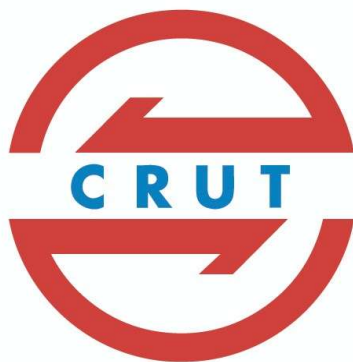




Comprehensive Region Urban Transport

Request For Proposal (RFP)
For Selection of Agency for Communication Cell under
Comprehensive Region Urban Transport (CRUT)

RFP Inviting Authority

COMPREHENSIVE REGION URBAN TRANSPORT
Plot No-548/1452, Patia, Kalarahanga, Bhubaneswar- 751031
Phone: +91- [0674-3501580](tel:0674-3501580) | Email- crut.state@odisha.gov.in

Disclaimer

The information contained in this Request for Proposal document ("RFP") or any other information subsequently provided to Bidders, whether verbally or in documentary or any other form by or on behalf of the Comprehensive Region Urban Transport or any of its employees or advisers, is provided to the Bidders on the terms and conditions set out in this RFP and such other terms and conditions subject to which such information is provided.

This RFP is not an agreement and is neither an offer nor invitation by the Comprehensive Region Urban Transport to the prospective Bidders or any other person. The purpose of this RFP is to provide interested Bidders with information that may be useful to them in the formulation of their Proposals pursuant to the RFP. This RFP includes statements, which reflect various assumptions and assessments arrived at by Comprehensive Region Urban Transport in relation to the Services. Such assumptions, assessments and statements do not purport to contain all the information that each Bidder may require. This RFP may not be appropriate for all persons, and it is not possible for Comprehensive Region Urban Transport, its employees, or advisers to consider the objectives, technical expertise and particular needs of each party who reads or uses this RFP. The assumptions, assessments, statements, and information contained in this RFP may not be complete, accurate, adequate, or correct. Each Bidder should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments and information contained in this RFP and obtain independent advice from appropriate sources.

Information provided in this RFP to the Bidders is on a wide range of matters, some of which depends upon interpretation of law. The information given is not an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. The Comprehensive Region Urban Transport accepts no responsibility for the accuracy or otherwise for any interpretation or opinion of the law expressed herein.

The Comprehensive Region Urban Transport, its employees and advisers make no representation or warranty and shall have no liability to any person including any Bidder under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense, which may arise from or be incurred or suffered on account of anything contained in this RFP or otherwise, including the accuracy, adequacy, correctness, reliability or completeness of the RFP and any assessment, assumption, statement or information contained therein or deemed to form part of this RFP or arising in any way in this selection process.

The Comprehensive Region Urban Transport also accepts no liability of any nature whether resulting from negligence or otherwise, caused or arising from the reliance of any Bidder upon the statements contained in this RFP. The Comprehensive Region Urban Transport may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumption contained in this RFP.

The issue of this RFP does not imply that Comprehensive Region Urban Transport is bound to select a Bidder or to appoint the selected Consultant, as the case maybe, to provide the Services and the Comprehensive Region Urban Transport reserves the right to reject all or any of the Proposals without assigning any reasons whatsoever.

The Bidder shall bear all its costs associated with or relating to the preparation and submission of its Proposal including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by the Comprehensive Region Urban Transport, or any other costs incurred in connection with or relating to its Proposal. All such costs and expenses will remain with the Bidder, and the Comprehensive Region Urban Transport shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by a Bidder in preparation or submission of the Proposal, regardless of the conduct or outcome of the selection process.

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Data Sheet

Sl. No.	Particulars	Details
1.	Name of the Authority	Comprehensive Region Urban Transport
2.	RFP ref. No. and date of Issue of RFP	RFP. No._____/CRUT Date:21/07/2026
3.	Purpose of Request for Proposal (RFP):	Selection of Agency for Communication Cell under Comprehensive Region Urban Transport (CRUT).
4.	Availability of RFP documents	The RFP is available and downloadable on https://tendersodisha.gov.in / on Date:22/07/2026. All Subsequent changes to the Bidding document shall be published on the above-mentioned website.
5.	Method of Selection & Proposal Validity	Quality cum Cost Based Selection (QCBS) & Validity for 180 Days from the opening of the financial proposal
6.	Deadline for Submission of Pre-Bid Queries	Date:03/08/2026; Time: 03:00 PM Queries to be submitted @ Email: crut.state@odisha.gov.in
7.	Pre-bid / Pre- Proposal meeting	Date:04/08/2026; Time: 11:30 AM
8.	Issue of Pre-Bid Clarifications	Date:05/08/2026; Time: 06:00 PM
9.	Last date and time for submission of Proposals online (Proposal Due Date)	Mode of Submission is online through e-procurement Odisha website https://tendersodisha.gov.in Date:14/08/2026; Time: Till 05:00 PM
10.	Last date and time for submission of Original Demand Draft of the EMD and Tender fee through Registered Post, Speed post or Courier only.	Date: 14/08/2026 , Time: Till 5:00 PM Address: Comprehensive Region Urban Transport Patia , Station Road, Kalarahanga, Bhubaneswar, Odisha-751031
11.	Date of opening of Technical Bid/ Proposal (Online)	Through online e-procurement Odisha website https://tendersodisha.gov.in Date:17/08/2026 ,Time: 11:30 AM
12.	Date of Presentation	To be informed later
13.	Date of opening of Financial Proposal	To be informed to technically qualified bidders. Through online e-procurement Odisha website https://tendersodisha.gov.in

