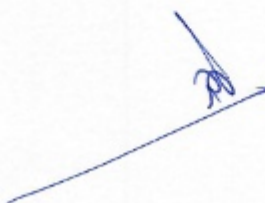







**REQUEST FOR PROPOSAL FOR ENGAGEMENT OF CREATIVE AND PUBLIC RELATIONS AGENCY**  
**BY THE DEPARTMENT INFORMATION AND PUBLIC RELATIONS**

Department of Information and Public Relations, Pt. Deendayal Upadhyay Information Complex, 16 Park  
Road, Hazratganj Lucknow-226001  
email id:- [deendayalsoochnavibhag@gmail.com](mailto:deendayalsoochnavibhag@gmail.com)

  
  
  
  
  
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**REQUEST FOR PROPOSAL (RFP) FOR ENGAGEMENT OF  
CREATIVE AND PUBLIC RELATIONS AGENCY**

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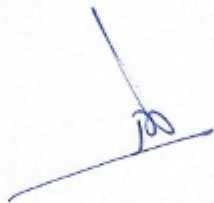
**Annexure 1: Technical Bid Format**

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## Section I: General

Department of Information And Public Relations desires for efficient and prompt Integrated Creative and Public Relations Agency and the services that are delivered under the schemes & programs of Client to engage a credible professional agency as a "Creative and Public Relations Agency" on lump sum payment basis to utilize creative works and public relations platforms (Press, electronic and digital, outdoor, exhibition, Posters, Radio Jingles, Video Slogan, tagline etc.) for dissemination of information and creating awareness about the Client and the services that are being delivered under the schemes & programs of Government of Uttar Pradesh. In this context, Request for Proposal (RFP) is invited from credible professional agencies. For this purpose, scope of work to be taken care by the agency has been broadly spelt out in Section II.

The agency must have in-house production facility. All other requirements such as Team Structure, tools, creative content, Speech, writing, designing etc. will have to be met by the firm. Agency must have expertise in these activities. The entire data will also be stored / archived, and the firm has the responsibility to provide it to DIPR and maintain the backup, storage and recovery mechanism. All the real and virtual creations will be right of DIPR and IPR will vest with DIPR.





## 1. SCHEDULE AND CRITICAL DATES

The tentative schedule and critical dates are shown below:

S.No	Event	Date	Timings
1	Date of uploading RFP on <a href="http://gem.gov.in">http://gem.gov.in</a>	13/05/2025	-
2	Pre Bid Meeting	20/05/2025	04:00 PM
3	Last date of submission of bids	30/05/2025	05:00 PM
4	Opening of Technical Bids	02/06/2025	12:00 PM
5	Presentation by the agencies	04/06/2025	11:00 AM
6	Opening of Financial Bids	09/06/2025	12:00 PM

Technical and Financial Bids shall be uploaded on <http://gem.gov.in>.

DIPR reserves the right to amend the document for RFP, tentative schedule and critical dates. It is the sole responsibility of prospective bidders to go through <http://gem.gov.in> or this Department's website <http://www.information.up.gov.in> from time to time for any updated information.

### 1.1 PROCEDURE, TERMS AND CONDITIONS

1.1.1 The RFP is to be uploaded on two bids basis i.e. Technical Bid and Financial Bid.

1.1.2 It is the responsibility of the Bidder to ensure that the bids are up loaded in time by the deadline through <http://gem.gov.in>. A scanned copy of the EMD needs to be uploaded at the <http://gem.gov.in> and the physical copy of EMD needs to be submitted by 30/05/2025 before 5 PM to DIPR. Registered MSMEs are exempted from payment of EMD.

1.1.3 All bids must remain valid for 180 days from the date of up loading.

1.1.4 DIPR reserves the right to solicit additional information from Bidders. Additional information may include, but is not limited to, past performance records, lists of available items of work etc.

1.1.5 DIPR reserves the right to accept the whole, or part of or reject any or all bids without assigning any reasons and to select the Bidder(s) which, in the sole opinion, best meets the interest of DIPR.

1.1.6 DIPR also reserves the right to negotiate with the bidders placed as H1 bidder in the interest of the Government.

1.1.7 DIPR reserves the right not to accept bid(s) from agency (ies) resorting to unethical practices or on whom investigation/enquiry proceedings have been initiated by Government investigating Agencies/Vigilance Cell.

1.1.8 All information contained in the RFP, or provided in subsequent discussions or disclosures, is proprietary and confidential. No information may be shared by the bidder with any other organizations/agencies.



- 1.1.9 The Agency selected is not supposed to use its name, logo or any other information/ publicity on content of DIPR.
- 1.1.10 The Agency must maintain uniformity in the uploading of content on the platforms and application. Any content which is replaced, renewed or removed from any platform shall be simultaneously modified on the other platforms and applications instantly.
- 1.1.11 All material, art work used in Creative and Public Relations Work will be property of DIPR. Content shared online must be copyright protected.
- 1.1.12 All the real and virtual creations will be right of DIPR and Intellectual Property Rights (IPR) will vest with DIPR.
- 1.1.13 The timeline/schedule of deliverables will be decided as and when the requirement /task activities arise. Bidder should complete the job/activities as and when asked by DIPR.

## 1.2 ELIGIBILITY CONDITIONS

The Bidders should fulfill the following eligibility conditions for participating in the Request for Proposal (RFP)/Tender. The Bidders should enclose documentary evidence for fulfilling the eligibility conditions. It is the sole responsibility of the bidder for the smooth and timely execution of the assigned work.

SPECIFIC REQUIREMENT	EVIDENCE
1. Bidder should be registered in India (MSMEs to upload copy of the certificate)	Documentary proof
2. Should have a local office in Lucknow / or they have to setup an office in Lucknow within 15 days of award of contract	-Do-
3. Domain name registered should be on Indian entity	-Do-
4. Bidders should not have been blacklisted by any of the State or Central Government organization.	Signed Affidavit
5. Should not have been found guilty of any criminal offence by any Court of law.	Signed Affidavit
6. Bidder should not have a conflict of interest in the assignment as specified in the bidding document.	Undertaking on letter head
7. Compliance with the code of integrity as specified in the bidding document	Undertaking on letter head
8. Minimum average annual turnover of INR 5 crore or more in the last three financial years (i.e., 2021-22, 2022-23 and 2023-24) In the field of Creative and Public Relations Works.	Balance Sheets & documents certified by CA (ITR/ GSTR-9)

9. GST Registration	Copy
10. PAN Registration	Copy
11. The agency must have an experience of at least 3 years in Creative and Public Relations Management and must have completed or handled three projects worth Rs.30 lakhs each for Central Govt/State Govt/PSU/Private Sector.	Copies of the work orders of Creative and Public Relations Management
12. The agency must have an in- house production facility for production and editing of contents in all forms.	Undertaking on letter head
13. Agencies supporting/ promoting any of the following content either in digital/physical format will be treated negative for business	Undertaking on letter head
a) Anti-National Content	
b) Pornographic & Trafficking Content	
c) Political Association	
d) Malicious Content	
e) Content Hurting Religious Sentiments	
f) Promoting Piracy in any form	

1.2 (a) Bidders in joint venture/Society /trusts/Associations are not eligible to apply.

### 1.3 COMMERCIAL CONDITIONS

Apart from the above, each bidder is required to fulfill the following terms and conditions:-

#### a) EARNEST MONEY DEPOSIT (REGISTERED MSMEs EXEMPTED)

- (i) Each bidder is required to submit Rs. 5,00,000/- as Earnest Money Deposit (EMD) in the form of Fixed Deposit Receipt (FDR) in favour of Director, Information and Public Relations Department, UP Lucknow. A scanned copy of EMD also needs to be uploaded.
- (ii) EMD should be submitted along with Technical Bid.
- (iii) Technical Bid not accompanied with EMD shall summarily be rejected.
- (iv) No interest shall be payable by DIPR for the sum deposited as Earnest Money Deposit.
- (v) No bank guarantee will be accepted in lieu of the Earnest Money Deposit.
- (vi) The EMD of the unsuccessful bidders would be returned after award of the contract. (EMD of the successful bidder shall be returned only after receiving the prescribed performance security)

#### b) PERFORMANCE SECURITY

- (i) Selected bidder will have to submit a Performance Security equivalent to 5% of the total contract value of job for one year in the form of the Fixed Deposit Receipt (FDR) from a scheduled Commercial bank in favour of "Director, Information and Public Relations Department, UP Lucknow" within 10 days of issue of letter for performance security. Performance Security will remain valid even after 60 days beyond the satisfactory completion of job.
- (ii) The successful bidder has to renew the Fixed Deposit Receipt (FDR) on same terms and conditions for the period up to the contract including extension period, if any.
- (iii) Performance Guarantee would be returned only after successful completion of job assigned to them after adjusting/recovering any dues recoverable/payable from/by the Agency on any account under the contract.

#### c) PERIOD OF CONTRACT

The contract will be assigned for a period of 1 year which may be extended for an additional 06 months at a time (up to a maximum of 2 times,) subject to achieving the deliverables as mentioned in Scope of Work section. The extension of the tenure of the agency will be on the same terms & conditions, without any cost escalation. DIPR will



evaluate and assess the performance of the agency after six months through its own mechanism. The decision of DIPR, Government of Uttar Pradesh regarding extension will be final and binding.

