



**UPiDR**

RFP No. 361/UPID (L) / 2020 -21

Dated: 4th February, 2021

**REQUEST FOR PROPOSAL (RFP)  
FOR SELECTION OF ADVERTISING  
AGENCIES FOR BRANDING AND  
PROMOTION OF UPIDR COURSES**

**Incharge (Project)**

**Director, Uttar Pradesh Institute of Design & Research (UPiDR)**

**Opposite Sushant Golf City, Amar Shaheed Path, near Delhi Public School, Roberts Lines,  
Hariharpur, Lucknow-226030 (UP)**

**Website:** <http://www.upid.ac.in>

**Contact No. +91-9044420112**

**NOTICE INVITING TENDER**

**FOR**

**Selection of Advertising Agency for Branding & Promotion of UPIDR courses.**

**Uttar Pradesh Institute of Design & Research (UPIDR), Government of Uttar Pradesh invites bids from Advertising, Design and Creative Agencies for branding & promotion of new courses initiated by UPIDR.**

The details of submission of Bids are available in the RFP document available at the UPIDR official website <http://www.upid.ac.in>. UPIDR reserves the right to cancel any or all Bids or Change the conditions & bidding process without assigning any reason thereof.

**Issuer**

**Director,  
Uttar Pradesh Institute of Design & Research (UPIDR)  
Opposite Sushant Golf City, Amar Shaheed Path, near Delhi Public School, Roberts  
Lines, Hariharpur, Lucknow-226030 (UP)**

**Website: <http://www.upid.ac.in>**

**Phone: +91-9044420112**

### SECTION 1: SCHEDULE OF BIDDING PROCESS

The Department would endeavor to adhere to the following schedule during the Bidding Process:

S. No.	Description	Date
1	Date of publication of RFP	4th February, 2021
2	Receipt of pre-bid queries	12th February, 2021
3	Pre-bid meeting	15th February, 2021 at 2:30 PM In Conference Hall, UPIDR, Lucknow, Uttar Pradesh, India
4	Bid submission last date	24th February, 2021
5	Opening of Technical & Financial Bids	26th February, 2021 at 11:00 PM in Conference Hall, UPIDR, Lucknow, Uttar Pradesh, India.

Pre-bid queries should be submitted at [admin@upid.ac.in](mailto:admin@upid.ac.in) with subject:

**Pre-bid queries for Selection of Advertising agency.**

## Section 2 - Assignment Background

### 2.1. About Uttar Pradesh Institute of Design & Research (UPIDR):

Government of Uttar Pradesh constituted the Uttar Pradesh Institute of Design & Research (UPIDR) in 2003 as an autonomous institute registered under the Indian Societies Act, 1860 for the purpose of conducting suitable certificate/diploma courses in Craft Design education and having aim to develop as a Design University of India.

Appreciating the prime importance of design for the promotion, preservation and sustenance of the rich textile and handicraft heritage of the state, UPIDR has decided to initiate three diploma programs approved from AICTE & two certificate programs. The details of the same are as follows:

- 1. 3 Years Diploma in APPAREL DESIGN & FASHION TECHNOLOGY**
- 2. 3 Years Diploma in COSTUME DESIGN & GARMENT TECHNOLOGY**
- 3. 3 Years Diploma in CRAFT TECHNOLOGY**
- 4. 6 Months certificate program in Computer Aided Pattern Development (CAD):** The program is conceived as a program for computer-aided designing. The course will provide insight into basic principles of garment technology, basics of computer application, production & design development, basics of CAD, Computer-aided fashion design, computer-aided production among others. The batch size for this course will not be less than 20.
- 5. 1-year program on Craft Design Development & Planning:** This program is conceived as a research based program for cluster development planning and trade & commerce in the craft sector. The course will provide insight into the relevance of crafts in local and global socio-cultural and commercial contexts, production management- trade and legal practices in the craft sector, craft design development, production & consumption process, research and documentation methods among others. The course will culminate with a diploma project. The batch size for this course will not be less than 20.