Sl. No.	Particulars	Details
14.	Bid Document Fee (Non-Refundable)	Bid Document Fee (Non-Refundable) of Rs.11,800/- (Rupees Eleven Thousand Eight Hundred only) (including GST) shall be submitted in the form of a Demand Draft drawn in favor of Comprehensive Region Urban Transport. Note: Scanned copy of the Demand Draft shall be submitted along with technical bid document and original copy of shall be submitted physically to the Comprehensive Region Urban Transport prior to the date of submission.
15.	Earnest Money Deposit (EMD) (Refundable)	Earnest Money Deposit (EMD) (Refundable) of an amount of Rs. 2,00,000/- (Rupees Two Lakhs only) shall be submitted in the form of a Demand Draft drawn in favor of Comprehensive Region Urban Transport. Note: Scanned copy of the Demand Draft shall be submitted along with technical bid document and original copy of shall be submitted to The Comprehensive Region Urban Transport prior to the date of submission.
16.	Performance Security	5% of the total Contract Value and shall remain valid throughout the Contract Period, including the additional claim period. Bank Guarantee from any of the Government-empaneled banks, as per Finance Department, Odisha in force, in the name of Comprehensive Region Urban Transport en-cashable in Bhubaneswar.
17.	Contract Period	The Contract shall remain valid for a period of 3 (three) years from the agreement Date. The Contract period may be extended further in accordance with the provisions of the OGFR Rules, subject to the satisfactory performance of the Agency and the approval of the Competent Authority.
18.	Contact details	General Manager (P&A) Phone: 0674 – 3501580

SECTION 1: LETTER OF INVITATION

Letter of Invitation

Name of the Assignment: Request for Proposal (RFP) For Selection of Agency for Communication Cell under Comprehensive Region Urban Transport (CRUT).

Comprehensive Region Urban Transport (the “Authority”), now invites reputed, eligible agencies for submitting proposals through Online through e-procurement Odisha site and the physically (Hard Copies in properly binded and Indexed with Page Number) addressed to **The General Manager(P&A), Comprehensive Region Urban Transport, Patia Station Road, Kalarahanga, Bhubaneswar, Odisha 751031** for undertaking the consultancy services for Comprehensive Region Urban Transport projects.

1. A bidder shall be selected under QCBS procedure as prescribed in the RFP Document.
2. Interested bidders fulfilling eligibility conditions as mentioned in this RFP can submit their proposals.
3. The proposal should be submitted in two parts/ envelope as follows:

Part 1: Pre-Qualification & Technical Qualification Proposal.

Part 2: Financial Proposal.

Evaluation of the proposals shall be made as per the evaluation criteria mentioned in the RFP prior to opening of financial proposal.

4. In the event that any of the instructions mentioned herein have not been adhered to, the Comprehensive Region Urban Transport may reject the Proposal.
5. The proposal, complete in all respect as specified in the RFP Document, must be accompanied by a Non-refundable Bid Document Fee and a Refundable EMD of paid as prescribed in the RFP failing which the bid will be rejected.
6. The last date and time for submission of proposal, complete in all respect, is as per the Bidder Data Sheet and the date of opening of the technical proposal is as mentioned in the Bidder Data Sheet, which will be done in the presence of the bidder’s representative at the specified address as mentioned in the Bidder Data Sheet. Representatives of the bidders may attend the meeting with due authorization letter on behalf of the bidder.
7. This RFP includes the following sections:
 - a) Letter of Invitation [Section-1]
 - b) Information to the Bidder [Section-2]
 - c) Terms of Reference [Section-3]
 - d) Technical Proposal Submission Forms [Section-4]
 - e) Financial Proposal Submission Forms [Section-5]
 - f) Bid Submission Checklist [Section-6]
 - g) Standard Form of Contract [Section-7]

- h) Annexure [Bid Submission Checklist & Performance Bank Guarantee Format and any other relevant assignment related material needs to be provided]
8. While all information/data given in the RFP are accurate within the consideration of scope of the proposed assignment to the best of the knowledge of Comprehensive Region Urban Transport, the Comprehensive Region Urban Transport holds no responsibility for accuracy of information, and it is the responsibility of the bidder to check the validity of information/data included in this RFP. The Comprehensive Region Urban Transport reserves the right to accept/reject any/all proposals/cancel the entire selection process at any stage without assigning any reason thereof.

Sd/-

General Manager (P&A)
Comprehensive Region Urban Transport

SECTION 2: INFORMATION TO BIDDERS

1. Pre-Qualification Criteria

Each bid will be assessed based on the following pre-qualification criteria before proceeding with the Technical Evaluation. Only bids qualified as Eligibility criteria shall be considered for technical evaluation. The bidder is required to produce the copies of the required supportive documents/information as part of their technical proposal failing which the proposals will be rejected.

Sr. No	Eligibility Criteria	Supporting Documents
1.	Incorporation: The bidder should be a company incorporated under the Companies Act, 1956/2013 or a LLP registered under LLP Act, 2008 and must be in business and operational for at least 5 years, as on the date of submission of the bid.	Certificate of Incorporation/ Partnership Deed along with PAN, GST registration certificate
2.	Turnover: The bidder should have a minimum annual average turnover of Rs. 7.00 Crores for three financial years (i.e. FY 2022-23, FY 2023-24 & FY 2024-25)	Audited balance Sheet and Statement Profit & Loss of the bidder for the FY 2022-23 & 2023-24 & for the FY 2024-25 Audited. GST Annual Return copy for the FY 2022-23 & 2023-24 & for the FY 2024-25 Average Turnover Certificate duly signed by Statutory Auditor/CA of the Bidder in the given format.
3.	Net worth: The bidder should have average net worth of Rs. 1 Crore for three financial years (i.e. FY 2022-23, FY 2023-24 & FY 2024-25)	Audited balance Sheet and Statement Profit & Loss of the bidder for the FY 2022-23 & 2023-24 & for the FY 2024-25 Audited. Average Net worth Certificate duly signed by Statutory Auditor/CA of the Bidder in the given format.
4.	Communication Cell Experience: The Bidder must have successfully completed assignments in Communication Planning, Preparation of Communication & Branding Strategy, Digital Marketing, Social Media Management, Public Relations, or related fields for	Copy of Completion Certificate/ Letter of Award/ Work Order along with Contract Agreement

Sr. No	Eligibility Criteria	Supporting Documents
	any Government Organization during the last five (5) years, meeting any one of the following criteria: Successfully completed one (1) relevant project with a contract value of not less than ₹1.50 Crore; or Successfully completed two (2) relevant projects, each with a contract value of not less than ₹1.10 Crore; or Successfully completed three (3) relevant projects, each with a contract value of not less than ₹0.75 Crore.	
5.	Resources Strength: The Applicant must have employee strength of at least 20 on full time basis as on date of submission of the bid.	Self-declaration on the letter head of the company and EPF, ESIC proof to be submitted by the bidder.
6.	Blacklisting: The bidder should not be blacklisted by state/ central government department, agency, corporation, urban local body, PSU, at the time of submission of the bid	Self-declaration by the authorized signatory of the bidder in non-Judicial stamp paper.