**(e) AMENDMENT OF TENDER DOCUMENT**

At any time before the submission of bids, DIPR may amend the tender document by issuing an addendum/corrigendum in writing or by announcing it through its website. The addendum/corrigendum shall be binding on all the agencies. To give the Agencies reasonable time in which to take an amendment into account in their bids, DIPR may, if the amendment is substantial, extend the deadline for the submission of bid.

**(f) CONFLICT OF INTEREST**

- (i) The Agency is required to provide professional, objective and impartial advice and at all times (24\*7) hold the Client interests paramount, strictly avoid conflicts with other assignment/jobs or their own corporate interest and act without any consideration for future work.
- (ii) Without limitation on the generality of the foregoing, Agencies, and any of their affiliates, shall be considered to have a conflict of interest and shall not be recruited, under any of the circumstances set forth below:

**Conflicting Activities:** An Agency or any of its affiliates, selected to provide consulting assignment/job for this project shall be disqualified from subsequent downstream supply of services resulting from or directly related to this project.

**Conflicting Assignment/job:** An Agency shall not be hired for any assignment/job that, by nature, may be in conflict with another assignment/job of the Agency to be executed for the same or for another Employer.

**Conflicting Relationships:** An Agency that has a business or family relationship with a member of DIPR staff who is directly or indirectly involved in any part of the project shall not be awarded the Contract, unless the conflict stemming from this relationship has been resolved in a manner acceptable to DIPR throughout the selection process and the execution of the Contract.

Agencies have an obligation to disclose any situation of actual or potential conflict that impacts their capacity to serve the best interest of DIPR, or that may reasonably be perceived as having this effect. Any such disclosure shall be made as per the forms of technical proposal provided herewith. If the Agency fails to disclose said situations and if the Client comes to know about any such situation at any time, it may lead to the disqualification of the Agency during bidding process or the termination of its contract during execution of the assignment.

#### **g) PAYMENT SCHEDULE**

1. The payment will be released to the agency on monthly basis on receipt of request, based on work achievement and satisfactory performance. The agency will be asked to submit monthly work achievement on Scope of Work as mentioned in Section II of this document for assessment by DIPR. No advance payment will be made. All payments shall be made in Indian Rupees.
2. Payment will be released on monthly basis on successful monthly commitment. Agency should submit monthly bills with clear indication of monthly achievement.
3. All the work done and reports submitted by the agency, as part of the scope of work, will be verified and validated by a DIPR Committee, under the chairmanship of Director Information.

#### **1.4 PENALTY CLAUSE**

- a) The detail Service Level Agreement (SLA) will be signed with successful bidder. Any breach in SLA will lead to penalty and later termination of the contract. All the documents/ code / application etc. prepared and developed by the bidder will be the property of the client. All designs, reports, other documents and software submitted by the bidder pursuant to this work order shall become and remain the property of the client, and the bidder shall, not later than upon termination or expiration of this work order, deliver all such documents and software to the client, together with a detailed inventory thereof.
- b) If at any given point of time it is found that the bidder has made a statement which is factually incorrect or if the bidder doesn't fulfill any of the contractual obligation, DIPR may take a decision to cancel the contract with immediate effect. Further, performance security of the agency may also be forfeited if the performance of the agency is not satisfactory.
- c) In case of late services / no services on a specific activity, in which the Agency fails to deliver the services thereof within the period fixed for such delivery in the schedule or at any time repudiates the contract, the firm shall be liable to pay a Liquidated Damages (LD). LD will be imposed @ 1% of per week of the cost of contract value up to maximum of 10% of the contract value from the Agency. The timeline/schedule of deliverables will be decided as and when the requirement/ tasks /activities arise.

DIPR will have the right to cancel the contract at any time without assigning any reason thereof.

#### **1.5 PREPARATION OF BID**

All the bidders are requested to follow the instructions given below while up loading the bids. Proposal should be up loaded on two bid basis — separate technical and financial bids on Gem Portal.

##### **Technical and Financial Bids**

- The technical bid should have the following:-
  - i. Forwarding letter as per Annexure 1 on the bidding organization's printed letterhead.



- ii. The bidder shall submit technical bid in prescribed format as given in Annexure 1. Submission of the different type of Technical bid will result in the proposal being deemed non-responsive.
- iii. Compliance and documentary proof of eligibility condition spelt out in clause 1.2 of Section I. Documentary proof sought in other clauses of this Tender Document should also be enclosed.
- iv. Figures and tables must be numbered and referenced in the text by that number. They should be placed as close as possible to the referencing text. Pages must be numbered consecutively within each section.
- v. A point to point compliance and self-declaration for acceptance of terms and conditions of tender document.
- vi. Undertaking (self-declaration on letter head) of total responsibility for the trouble free operation.
- vii. Undertaking (self-declaration on letter head) that the information submitted by them is correct and they will abide by the decision of DIPR. In case the information submitted by the firm is found to be false and / or incorrect in any manner, the firm/Company can be suspended and / or debarred.
- viii. All pages of the document submitted should be signed.

➤ **The Financial bid must contain the following:**

- i. Forwarding letter including Financial Bid as per Annexure 2, on the bidder printed letter head.
- ii. Scope of services as per Section II each page duly signed.
- iii. No price / rate variation / adjustment or any other escalation will be entertained.
- iv. The price quoted of the Financial Bid format at Annexure-II should include the expenditure towards buying online advertisements on various websites and mailing services. These charges would be paid by agency. Agency should inform and prior approval to DIPR regarding such expenditure well in advance.

## 1.6 SIGNING OF BID

The original and all documents of the Bid shall be typed or written in indelible ink and shall be signed by the Bidder or a person's duly authorized to sign by the Bidder to the Contract. The person or persons signing the Bid shall initial all pages of the Bid.

## 1.7 METHOD OF EVALUATION AND AWARDS OF CONTRACT

Bidders are requested to submit all requisite documents as per the uploaded tender along with their bids; failing which the bids are liable for rejection.







## Evaluation of bids

From the time the bids are opened to the time the contract is awarded, the agencies should not contact DIPR on any matter related to its Technical and/ or Financial bid.

Any effort by the agencies to influence DIPR in the examination, evaluation, ranking of bids and recommendation for award of contract may result in the rejection of the agency's bid.

A duly constituted Evaluation Committee will scrutinize and evaluate the bids for selection of an agency.

## ELIGIBILITY CRITERIA AND EVALUATION METHODOLOGY

Bidders which are registered on the gem portal are eligible to participate in this tender process. Bid submitted by any other bidders will be treated as non-responsive and will not be considered against this tender. New bidders who wish to participate should initiate new registration on the gem portal to be able to participate in the process.

## PRE-QUALIFICATION CRITERIA

NOTE: Qualitative comparative evaluation of work credentials amongst the participating bidders may be applied. Work credentials will be considered as on last date of submission of Bid. Since the characteristics of the project is critical in nature, DIPR will perform sufficient analysis & checks on the technical capability, credentials of the bidders and qualitative assessment of the proposed team members.

S.N.	CRITERIA	DOCUMENTY EVIDENCE
1	<p>The Applicant shall be a firm, company registered under the Indian companies Act 1956/the partnership act 1932 and who have their registered offices in India and must have an office in Lucknow, entity with minimum 5 years of existence on the day of the submission of Bid and should have ISO Certification in System Management and Data Security. If a firm has applied for this certificate, it will be also considered for eligibility criteria but at the time of contract this certificate must be available with successful bidder.</p> <p>(Associations, trusts, societies, joint venture and industry associations are not eligible., having experience in the specific mentioned field.)</p>	<ul style="list-style-type: none"><li>• Incorporation Certificate under Companies Act 1956/2013, and/or partnership act 1932</li><li>• Pan card &amp; GST details</li><li>• Article of association &amp; memorandum of association, as applicable</li><li>• Other relevant documents supporting the incorporation status</li><li>• Valid ISO Certificate or applied application status.</li><li>• Detail of branch office in Lucknow Region Ownership/Rent agreement or lease deed</li></ul>
2	<p>The firm should be in the business of handling Creative and PR for the last</p>	<ul style="list-style-type: none"><li>• Certificate by company secretary of the Bidders organization</li></ul>

	three years as on 31.03.2025	
3	Minimum average annual turnover of INR 5 crore or more in the last three financial years in the field of Creative and Public Relations Management Services. (i.e., 2021-22, 2022-23 and 2023-24). ITR AND GSTR-9 For the last three financial year	<ul style="list-style-type: none"> <li>• CA Certificate (original)</li> <li>• Audited Balance Sheets for the last three financial years (i.e., 2021-22, 2022-23 and 2023-24) to support the claim</li> <li>• Profit and loss statement for the last Three financial years (i.e., 2021-22, 2022-23 and 2023-24)</li> <li>• ITR AND GSTR-9 for the last three financial year (i.e., 2021-22, 2022-23 and 2023-24)</li> </ul>
4	The bidding entity must have positive net worth in the Creative and PR field last three financial years (i.e., 2021-22, 2022-23 and 2023-24).	<ul style="list-style-type: none"> <li>• Ca/Auditor certificate certifying the net worth in last in the last three financial years (i.e., 2021-22, 2022-23 and 2023-24)</li> </ul>
5	Minimum 3 projects in the field of Creative and PR of duration 1 year+ and value INR 30 lakh+, in the last 3 years with the state or Central Government /State Department / PSUs/ Private Sector.	<ul style="list-style-type: none"> <li>• LOA / agreement / contract / work order, duly certified by the authorized signatory of the bidding company</li> <li>• Appendix D detailing the scope of work and other required information to establish the fulfilment of the criteria</li> <li>• Supporting literature, public pages to validate the work credential</li> </ul>
6	The bidding entity must not be blacklisted / terminated / debarred by any state or central government or their agencies and should not have been found guilty of any criminal offence by any court of law, in the last 5 years.	Affidavit (Appendix F format only) by the authorized signatory
7	<p>The bidding entity must have a in-house facility for production and editing of content in all forms for Creative and PR outreach, technology support, industry approved in-house available software for social listening and analytics tools.</p> <p>The bidding entity must not support/ promote any of the following content, either in digital/physical space:</p> <ol style="list-style-type: none"> <li>Anti-national content</li> <li>Pornographic and trafficking content</li> <li>Political association</li> <li>Malicious content</li> <li>Content hurting religious sentiments</li> <li>Promoting piracy in any form</li> </ol>	Undertaking on company's letterhead

