

National Institute of Securities Markets

# Request for Proposal (RFP)

**From Creative Agencies, for NCFE's (National Centre for Financial Education) Financial Literacy and Awareness Campaign**

**Tender No. NCFE-02/2018**



National Institute of Securities Markets  
NISM Bhavan, Plot No 82, Sector 17, Vashi  
Navi Mumbai 400703

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## I. Key Information and Dates

| # | Particulars                                 | Information/ Dates  |
|---|---|---|
| 1 | Tender Inviting Authority                   | National Institute of Securities Markets<br>NISM Bhavan,<br>Plot No. 82, Sector - 17,<br>Vashi, Navi Mumbai - 400 703<br>Phone: 022 66735100-06 |
| 2 | Job Requirement                             | Appointment of a creative Agency for carrying out<br>NCFE Financial Literacy and Awareness Campaign 2018  |
| 3 | Issue date of the RFP                       | 08 May 2018   |
| 4 | Last date for receiving queries             | 15 May 2018   |
| 5 | Pre-Bid meeting and issue of clarifications | 18 May 2018   |
| 6 | Last date for submission of Bids            | 30 May 2018   |
| 7 | Opening of Technical Bids                   | 04 June 2018  |
| 8 | Technical Presentation                      | 06 June 2018  |
| 9 | Opening of Financial Bids                   | 08 June 2018  |

## II. Invitation of proposals for “NCFE’s Financial Literacy and Awareness Campaign”

- Proposals are invited from Creative Agencies, meeting Minimum Qualification Criteria as detailed in this document, to provide “Creative Services” for NCFE’s Financial Literacy and Awareness Campaign. Last date for submission of proposal is May 30, 2018
- For any queries, you may contact the Assistant Manager, National Centre for Financial Education, NISM at email id [ncfe@nism.ac.in](mailto:ncfe@nism.ac.in) or at phone no. 022 66735141.
- This Request for Proposal (RFP) is in three parts (1) Minimum Qualification Criteria (2) Technical Bid (3) Financial Bid.

# NISM

## Request for Proposal (RFP)

- The NISM reserves the right to reject any or all the proposals or part thereof without assigning any reason thereof and to call for any further details or information from any of the agencies.
- Any proposal/ bid received after the deadline will be summarily rejected.
- The Bidder shall bear all costs associated with the preparation and submission of its Bid and NISM will in no case be responsible or liable for these costs, regardless of the conduct or outcome of the Bidding process.
- CONFIDENTIALITY: The information given in this RFP is confidential and is for use by the Persons/Agencies to whom the RFP has been issued.
- DISCLAIMER: The information contained in this Request for Proposal (RFP) document or information provided subsequently to bidder(s) or applicants whether verbally or in documentary form by or on behalf of NISM, is provided to the bidder(s) subject to the terms and conditions set out in this RFP document and all other terms and conditions.
- This RFP is neither an agreement nor an offer and is only an invitation by NISM to the interested parties for submission of bids. The purpose of this RFP is to provide the bidder(s) with information to assist the formulation of their proposals. This RFP does not claim to contain all the information each bidder may require. Each bidder should conduct its own investigations and analysis and should check the accuracy, reliability and completeness of the information in this RFP and where necessary obtain independent advice. NISM makes no representation or warranty and shall incur no liability under any law, statute, rules or regulations as to the accuracy, reliability or completeness of this RFP. NISM may at its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information in this RFP.

### III. About NISM

National Institute of Securities Markets (NISM) is a public trust and educational institute, established by the Securities and Exchange Board of India (SEBI), the regulator for securities market in India. The institute through its educational initiatives strives to increase financial literacy through a wide demographic and geographies across India. NISM also offers various continuing education and certification programs for professionals in the Banking and Finance sector. More at [www.nism.ac.in](http://www.nism.ac.in)

#### **IV. About NCFE**

National Centre for Financial Education (NCFE) is a joint initiative of all financial sector regulators i.e. RBI, SEBI, IRDAI, PFRDA and NISM. The NCFE has been set up to implement National Strategy for Financial Education (NSFE), under the guidance of the Technical Group on Financial Inclusion and Financial Literacy of the Financial Stability and Development Council (FSDC) of Government of India. More at [www.ncfeindia.org](http://www.ncfeindia.org)

VISION: A financially aware and empowered India.