Documents/ Formats need to be submitted along with TECHNICAL PROPOSAL:

The bidders must furnish the following documents duly signed in along with their Technical Proposal:

- Filled in Bid Submission Check List in Original (Annexure-I)
- Covering letter (TECH- 1) on bidder's letterhead requesting to participate in the selection process.
- Bid Document Fee & Earnest Money Deposit (EMD) as applicable
- General Details of the Bidder (TECH – 2)
- Power of Attorney (TECH – 4) in favor of the person signing the bid on behalf of the bidder. Alternatively, bidder can submit Board resolution copy mentioning the Authorized Signatory
- Undertaking for not having been blacklisted by any Indian Central / State Government /PSU as on submission date of this tender
- Declaration regarding Conflict of Interest (TECH - 6)
- Declaration of No involvement in any legal conflicts or any pending legal issues with Comprehensive Region Urban Transport during last 3 years. (On the letter head of the bidder)

Bidders should submit the required supporting documents as mentioned above. Bids not conforming to the eligibility criteria and non-submission of required documents as listed above may lead to rejection of the bid. Submission of forged documents will also result in rejection of the bid. Bidders are advised to study all instructions, forms, terms & conditions, and other important information as mentioned in the RFP Document. The

proposal must be complete in all respect, indexed and bound. Each page should be numbered and signed by the authorized representative.

2. Bid Document Fee

Bid Document Fee (Non-Refundable) shall be submitted in the form of a Demand Draft drawn from any of the 14 Government-empaneled banks, as per Finance department, Odisha in favor of Comprehensive Region Urban Transport. The bidder must furnish as part of technical proposal; the required bid Document fee as prescribed in the RFP failing which the bid will be rejected.

3. Earnest Money Deposit

The bidder must furnish as part of the technical proposal; an Earnest Money Deposit (EMD) as prescribed in the RFP failing for which the bid will be rejected. The EMD of unsuccessful bidders shall be refunded after finalization of selection process and after award and signing of contract with the successful bidder. The EMD may be forfeited on account of the following reasons:

- Any / All information furnished by the bidder is found to be forged / false during the evaluation process.
- Any other circumstance which holds the interest of the during the overall selection process.

The EMD of the Successful bidder may be forfeited on account of the following reasons:

- If Bidder fails to sign the LoA within designated period (7 days).
- If the bidder fails to furnish required Performance Bank Guarantee in time.
- If the Bidder withdraws its proposal during the bid validity period as specified in RFP.

4. Validity of the Proposal

Proposals shall remain valid for a period of 180 (One hundred Eighty days) from the date of opening of the financial proposal. The Comprehensive Region Urban Transport reserves the right to reject a proposal valid for a shorter period as non-responsive and will make the best efforts to finalize the selection process and award of the contract within the bid validity period. The bid validity period may be extended on mutual consent.

5. Pre -Bid Queries/ Pre-Proposal Meeting

Bidders can submit their queries in respect of the RFP and other details, if any, to Comprehensive Region Urban Transport through e-mail at till the timeline as per Bid Data Sheet.

Pre-bid meeting will be held as per the venue and schedule in Bidder Data Sheet. The bidders will have to ensure that their queries for pre-proposal meeting should reach one day before the pre-proposal meeting to the email address mentioned in this RFP.

If Authority deems it appropriate to revise any part of this tender or to issue additional data to clarify an interpretation of provisions of this tender, it may issue supplements to

this tender. Any such corrigendum shall be deemed to be incorporated by this reference into this tender. All the Corrigendum / Addendum made in the document would be published on the Portal and shall be part of tender.

The Bidders are advised to visit the portal on regular basis to check for necessary updates. Authority also reserves the right to amend the dates mentioned in this tender.

6. Amendment of the RFP Document

At any time before submission of proposals, the Comprehensive Region Urban Transport may amend the RFP by issuing an addendum submitted online only through the Government of Odisha e-Procurement portal (<https://tendersodisha.gov.in>). Any such addendum will be binding on all the bidders. To give bidders a reasonable time in which to take an addendum into account in preparing their proposals, the Comprehensive Region Urban Transport may, at its discretion, extend the deadline for the submission of the proposals.

7. Right to accept any proposal and to reject any or all proposal(s)

The Comprehensive Region Urban Transport reserves the right to accept or reject or cancel the tender /Bid , either wholly or partially, at any stage prior to the execution of the Contract Agreement, without assigning any reason and without thereby incurring any liability or obligation to any bidder.

8. Preparation and Submission of Proposal

- i. The Bidders shall download the tender document from the website as mentioned in the Proposal Data Sheet.
- ii. The bid must be submitted online only through the Government of Odisha e-Procurement portal (<https://tendersodisha.gov.in>). Interested bidders are required to enroll on the portal with a valid Digital Signature Certificate (DSC) of the authorized signatory. Bidders must carefully follow the instructions available on the website for online bid submission.
- iii. The bid shall consist of two parts: (i) Technical Bid and (ii) Financial Bid. The Technical Bid containing all required documents, certificates, and compliance details must be uploaded in the prescribed format. The Financial Bid shall be submitted separately in the designated format in the RFP. Bidders are advised to ensure that both parts are uploaded correctly and submitted before the due date and time.
- iv. The original hard copies of the Demand Draft towards the Earnest Money Deposit (EMD) and Tender Fee shall be submitted to **Comprehensive Region Urban Transport (CRUT), Plot No. 548/1452, Patia, Kalarahanga, Bhubaneswar – 751031, District: Khordha**, Odisha, on or before the bid submission due date specified in the Data Sheet. Failure to submit the original Demand Drafts within the stipulated timeline may result in rejection of the bid. CRUT shall not be responsible for any postal delay, transit delay, loss, or mis delivery of the documents, and the bidder shall ensure timely receipt of the original Demand Drafts at the above address.

- v. It is the responsibility of the bidder to ensure that the bid is submitted successfully and acknowledged by the system. For any technical assistance during the process, bidders may contact the 24x7 Help Desk of the e-Procurement portal.
- vi. In case the Technical Proposal Envelope has the financial proposal Envelope, the bid would be summarily rejected.
- vii. Evaluation of the proposals shall be made as per the evaluation criteria mentioned in the RFP prior to opening of financial proposal.
- viii. Each page should be page numbered and in confirmation to the eligibility qualifications and clearly indicated using an index page. The Comprehensive Region Urban Transport will not consider any proposal that arrives after the deadline as prescribed in the Bidder Data Sheet. Any Proposal received after the deadline will be outrightly rejected by the authority.