The agency fulfilling the above pre-qualification criteria will be considered eligible bidder. Failure to comply with pre-qualifications criteria shall render the bidder ineligible. The technical and financial proposal of in-eligible bidder shall not be considered.



**TECHINICAL EVALUATION CRITERIA**

S.N.	EVALUATION CRITERIA	SCORE
<b>TOTAL MARKS</b>		<b>100</b>
1	<p>Minimum average annual turnover of INR 5 crore or more in the last three financial years (i.e., 2021-22, 2022-23 and 2023-24) in the field of Creative and Public Relations management Services.</p> <p><b>MARKING:</b>            INR 5-10 crore: 10 marks            INR 10-15 crore: 12 marks            INR 15 crore+: 15 marks</p> <p><b>DOCUMENTARY EVIDENCE:</b></p> <ul style="list-style-type: none"> <li>• CA certificate (original)</li> <li>• Audited balance sheets for the last three financial years (i.e., 2021-22, 2022-23 and 2023-24) to support the claim</li> <li>• Profit and loss statement for the last three financial years (i.e., 2021-22, 2022-23 and 2023-24)</li> </ul>	15
2	<p>Projects in the field of Creative and Public Relations management of duration 1 year+ and value INR 30 lakh+, in the last 3 years with the State OR Central Government / State Department / PSUS/Private Sector (Scope to include Creative and PR management)</p> <p><b>MARKING:</b>            1 Project: 3 Marks (Up to a maximum of 15 marks for 5 projects)</p> <p><b>DOCUMENTARY EVIDENCE:</b></p> <ul style="list-style-type: none"> <li>• LOA / agreement / contract / work order, duly certified by the authorized signatory of the bidding company</li> <li>• Appendix D detailing the scope of work and other required information to establish the fulfilment of the criteria</li> <li>• Supporting literature, creative, public pages to validate the work credential</li> </ul>	15
3	<b>TEAM STRUCTURE</b>	<b>40</b>
	(Resume of each of the proposed resource, fulfilling the required eligibility criteria and professional experience need to be attached in the technical bid for evaluation. supporting degrees and experience letter should also be attached as part of resume. the final deployment of resources will only happen after they have been personally interviewed by DIPR for fitment)	
4	<b>TECHNICAL PRESENTATION</b>	<b>30</b>
4.1	<p>Technical PPT to include, but not limited to:</p> <ul style="list-style-type: none"> <li>• Past similar work experience with government &amp; private clients</li> <li>• Company credentials, capabilities &amp; achievements</li> <li>• Understanding of the assigned social media handles and the current Creative and Public Relations content strategy</li> <li>• Comprehension of the scope of work, its sanctity, approach to elevate content outreach for each of the assigned social media handle</li> <li>• Detailed project plan for a period of 1 year</li> <li>• Creative And Public Relations outreach plan for the Government of Uttar Pradesh - Rising UP</li> </ul>	30



The technical score (pe) for the technical proposal will be the arithmetic sum of the marks assigned to the bidders under each of the parameters listed above. **The bidder is required to achieve a minimum technical score of 70 marks (benchmark score) for opening of financial bids.**

#### **EVALUATION METHODOLOGY**

The financial proposals shall be given scores as follows:

**Financial Score (Pf) =  $100 \times \text{Financial Proposal Of Lowest Bidder} / \text{Financial Proposal Of Bidder Under Consideration}$**

The composite score shall be computed as follows:

**Composite Score =  $(Pe \times 0.70) + (Pf \times 0.30)$**

The evaluation methodology will be based on quality and cost-based selection method (Q.C.B.S.), with 70% weightage on technical score and 30% weightage on financial score. The bidder obtaining the highest composite score would be declared as the selected bidder.

**EXAMPLE:** If in response to this tender, three bids, a, b & c were received and the evaluation committee awarded them 75, 80 and 90 marks on technical bid respectively, all the three bids would be technically suitable. Further, if the quoted price of bids a, b & c were INR 120, 100 & 110 respectively, then the following points for financial bids may be given:

A:  $100/120 \times 100 = 83$  points

B:  $100/100 \times 100 = 100$  points

C:  $100/110 \times 100 = 91$  points

For combined evaluated points, the process would be as follows:

Bid A:  $75 \times 0.7 + 83 \times 0.3 = 77.40$

Bid B:  $80 \times 0.7 + 100 \times 0.3 = 86.00$

Bid C:  $90 \times 0.7 + 91 \times 0.3 = 90.30$

Bid c, in this case would be considered as h1 (highest total points). The evaluation committee will correct any computation errors, in case of discrepancy.

**NEGOTIATIONS:** Normally there will be no post tender opening negotiations and it would be only on exceptional circumstances, if considered necessary. This shall be held only with the agency which is evaluated as h-1 bidder after combined evaluation of the technical and financial bids, as indicated above. Under no circumstance, the financial negotiation shall result into an increase in the price originally quoted by the agency.

#### **GENERAL:**

- a) Bids once submitted cannot be amended.
- b) Any Bid which does not quote for all items will be determined to be non-responsive and may be rejected.

- c) The Agency shall not assign or sublet the contract or any substantial part thereof to any other agency, without written consent of DIPR.
- d) Technical bids and financial bids will be opened, in the presence of Bidders' representatives (One for each bidder), who wish to be present.

#### **1.8 COMPETENT AUTHORITY'S RIGHT TO VARY ACTIVITIES AT THE TIME OF AWARD**

The Competent Authority shall have the right to make any alterations, omissions, additions or subtractions in services at the time of award of contract. The Competent Authority will give such intimation to the successful Bidder, and additional cost/deduction in the Bid prices, based on the price schedule submitted by him, will be worked out with the Bidder. In case, the Bidder does not agree for such alterations, the Competent Authority will be free to award the contract to the next eligible Bidder.

#### **1.9 ARBITRATION**

- a) If any dispute, difference, question or disagreement shall at any time, hereafter arise, between the parties hereto or the respective representatives or assignees in connection with or arising out of the contract DIPR would appoint a sole arbitrator, which shall be accepted by the Agency. The decision of the arbitrator would be final and binding on both the parties.
- b) It is also term of the contract that contractor shall not stop the work under this contract and work shall continue as expected to continue whether the arbitration proceedings have commenced or not
- c) The Venue of the arbitration shall be at Lucknow. Subject to as aforesaid, the provision of the Indian Arbitration Act, 1996 and any statutory modifications or re- enactments thereof and rules made there under and for the time being in force shall apply to the arbitration proceedings under this clause.

#### **1.10 LABOUR LAWS AND SAFETY MEASURES**

Agencies shall comply with all the provisions of labour law related legislation acts as enacted by Government from time to time and in case of any prosecution / penalty, The bidder shall be liable for the same.

Agencies shall be liable for payments of duties viz. P.F. E.S.I. etc. including any compensation payable under Workmen Compensation Act. DIPR shall have no responsibility or financial or other liabilities towards professional employed by agencies.

Agencies will take all safety measures / precautions during the work. Any accident due to negligence / any other reason will be to the bidder account.

#### **1.11 APPLICABLE LAW AND JURISDICTION**

This contract, including all matters connected with this contract, shall be governed by the Central/State laws, both substantive and procedural, for the time being in force and shall be subject to the exclusive jurisdiction of Lucknow, if required.



### **1.12 INSURANCE AND MEDICAL**

It is the responsibility of the agencies to insure their staff and equipment against any exigency that may occur at site. Agencies will also take insurance cover for third party liability, which might occur due to damages caused to their manpower, equipment etc. DIPR shall not be responsible for any such damages.

Medical facilities (as per law) for professional including insurance of the professional on site will be provided by the agencies.