MISSION: To undertake massive Financial Education campaign to help people manage money more effectively to achieve financial wellbeing by accessing appropriate financial products and services through regulated entities with fair and transparent machinery for consumer protection and grievance redressal.

#### **V. Objectives**

As the nodal agency who is implementing the National Strategy, NCFE's objectives of Financial Literacy and Awareness Campaign are to educate and create awareness among people about money management, saving, budgeting, etc.

The specific objectives of the campaign are:

- To create general awareness on basic tenets of financial literacy
- To facilitate the participation of public in the formal financial system based on sound knowledge of products and services available.
- To create awareness and enlarge the use of several financial inclusion initiatives of Government of India such as PMJDY, PMSBY, PMJJBY, APY, SSY. etc.

#### **VI. Scope of Work**

An essential element of the scope of this campaign will be to conceptualize and design creatives or what so ever name it may be called for different forms of media. Accordingly, it is proposed to develop 3 audio-visuals in Hindi.

The concept, design and production should be simple and easily understandable by the target audience. The effectiveness of a campaign is dependent on an adequate level of specific information and professional expertise. This requires knowledge on a wide variety of aspects,

including knowledge of the target groups which includes what they expect, what they think, what they like, etc. It also requires specific knowledge relating to the communication media, available choices, effectiveness appropriateness of different forms of media and the use thereof, the formats required, etc. Also importantly what the most appropriate strategy is in order to plan the campaign.

Agency is expected to provide in depth knowledge on the communication strategy to be followed for this campaign. Agency is also expected to advise on different strategies (if any) for rural and urban centers. The main functions of the Agency will be the creation of audio-visuals which will successfully convey the desired message to the target audience.

The main functions of the agency will be:

- Conceptualization, design & development and production of audio-visuals including script writing, development of story board etc. The brief will be provided by NISM.
- Advice on the mode of communication keeping in mind the target audience and message. Agency may suggest what the best medium for communication.
- Attending meeting at NISM or at any other place intimated by NISM to discuss on concept/ design / production of the audio-visuals.
- Shooting of audio-visuals and post production activities including editing, music, visual effect, animation etc. as per script approved by NISM.
- Dubbing /translation of audio-visuals into regional languages with subtitles as desired by NISM.
- Presentation of creative concepts / artwork before designated committee of NISM for approval.
- Deliver finished products including master tapes /DVDs.
- Creation of tapes as per the broadcasting purpose.
- Research required in order to achieve the above mentioned scope.

## **VII. Specifications**

- Audio-visuals shall be developed on digital media. To be shot in 4K/Ultra HD and output in full HD format (1920:1080 resolution).
- Audio-visuals of 3 minutes' duration shall be developed. Agency shall compress the said audio-visuals up to 90 seconds and 30 seconds, without distortion of message to the satisfaction of NISM.

- Audio-visuals must be dubbed/translated into 12 languages (English, Bengali, Gujarati, Kannada, Malayalam, Marathi, Odia, Punjabi, Tamil, Telugu, Urdu and Assamese).
- While playing the Audio-visuals in a particular language, the Audio-visuals must also have subtitles in that language (all 13 languages).
- NISM shall not accept any units which do not confirm to the above specifications.

## **VIII. Deliverables**

The final deliverables as per the specifications by NISM to be submitted by the Agency include:

- Entire footage of Master DVD/Tape including scenes not incorporated in the final audio-visuals.
- Final Grade rushes and ungraded rushes on HD tape for all languages.
- End clean versions of the audio-visuals without supers and logos for all languages.
- 3 DVDs of final audio-visuals for each language including each edits of 90 seconds and 30 seconds for all languages.