Any deviation from the prescribed procedures /information/ formats/ conditions shall result in out-right rejection of the proposal. All the pages of the proposal must be sealed and signed by the authorized representative of the bidder. Bids with any conditional offer shall be outrightly rejected. Any conditional bids will be rejected.

9. Opening of the proposal

- i. The completed proposal must be submitted on or before the time and date stated in the Data Sheet.
- ii. Opening of Proposals will be done at Comprehensive Region Urban Transport (CRUT), Plot No. 548/1452, Patia, Kalarahanga, Bhubaneswar, Pin – 751031, Dist: Khordha, Odisha. Through Odisha e-procurement online.
- iii. The Financial Proposal will be opened for the shortlisted technically qualified applicants as per RFP.
- iv. The date of opening of Financial Proposal will be announced later.

10.Evaluation of Proposal

A Three step evaluation process will be conducted as explained below for evaluation of the proposals:

- Preliminary Evaluation (1st Step): Preliminary evaluation of the proposals will be done to determine whether the proposal complies with the prescribed eligibility conditions and the requisite documents/information has been properly furnished by the bidder or not, as per requirements stated above in this RFP.
- For any clarifications the Authority may ask the bidder for submission of the additional documents.
- TECHNICAL EVALUATION (2ndStage): Evaluation of the Technical and financial proposals will be based on Quality and Cost Based Selection mode with weightage of 80% and 20% for technical and financial proposals, respectively.

- 1) In the first phase the Technical Proposals shall be evaluated based on eligibility criteria as mentioned in this TOR.

- 2) In the second phase the firms which satisfy the eligibility criteria shall be given marks based on Table: 1 as below TOR. Accordingly, firms will be ranked based on the marks allotted to them.

11. Technical Evaluation Criteria

Sl. No.	Parameters	Maximum Marks
1.	The Average Annual Turnover of the bidder for three financial years (i.e. FY 2022-23, FY 2023-24 & FY 2024-25); shall be minimum Rs. 07 Crores or above • INR. 07 Cr. - 5 Marks • > INR 07 Cr. and <= INR 15 Cr. – 7 Marks • > INR 15 Cr.– 10 Marks	10
2.	The Average Annual Net worth of the bidder for three financial years (i.e. FY 2022-23, FY 2023-24 & FY 2024-25); shall be minimum Rs. 1 Crores or above: • INR. 1 Cr. – 2 Marks • > INR 1 Cr. 05 Marks	05
3.	The Bidder must have successfully completed assignments in Communication Planning, Preparation of Communication & Branding Strategy, Digital Marketing, Social Media Management, Public Relations, or related fields for any Government Organization during the last five (5) years, meeting any one of the following criteria: Marks for each category • Meets the minimum eligibility criteria mentioned in Pre-Qualification Criteria -1(4): 10 Marks • At least one additional relevant project of value ₹0.75 Crore or above: 20 Marks • At least two additional relevant projects of value ₹0.75 Crore or above each: 30 Marks Relevant Assignments means: Communication Cell/ Communication planning/ Preparation of Communication & Branding Strategy/ Digital Marketing/ Social Media Management/ Public Relations or in related fields	30
4.	The bidder having experience in undertaking relevant projects related to Transport/ Transit having project cost of 0.75 Cr. During last 5 years. • One project: 5 Marks • More than one project: 10 Marks	10

Sl. No.	Parameters	Maximum Marks
	Relevant Assignments means: Communication Cell/ Communication planning/ Preparation of Communication & Branding Strategy/ Digital Marketing/ Social Media Management/ Public Relations or in related fields	
5.	ISO Certificate • ISO 9001: 1 Mark • ISO 27001: 2 Marks • DAVP Empanelment: 2 Marks	5
6.	The bidder has employees on its payroll as on the date of submission of the proposal. • Bidders having up to 20 employees: 5 marks. • Bidders have more than 20 to 50 employees: 8 marks. • Bidders have more than 50 employees: 10 marks.	10
7.	Presentation on Approach and Methodology of the Technical proposed submitted along with work plan along with Technical Bid. Criterion: • Bidders Capability • Innovation and Best Practices • Approach and Methodology towards the project Measures, Monitoring and Tracking progress of various projects, efficiency initiatives of the Comprehensive Region Urban Transport etc. (Hard copy of the Presentation has to submitted along with Technical Bid)	30
Total Marks 100 (Passing Marks- 80 marks)		100

For each Technical Proposal, the total points that can be awarded for each Bidder are 100, and the minimum technical score (T) that a Bidder requires to qualify for opening of the Financial Proposal is 80. The highest evaluated Technical Proposal (Th) shall be given maximum Technical Score (St) of 100. The formula for determining the Technical Scores (St) of all other proposals is calculated as following:

$St = 100 \times T/Th$, in which “St” is the Technical Score, “Th” is the highest Technical Score given, and “T” is the Technical Score of the proposal under consideration.

- **FINANCIAL EVALUATION (3rd Stage):** The financial proposals of the bidders qualifying the technical evaluation (2nd Stage) only shall be opened at this stage in the presence of the bidder’s representative who wishes to attend the meeting

with proper authorization letter. The name of the bidder along with the quoted financial price will be announced during the meeting.

- The lowest evaluated financial proposal (Sf) will be given a maximum financial score (Fm) of 100 points. The formula for determining the financial scores of other proposals will be computed as follows:
- $Sf = 100 \times Fm/F$, in which “Sf” is the financial score, “Fm” is the lowest price, and “F” the price of the Proposal under consideration.

12.Evaluation Process

Proposals shall be ranked according to their combined technical (St) and financial (Sf) scores using the weights (T = the weight given to the Technical Proposal (0.8); P = the weight given to the Financial Proposal (0.2); T + P = 1) as following:

$$S = St \times T + Sf \times P,$$

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

13.Performance Bank Guarantee (PBG)

Within 15 working days of notifying the acceptance of a proposal for award of contract, the qualified bidder shall have to furnish a Performance Bank Guarantee as defined in this RFP. Failure to comply with the terms and conditions of the RFP/contract agreement shall constitute sufficient grounds for the forfeiture of the PBG. The PBG shall be released immediately after three months of expiry of contract provided there is no breach of contract on the part of the qualified bidder. No interest shall be paid on the PBG.