### **1.13 INDEMNIFICATION**

- a) The bidder shall at times indemnify and keep indemnified DIPR against all claims/ damages etc. for any infringement of any Intellectual Property Rights (IPR) while providing its services under this work order.
- b) The bidder shall at all times indemnify and keep indemnified DIPR against any claims in respect of any damages or compensation payable in consequences of any accident or injury sustained or suffered by its (Agencies) employees or caused by any action, omission or operation conducted by or on behalf of Agencies.
- c) The bidder shall at all times indemnify and keep indemnified DIPR against any and all claims by employees, workman, suppliers, agent(s) employed engaged or otherwise working for Agencies, in respect of their wages, salaries, remuneration, compensation or the hike.
- d) All claims regarding indemnity shall survive the termination or expiry of the work order.

### **1.14 FORCE MAJEURE**

For the Purpose of this contract, "Force Majeure" means an event which is beyond the reasonable control of party.

The terms "Force Majeure" as implied here in shall mean acts of God, War, Civil riots, fire directly affecting the performance of the contract, floods and Acts and Regulations of respective Government of the two parties, namely the Organization and the contractor. Both upon the occurrence of such cause and upon its termination, the party alleging that it has been rendered unable as aforesaid, shall within seventy two hours of the alleged beginning and ending thereof giving full particulars and satisfactory evidence in support of its claim. If deliveries are suspended by force majeure conditions lasting for more than 2 (two) months, the Organization shall have the option of cancelling this contract in whole or part at its discretion without any liability on its part. Force Majeure shall not include insufficiency of funds or inability to make any payment required hereunder.

### **1.15 FAILURE & TERMINATION CLAUSE**

Time and date of Service and period of execution shall be essence of the contract. If the Agency fails to deliver the services thereof within the period fixed for such Services in the schedule or at any time repudiates the contract before the expiry of such periods, DIPR may without prejudice to any other right or remedy available to him to recover damages for breach of the contract: -

- a) Recover from the Agency as liquidated damages which will be charged by way of penalty, as specified in the Clause 1.4 (Penalty Clause).
- b) Cancel the contract or a portion thereof by serving prior notice to the Agency.
- c) DIPR may take a decision to cancel the contract with immediate effect and / or debar / blacklist the bidder from bidding prospectively for a period of 3 years or as decided by DIPR or take any other action as deemed necessary.

#### **1.16 AGENCY CODE OF CONDUCT AND BUSINESS ETHICS**





DIPR is committed to its values & beliefs and business practices to ensure that Agency, who provides services, will also comply with these principles.

##### **a. Bribery and corruption:**

Agencies are strictly prohibited from directly or indirectly (through intermediates or subcontractors) offering any bribe or undue gratification in any form to any person or entity and / or indulging in any corrupt practice in order to obtain or retain a business or contract.

##### **b. Integrity, indemnity & limitation:**

Agencies shall maintain high degree of integrity during the course of its dealings with business/contractual relationship with DIPR. If it is discovered at any stage that any business/contract was secured by playing fraud or misrepresentation or suppression of facts, such contract shall be voidable at the sole option of the competent authority of DIPR. For avoidance of doubts, no rights shall accrue to the Agency in relation to such business/contract and DIPR or any entity thereof shall not have or incur any obligation in respect thereof. The Agency shall indemnify in respect of any loss or damage suffered by DIPR on account of such fraud, misrepresentation or suppression of material facts. The agency will be solely responsible for the omission and commission of the employees deployed by them.





## SECTION II

### SCOPE OF WORK / DELIVERABLE

#### 1.1 INTRODUCTION

On behalf of DIPR, Government of Uttar Pradesh, Request for Proposal is invited from credible professional Integrated Creative and Public Relations agencies for Conceptualizing, Visualizing, managing Public Relations, Social Media Platform, Ideating Written Communication, Monitoring, Designing and Production of Artwork, Creatives, Media Assets like Print Ads, Outdoor Ads, Digital ads, Electronic, Exhibition, Posters, Radio Jingles, Videos, Slogans Tagline and other marketing collateral And Public Relations Works objective is to establish & Strengthen the image of Government of Uttar Pradesh, all its office & Officials as the best in the country by increasing visibility and enhancing positive top of mind recall And effectively propagate and publicize the initiatives and achievements of the Government of Uttar Pradesh, electronically, digitally and traditionally, across Regional, National and International Media.

#### 1.2 SCOPE OF WORK

1. Media materials for television, radio, YouTube, etc. In different formats like spots/jingles, cinema ads, short films/documentaries, training films, interactive shows, audio visual material in any other formats as per requirement.
2. Pre-press work for print materials like brochures, booklets, primers, guidelines, policies, folders, leaflets, posters, calendars, reports, etc.
3. Copy of the print advertisements, audio visual media, scripts for testimonials/ads/ ideating written/generic communication-jingles/slogan for messaging on various activities/events of the government of Uttar Pradesh and its agencies.
4. Materials for dissemination of information through online media, mobile, etc. And execution thereof (as directed by DIPR)
5. Presentations and collaterals for conferences, exhibitions (including stall design, fact sheets, reports, policies, emailers, workshops and similar events at national, state and regional levels.
6. Artwork for brand identity at mediums like websites, digital ads, physical spaces, stationary, merchandise, souvenirs, etc. (as directed by DIPR).
7. Designing creatives for print media, electronic media, digital media, exhibition, banners, hoardings, led vans, other hording media etc.
8. Creating 20/30/45/65 seconds audio visible spots using available footage. Creating 10 to 30 second graphic videos using images and icon for electronic media, tv and other av medium.
9. Organize press meets, prepare the press releases and get the press released/articles published in major newspapers (print & digital) in regional, national & international media, magazines and online portals to ensure that a positive image of the government of Uttar Pradesh is created.
10. Media management of seminars, exhibitions and events. It includes media participation, pre-work like drafting press releases, talking points, speeches and ensure news circulation in print, digital and electronic media.
11. Organize interviews of political leadership, government officials, industry stakeholders, beneficiary story/testimonials with newspapers, magazines, tv channels, radio & digital media platforms, focusing on the achievements, initiatives and the progressive vision of the government of Uttar Pradesh, draft the talking points and get the articles published in major newspapers (print & digital) in regional, national & international media.

12. To bring in pan-India journalists and regularly brief them with the initiatives, growth and developments of the state and ensure daily publishing of stories/articles on Uttar Pradesh.
13. Media coverage of any political or administrative representation of Uttar Pradesh at any event (as mandated by DIPR).
14. PR strategies and media management, web based live streaming of events as per requirements, directions of DIPR.
15. Managing social media platform- handling/designing the social media account of DIPR on Facebook, X (formerly twitter), YouTube, Instagram, LinkedIn and WhatsApp etc. Along with content creation, managing and supervising post, campaign management promotion and boost, engaging audience, feedback etc. On daily basis to ensure maximum outreach.
16. Monitoring of promotional campaign also so as to verify its impact and to ensure that people outreach is accomplished properly.

**MEDIA MANAGEMENT:** (SPECIFIC AND QUALIFIABLE DELIVERABLES LISTED IN TABLE-1)

**(TABLE 1)**

ITEM	SIZE	UNITS PER YEAR
Print ad*	Standard size	360 (thirty per month)
Magazine print ad	Standard full page	52 (one per week)
Video film*	Up to 180 seconds	156 (three per week)
Character videos or documentaries	Up to 300 seconds	48 (four per month)
Radio jingle*	Up to 90 seconds	52 (one per week)
Brochure	A4 size, 10 pages	52 (one per week)
Flyer	A4 size, 6 pages	52 (one per week)
Leaflet	A4 size, 4 pages	52 (one per week)
Poster	Standard size	52 (one per week)
Folder	Standard size	12
Wall calendar	Standard size	1
Presentation design	Standard size	12
Diary	Standard size	1
Greeting card	Standard size	16
Newsletter	Standard size	52 (one per week)
Photographs/image bank	Standard size in high resolution and high definition	360 (50 per month)
Branded merchandise	As required	12
TASK (PR SPECIFIC DELIVERABLES)		FREQUENCY
Draft and get published at least 3 national stories/articles in six major daily newspapers, highlighting the achievements, schemes, growth story or initiatives of the government of Uttar Pradesh.		As and when directed by DIPR or needed
Ensure publishing of at least 7 editorial pieces/special story (positive narrative) on weekly Uttar Pradesh in six major daily newspapers.		As and when directed by DIPR or needed
Draft and publish at least 4 articles on the growth story of Uttar Pradesh in the international media (print/digital/electronic).		As and when directed by DIPR or needed
Organize at least 6 press meets and media events, prepare the		As and when directed by



press releases and get the press released/articles published in major newspapers and publications (print & digital) in regional, national & international media.	DIPR or needed
Organize and release at least 6 interviews of political leadership, government officials and industry stakeholders and at least 3 beneficiary story/testimonials with major national newspapers, tv channels, radio or digital media, focusing on the achievements, initiatives and the progressive vision of the government of Uttar Pradesh.	As and when directed by DIPR or needed
Monitoring all form of media (print, digital & electronic) through an industry approved in-house available software and through physical touchpoints, and submission of news findings to DIPR.	24x7, to be reported daily
Digital/print/electronic media pr coverage tracking and monitoring of daily perception, competition analysis, positive & negative stories.	24x7, to be reported every 4 hours
Research work, drafting, designing and circulation of e-newsletter (in English & Hindi) to the media, with information on initiatives, policy developments, infrastructure growth, welfare schemes, etc. Of the government of Uttar Pradesh.	As and when directed by DIPR or needed
News portal: create authentic and up-to-date content for the already operational news portal, publish daily stories and its maintenance.	Morning and Evening, daily
Report of media coverage involving Uttar Pradesh in local, regional & to be reported everyday international media (print, digital & electronic channels).	Morning and to be reported everyday twice; Morning and Evening
Report on sentiment, keywords and competition analysis (for print, digital & electronic media).	Morning and To be reported everyday Twice; Morning and Evening
Work done by the PR agency on Uttar Pradesh public image management and publicizing state government's initiatives and achievements.	As and when directed by DIPR or needed

**Translation:** While the language of communication will largely be Hindi, the agency is expected to translate all creative and media assets into English or any other regional language (as and when required by DIPR). The agency is responsible for all related tasks like rewriting in the target languages and ensuring that the meaning of the source text/audio/video is retained (message is culturally and linguistically adapted to suit the reader), proofread, editing and producing a grammatically correct, well-expressed final version of the translated assets

**Photography:** the agency will be required to conduct photo/video shoots, from time to time, as required by DIPR. It is projected that the agency will have to undertake an average of 2 such visits each month and the estimated cost of such travel must be factored in the financial quote of the bidder. The eligible expenses for any additional travel, over and above the projected 2 visits per month (to be approved by DIPR in advance) will be reimbursed on actuals by DIPR.