*Note: NISM shall have all the rights to all the content of deliverables mentioned above. NISM will have the right to use the same at any later stage in any format and through any medium and through any agency (creative or media) as desired. Changes may or may not be made to the final product. Agency shall obtain all Intellectual Property rights for perpetuity and on umbrella basis.*

## **IX. Time Schedule**

The following timeline will start from the date of issue of Work Order (WO) or Letter of Intent (LOI) by NISM.

| # | Particulars  | Timeline                   |
|---|--|----------------------------|
| 1 | Submission of Scripts/ Storyboard  | Within 7 Days from WO/LOI  |
| 2 | Shooting of video/ development of graphics, animation, etc./voice and sound recording/ editing | Within 20 Days from WO/LOI |

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|---|--|----------------------------|
| 3 | Submission of first-cut of 3 audio-visuals in Hindi language | Within 25 Days from WO/LOI |
| 4 | Final delivery of 3 audio visuals in Hindi language          | Within 30 Days from WO/LOI |
| 5 | Submission of all final deliverables                         | Within 40 Days from WO/LOI |

Agency shall make revisions to the creative content of audio-visuals to the satisfaction of the NISM. Turnaround time for any approval from NISM is 3 days. NISM, at the request of Agency, may extend any or all the timelines detailed above. NISM's decision in this regard shall be final and binding on the Agency.

**X. Payment Terms**

Payments will be made as per the following schedule:

| # | Particulars  | Payment   | Documents to be submitted  |
|---|--|---|--|
| 1 | On the approval of script/creative content/story board         | Advance payment up to 50% of the value of work assigned | Pro-forma invoice<br>Bank Guarantee to the extent of the payment to be made to the agency. This Bank guarantee for advance payment will be in addition to the performance guarantee. |
| 2 | On submission of final deliverables as per NISM's expectations | Balance 50% of the value of work assigned               | Original invoice<br>All final deliverables as per NISM's expectations  |

Agency may evaluate itself the extent of the payment required and may submit one Bank Guarantee valid for a period of twelve (12) months to that extent. At any time, NISM will not make any payments exceeding the value of the Bank Guarantee submitted by the agency.

NISM will make all the payments within 7 days from the submission of the claim along with the required documents and deliverables.



NISM reserves the right not to accept deliverables which is not in conformity with the approved Script/Story Board.

## **XI. Minimum Qualification Criteria**

| # | Qualification criteria  | Documents to be enclosed   |
|---|---|--|
| 1 | The Net worth of the agency should be positive during each of the last 3 Financial Years (FYs) i.e. FY 2014-15, 2015-16 and 2016-17.  | Copies of audited balance sheets and profit and loss accounts, duly certified by Statutory Auditor along with the Statutory Auditor's report.  |
| 2 | Agency must have revenue of at least Rs.25 Lakhs (Twenty-five lakhs) exclusively from creative services and agency commission (or retainer model with clients) during each of the last 3 FYs i.e. FY 2014-15, 2015-16 and 2016-17. It should exclude the revenue from media planning or buying of advertising services. | Copies of audited balance sheets and profit and loss accounts, duly certified by Statutory Auditor along with the Statutory Auditor's report.  |
| 3 | Agency should have been in existence in India since April 1, 2013 and should have office in Mumbai.   | Incorporation certificate.   |
| 4 | Agency should not be earning more than 50% of its total income from top three clients during FY 2016-17.  | Certification by Statutory Auditor.  |
| 5 | Ability to handle development of creative content for audio-visuals.  | Self-certification on agency letter head.  |
| 6 | Details of cases in which the agency is found guilty/ penalized by any court during last three FYs i.e. FY 2014-15, 2015-16 and 2016-17.  | Details of cases are to be provided on letter head signed by authorized signatory. If agency is not involved/found guilty in any of such cases, self-certification on letter head stating the same shall be furnished. |
| 7 | Details of agency   | As per <a href="#">ANNEXURE - A</a>  |

NISM reserves the right to verify any of the above criteria independently or seek any further information.

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

EMD shall contain a Demand Draft from a scheduled bank for Rs.25,000/- (Twenty-five thousand rupees only) drawn in favour of National Institute of Securities Markets payable at Mumbai. No interest shall be payable by NISM on the sum deposited as EMD. EMD will be returned to the unsuccessful agencies not later than execution of the agreement with the successful bidder. EMD will be returned to the successful bidder on the signing of the agreement and on receipt of performance guarantee.