14.Award of Contract

The Comprehensive Region Urban Transport shall notify the successful bidder in writing by issuing a Letter of Award (LoA). Upon issuance of the LoA, the successful Agency shall initiate recruitment, onboarding, and deployment of all required resources strictly in accordance with the staffing plan, eligibility criteria, and deployment procedure specified in the RFP, and shall ensure timely completion of the same to the satisfaction of Comprehensive Region Urban Transport.

The Contract Agreement shall be executed only after the Agency has recruited at least eighty percent (80%) of the required resources, and such recruitment has been verified and accepted by Comprehensive Region Urban Transport (CRUT).

After signing of the Contract, no variation or modification of the terms and conditions shall be made except by way of a written amendment duly signed by both parties.

The Contract shall be valid for a period of thirty-six (36) months from the agreement date of the Contract and may be extended further on as per OGFR rule, subject to satisfactory

performance and prevailing terms and conditions and the approval of the Competent Authority.

15.Conflict of Interest

Conflict of interest exists in the event of:

- i. The Consultant has other engagements or relationships that compromise or appear to compromise its ability to provide impartial and independent advice under this Agreement.
- ii. The Consultant has direct or indirect interests in the outcome of the Project that may compromise or appear to compromise its ability to provide objective and unbiased Services.
- iii. The Consultant has relationships with other parties that may influence or appear to influence its advice or Services provided under this Agreement.

16.Disclosure

- i. Bidders have an obligation to disclose any actual or potential conflict of interest. Failure to do so may lead to disqualification of the bidder or termination of its contract.
 - Bidders must disclose if they as valid on date, are or have been the subject of any proceedings (such as blacklisting) or other arrangements relating to bankruptcy, insolvency, or the financial standing of the Bidder, including but not limited to appointment of any officer such as a receiver in relation to the Bidder's personal or business matters or an arrangement with creditors, or of any other similar proceedings.
- ii. Bidders must disclose if they have been convicted of, or are the subject of any proceedings relating to:
 - A criminal offence or other serious offence punishable under the law of the land, or where they have been found by any regulator or professional body to have committed professional misconduct.
 - Corruption including the offer or receipt of an inducement of any kind in relation to obtaining any contract.
 - Failure to fulfill any obligations in any jurisdiction relating to the payment of taxes or social security contributions.

17.Anti-corruption Measure

- i. Any effort by Bidder(s) to influence the Comprehensive Region Urban Transport in the evaluation and ranking of financial proposals, and recommendation for award of contract, will result in the rejection of the proposal.
- ii. A recommendation for award of Contract shall be rejected if it is determined that the recommended bidder has directly, or through an agent, engaged in corrupt, fraudulent, collusive, or coercive practices in competing for the contract in question. In such cases, the Comprehensive Region Urban Transport shall blacklist the bidder either indefinitely or for a stated period of time, disqualifying it from participating in any related bidding process for the said period.

18.Language of Proposals

The proposal and all related correspondence exchanged between the bidder and the Comprehensive Region Urban Transport shall be written in the English language. Supporting documents and printed literature that are part of the proposal may be in another language provided they are accompanied by an accurate translation of the relevant passages in English with self-certification for accuracy, in which case, for the purposes of interpretation of the Proposal, the translated version shall govern.

19.Confidentiality

Information relating to evaluation of proposals and recommendations concerning awards shall not be disclosed to the bidders who submitted the proposals or to other persons not officially concerned with the process, until the publication of the award of contract. The undue use by any Consultant of confidential information related to the process may result in rejection of its proposal and may be subject to the provisions of the Comprehensive Region Urban Transport 's anti-fraud and corruption policy. During the execution of the assignment except with prior written consent of the Comprehensive Region Urban Transport, the consultant or its personnel shall not at any time communicate to any person or entity any confidential information acquired during the contract.

20.Copyright, Patents and Other Proprietary Rights

Comprehensive Region Urban Transport shall be entitled to all intellectual property and other proprietary rights including but not limited to patents, copyrights and trademarks, with regard to documents and other materials which bear a direct relation to or are prepared or collected in consequence or during the execution of this contract. The Consultant shall take all necessary steps to submit them to Comprehensive Region Urban Transport in compliance with the requirements of the contract.

21.Replacement of Personnel

The personnels to be deployed under this contract must be dedicated in nature. However, the Comprehensive Region Urban Transport reserves the right to request the Consultant to replace the assigned personnel if they are not performing to a level of satisfaction. After written notification, the Consultant will provide CV of appropriate candidates within thirty (30) days for review and approval. The Consultant must replace the personnel within thirty (30) working days from the date of approval of replacement. If one or more personnel become unavailable / leaves the project for any reason midway under the contract, the Consultant must notify the Comprehensive Region Urban Transport at least three thirty (30) working days in advance and obtain the approval prior to making any substitution. In notifying the Consultant shall provide an explanation of circumstances necessitating the proposed replacement and submit justification and qualification of replacement personnel in sufficient detail to permit evaluation of the impact on the engagement. Acceptance of a replacement person by Comprehensive Region Urban Transport shall not relieve the consultant from responsibility for failure to meet the

requirements of the contract. Change in personnels beyond the allowable limit of the contract leads to the implication of liquidated damage of up to 5% of the contract value.

22. Force Majeure

For the purpose of this clause, 'Force Majeure' means an event beyond the control of the agency and not involving the agency's fault or negligence and not foreseeable. Such events may include, but are not restricted, war so revolutions, fires, floods, riots, civil commotion, earthquake, epidemics or other natural disasters and restriction imposed by the Government or other bodies, which are beyond the control of the agency, which prevents or delays the execution of the order by the agency. If a force Majeure situation arises, the agency shall promptly notify Comprehensive Region Urban Transport in writing of such condition, the cause thereof and the change that is necessitated due to the condition. Until and unless otherwise directed by the Comprehensive Region Urban Transport in writing, the Agency shall continue to perform its obligations under the RFP and contract as far as is reasonably practical and shall seek all reasonable alternative means for performance not prevented by the Force Majeure event. The agency shall advise Comprehensive Region Urban Transport in writing, the beginning and the end of the above causes of delay, within seven days of the occurrence and cessation of the Force Majeure condition. In the event of a delay lasting for more than one month, if arising out of causes of Force Majeure, Comprehensive Region Urban Transport reserve the right to cancel the contract without any obligation to compensate the agency in any manner for whatsoever reason.