**Indicative list of media assets:** While the agency will be responsible for designing and developing any form



of media assets for the stated mandate (as directed by DIPR), listed below is a non-exhaustive and indicative list of media assets to be produced:

- Organize press meets, prepare the press releases and get the press released/articles published in major newspapers (print & digital) in regional, national & international media, magazines and online portals to ensure that a positive image of the government of Uttar Pradesh is created.
- Media management of seminars, exhibitions and events. It includes media participation, pre-work like drafting press releases, talking points, speeches and ensure news circulation in print, digital and electronic media.
- Organize interviews of political leadership, government officials, industry stakeholders, beneficiary story/testimonials with newspapers, magazines, tv channels, radio & digital media platforms, focusing on the achievements, initiatives and the progressive vision of the government of Uttar Pradesh, draft the talking points and get the articles published in major newspapers (print & digital) in regional, national & international media.
- To bring in Pan-India journalists and regularly brief them with the initiatives, growth and developments of the state and ensure daily publishing of stories/articles on Uttar Pradesh.
- Media coverage of any political or administrative representation of Uttar Pradesh at any event (as mandated by DIPR).

**NEWS TRACKING & MONITORING: (SPECIFIC AND QUANTIFIABLE DELIVERABLES LISTED IN TABLE 1):**

- Monitoring all form of media (print, digital and electronic) through an industry approved in-house available software and through physical touchpoints, to evaluate qualitative and quantitative exposure generated. The news findings to be submitted to DIPR daily.
- Monitor the presence of, and discussions about, brand Uttar Pradesh in social and political circles. Digital/print/electronic media pr coverage and relevant keywords tracking and monitoring of daily perception, competition analysis, positive & negative stories, to be reported to 4 nominated officers of dipr.

**CONTENT DEVELOPMENT (SPECIFIC AND QUANTIFIABLE DELIVERABLES LISTED IN TABLE 1):**

- Prepare speeches & talking points for the government officials, ministers and other relevant public figures of the state government on initiatives, events, schemes, policies, etc.
- Prepare & publish press releases/briefs, articles, op-eds on initiatives, policies, achievements, programs, infrastructure developments, etc. In major national newspapers through print, electronic & digital media.
- Draft the media content for press meets/interviews/events, as required.
- To translate English/Hindi to any other Indian language and vice-versa to English/Hindi of any news, articles, press releases, speeches to suit the appropriate media.
- Research work, drafting, designing and circulation of e-newsletter (in English & Hindi) to the media, with information on initiatives, policy developments, infrastructure growth, welfare schemes, etc. of the government of Uttar Pradesh.
- Daily content creation in form of pr driven textual writing, graphical illustrations and subsequent publishing on digital media.
- Drafting authentic and up-to-date content for DIPR's official website.

**(A) Creative Content, designing and repackaging:**

Post creation, posting, extensive outreach effort to spread information about state government's scheme, initiatives, policies, achievements and daily messaging. It will include but not limited to

- Daily Creative content generation, recreate or convert the content and repackage the available content. The content may be of various forms such as graphics, cartoons, image, videos, smart art, animations, story board gifs etc., design on subject of



Government schemes and programs and policies for each of the assigned social media handle, the agency will need to do daily coordination with client various source of content generation and its authenticity.

- Staying topical, up-to-date and relevant with ongoing initiatives of respective offices
- Neutralize negative stories and propagate positive narrative of the government of Uttar Pradesh.
- The primary language of Creative and Public Relations content will be Hindi, English and Sanskrit, content will be prepared as per directions given by DIPR.
- Repackaging of the content (videos and photographs) into suitable formats (video packages and others). On average repackaged videos of 30-40 seconds are expected as deliverables.
- Above is to be done without any infringement of Intellectual Property Rights (IPR).

**(B) Enhancing reach of content on Internet and social media sites:**

- The agency should have capability to multiply the reach of content and promote content organically on various media platforms. the content would reach to the last mile on Various Media platform on real time basis
- The agency should be able to develop interesting and innovative content, campaigns, competitions, so as to have proper communication strategy for various social media platforms to enhance the reach of content in real time basis.

**(C) Making the uploaded content viral / virility of content**

- Agency would be responsible to make the content viral on the internet and other social media sites. This will make the schemes, policies of Government to reach on various media platforms to the last mile on Various media platforms in real time basis.
- The agency should have capability to multiply the reach of content and promote content and make it viral to the most.

**CONTENT CALENDAR:**

- (D) Media Plan according to PR strategy.
- (E) Crisis Situation
- (F) Refuting false allegations.
- (G) Containing negative propaganda.
- (H) Popularizing good work.

- (I) **INNOVATIVE CAMPAIGNS:** the agency is required to conceptualize periodic innovative campaigns (In Consultation with DIPR) to propagate the vision/efforts/initiatives/achievement of the government of Uttar Pradesh, to develop 'Brand Uttar Pradesh' on various media Platforms.

- (J) **CRISIS COMMUNICATION:** In the event of unforeseen occurrences, which may have potential of creating negative perception about the government, the agency will have to take proactive steps to assist in diffusing the negative communications through social media communications, as deemed fit.
- (K) **Storage of Content:**
- Storage of raw footages/ content and processed content (video packages) etc. for the purpose of archive in digital formats.
  - Creative photo bank – creatives/photos with cataloguing needs to be developed of high quality and high-resolution aesthetic work of prominent activities and events.
  - Organization will be responsible for Storing All the content created during. The assignment in a searchable DMS and would be handed over to DIPR at the end of contract period. Content Created during earlier periods up to the date of award of contract will be handed over to successful Bidder.
  - Availability of archive content should be for at least 03 Years.
  - The Agency will submit the archived content to this Department within specified time in five copies of Compact Disc/Pen drive.
- (L) **Advertisement:**
- Agency would also be responsible for advertising of Client various schemes, acts and related activities on the social media platforms.
- (M) **Pre and Post establishment support**
- Any kind of support with regard to smooth functioning of hardware equipment/ software development.
  - The agency should provide technical support 24 x 7 for maintenance of DIPR's various Media Platforms through in-house staff.
- (N) **Performance Review**
- The agency will submit a process of Performance Review on periodic basis which will be appropriated and suitably amended (if required) and implemented.
- (O) **Reporting**
- The agency should suggest the no. of reports eliciting periodicity, format and content of such report which should help the management of this Department to know the exact position of the efforts undertaken.
- (P) **Data Security and Prevention of Fraud**
- The agency will undertake that all process and standards are being followed to ensure



that the data is secure and is immune to any fraudulent activity. It will be binding to follow the Framework and Guidelines for Use of Social Media for Government Organizations issued by the Department of Electronics and Information Technology.

**DIPR COMMITTEE VERIFICATION:** All the work done, and reports submitted by the agency, as part of the scope of work, will be verified and validated by a DIPR committee, under the chairmanship of director information.