(For more details, please visit UPID's official website <http://upid.ac.in/> )

### 2.2 Objective of the assignment:

UPIDR wishes to onboard a marketing and advertising firm to reach out to prospective students for the above mentioned 5 courses.

In order to reach out to prospective students for the above mentioned 5 courses and ensuring the enrolment/ of at least 30 students in each Diploma Courses & 200 Students in each Certificate Courses, UPIDR intends to appoint an agency to undertake Local and National Campaigns, and publicize the initiatives of the UPIDR.

For whom these courses will be useful

- Student who are preparing for entrance examination for premier design institutes
- People interested in arts and design but don't have any formal education
- Student who are interested in different crafts of different districts

- Student who are interested in understanding the concept of fashion & Design through 3D animation and sketching

### Section 3 -Terms & Conditions

1. EMD of Rs. 25,000/- (Rs. Twenty-five Thousand) in the form of Demand Draft of any scheduled bank in favor of **Director, Uttar Pradesh Institute of Design**, payable at Lucknow for acceptance of the bid. The Demand Draft must be hand delivered to the office of the UPIDR on or before last date of Bid submission without which the proposal will not be considered. The scanned copy of EMD should also be included in the proposal
2. Cost of RFP Document: The RFP Document can be downloaded free of cost from the official website [www.upid.ac.in](http://www.upid.ac.in). However, an amount of **Rs 500/- in the form of Demand Draft of any nationalized/scheduled bank in favour of Director, Uttar Pradesh Institute of Design, payable at Lucknow** should be hand delivered to UPIDR, Opposite Sushant Golf City, Amar Shaheed Path, near Delhi Public School, Roberts Lines, Hariharpur, Lucknow-226030 (UP) either before the bid submission end date and time as cost of the RFP or to the nodal officer before opening of technical bid at the venue
3. The assignment will be **awarded to the lowest evaluated bidder whose bid has been found to be responsive and who is eligible/ qualified** to perform the assignment satisfactory as per the **eligibility criteria** incorporated in the RFP.
4. The assignment will be awarded for a period of a Year.
5. Agency must be empanelled under Information and Public Relations Department, Government of India/Uttar Pradesh.
6. Under no circumstances shall the successful agency can sub-lease the assignment.
7. Intellectual Property Rights:
  - UPIDR shall remain the owner of all the content conceptualized, created and implemented by the selected agency under this RFP. All intellectual property rights in the content whether in tangible or intangible form shall belong to UPIDR
  - In the event of any claim asserted by a third party of infringement of copyright, patent, trademark or industrial design rights arising from the use of any material or any part thereof, the Selected Agency shall act expeditiously to extinguish such claim. If the Selected Agency fails to comply and the UPID is required to compensate a third party resulting from such infringement, the Selected Agency shall be responsible for compensation including all expenses, court costs and lawyer fees. The Selected Agency shall provide UPIDR with a notice of such a claim, if made, without delay
8. Clarifications from Bidders
  - Bidders requiring any clarification on the RFP may send their queries to UPIDR in writing (by email only) before the date mentioned in the Schedule of Selection Process at Section.

- Pre-Bid Meeting shall be convened at the designated address, date and time as specified in the Schedule of Bidding process. A maximum of two representatives of each Bidder shall be allowed to participate in the Pre-bid meeting. During the course of the Pre-Bid meeting, the bidder(s) will be free to seek clarifications and make suggestions for consideration of the Department.
- UPIDR reserves the right not to respond to any questions or provide any clarifications, in its sole discretion, and nothing in this Clause shall be taken or read as compelling or requiring the UPIDR to respond to any question or to provide any clarification.

**9. Submission of Bids**

- The Bidders should submit their bids in a sealed envelope having two parts, “Technical proposal” & “Financial proposal” only in the sealed box placed at the Uttar Pradesh Institute of Design & Research (UPIDR) office at Opposite Sushant Golf City, Amar Shaheed Path, near Delhi Public School, Roberts Lines, Hariharpur, Lucknow-226030 (UP) The Bids shall be submitted only till the Bid Submission End Date and time mentioned in the Schedule of Bidding Process in Section 1 of this RFP. Therefore, Bidders are advised to submit the Bids well advance in time.
- All proposals and accompanying documentation will become the property of the UPIDR and will not be returned.
- Once the Bid submission date and time is over, the bidders cannot submit their Bid. The bidders shall only be held responsible for any delay and whatsoever reason in non-submission of Bid.