23. Disqualification of Proposal

The proposal is liable to be disqualified in the following cases as listed below:

- i. Proposal submitted without Bid Document Fee & EMD as applicable
- ii. A bidder submits more than one proposal for this RFP, all such proposals shall be rejected, and the bidder shall be disqualified from this bid process.
- iii. Proposal not submitted in accordance with the procedure and formats as prescribed in the RFP.
- iv. During validity of the proposal, or its extended period, if any, the bidder increases his quoted prices
- v. Proposal is received in incomplete form
- vi. Proposal is received after the due date and time for submission of bid.
- vii. Proposal is not accompanied by all the requisite documents/information
- viii. A commercial bid submitted with assumptions, conditions or uncertainty.
- ix. Bids with any conditional technical and financial offer
- x. If the bidder provides any assumptions in the financial proposal or qualifies the commercial proposal with its own conditions, such proposals will be rejected even if the commercial value of such proposals is the lowest/best value
- xi. Proposal is not properly sealed or signed
- xii. Proposal is not conforming to the requirement of the scope of the work of the assignment.

- xiii. Bidder tries to influence the proposal evaluation process by unlawful/corrupt/fraudulent means at any point of time during the bid process
- xiv. If, any of the bid documents (including but not limited to the hard and soft/electronic copies of the same, presentations during evaluation, clarifications provided by the bidder) excluding the commercial bid, submitted by the bidder is found to contain any information on price, pricing policy, pricing mechanism or any information indicative of the commercial aspects of the bid.
- xv. Bidders or any person acting on its behalf indulges in corrupt and fraudulent practices
- xvi. Any other condition/situation which holds the paramount interest of the Comprehensive Region Urban Transport during the overall selection process.

24.Liability

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

25.Indemnity

The Consultant always during the pendency of this agreement, keep the Government/ Authority/ Corporation/ Comprehensive Region Urban Transport Indemnified to an amount not exceeding the total fees payable to the consultant under this agreement.

SECTION: 3 TERMS OF REFERENCE **(ToR)**

1. Background:

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

The benefits of the projects need to be clearly communicated to the public, with the objective of promoting a shift towards sustainable modes of transport, such as public transport. CRUT has made a large investment in public transport and E-rickshaws. Promotion & Outreach is a critical element that will ensure the success of the system.

At the same time, the needs and attitudes of all transport system stakeholders, public officials, decision makers, the public and the private sectors need to be communicated to the public system's planner, designers and operators. This assignment is envisaged for a period of Three (3) years and extension as decided by CRUT for maximum period of 1 year on satisfactory performance, wherein the Consultant shall aim to maximize the media outreach and optimize the engagement levels.

2. Key objectives of the assignment are:

- A. Build a positive identity for urban public transport by creating a uniform brand identity that is identifiable and popular for key segments of the population including women, children, businesspersons and other end-users.
- B. Position public transport as a clean, modern, fast, safe and reliable transportation solution. Build greater understanding and appreciation of its role in decongesting road space and contributing towards cleaner environment.
- C. Create awareness among the citizens about sustainable transport in general.
- D. Educate new riders on how to use public transport
- E. Inform and prepare a feedback mechanism for challenges that are likely to come for transitioning to the new system
- F. Identify key stakeholders and build strong partnerships with media and civil society for smooth implementation of the project.
- G. Create a comprehensive knowledge database of the generated information, best practices and statistics related to public transportation.

3. Scope of Services:

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

- A. Communication & Branding Strategy
- B. Media Support including Print Media, Social Media & Digital Media
- C. Outreach Program support and PR activities
- D. Social Media Grievance Redressal Plan and its implementation
- E. Knowledge Management
- F. Any other services as required by CRUT

TASK A: COMMUNICATION & BRANDING STRATEGY

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

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

- i. Develop an external environment analysis based on a study of the current mind-sets of various identified stakeholders, including civil society, media, and potential users. Identify opportunities and risks and suggest approaches to address them.

- ii. Prepare a customized communication strategy, including messaging, selection of media tools, etc. aimed at achieving the identified objectives
- iii. Implement the identified communication strategy, including production of press releases, op-ed pieces, blogs, brochures, and organization of press briefings, launch events, media visits, along with placement of media articles, content management, etc. Costs related to printing, venue rental, logistics, refreshments, other recurring cost etc. shall be borne by CRUT.
- iv. To organize existing social media efforts through selection of appropriate media tools and accordingly develop content for the existing city accounts in Facebook, Twitters and Instagram.
- v. To support media and civil society relationships through coherent branding and messages related to various schemes and programs implemented by CRUT.
- vi. The agency should provide accurate, complete and prompt feedback to user interactions on the media sites. The agency shall seek input from CRUT where the feedback requires such information. The Agency should clearly state the social media analytics to track, optimize the social media campaigns being run.
- vii. The Agency shall also moderate the sites to avoid spam, advertisements, inappropriate content and negative publicity.

TASK C: OUTREACH PROGRAM SUPPORT AND PR ACTIVITIES

- i. **Events Planning & Management:** The agency shall identify and propose events to be taken up by the authority. The agency shall be responsible for conceptualizing, planning and budgeting for the events to be taken up by the authorities. The agency shall plan, supervise and monitor all the events.
- ii. **Promotion & Media management for Events:** The agency should promote all the existing events that are happening in the city and should also promote the newly identified events that are taken up. The agency shall also perform the media management during events which include photographs, narratives, etc.
- iii. **Event Calendar:** The agency shall prepare an event calendar combining all the existing and new events.
- iv. **Coordination with Event Management Agency:** The agency shall coordinate with the respective event management agency to guide and monitor them for smooth execution of the events taken up by the authority.
- v. **Coverage of the events:** The agency shall manage the tracking and submission of online, print & electronic coverage of the events.
- vi. **Continuous Updation of the Content:** Regularly and periodically update the pages with respect to the current/upcoming news and event.
- vii. The Agency shall prepare a plan for outreach activities for CRUT services in various institutions, corporate and government offices, Resident Welfare

Association/Societies, Slums, Malls in the city and assist in implementation of the outreach activities

viii. The Agency shall prepare and disseminate project learnings and success stories in physical formats and digital formats, as and when required by the CRUT. It will include but not limited to carrying out and documenting field investigations, interviews, talk shows, documentaries, coffee table books, magazines, editorials, newsletters etc.