**TEAM STRUCTURE:** TEAM STRUCTURE MENTIONED BELOW IS SUGGESTIVE. BIDDERS ARE ENCOURAGED TO DEPLOY INNOVATIVE TEAM STRUCTURE DEPLOYMENT PLAN AND STRATEGY TO ACHIEVE REQUIRED OUTCOME IN CONSULTATION WITH DIPR. MAY CHANGE TEAM COMPONENT AND THE ELIGIBILITY/EXPERIENCE WITH RESPONSIBILITY MATRIX IS LISTED BELOW:

TEAM STRUCTURE		
S. No	PROFILE	ELIGIBILITY & EXPERIENCE
1.	PROJECT LEADER ()  (LEADING ASSIGNED MANDATE, TAKING CLIENT'S BRIEF, SUGGEST IDEAS & PRODUCE TIMEBOUND CREATIVE ASSETS TO FULFIL THE COMMUNICATIONS EFFORTS, COORDINATION AND PUBLIC RELATIONS MEDIA MANAGEMENT EDITORIAL SERVICES, PRESS BRIEFING AND PROJECT DELIVERY WITH DIPR & OTHER OFFICES CLIENT SERVICING & PROJECT DELIVERY)	<ul style="list-style-type: none"> <li>➤ GRADUATE IN ANY DISCIPLINE.</li> <li>➤ PREFERABLY GRADUATE DEGREE OR PG IN MARKETING/COMMUNICATIONS/PG DIPLOMA IN JOURNALISM OR MASS COMMUNICATION. MULTIMEDIA.</li> <li>➤ 10 YEARS OF WORK EXPERIENCE IN BRANDING AND CREATIVE STRATEGY WITH EXCELLENT KNOWLEDGE OF CREATIVE CONTENT DEVELOPMENT, MEDIA FORMATS, MEDIA BUY, ADVERTISING AND CLIENT SERVICING. AND PR/COMMUNICATION EDITORIAL DIVISION OF A PR FIRM/MEDIA HOUSE/GOVERNMENT INFORMATION &amp; PR DEPARTMENT, WITH MANDATORY WORKING EXPERIENCES IN UTTAR PRADESH.</li> </ul>
2.	CREATIVE LEADER ()  (CONTENT DEVELOPMENT ACROSS ALL MEDIA FORMATS)	<ul style="list-style-type: none"> <li>➤ GRADUATE IN ANY DISCIPLINE.</li> <li>➤ PREFERABLY GRADUATE DEGREE OR PG IN MARKETING/COMMUNICATIONS/ MULTIMEDIA.</li> <li>➤ 5 YEARS OF WORK EXPERIENCE IN BRANDING AND CREATIVE STRATEGY, WITH A CREATIVE AGENCY WITH EXCELLENT KNOWLEDGE OF CREATIVE CONTENT DEVELOPMENT, MEDIA FORMATS AND CLIENT SERVICING.</li> </ul>
3.	COPYWRITER-HINDI /ENGLISH ()	<ul style="list-style-type: none"> <li>➤ GRADUATE, PREFERABLY IN HINDI/ENGLISH LANGUAGE/LITERATURE.</li> </ul>

	(COPYWRITING FOR CREATIVE COMMUNICATION, IN HINDI/ENGLISH)	<ul style="list-style-type: none"> <li>➤ PREFERABLY POST-GRADUATE IN COMMUNICATIONS/MARKETING) DIGITAL MEDIA CERTIFICATION PREFERRED.</li> <li>➤ 4 YEARS OF CONTENT/COPYWRITING EXPERIENCE, EXCELLENT WRITING AND EDITING SKILLS IN HINDI/ENGLISH.</li> </ul>
4.	DESIGNER ()  (PRODUCING ARTWORK, VIDEOS, GRAPHIC & VIDEO AND IMAGE EDITING, VISUALIZATION WORK TO DEVELOP CREATIVE CONTENT)	<ul style="list-style-type: none"> <li>➤ DEGREE/DIPLOMA IN GRAPHIC DESIGNING/ANIMATION, OR SIMILAR ACADEMIC FIELD.</li> <li>➤ 3 YEARS OF EXPERIENCE IN DESIGNING &amp; DEVELOPING CREATIVE CONTENT, VIDEO AND IMAGE EDITING SKILLS.</li> <li>➤ WORKING EXPERTISE IN CANVA, ADOBE, COREL, PHOTOSHOP, ILLUSTRATOR TO MANAGE DESIGN WORK.</li> <li>➤ EXCELLENT WORKING SKILLS ON DIFFERENT SOFTWARE REQUIRED FOR DESIGNING CREATIVE CONTENT.</li> </ul>
5.	PHOTO/VIDEOGRAPHER ()  (PHOTO/VIDEO SHOOT OF EVENTS & MEETINGS, LIVE STREAM & PHOTO/VIDEO EDITING)	<ul style="list-style-type: none"> <li>➤ GRADUATE (ANY DISCIPLINE).</li> <li>➤ PROFESSIONAL COURSE IN PHOTOGRAPHY.</li> <li>➤ 3 YEARS OF EXPERIENCE IN PROFESSIONAL PHOTOGRAPHY, PREFERABLY GOVERNMENT ASSIGNMENTS.</li> <li>➤ KNOWLEDGE OF PHOTO &amp; VIDEO EDITING SOFTWARE AND MUST HAVE OWN CAMERA &amp; LENS EQUIPMENT.</li> </ul>
6.	VIDEO EDITOR ()  (EDIT VIDEO PIECES REVIEW SCRIPT/RAW STOCK FOOTAGE TO CREATE SCREEN PLAY, TRIM FOOTAGE SEGMENTS AND PUT TOGETHER THE SEQUENCE, INPUT MUSIC, DIALOGUES, GRAPHICS, AND EFFECTS, CREATE ROUGH AND FINAL CUTS, PRODUCTION PROCESS AND IMPLEMENT NEW EDITING TECHNOLOGIES)	<ul style="list-style-type: none"> <li>➤ GRADUATE (ANY DISCIPLINE).</li> <li>➤ PREFERABLY GRAUDUATE DEGREE/ DIPLOMA IN DESIGN, CINEMATOGRAPHY OR RELATED FILED.</li> <li>➤ 3 YEARS OF EXPERIENCE IN VIDEO EDITING AND MOTION GRAPHICS.</li> <li>➤ PROFESSIONAL MASTERY OF VIDEO AND AUDIO EDITING SOFTWARE AND PROGRAMS-FINAL CUT PRO, PREMIERE, AFTER EFFECTS, ETC.</li> <li>➤ KNOWLEDGE OF SOUND EFFECTS, CINEMA 4D, INFOGRAPHICS AND POST-PRODUCTION.</li> </ul>



7.	CLIENT SERVICING EXECUTIVE (1)	<ul style="list-style-type: none"> <li>➤ GRADUATION (ADPR/MC&amp;J) PFD IN (ADPR/MC&amp;J)</li> <li>➤ EXPERIENCE: 2-3 YEARS</li> </ul>
8.	VIDEO/GRAPHIC EDITOR (1)	<ul style="list-style-type: none"> <li>➤ PG/PGD IN GRAPHIC DESIGN</li> <li>➤ EXPERIENCE: 3-5 YEARS</li> </ul>
9.	AV SCRIPTWRITER (1)	<ul style="list-style-type: none"> <li>➤ PG/MASTERS IN AD&amp;PR/MC&amp;J</li> <li>➤ EXPERIENCE: 3-5 YEARS</li> </ul>
10.	SPEECH WRITER (2)	<ul style="list-style-type: none"> <li>➤ POST GRADUATE IN HINDI LITERATURE</li> <li>➤ 05 YEARS OF EXPERIENCE IN SPEECH WRITING</li> </ul>
11.	CONTENT WRITER-HINDI/ENGLISH/SANSKRIT (MULTILINGUAL)  (CONTENT DEVELOPMENT, EDITORIAL & ARTICLE WRITING, SPEECHES, OP-EDS, IN HINDI)	<ul style="list-style-type: none"> <li>➤ GRADUATE, PREFERABLY IN HINDI/ENGLISH/SANSKRIT(SHASTRI/SAHITYACHARYA/VYANKARNAC HARYA/AACCHARYA) LANGUAGE.</li> <li>➤ PREFERABLY POST-GRADUATE DEGREE OR DIPLOMA IN JOURNALISM/MASS COMMUNICATIONS.</li> <li>➤ 4 YEARS OF CONTENT WRITING/EDITORIAL EXPERIENCE FOR A PR OR MEDIA FIRM/GOVERNMENT CLIENT, EXCELLENT WRITING AND EDITING SKILLS IN HINDI/ENGLISH/SANSKRIT.</li> </ul>
12	RESEARCHER ( )  (CONTENT RESEARCH ON GOVERNMENT POLICIES/INITIATIVES PAN INDIA, MONITORING & TRACKING THE PR COVERAGE, REPORTING INSIGHTS ON COMPETITION, POSITIVE/NEGATIVE NARRATIVE)	<ul style="list-style-type: none"> <li>➤ GRADUATE, PREFERABLY IN ENGLISH/HINDI/POLITICAL SCIENCE, PREFERABLY POST-GRADUATE DIPLOMA IN JOURNALISM/MASS COMMUNICATIONS.</li> <li>➤ 4 YEARS OF RESEARCH, EDITORIAL OR GOVERNMENT ADVOCACY EXPERIENCE IN PR OR RESEARCH FIRM/THINK TANKS.</li> </ul>
13	MEDIA COORDINATOR ( ) (PRINT MEDIA, ELECTRONIC MEDIA AND DIGITAL MEDIA)  (MEDIA MANAGEMENT, JOURNALIST COORDINATION, FACILITATE PUBLISHING OF STORIES AND PRESS MEET)	<ul style="list-style-type: none"> <li>➤ GRADUATE IN ANY DISCIPLINE.</li> <li>➤ PREFERABLY GRADUATE DEGREE OR PG DIPLOMA IN JOURNALISM OR MASS COMMUNICATION.</li> <li>➤ 5 YEARS OF WORK EXPERIENCE IN MEDIA MANAGEMENT IN A MEDIA OR PR FIRM/GOVERNMENT DEPARTMENT/PUBLISHING HOUSE, PREFERABLY WORKING EXPERIENCES IN UTTAR PRADESH.</li> </ul>
14	PR EXECUTIVE (1)	<ul style="list-style-type: none"> <li>➤ GRADUATE, PREFERABLY IN JOURNALISM/POLITICAL SCIENCE/MASS COMMUNICATION/LITERATURE.</li> </ul>