The entire EMD of the selected agency will be forfeited, if the selected agency fails to enter into agreement with NISM.

## **XIII. Technical Bid**

It shall contain the followings:

- Covering letter in the prescribed format in [ANNEXURE - B](#)
- List of key staff resources available with the agency, list of professionals to be associated with campaign for designing creative and for production as per format [ANNEXURE - C](#)
- Creative concept for the campaign as a whole which would interlink all the messages in the 3 topics as brief given in [ANNEXURE - D](#)
- The concept may be submitted in CD or DVD or any other form for evaluation.

*Note: The Technical Bid should not include any financial information.*

## **XIV. Financial Bid**

- Financial Bid ([ANNEXURE - E](#)) shall contain price of all charges including all creative costs, all staff costs, production costs, taxes on production, duties, cess, levies, GST etc. For financial evaluation, total financial bid furnished for all deliverables shall be considered. Agency shall not make any changes in the financial bid after submission of bid. No

payment other than bid furnished in [ANNEXURE - E](#), except any change in GST rates after the date of submission of bids, shall be made to the selected agency.

- Rates quoted by the agency in figures and words shall be accurately filled. However, if any discrepancy is found with regard rates quoted in numbers and words, rates in words will be taken as correct.
- The agency shall indicate their bid for all deliverables. Proposals not indicating bid for any or all of the above, shall be treated as incomplete and rejected thereof.
- The proposal shall be valid for a minimum period of one hundred and twenty (120) days from the last date for the submission of the bids or any extended period agreed between the parties.
- From the time of submission of bids to the time of entering into the agreement with the selected agency, if agency wishes to contact NISM on any matter related to its proposal, it should do so only in writing. Any effort by the agency to influence NISM in the proposal evaluation or agreement award decisions may result in rejection of the proposal.

#### **XV. Instruction to the Agencies**

- Language: The proposal prepared by the agency, as well as all correspondence and documents relating to the campaign exchanged by the agency and NISM and supporting documents and printed literature shall be written in English.
- Currency: Relevant price information and the rates should be quoted in Indian National Rupees (INR) only.
- Proposals shall be prepared in indelible ink. It shall contain no interlineations or overwriting, except as necessary to correct errors made by the agency. Any such corrections must be authenticated by the persons or person who sign(s) the proposal.
- Every page of the proposal shall be signed by the agency through a person duly authorized by the agency.
- The Agency shall submit its proposal in three parts (1) Minimum Qualification Criteria (2) Technical Bid (3) Financial Bid.

- EMD demand draft should be submitted within the Part 1 – Minimum Qualification Criteria envelope.
- The three parts should be in separately sealed envelopes, each super-scribed with the name of the project i.e., NISM’s Financial Literacy and Awareness Campaign – as well as “Minimum Qualification Criteria”, “Technical Bid” and “Financial Bid” as the case may be. All envelopes should indicate on the cover the name and address of the agency. All the three envelopes should be kept in a bigger envelope super scribing the RFP i.e. NISM’s Financial Literacy and Awareness Campaign.
- Technical bids of only those agencies who are meeting the minimum qualification criteria and submitted the EMD shall be opened.
- The bids completed in all respects as specified in this RFP shall be submitted to The Registrar, National Institute of Securities Markets, NISM Bhavan, Plot No 82, Sector 17, Vashi, Navi Mumbai 400703.
- Last date for submission of bids is on or before 1700 hours on May 30, 2018.
- Proposals received after the above stated time and date will not be considered and liable for rejection.
- Proposal should be complete in all respects including all the parts, relevant documents as specified in this proposal. Incomplete proposals will be rejected.
- All correspondence in all matters dealing with this RFP shall be in email provided by the agency.

## **XVI. Selection of Agency**

- Opening of Part 1 “NISM’s Financial Literacy and Awareness Campaign – Minimum Qualification Criteria”: Minimum Qualification Criteria and EMD shall be evaluated by NISM on the date which would be informed separately. Proposals which do not contain the EMD shall be summarily rejected. The decision of NISM in this regard shall be final and binding on all.
- Opening of Part 2 “NISM’s Financial Literacy and Awareness Campaign – Technical Bids”: Technical bids shall be opened by NISM on the date which would be informed separately.