TASK D: SOCIAL MEDIA GRIEVANCE REDRESSAL PLAN AND ITS IMPLEMENTATION

i. **Process Planning:** The Agency should plan to respond to the grievance raised through social media platforms like Facebook, Twitter, etc. The Agency should also collaborate with Bhubaneswar Operation Centre and plan backend process flow for grievance redressal.

- The mechanism should smoothen the process of resolving complaints and issues raised by citizens from social media platforms.

ii. **Coordination and handling on daily basis:** Maintain Grievance Redressal system to receive and act on complaints and grievances reported by the followers /Citizens.

- **Script preparation:** The Agency should prepare scripts for replying and handling the citizens in all the stages of grievance redressal, beginning from filing of issue till issue gets resolved. The script should be prepared for all the platforms which CRUT has provided citizens for grievance redressal. For example, some of the major platforms are via Call, SMS, Portal, in office, Mobile App, etc.
- Train the manpower on handling the grievance raiser according to the script as well as when scope of script gets over.
- The Agency should ensure the grievance gets resolved positively and citizens should have positive feedback after his/her grievance resolution.

iii. **Data Analysis and Root Cause Analysis:** The Agency should keep complete records of all the grievances raised and analyze the data promptly on regular basis. Some of the analysis may include (but not limited to):

- Analyze grievances to find their sources and segment grievances according to their common sources/ root cause.
- Analyze the number of complaints from different social media platforms and government grievance platforms.

TASK E: KNOWLEDGE MANAGEMENT

- i. **Compiling Information:** Creating online database to allow members to access the very latest studies, reports and technical data concerning every aspect of public transport in CRUT. It will include:
 - Compilation and creation of Standard Operating Procedures, Protocols, Worksheets & Checklists
 - Develop quarterly plans for information dissemination, perspective sharing and risk management
 - Daily media monitoring and monthly analysis
 - Secondary documents and proposals carried out by CRUT
 - Monthly Progress Reports
- ii. **Data Collection:** The Agency must be ready with all the updated data for the following subjects which can be shared with CRUT as and when they require. However, this information should not be part of the monthly activities report:
 - Social Media Grievance Statistics
 - Survey & Media Analysis
 - Data Standardization & Analytics
- iii. **Information Sharing Standardization:** Creating a standard format for communicating project updates to the public, media and administration teams are a critical aspect for project success. Standardization should include:
 - Templates & Protocols
 - Library – Photo, Video, Graphic, Research Initiatives – Online & Physical
 - Transit Benefit Statistics
 - Passenger Information – Do's & Don'ts, FAQs

4. Expert Professional Deployment

The expert would be deployed for the project to deliver goal set in Broad Scope of Work. Over and above that, Comprehensive Region Urban Transport reserves the right to increase or decrease the number of positions for internal sections and establishments as and when required as per the terms and conditions detailed below. The Consultants shall be stationed at Bhubaneswar or Cuttack as per requirement.

S No.	Personnel	Minimum Qualification and Experience	Roles & Responsibilities
1.	Team Lead cum Branding, Campaign, social media and Communication	• MBA in Marketing/ communication management or Master's Degree in Journalism/ Mass Communication/ digital marketing with at least 10 years' experience in the	• Overall coordination with CRUT for the communication cell • Assist in Development of Branding and communication strategy for CRUT followed by execution of the strategy.

S No.	Personnel	Minimum Qualification and Experience	Roles & Responsibilities
	Strategy Expert (One)	- relevant field, out of which minimum 1 year of experience in Government Public Transport/Transit sector. - Preferred experience in Government branding, communication, and outreach activities related to public services. - He/ She should be well versed in identifying markets and designing appropriate promotion and other communications techniques to reach them. - Should be proficient in reading and writing in both Odia and English.	- Handles the digital, social and print media for CRUT - Conducts / handles / monitors promotion and outreach programs of CRUT - Responsible for Grievance Redressal and Knowledge Management
2.	Public Relation Expert cum Outreach Coordinator (One)	- MBA in Marketing/ communication management or Master's Degree in Journalism/ Mass Communication/ digital marketing. - He/ She should have at least 5 years of experience in Branding and Communication related work in government/ private Companies (having turnover not less than 100 Cr in last 3 years)	- Handles the Public relation activities of CRUT including Press Release, Press Conference, media handling - Monitor and manage all the external communication on behalf of CRUT - Verify and approve all the content related to CRUT, before publishing it in press or electronic or digital or social media. - Coordinate with different stakeholders for content generation. - Manage and maintain the core content of the CRUT official website and other social media handles.
3.	Content Writer and Social Media Expert (One)	Bachelor's degree in journalism/ literature or equivalent with experience in writing in widely	Develop a social media strategy to increase visibility, membership and traffic across the agency's

S No.	Personnel	Minimum Qualification and Experience	Roles & Responsibilities
		circulated daily Newspapers / Reputed Journals / Social Media monitoring / Urban Transport / topics. • With at least 5 years' experience in relevant areas. • Should be proficient in reading and writing in both Odia and English.	knowledge platforms and create an action plan to guide its implementation. • Conceptualize and manage text, audio, video and photographic content for CRUT social media platforms. • Define and monitor targets and benchmarks to measure the success of the social media strategy
4.	Graphic Designer cum Visualizer (One)	• Graduation (with Graphics or multimedia or Motion Graphics) or Bachelor's Degree with diploma in graphic design/ Motion Graphics/ Fine Arts, or PG Diploma in graphic design/ Motion Graphics • Experience in creating Illustration, storyboarding, Print media, video stories & Logo Design with at least 5 years of relevant experience	• Developing concepts, graphics and layouts for product illustrations, company logos, and websites • Working with team members, briefing and advising them with regard to design style, format, print production and timescales • Work with a wide range of media and use graphic design software. • Think creatively and develop new design concepts, graphics and layouts

Note: Initially, the selected Agency shall submit all supporting documents of the proposed resources, including their CVs, educational certificates, and experience certificates, as required under the eligibility criteria specified in the RFP. These documents shall be verified and examined by the Competent Authority.

Upon successful verification of the documents, the eligible candidates shall be shortlisted and called for an interview. Based on the interview and fulfillment of the prescribed eligibility criteria, the Competent Authority shall communicate the list of selected candidates to the Agency for deputation of the respective resources at Comprehensive Region Urban Transport (CRUT).

5. Contract Period

The contract will be signed after deployment of all resources. The contract will be for 3 Years from the date of execution of the Contract Agreement with Comprehensive Region Urban Transport. The Contract period shall be extended as per the terms and

conditions of OGFR, subject to satisfactory performance upon mutually agreed terms and conditions.

6. Sub-Contracting:

Sub-contracting of the contract is strictly prohibited.

7. Increase or decrease of the personnel/s:

Comprehensive Region Urban Transport reserves the right to increase or decrease the number of consultants as and when required as per the terms and conditions of this RFP.

8. Payment, Timelines of deliverables:

The following are the payment milestones and deliverables for the consultant.

Sl. No.	Description of Items	Payment Milestone- Professional fees
1.	Monthly Progress Report (MPR) and other Deliverables as decided by the Authority	Within 30 days of submission of invoice.

9. Payment Terms and Schedule:

- i. The Professional fees payments shall be released as per terms defined in this Section.
- ii. The Invoice will be submitted Monthly or as per delivery completion along with attendance.
- iii. The payment will be made within 30 days after submission of the Invoice with all supporting documents along with EPF and ESIC if any applicable.
- iv. The Selected Agency shall submit the requisite deliverables and satisfactorily perform work as specified under the contract. The requisite payment will be made by Comprehensive Region Urban Transport upon acceptance of the deliverables and satisfaction with work performed by the Selected Agency.
- v. The travel outside Bhubaneswar – Cuttack will be arranged by Comprehensive Region Urban Transport. For local travel during official visit within Bhubaneswar/Cuttack, Consultants will make their own arrangements for conveyance.
- vi. No payments will be made for any additional work (other than the contracted as per the scope of work of the RFP) which has not been approved in writing by the competent authority.

10. Comprehensive Region Urban Transport's inputs and Counterpart Services and Facilities

Office space, furniture, office stationery will be made available to the consultants by Comprehensive Region Urban Transport.

The Agency shall provide all necessary systems, laptops, software, and any other required infrastructure, including arrangements for effective communication cell management for Comprehensive Region Urban Transport, at no additional cost, as part of the execution of this contract. All such equipment and infrastructure provided by the

Agency shall remain the property of the Agency and may be taken back by the Agency upon completion or termination of the contract, subject to the return/handing over of all data, documents, and materials belonging to Comprehensive Region Urban Transport in accordance with the contract terms.

The consultants are expected to abide by the provisions of the Official Secrets Act, 1923 and shall not divulge any information/ take any gadgets used during their work outside the office premises.

11. Availability of resources at Comprehensive Region Urban Transport office

All the resources mentioned above shall be available as per Govt. of Odisha official calendar and as and when asked by the Comprehensive Region Urban Transport. Resources deployed by Agency may be allowed leaves according to the leave rule of the Authority.

12. No Idle Time Charges

No idle-time charges shall be payable by Comprehensive Region Urban Transport, in any case whatsoever.

13. Action and Compensation in case of default

➤ Condition of Default:

- a. The deliverables at any stage of the project, as developed or implemented by the selected Agency, do not cover all or part of the scope of work as agreed and defined under the Contract.
- b. The deliverables at any stage of the project, as developed or implemented by the selected Agency, fail to achieve the desired results or do not meet the intended quality and objectives as required by Comprehensive Region Urban Transport.
- c. The documentation submitted by the selected Agency is incomplete or not comprehensive.
- d. There is a change in resources before completion of a pre-defined minimum engagement period, without prior approval of Comprehensive Region Urban Transport.
- e. The selected Agency delays or defaults in deploying or onboarding the required resources as per the approved staffing plan within thirty (30) days from the date of issue of the Letter of Award (LoA).

In the event of any of the above defaults, Comprehensive Region Urban Transport may impose penalties & forfeit the EMD of the selected Agency in accordance with the service levels defined in this RFP. Further, in case of default as mentioned under clause (e) above, Comprehensive Region Urban Transport reserves the right to cancel the Letter of Award or terminate the Agreement, without prejudice to any other rights or remedies available under the Contract or applicable law.

14. Service Level and Penalty

The Selected Communication Cell Agency shall deploy and maintain all required resources strictly in accordance with the timelines and procedures specified below. Any delay, non-compliance, or repeated default shall attract penalties and may lead to termination of the Contract:

Sl. No.	Service Area	Key Deliverable / KPI	Performance Standard (SLA)	Measurement Criteria	Penalty for non-compliance
1.	Deployment of Resources	Deployment of all 4 key personnel	Within 30 days from issuance of LoA	Physical joining & HR Verification	₹1,000 per day per resource delay (max 10% of monthly billing)
2.	Social Media Management	Daily posting, engagement, and monitoring	Minimum 1–2 posts per platform per day	Social media analytics reports	₹100 per missed day of posting
3.	Content Development	Drafting of press releases, blogs, captions	Within 24–48 hours of request	Approval by Authority	₹200 per day of delay per assignment
4.	Media Relations (PR Expert)	Press conferences, media outreach, coverage	Minimum 2 media engagements/month	Media coverage reports	₹500 per missed activity
5.	Reporting & Documentation	Monthly performance reports	Monthly (5th of next month)	Submission of records at Authority	₹1,000 per delayed report
6.	Crisis Communication	Handling urgent communication situations	Response within 2–4 hours	Incident logs & response time	₹10,000 per instance of delayed response
7.	Replacement of Resources	Replacement of underperforming staff	Within 14 days of notice	HR deployment records	₹500 per day delay
8.	Exit Management	Smooth transition at contract closure	Within contract end timeline	Handover reports and all hardware and software.	₹10,000 penalty and invocation of PBG for non-compliance

Notes:

- Levy of penalties shall be without prejudice to CRUT's right to terminate the Contract or take any other action under the RFP or Agreement.
- CRUT reserves the right to invoke the Performance Security furnished by the Selected Agency in the event of termination due to default.
- Penalties shall be deducted from the monthly invoices of the Selected Agency.

15. Service Levels Change Control

- It is acknowledged that the Service Levels may change as the roles and responsibilities evolve over the course of the Contract period. Any changes to the

Service Level provided during the term of the Contract between the Comprehensive Region Urban Transport and the Selected Agency, as defined above, documented, and negotiated in good faith by the Selected Agency. