizer	Bachelor's degree/ Diploma in film studies, cinematography, or related field. Previous work experience as a video editor. Hands-on experience with editing software, including Adobe After Effects, Light works, and Premier. Creative and artistic skills, familiarity with 3D composition and special effects, multimedia and communications.
3	Knowledge Management Expert	Masters or equivalent in Urban Planning/ Library Science/ Communication with at least 8 years' experience in the relevant field. Demonstrated experience in managing databases, preparing reports, documents.

Note:

- The Agency shall not take more than 30 days to deploy resource after receiving formal written order from CRUT.
- Replacement of resources by the agency is possible only in case of resignation/ medical reason or any emergency. The Agency shall provide alternate Cvs of the Proposed resources within 2 weeks of the resignation given by the deployed resources and shall not take more than 30 for resource replacement.
- Post deployment, the Agency shall submit timesheets and invoices on a monthly basis.
- Any additional cost like Animation, Voice Over, Aerial Photography/Cinematography, Additional Shooting Equipment and Background Music while making videos will be taken up by CRUT at approved cost.
- The Agency team shall follow the local calendar applicable for the Authority. Under special circumstances, the Authority may require Agency to work on holidays.
- 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 agency is required to provide to all its manpower with their own work station (Desktop/Laptop/Printer/UPS) and with relevant software installed to execute their work. Ancillaries' items like Internet connectivity, Paper to be provided by CRUT.

7. Contract Period:

Contract will be for a period of Three (3) years from the date of receiving of Formal Work order on yearly renewal basis based on performance satisfaction. Further extension may be done on mutual agreement between CRUT and Agency for a maximum period of 2years (subject to requirement of CRUT and Satisfactory performance of the Agency).

8. Payment Schedule:

- The Payment shall be made as per monthly rate quoted by the firm in its financial proposal.
- The payments shall be made on receipt of invoice with all supporting documents as per the project deliverables mentioned in this RFP within 45 days by CRUT.
- 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:

- If at any stage, as specified under section 4, “Service Levels and Penalty” is either not completed, 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 monthly invoice value.
- Total penalty in a month would be subject to maximum of 10%.
- If in a month, 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.
- On pre-mature termination of the contract on account of delay, the PS (Performance Security) 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.
- 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.

10. Timeline

Sl. No.	Activities	Timeline (In Days)
1	Team Mobilization and resource Engagement	T+7 days

2	Preparation & Submission of monthly Plan of action	T+15 days
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T = starts from the day of the signing of the Contract Agreement.

11. Modification & Alteration:

CRUT reserve the right to amend/modify/addition/deletion/alteration of any of its clauses with mutual consent of both the parties.

Annexure- I

Covering Letter

(On the Letterhead of the applicant)

Date: _____

To,

The General Manager (P&A)
Capital Region Urban Transport
Plot No-548/1452, Patia, Kalarahanga
Bhubaneswar, -751024, 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 11,800/-** 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. **2018- 2019:**
 - B. **2019–2020:**
 - C. **2020–2021:**
12. **Average Net Worth of the Applicant (in INR) during the last three Financial Years: (Please attach copy of three Audited Financial Statements)**
 - A. **2018- 2019:**
 - B. **2019–2020:**
 - C. **2020–2021:**

Signature of Authorized Person and seal

Name and designation Name of the Company Dated:

Annexure III

Format for Project Experience

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

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 from Matric onwards.)

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 General Manager (P&A)
Capital Region Urban Transport
Plot No-548/1452, Patia, Kalarahanga
Bhubaneswar, -751024, 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,

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

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:

FORM PQ-4 [Self-Declaration against Earnest Money Deposit]

(To be submitted on the Letterhead of Bidder)

To,

The General Manager (P&A)

Capital Region Urban Transport

Plot No-548/1452, Patia, Kalarahanga

Bhubaneswar, -751024, Odisha

**Sub: SELECTION OF AN AGENCY FOR COMMUNICATION CELL IN CAPITAL REGION URBAN
TRANSPORT (CRUT)**

Ref: RFP Ref No. << >>>

Madam/Sir,

I/We understand that, as per clause no 8 , bids must be supported by a Bid Security Declaration in lieu of Earnest Money Deposit, (**reference Finance Department, Government of Odisha, Office Memorandum No. 8484/F, dated 05.04.2022**). I/We hereby accept that I/We may be disqualified from bidding for any contract with you for a period of three years from the date of disqualification as may be notified by you (without prejudice to CRUT's rights to claim damages or any other legal recourse) if,

- a) I am /We are in a breach of any of the obligations under the bid conditions,
- b) I/We have withdrawn or unilaterally modified/amended/revised, my/our Bid during the bid validity period specified in the form of Bid or extended period, if any.
- c) On acceptance of our bid by CRUT, I/we failed to deposit the prescribed Security Deposit or fails to execute the agreement or fails to commence the execution of the work in accordance with the terms and conditions and within the specified time.

Yours faithfully,

(Authorized Signatory)

Name:

Designation:

Contact No:

Seal:

Sr. No .	Position (As in Tech-4) (B)	Total Time Input (In days in a Month) (C)	Rate per Man Days (In INR) (D)	No. Of Resources (E)	Total Professional Fee Per Month (In INR) (D*E)
1	Team Lead cum branding, Campaign, Social Media 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	Transit Branding (Associate)	Full Time		1	