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- In addition to the submission of technical bid, agencies shall be required to make a presentation on their credentials, experience in similar campaigns, proposed creative concept for campaign on the topics given in [ANNEXURE-D](#) before the Evaluation Committee. The agencies shall circulate a brief note on the proposed concept(s) to the members of the Committee before presentation.
- Evaluation of Technical Bids: The Committee would evaluate bids broadly based on the following criteria:

| # | Particulars  | Maximum marks |
|---|--|---------------|
| 1 | Understanding of NCFE's Financial Literacy and Awareness Campaign.           | 20            |
| 2 | Experience of the agency in similar campaigns.                               | 10            |
| 3 | Evaluation of the creative concept developed by the agency for the campaign. | 60            |
| 4 | Any other innovative suggestions.  | 10            |
|   | <b>Total marks</b>   | <b>100</b>    |

- The details of the agencies that are qualified in technical evaluation will be intimated separately to all the agencies participated.
- Opening of Part 3 "NISM's Financial Literacy and Awareness Campaign – Financial Bids": The agencies securing more than 70% of marks in the technical evaluation will be qualified for the next stage i.e., opening of financial bids, on the date which will be informed separately, in the presence of the agencies or their representatives who ever is willing to be present. This specified date will be intimated separately.
- Mechanism for selection of agency: For selection, a combined Quality cum Cost Based System, where in weighted composite marks will be calculated based on separate evaluation of Technical bid (60% weightage) and Financial bid (40% weightage).
- Accordingly, marks scored in technical bid will then be given a weightage of 60%. The marks scored in financial bid will be given a weightage of 40%. The combined score of technical and financial bids will determine the H1, H2, H3 and so on. The agency scoring

the highest combined marks (H1) based on the above principles may be selected. Marks will be calculated up to 2 decimal points only.

- In case of a tie between agencies after combining the technical and financial bids marks, agency with higher technical score will be declared as H1. For understanding, illustration is given in [ANNEXURE - F](#)

## **XVII. General Conditions**

- Agencies shall bear all costs associated with the preparation, submission of technical bid including technical inputs for assessment by evaluation committee and financial bid. NISM will, in no case, be held responsible or liable for these costs, regardless of the outcome of the tendering process.
- This RFP does not confer any right to agency on the services rendered/to be rendered unless selected and agreement is executed between agency and NISM.
- NISM shall have the right to avail services from other agencies in case of default/termination by the selected agency to enter into contract with NISM or fails to perform the work assigned as per the terms and conditions of the agreement.
- Agency shall exercise its due care in execution of assignment and take all responsibility for/of including the supervision thereof and all other things whether of a temporary or permanent nature required in and for such execution.
- Agency shall be deemed to have satisfied itself of tender before entering into the Terms and Conditions as to the correctness and sufficiency of the rates and prices
- Agency shall comply with all the laws involved in the performance under this RFP and subsequent agreement.
- Agency would comply with all applicable laws as they relate to its performance under this RFP.
- Agency shall make appropriate disclosure to NISM on its possible source or potential areas of conflict of duties and interest while providing services under the agreement which would impair its ability to render fair, objective and unbiased services.

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- Information provided under this RFP and subsequent agreement is confidential and Agency, at any time, shall not divulge said information either directly or indirectly to any person(s), firm or company, business entity, or other organization whatsoever.
- NISM reserves right to increase proposed quantity at its discretion without assigning any reasons. Decision of the NISM in this regard is final and binding on all. In case of increase in the proposed units, rates for the additional units may be decided with mutual agreement between the NISM and agency.
- NISM reserves the right to reject any or all proposal(s) without assigning any reasons.
- **Performance Guarantee:** The Agency shall furnish an amount equivalent to execute a Performance Guarantee for 5% of the total value of the agreement in the form of Account Payee Demand Draft or a Bank Guarantee from a Scheduled Bank towards performance of its obligations.

The entire performance guarantee will be forfeited, if agency fails to comply any or all provisions of this RFP including delivery of units as per the specifications, time schedule agreed between the parties.

- **Liquidated Damages:** If any of the services performed by the agency fail to deliver the units within the time schedule accepted between the parties, there shall be liquidated damage of 1% of the agreement value per week. However, the total amount of the liquidated damages shall not be exceeding 5% of the total value of the agreement. The liquidated damages shall be recovered from the agency either from the final payments or from the bank guarantee. Besides, all the payments already made by NISM for such units shall also be recovered. NISM shall also have the right to terminate the contract and get such unexecuted part/full of agreement from any other agency and adjust the expenses incurred out of Performance Guarantee available for such payments.
- **Force Majeure:** Neither agency nor NISM shall be considered in default in performance of their obligations if such performance is prevented or delayed by events such as war, hostilities revolution, riots, civil commotion, strikes, lockout, conflagrations, epidemics, accidents, fire, storms, floods, droughts, earthquakes or ordinances or any act of God or for any other cause beyond the reasonable control of the party affected or prevented or delayed. However, a notice is required to be given within 30 calendar days from the happening of the event with complete details, to the other party to the agreement, if it is not possible to serve a notice, within the shortest possible period without delay.

- **Legal Jurisdiction:** All legal disputes between the parties shall be subject to the jurisdiction of the competent Courts of Mumbai only.
- NISM reserves the right to ask the agency to start with 1 audio-visual instead of all 3 together. Only after the first audio-visual is delivered to the satisfaction of NISM, the Work Order (WO) for the other two audio-visuals shall be released. NISM decision in this regard should be final and binding on all concerned.



**ANNEXURE – A**

Details of Agency (Envelope – I)  
(On Agency Letterhead)

| #  | Particulars  | Details                          |
|----|--|----------------------------------|
| 1  | Name of the agency   |                                  |
| 2  | Address of the registered office of agency   |                                  |
| 3  | Address of the agency's office in Mumbai<br>Address:<br>Phone No.<br>Fax:<br>Email ID<br>Website<br>Contact person<br>Mobile No. of Contact person |                                  |
| 4  | Key management personnel of the agency   |                                  |
| 5  | Turnover of agency for last three financial years  | 2014-15:<br>2015-16:<br>2016-17: |
| 6  | Net profit of agency for last three financial years  | 2014-15:<br>2015-16:<br>2016-17: |
| 7  | Number of years of experience in the field of creative advertising and communication   |                                  |
| 8  | Details of similar assignments handled by agency (in financial sector and non-financial sector)  |                                  |
| 9  | Details of any National/International awards won by the agency   |                                  |
| 10 | Any other details related to agency  |                                  |
| 11 | P.A.N. No. (Copy to be attached)   |                                  |
| 12 | GSTIN (Copy of certificate to be attached)   |                                  |

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We hereby declare that all the information and statements made in this proposal are true and accept that any misrepresentation contained in it may lead to our disqualification.

Yours faithfully,

Signature and Seal of Agency

Name:

Date:

Signed in the capacity of.....

duly authorized to sign tenders for and on behalf

of.....

**ANNEXURE – B**

Format of covering letter for proposal submission (Envelope – II)  
(On Agency Letterhead)

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

The Registrar

National Institute of Securities Markets  
NISM Bhavan, Plot No 82, Sector 17, Vashi  
Navi Mumbai 400703

Sir,

Sub: Proposal for NCFE's Financial Literacy and Awareness Campaign

Having examined your RFP dated May 08, 2018, I/We....., offer to undertake the assignment in full conformity with the RFP. We have read the provisions of RFP and confirm that these are acceptable to us.

We agree to abide by the terms and conditions of this proposal, consisting of this letter, the Technical and Financial bids and all attachments. The proposal shall be valid for a period of 120 days from the last date of submission of bids as stipulated in the RFP and it shall remain binding upon us and may be accepted by NISM at any time before the expiration of that period.

We understand that this proposal is not binding on NISM unless selected and agreement is executed between us.

We hereby declare that all the information and statements made in this proposal are true and accept that any misrepresentation contained in it may lead to our disqualification.

We understand that NISM is not bound to accept any proposal it receives.

Yours faithfully,

Signature and Seal of Agency

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Name:

Date:

Signed in the capacity of.....

duly authorized to sign tenders for and on behalf

of.....

**ANNEXURE – C**

(Envelope – II)  
Brief about key personnel

|                                      |  |
|--------------------------------------|--|
| Name                                 |  |
| Designation                          |  |
| Qualification                        |  |
| Years of Experience                  |  |
| Awards won (National/ International) |  |
| Brief about previous projects        |  |
| Years of association with agency     |  |

Officer-in-charge of the campaign & Contact No:

Assistant to the Officer-in-charge & Contact No:

Proposed Team for NISM's assignment

(Minimum of five years of experience in similar position for Story writer, Script writer, Producer, Director, Cameraman, Musician etc.)

|                                      |  |
|--------------------------------------|--|
| Name                                 |  |
| Designation                          |  |
| Qualification                        |  |
| Years of Experience                  |  |
| Awards won (National/ International) |  |
| Brief about previous projects        |  |
| Years of association with agency     |  |

We hereby declare that all the information and statements made in this proposal are true and accept that any misrepresentation contained in it may lead to our disqualification. The aforesaid

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team members shall attend all review meetings for their respective assignments. Changes in the team, if any, has to be informed to NISM at least 10 days in advance. With any changes in the team member, NISM has the right to review the agreement with the agency.

Yours faithfully,

Signature and Seal of Agency

Name:

Date:

Signed in the capacity of.....

duly authorized to sign tenders for and on behalf

of.....

**ANNEXURE – D**

Topic for technical presentation (Envelope – II)

**Certified Credit Counsellor (CCC) and Udyami Mitra Portal**

Being the principal financial institution for MSMEs with credit plus institutional experience, SIDBI has been advised by RBI to play the lead role in the initiative of Certified Credit Counsellors. Attempt is to leverage SIDBI's field level experience of Micro Enterprise Business Information Counsellors [MEBIC] in North Eastern Region, Credit Advisory & Loan Syndication, Knowledge Partners and the digital mitra ([www.udyamimitra.in](http://www.udyamimitra.in), [www.standupmitra.in](http://www.standupmitra.in)) initiatives of credit and handholding connect to MSMEs.

The sustainable solution lies in the form of a nationwide intervention of Certified Credit Counsellor (CCC). CCC would play a pivotal role to evolve a vibrant eco system in the entire enterprise life cycle comprising of scoping/ideation, startup, setting up, stabilization, growth and maturity, review for scale up or consolidation or exit and entering new line of business.

Note: This topic is strictly for the purpose of technical evaluation. Topics on which audio-visuals will be developed may be different.

**ANNEXURE – E**

Financial Bid (Envelope – III)  
(On Agency Letterhead)

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

The Registrar

National Institute of Securities Markets  
NISM Bhavan, Plot No 82, Sector 17, Vashi  
Navi Mumbai 400703

Sir,

Sub: Proposal for NCFE's Financial Literacy and Awareness Campaign

We, M/s..... the undersigned, offer to execute the assignment, in accordance with your RFP dated May 08, 2018. We enclose the Financial Bid to deliver three audio-visuals in thirteen languages (English, Hindi, Bengali, Gujarati, Kannada, Malayalam, Marathi, Oriya, Punjabi, Tamil, Telugu, Urdu and Assamese) as per the following specifications

Audio-visuals of 3 minutes' duration on digital media in full HD format (1920:1080 resolution) or other format, specified by NISM which shall also be compressed up to 60 and 30 seconds without distortion of message.

is the sum of Rupees..... (in words .....),  
inclusive of all taxes, duties, cess, levies etc. The break up is as follows:

| <b>A</b>                         | <b>B</b>                         | <b>C</b>  | <b>D</b>   | <b>E</b>   |
|----------------------------------|----------------------------------|---|--|--|
| Proposed number of audio-visuals | Price for audio-visuals in Hindi | Price for translating/ dubbing into 1 regional language including subtitles | Price for translating/ dubbing into 12 regional languages including subtitles (C*12) | Total cost to deliver audio visuals in Hindi and translating/ dubbing into 12 regional languages |



# NiSM

## Request for Proposal (RFP)

|  |  |  |  |                           |
|--|--|--|--|---------------------------|
|  |  |  |  | including subtitles (B+D) |
| 1  |  |  |  |                           |
| Total cost to deliver all deliverables (as per Section VII of the RFP) of proposed 3 audio-visuals, including translating/ dubbing with subtitles into 12 regional languages (E*3) including edits of 30 & 90 sec. |  |  |  |                           |

Amounts quoted above are inclusive of all creative costs, production costs, GST, duties, cess, levies, cost of making deliverables etc. Any change in the GST rates after date of submission of the bids will be reimbursed at actuals.

Our Financial Bid shall be binding upon us for period of 120 days from the last date of submitting of bids.

We understand that NISM is not bound to accept any proposal it receives. NISM also reserves right to reject any or all the proposals submitted without assigning any reasons.

Yours faithfully,

Signature and Seal of Agency

Name:

Date:

Signed in the capacity of.....

duly authorized to sign tenders for and on behalf

of.....

**ANNEXURE – F**

Technical Evaluation  
(Illustrative Example)

Agency A, B, C and D submitted their Technical bids to NISM. According to the evaluation criteria outlined in the RFP, bids will be evaluated as follows:

Out of total 100 marks, Agencies A, B, C and D scored marks of 60, 75, 85 and 90 respectively in their technical bid. Since the financial bids of the agencies who obtain more than 70% of total marks in the technical bid will be considered for further evaluation. Hence only Agencies B, C, D will be considered for opening of financial bids.

The financial bids of the B, C and D are as follows: B= Rs. 85/- C= Rs. 95/- D= Rs. 100/-. The weighted composite score for B, C and D will be calculated in the following manner:

| 1      | 2               | 3                                     | 4               | 5                                     | 6                              |
|--------|-----------------|---------------------------------------|-----------------|---------------------------------------|--------------------------------|
| Agency | Technical Score | Weighted Technical Score (Weight 60%) | Financial Score | Weighted Financial Score (Weight 40%) | Weighted Composite Score (3+5) |
| B      | 75              | 50<br>(60% of 75/90)                  | 85              | 40 (full marks)                       | 90 (H3)                        |
| C      | 85              | 56.67<br>(60% of 85/90)               | 95              | 35.79<br>(40% of 85/95)               | 92.46 (H2)                     |
| D      | 90              | 60 (full marks)                       | 100             | 34<br>(40% of 85/100)                 | 94 (H1)                        |

Agency D has highest weighted composite score of 94, it will be declared as H1. In case of a tie, agency with highest technical score will be declared as H1.

### Checklist for RFP completeness

| #  | Particulars  | Bid Envelope                                  | Yes/ No |
|----|--|---|---------|
| 1  | Copies of audited balance sheet, profit and loss account along with statutory auditor's report | Minimum Qualification Criteria (Envelope – I) |         |
| 2  | Incorporation certificate  | Minimum Qualification Criteria (Envelope – I) |         |
| 3  | Self-certification on agency letterhead  | Minimum Qualification Criteria (Envelope – I) |         |
| 4  | Details of cases in which agency is found guilty or penalized, if any                          | Minimum Qualification Criteria (Envelope – I) |         |
| 5  | Agency details ( <a href="#">ANNEXURE – A</a> )  | Minimum Qualification Criteria (Envelope – I) |         |
| 6  | EMD demand draft   | Minimum Qualification Criteria (Envelope – I) |         |
| 7  | Covering letter ( <a href="#">ANNEXURE – B</a> )   | Technical Bid (Envelope – II)                 |         |
| 8  | Brief about key personnel ( <a href="#">ANNEXURE – C</a> )                                     | Technical Bid (Envelope – II)                 |         |
| 9  | Creative concept for technical evaluation ( <a href="#">ANNEXURE – D</a> )                     | Technical Bid (Envelope – II)                 |         |
| 10 | Financial bid ( <a href="#">ANNEXURE – E</a> )   | Financial Bid (Envelope – III)                |         |