(DAILY PROJECT DELIVERY LIKE CONTENT WRITING, EDITORIAL, MEDIA MANAGEMENT, PR COVERAGE AND RESEARCH, MONITORING AND REPORTING)	➤ 3 YEARS OF MEDIA MANAGEMENT, CONTENT WRITING & EDITING AND SIMILAR WORK IN IN PR, MEDIA OR RESEARCH FIRM/THINK TANKS.
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#### TEAM @ NEW DELHI

1.	PR & MEDIA COORDINATOR (1)	<ul style="list-style-type: none"> <li>➤ GRADUATE IN ANY DISCIPLINE.</li> <li>➤ PREFERABLY GRADUATE DEGREE OR PG DIPLOMA IN JOURNALISM OR MASS COMMUNICATION.</li> <li>➤ 5 YEARS OF WORK EXPERIENCE IN JOURNALISM, COMMUNICATIONS, MEDIA MANAGEMENT IN A PR OR MEDIA FIRM/GOVERNMENT DEPARTMENT.</li> </ul>
2.	CONTENT WRITER - HINDI (2)	<ul style="list-style-type: none"> <li>➤ GRADUATE, PREFERABLY IN HINDI LANGUAGE.</li> <li>➤ PREFERABLY POST-GRADUATE DEGREE OR DIPLOMA IN JOURNALISM/MASS COMMUNICATIONS.</li> <li>➤ 4 YEARS OF CONTENT WRITING/EDITORIAL EXPERIENCE FOR A PR OR MEDIA FIRM/GOVERNMENT CLIENT, EXCELLENT WRITING AND EDITING SKILLS IN HINDI.</li> </ul>
3.	CONTENT WRITER - ENGLISH (1)	<ul style="list-style-type: none"> <li>➤ GRADUATE, PREFERABLY IN ENGLISH LANGUAGE.</li> <li>➤ PREFERABLY POST-GRADUATE DEGREE OR DIPLOMA IN JOURNALISM/MASS COMMUNICATIONS.</li> <li>➤ 4 YEARS OF CONTENT WRITING/EDITORIAL EXPERIENCE FOR A PR OR MEDIA FIRM/GOVERNMENT CLIENT, EXCELLENT WRITING AND EDITING SKILLS IN ENGLISH.</li> </ul>

#### TEAM @ UTTAR PRADESH DIVISION LEVEL

1.	<p>CONTENT WRITER CUM MEDIA COORDINATOR (10)</p> <p>(ONE EACH AT LUCKNOW, GORAKHPUR, VARANASI, AGRA, MEERUT, MORADABAD, PRAYAGRAJ, AYODHYA, JHANSI AND BAREILLY)</p> <p>(CONTENT WRITER CUM MEDIA COORDINATOR WILL ALSO BE RESPONSIBLE FOR</p>	<ul style="list-style-type: none"> <li>➤ GRADUATE IN ANY DISCIPLINE.</li> <li>➤ PREFERABLY GRADUATE DEGREE OR PG DIPLOMA IN JOURNALISM OR MASS COMMUNICATION.</li> <li>➤ 5 YEARS OF WORK EXPERIENCE IN JOURNALISM, COMMUNICATIONS AND EDITORIAL IN A PR OR MEDIA FIRM/GOVERNMENT DEPARTMENT.</li> </ul>
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UNDERTAKING SOCIAL MEDIA WORK LIKE CONTENT CREATION, POSTING AND MANAGING ASSIGNED SOCIAL MEDIA HANDLES AT THE DIVISION LEVEL, IN ADDITION TO THE PR RELATED WORK)	
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\* THE RESUME OF ALL PROPOSED RESOURCES NEEDS TO BE ATTACHED IN THE TECHNICAL BID. THE FINAL DEPLOYMENT OF RESOURCES WILL ONLY HAPPEN AFTER THEY HAVE BEEN PERSONALLY INTERVIEWED BY DIPR FOR FITMENT.

**IMPORTANT:** DIPR WILL NOTIFY THE SUCCESSFUL BIDDER OF THE NUMBER OF RESOURCES TO BE DEPLOYED FOR THE PROJECT FROM TIME-TO-TIME. DIPR, AS AND WHEN REQUIRED, WILL NOTIFY THE SUCCESSFUL BIDDER TO DEPLOY ADDITIONAL RESOURCES OR REDUCE THE DEPLOYED RESOURCES BY GIVING A PRIOR NOTICE OF 15 DAYS. THE AGENCY WILL PRODUCE MONTHLY INVOICES BASIS THE ACTUAL MANPOWER DEPLOYMENT FOR THE PARTICULAR MONTH. THE COST OF PER MAN MONTH AGAINST EACH OF THE PROPOSED PROFILE WILL BE DERIVED FROM THE ITEMIZED COSTING OF THE LUMP SUM FINANCIAL QUOTE (WHICH WILL BE SUBMITTED TO THE DIPR BY THE SUCCESSFUL BIDDER AFTER THE AWARD OF THE TENDER). THE LOCATION OF DEPLOYMENT OF THE PROPOSED RESOURCES WILL BE AT THE DISCRETION OF DIPR AND WILL BE NOTIFIED TO THE SUCCESSFUL BIDDER. DIPR WILL DEMAND ADDITIONAL MANPOWER, IF NEED BE, ON THE SAME TERMS AND CONDITIONS.

DIPR WILL PROVIDE SEATS FOR ONLY 25% OF THE ABOVE LISTED RESOURCES (NOT MORE THAN 25%) AT AN APPROPRIATE PHYSICAL OFFICE IN LUCKNOW. THE AGENCY WILL HAVE TO SETUP THEIR OWN OFFICE FACILITY IN THE VICINITY OF THE OFFICE OF THE DIPR IN LUCKNOW. THE AGENCY MUST ENSURE THAT THE ONSITE DEPLOYED RESOURCES HAVE THEIR OWN TECHNOLOGY SUPPLIES LIKE LAPTOP, NECESSARY SOFTWARE, ETC., TO PERFORM DAY-TO-DAY TASKS. THE PROPOSED TEAM SHOULD NOT BE CHANGED DURING THE EXECUTION OF THE PROJECT. IF NEEDED, REPLACEMENT TO BE MADE WITH ANOTHER RESOURCE OF SIMILAR EDUCATIONAL & PROFESSIONAL CREDENTIALS.




APPENDIX-A

*COVERING LETTER*  
(ON THE LETTERHEAD OF THE BIDDER)

To  
Director,  
Information And Public Relations  
Department  
16, Park Road,  
Hazratganj, Lucknow-  
226001

Sir,

We are hereby submitting our bid, which includes Technical bid and financial bid sealed under separate envelope. We hereby declare that all the information and statements made in this bid are true and accept that any misinterpretation contained in it may lead to our disqualification.

We undertake, if our bid is accepted, to start the services with immediate effect or as stipulated in the work order. We understand you are not bound to accept any bid you receive.

Date:

Yours sincerely,

Authorized Signatory [In full and attach  
authorization to represent the company]

(Seal) Name and Title of Signatory  
Name of Firm Address



**APPENDIX-B****DETAILS OF BIDDER**  
(ON THE LETTERHEAD OF THE BIDDER)

1.	Name of the project		
2.	Name of the bidder firm		
3.	Registered office	Address (With pin code)	
		Telephone nos.	
		E-Mail id	
		Website	
4.	GSTIN (copy to be enclosed)		
5.	Pan card no (copy to be enclosed)		
6 A.	Name and designation of the chief executive of the firm		
6 B.	Address		
7 A.	Name and designation of the authority that is authorized to sign the e-bid document		
7 B.	Address		
8.	EMD amount (details of the FDR)		
9.	Other eligibility documents attached:		
9 A.	Documents in evidence of past experience		
9 A I.	List of important clients		
9 A II.	Proof of association like accreditations, memberships and certificates from important past clients		

**APPENDIX-C**

**POWER OF ATTORNEY**  
(ON STAMP PAPER OF INR 100/-)

Know all men by these presents, we ..... (Name and address of the registered office) do hereby constitute, appoint and authorize Mr. / Ms. .... (name and residential address) who is presently employed with us and holding the position of ..... As our attorney, to do in our name and on our behalf, all such acts, deeds and things necessary in connection with or incidental to our proposal for 'selection of a social media agency' including signing and submission of all documents and providing information/responses to the department of information and public relations, government of Uttar Pradesh in all matters in connection with our proposal for the said assignment.

We hereby agree to ratify all acts, deeds and things lawfully done by our said attorney pursuant to this power of attorney and that all acts, deeds and things done by our aforesaid attorney shall and shall always be deemed to have been done by us.

Dated this the \_\_\_\_ day of \_\_\_\_ 2025  
For \_\_\_\_\_

(Name and designation of the  
person(s) Signing on behalf  
of the bidder)

Accepted

\_\_\_\_\_(Signature)  
(Name, title and address of the  
attorney) date: .....

**NOTE:**

1. The mode of execution of the power of attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executant(s) and when it is so required the same should be under common seal affixed in accordance with the required procedure. copy of such document should be submitted along with the power of attorney. Also, wherever required, the bidder should submit for verification the extract of the charter documents and documents such as a resolution / power of attorney in favor of the person executing this power of attorney for the delegation of power hereunder on behalf of the bidder.











**APPENDIX-D**

**FORMAT FOR PROJECT DATA SHEET**

Name of the firm: \_\_\_\_\_

Project name:		Country
Project location within country:		Professional staff provided by the firm: No. of staff: No. of person months:
Nature of client		
Start date (month/year)	Completion date(month/year)	Approx. Value of services (in INR):
Name of senior staff involved, and functions performed:		
Description of the project:		
Description of actual services provided:		

✓

✓

✓

✓

**APPENDIX-E**

**FINANCIAL CAPACITY OF THE BIDDER  
(CHARTERED ACCOUNTANT CERTIFICATE)**



BIDDER	ANNUAL TURNOVER			
	2021-22	2022-23	2023-24	AVERAGE ANNUAL TURNOVER

Name & address of bidder:

Instructions:

The bidder shall submit a chartered accountant certificate only. The certificate should mention:

1. CA certification regarding annual turnover for the last three financial years (2021-22 ,2022-23 and 2023-24).




**APPENDIX-F**

**NON-DEBARMENT AFFIDAVIT**  
(ON STAMP PAPER OF INR 100/-)

Date:

To: The Director Information & Public Relations  
Department, Government of Uttar Pradesh

Reference: selection of a social media agency

Dear sir,

I/we \_\_\_\_\_ hereby declare that statements, project documents, credentials, documentary evidence, financial statements and other tender documents in the proposal are true, authentic to the best of my/our knowledge. I/we have not incorporated any information not undertaken by us, in the proposal. I/we, for the purpose of the said tender, have not forged, misrepresented & misled any information that has not been undertaken by us. For the purpose of the evaluation, the department of information and public relations, government of Uttar Pradesh, has the right to verify the authenticity of the proposal submitted by us.

I/we fully understand that in case of furnishing any false documents or statements, forging, misrepresentation & producing misleading information in the proposal, and failure to abide by the terms and conditions of the tender, I/we are liable to any actions that may be taken against us by the department of information and public relations, government of Uttar Pradesh.

I/we, also declare that I/We have not be blacklisted / terminated / debarred by any state or central government or their agencies and have not been found guilty of any criminal offence by any court of law, in the last 5 years.

All abovementioned points are true, authentic to the best of my/our knowledge.

Yours faithfully,  
Name of the  
bidder

.....

Signature of the authorized person

.....  
.... Name of the authorized  
person

## ANNEXURE-1

## TECHNICAL BID FORMAT

Particulars	Filled by Bidder	
1. Name of the Bidder (Agency)		
2. Whether brief profile of the agency is enclosed (Max 2-3 pages)		
3. Address of the Bidder (Agency)	Tel.	Fax.
4. Year of establishment		
5. Type of Company (Proprietorship / Public Sector Unit/ Private Limited / Public Limited) (Attach MSME certificate if relevant)		
6. Number of employees in the agency as on 4 <sup>th</sup> May, 2025 (Details of qualifications, length of service, experience etc. of the key creative members)		
7. Registration Details: PAN No.(Copy to be enclosed)		
8. GST Registration No.(Copy to be enclosed)		
9. The agency must have expertise of running Creative and Public Relations Management services (copies of contract/orders in support of Minimum 1 years and more should be attached and of having served three Central/State government/PSUs/Private Sector contracts worth at least Rs.30 lakhs per annum each)		
10. The cumulative turnover of the agency in the area of Creative and Public Relations Management services for the years 2021-22, 2022-23 and 2023-24 should be at least Rs. 5 crore or more. (Attach the relevant papers duly certified by Chartered Accountant/Income Tax Return).		
11. Production facilities for production and editing of contents in all forms. (Details & self-certification on letter head).		
12. Details of EMD (Registered MSME exempted)		
(i) Amount		
(ii) Draft No		
(iii) Date		
(iv) Issuing Bank		
13. Whether terms and conditions mentioned in the Tender document are acceptable (say „Yes“ or „No“) & if yes, please		

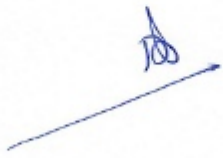






enclose the self-declaration of acceptance on letter head.		
14. Whether the firm is blacklisted by any Government Department or any criminal case is registered against the firm or its owner/partners anywhere in India (If no, attach an undertaking to this effect on letter head)		
15. Name, Designation and address of the officer to whom all references shall be made regarding this Tender.	Tel:	Mobile:
	Fax:	Email:

Apart from above all requisite papers mentioned in the tender document are also enclosed.

Authorized Signature (in full and in initials)  
Name and Address and Title of the Signatory

Date

ANNEXURE-2

FINANCIAL BID FORMAT

TO,  
DIRECTOR,  
INFORMATION AND PUBLIC RELATIONS DEPARTMENT  
LUCKNOW U.P.

Sir,

We, the undersigned on behalf of (name of the firm), offer to respond to (title of project) in accordance with your Tender document dated (insert Date). Our Financial Bid against the Scope for work in Section – II as well as details defined in the tender document is as mentioned below. Break-up of the cost, taxes & other charges are as under:-

Description of Items	Cost per year (exclusive of taxes & other charges) (inRs.)	Taxes & Other charges (inRs.)	Total Cost per year inclusive Of all taxes & other charges) (inRs.)
Consolidated cost for services and applications as detailed under scope of work- Deliverables in section II including charges for Deployment of creative and public relations management experts on full time basis with requisite qualifications & skill-set in DIPR for one year relating to Creative and Public Relations Management			



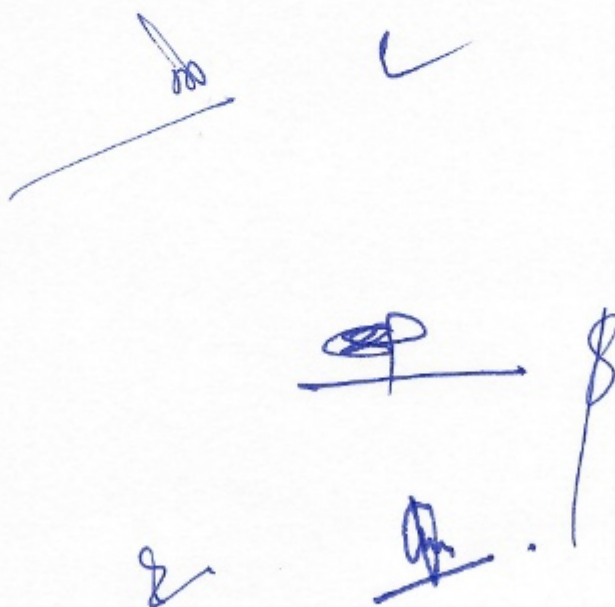
Our bid shall be binding upon us up to period of validity as indicated in sub clause 1.1.5 of Section-1 General. We understand you are not bound to accept any bid you receive. We remain,

Yours sincerely,

Signatory [In full and initials]

Name and Title of Signatory

Name & Address of Firm

The block contains several handwritten marks in blue ink. At the top left, there is a signature that appears to be 'M' followed by a long horizontal line. To its right is a checkmark. Below these, there are three more signatures. One is a stylized 'S' with a horizontal line. Another is a signature that looks like 'A' with a horizontal line. The third is a signature that looks like 'B' with a horizontal line. There is also a small 'e' or '2' to the left of the 'A' signature.

**DEPARTMENT OF INFORMATION AND PUBLIC RELATIONS**  
**GOVERNMENT OF UTTAR PRADESH**

**Subject: Invitation for Request for Proposal**

Dear Sir/Madam,

DIPR UP plays the role of bridge between the Government and the public. DIPR is responsible to convey information about various development related programs, schemes, etc. in the public interest by the Government through various media for this. DIPR intends to undertake Regional, National & International media campaigns through print, electronic digital, radio, outdoor and other available forms of media. Such campaign and communications require attractive, eye-catching and focused creatives, which effectively portray the vision and achievements of the Government of Uttar Pradesh. In the current age of numerous 24 hour news channels and the internet, DIPR requires a strong Public Relations and Communication agency to effectively propagate and publicize the initiatives and achievements of the Government of Uttar Pradesh, electronically, digitally and traditionally, across Regional, National and International Media.

In this context, DIPR invites online/sealed envelope/soft copy in Word file request for proposal from media agencies for the selection of Integrated communication services provider for **Creative and Public Relations Works**. The agency will be responsible for efficient and prompt **Creative And Public Relations Works**.

2. The RFP document containing the details of qualification criteria submission requirements, brief objective & detailed scope of work and evaluation criteria, etc. can be downloaded from the DIPR website [www.information.up.gov.in](http://www.information.up.gov.in).
3. Further details/clarifications, if any may be obtained from the Department of Information and Public Relations, Pt. Deendayal Upadhyay Information Complex, 16 Park Road, Hazratganj Lucknow-226001 Email [ld-deendayalsoochnavibhag@gmail.com](mailto:ld-deendayalsoochnavibhag@gmail.com)
4. Last date of submission of RFP online is 30/05/2025 by 05:00 P.M.



(Vishal Singh)

Director Information