**10. Right to reject any or all Proposals**– UPIDR reserves the right to accept or reject any Proposal and to annul the Selection Process and reject all Proposals, at any time without any liability or any obligation for such acceptance rejection or annulment, and without assigning any reasons thereof.

**11. Proposal validity** – The Proposal shall remain valid for a period of 60 days from the Proposal Due Date (Proposal Validity Period). The UPIDR reserves the right to reject any Proposal, which does not meet this requirement.

**12. Indemnity** - The Selected Bidder shall, subject to the provisions of the Agreement, indemnify UPIDR for any direct loss or damage that is caused due to any deficiency in services.

**13. Modification/ substitution/ withdrawal of Proposals:** No Proposal shall be modified, substituted, or withdrawn by the Bidder after bid submission end date and time as mentioned in Section I.

**14. Technical Proposal format**

- a. DD copy for Cost of RFP Document;
- b. pDD for Earnest Money Deposit;

c. Letter of Proposal in the format set out in Appendix I (Form 1);  
 d. Details of the Bidder in the format set out in Appendix II(Form-2) ; The Bidder has to declare the Company profile such as Memorandum & article of Association of the company, etc. The documents to be submitted should also include the following:

1. Self-attested copy of Registration.
2. Self-attested copy of PAN card.
3. Self-attested copy of the GSTIN Number
4. Self-attested copy of company profile along with the list of prominent clients.
5. A Statutory auditor/ Chartered Accountant certificate specifying the net annual turnover for the last three years (2017-18, 2018-19, 2019-20) in the format set out in Appendix III (Form 3)

e. Documents related to “Eligibility Criteria”

**15.** Financial Proposal: Financial Proposal shall be submitted marked as Part II Submission-Financial Bid in the format as set out in Appendix V.

**16.** Payment of Selected Bidder

The payment of fee shall be made as under: -

Payment Schedule	% Payable of Total Fee
At the end of Quarter-1 after submission of a consolidated report of all the activities performed during the quarter vis-a-vis to the Scope of Work along with invoice of the respective quarter.	50
At the end of Quarter-2 after submission of a consolidated report of all the activities performed during the quarter vis-a-vis to the Scope of Work along with invoice of the respective quarter.	50

- The payment as per the above schedule shall be made to the selected bidder on completion of satisfactory performance (to be decided by UPIDR) of all activities/roles/duties as per mutually agreed milestones up to the stage of respective payment schedule.
- The selected bidder will have to submit a Quarterly Progress Report as described in the Scope of Work by every 7<sup>th</sup> day of the next quarter.
- The selected bidder will submit two hard copies of each completed milestone to UPIDR along with invoice copy for the payment.

**17.** Suspension of Agreement : UPIDR may, by written notice of suspension to the advertising Agency, without any obligation (financial or otherwise) suspend all payments to the agency hereunder if the agency shall be in breach of this Agreement or shall fail to perform any of its obligations under this Agreement, including the carrying

out of the Services; provided that such notice of suspension (i) shall specify the nature of the breach or failure, and (ii) shall provide an opportunity to the Advertising agency to remedy such breach or failure within a period not exceeding thirty (30) days after receipt by the Advertising agency of such notice of suspension.

**18. Termination of Agreement:**

UPIDR may terminate the Contract in whole or part without assigning any reason if:-

- (i) The qualified Bidder fails to perform any of the obligation(s) under the Contract.
- (ii) If the Bidder is in material breach of the representations and warranties contained in their bid.

The termination of contract shall be made by prior written notice of default sent to the Bidder. The bidder is not authorized to terminate the agreement before its maturity.



## Section 4: Eligibility Criteria

The bidder shall fulfil all the following minimum eligibility criteria independently on date of submission of bid:

1. The firm must be a legal Indian entity and should have a registered office in Uttar Pradesh.
2. Minimum 2 years of experience in the field of marketing and advertising, preferably with government/semi-government or private organizations in the field of education.
3. Annual turnover of the firm for the last two consecutive years must not be less than Rs. 25.00 lakh and not in loss for the last two financial years. **(As per Form 3 – Appendix III of RFP)**
4. The firm must not be **blacklisted** by State or Central Government or any Government Organizations including Public Sector Undertakings. (Undertaking from Authorized Signatory Stating that Agency is not blacklisted)
5. Agency should preferably have successfully executed at-least 3 similar assignment in the last 2 years (Worked in similar type of assignments in which agency was involved in campaigning for attracting students for an institute) – Letter of Award, Completion Certificate, Agreement
6. Agency must be have a registered office in Lucknow or any Metro Cities of India.
7. Agency must have experience in executing 3 projects in areas of digital marketing, developing the radio Jingles, Institute prospectus-
  - Bidder should submit a presentation carrying the details of the assignments completed by the agency in field of digital marketing, radio Jingles, Institute Prospectus, Awareness Workshop (with Client details)

## Section 5: Scope of Work

Appointed agency should prepare a report within 7 days of appointment and present in front of committee for the approval and inputs. The report must include positioning theme, branding and communication Strategy (including digital marketing, awareness workshop).

<b>Deliverable</b>	<b>Quantitative Description (Minimum quantity of each deliverable in the specific timeline mentioned below from the date of award)</b>
Digital marketing	Content Creation, Designing and Media Buying for: Digital Marketing on relevant online platforms like educational websites, youth websites, news websites, social media, Promotion Banners, Ads, Generating traffic on UPIDR website search results etc.
Mobile Marketing	SMS campaigns till the time admission to mentioned UPIDR courses are closed.
Radio	Making Radio Advertisement and Media Buying for the same. Radio Advertisement must run on major FM radio channels across UP.
Advertisement	Content Creation, Designing and Media Buying for newspaper Advertisements to be published Content Creation, Designing and Media Buying for newspaper advertisements to be published at least two times (separate days, as mutually decided) in the newspapers. At any day, advertisement must publish in four UP editions of prominent newspapers as per the following details: <ul style="list-style-type: none"> <li>• Two advertisements in UP editions of popular Hindi newspapers (Like Danik Jagran &amp; Amar Ujala)</li> <li>• Two advertisements in UP editions of popular English newspapers (like Times of India &amp; Hindustan Times)</li> </ul> Advertisement size in newspapers should be at least 12x12 cms.
Advertisement Hoardings	Total number of 15 advertisement hoarding will be imposed by agency in specific areas (as mutually decided) of Lucknow and other Cities.
Data	Agency will has to maintain minimum 1 Lakh Interested Candidates list for Design Courses from across the India.

**TECHNICAL PROPOSAL**  
**Form-1**  
**Letter of Proposal**  
**(On Bidder's letter head)**

**Dated:**

**The Director,**

Uttar Pradesh Institute of Design & Research (UPIDR)  
Opposite Sushant Golf City, Amar Shaheed Path,  
Near Delhi Public School, Roberts Lines, Hariharpur,  
Lucknow-226030 (UP)

**Sub: Selection of Content, Design & Creative Agency for Branding & Promotion of Uttar Pradesh**

**Dear Sir/ Madam,**

1. With reference to your RFP document dated....., we, having examined the Bidding Documents and understood their contents, hereby submit our Proposal for the aforesaid Assignment. This proposal is unconditional.
2. All information provided in the Proposal and in the Appendices, is true and correct.
3. This statement is made for the express purpose of qualifying as a Bidder for undertaking the Assignment.
4. We shall make available to the UPIDR any additional information it may find necessary or require supplementing or authenticate the Bid.
5. We acknowledge the right of the UPIDR to reject our Proposal without assigning any reason or otherwise and hereby waive our right to challenge the same on any account whatsoever.
6. We certify that we have neither failed to perform on any contract, as evidenced by imposition of a penalty or a judicial pronouncement or arbitration award, nor been expelled from any project or contract nor have had any contract terminated for breach on our part nor blacklisted by any state/ central Government or their agencies including Central/State Level Public Enterprises.
7. We declare that:

- A. We have examined and have no reservations to the Bidding Documents, including any Addendum issued by the UPIDR.
  - B. We do not have any conflict of interest in accordance with the RFP document;
  - C. We have not directly or indirectly or through an agent engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice, as defined in the RFP document, in respect of any tender or request for proposal issued by or any agreement entered with the UPIDR or any other public-sector enterprise or any government, Central or State; and
  - D. We hereby certify that we have taken steps to ensure that in conformity with the provisions of the RFP, no person acting for us or on our behalf has engaged or will engage in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice.
8. We understand that you may cancel the Bidding Process at any time and that you are neither bound to accept any Proposal that you may receive nor to invite the Bidders to Bid for the Assignment, without incurring any liability to the Bidders, in accordance with the RFP document.
9. We declare that we are not a Member of any other firm submitting a Proposal for the Assignment.
10. We certify that in regard to matters other than security and integrity of the country, we have not been convicted by a Court of Law or indicted or adverse orders passed by a regulatory authority which could cast a doubt on our ability to undertake the Assignment or which relates to a grave offence that outrages the moral sense of the community.
11. We further certify that in regard to matters relating to security and integrity of the country, we have not been charge-sheeted by any agency of the Government or convicted by a Court of Law for any offence committed by us or by any of our Associates.
12. We further certify that no investigation by a regulatory authority is pending either against us or against our Associates or against our CEO or any of our Directors/Managers/ employees.
13. We undertake that in case due to any change in facts or circumstances during the Bidding Process, we are attracted by the provisions of disqualification in terms of the guidelines referred to above, we shall intimate the UPIDR of the same immediately.
14. We hereby irrevocably waive any right which we may have at any stage at law or however otherwise arising to challenge or question any decision taken by the UPID in connection with the selection of the Bidder, or in connection with the Bidding Process itself, in respect of the above-mentioned Assignment and the terms and implementation thereof.

15. In the event of our being declared as the successful Bidder, we agree to enter into an Agreement in accordance with the draft that has been provided to us prior to the Proposal Due Date. We agree not to seek any changes in the aforesaid draft and agree to abide by the same.
16. We have studied all the Bidding Document carefully. We understand that except to the extent as expressly set forth in the Agreement, we shall have no claim, right or title arising out of any documents or information provided to us by the UPIDR or in respect of any matter arising out of or concerning or relating to the Bidding Process including the award of Concession.
17. The Fee has been quoted by us after taking into consideration all the terms and conditions stated in the RFP, draft Agreement.
18. We offer an EMD of Rs. 25,000/- (Fifty thousand only) to the UPID in accordance with the RFP Document.
19. The EMD in the form of a Demand Draft will be separately delivered before the bid submission end date and time.
20. We agree and understand that the Proposal is subject to the provisions of the Bidding Document. In no case, we shall have any claim or right of whatsoever nature if the assignment is not awarded to us or our Proposal is not opened.
21. We agree to keep this offer valid for 60 days from the Proposal Due Date specified in the RFP.
22. We agree and undertake to abide by all the terms and conditions of the RFP document.

**In witness thereof, we submit this Proposal under and in accordance with the terms of the RFP document.**

**Yours faithfully,**

**Date:**

**(Signature of the Authorized signatory)**

**Place:**

**(Name and designation of the of the Authorized signatory)**

**Name and seal of Bidder**

**Form-2**

**Particulars of the Bidder**

1. Name of the Company:
2. Registered Office:
3. Date of Incorporation:
4. Constitution of Bidder Company:
5. GSTIN (Copy to be enclosed):
6. PAN (Copy to be enclosed)
7. Experience in Advertisement, Design and Creative services (years) with proof:
8. Date of first assignment:
9. Worldwide presence:
10. Presence in India:
11. Total no. of employees:
12. No. of employees in Advertisement, Design and Creative services:
13. Details of contact persons:
14. Any other details:

**Name:**

**Designation:**

**Contact tel. No.:**

**Mobile no.:**

**Fax no.:**

**Email id:**

**Postal address:**

**(Signature of Authorized signatory)**

## Form-3

## Financial Capacity of the Bidder

Particulars	Rupees in Crores		
	2017-18	2018-19	2019-20
Annual turnover exclusively from Advertisement, Design and Creative services of the bidder. Turnover of sister concerns/ affiliates would not be considered.			
Average Turnover for 3 year			

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**(Signature of Authorized signatory)**

This is to certify that the above information has been examined by us on the basis of relevant documents & other relevant information and the information submitted above is as per record and as per details annexed.

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**Signature, Address, Seal & Membership No. of Chartered Accountant**

## Form-4

## Experience of the bidder as per various conditions mentioned in Section 4

<b>Project Name:</b>		<b>Country</b>
<b>Project Location Within Country:</b>		<b>Professional Staff Provided by the Firm:</b>
<b>Nature of Client</b>		<b>No. of Staff:</b> <b>No. of Person Months:</b>
<b>Start Date (Month/Year)</b>	<b>Completion Date (Month/Year)</b>	<b>Approx. Value of Services (in INR):</b>
<b>Name of Senior Staff Involved (Project Director, Team Leader) involved and Functions Performed:</b>		
<b>Description of the Project:</b>		
<b>Description of Actual Services provided:</b>		

**This is to certify that the above information has been examined by us on the basis of Documents viz. Letter of Award/Agreement, duly certified by the authorized signatory of the bidding company/Chartered Accountant to be enclosed in support of conducted summits and found correct.**

**(Signature, Address, Seal & Membership No. of Chartered Accountant)  
OR (Signature of the Authorized Signatory)**

**Note-: Documents viz. Letter of Award/Agreement, duly certified by the authorized signatory of the bidding company/Chartered Accountant to be enclosed in support of projects.**



## FINANCIAL PROPOSAL SUBMISSION FORM (BOQ)

Submission of Proposal against your RFP dated\_\_\_\_\_

Our detailed financial proposal is as follows:

Sl. No	Particulars	Basic price (a)	GST as applicable (presently 18%) (b)	Total cost for the project (a+b)
1.	Total Cost of providing services as per the Scope of Work mentioned in the RFP for a period of six months			
<b>Total cost in words</b>				

## Draft Agreement

This agreement is made this \_\_\_ day of \_\_\_ 20XX at Lucknow between \_\_\_\_\_ (name of the Advertisement, Design & Creative Agency selected through the bidding process against the RFP dated\_\_\_\_\_ for “Selection of advertising agency for Promotion of Course Programs offered by Uttar Pradesh Institute of Design & Research (UPIDR)” referred to as the “First Party”, which expression shall include his heirs, executors and administrators/ their successors and Uttar Pradesh Institute of Design & Research (UPIDR), Opposite Sushant Golf City, Amar Shaheed Path, near Delhi Public School, Roberts Lines, Hariharpur, Lucknow-226030 (UP), referred to as the “Second Party” through Director, Uttar Pradesh Institute of Design & Research (UPIDR), Opposite Ansal, Amar Shaheed Path, near Delhi Public School, Golf City, Roberts Lines, Lucknow-226030 (UP), hereinafter include his successors and assignees.

That WHEREAS the First Party will provide Advertisement, Design and Creative services to UPIDR, in accordance with all the terms and conditions contained in the Tender RFP dated\_\_\_\_\_ and also the terms and conditions contained in the subsequent corrigendum and Work Orders to be issued by the Second Party to First Party and the same shall be binding on the First Party and shall be an integral part of this agreement.

IN WITNESS THEREOF THE ABOVE-MENTIONED PARTIES HAVE PUT THEIR SIGNATURES ON THIS \_\_\_\_\_ DAY OF \_\_\_\_\_ TWO THOUSAND AND TWENTY.

Authorized Signatory of “First Party”

Authorized Signatory of “Second Party”

**Signature:**

**Signature:**

**Name and Address**

**Name and Address:**

**Witness for “First Party”    Witness for “Second Party”**

**Signature:**

**Signature:**

**Name and Address**

**Name and Address:**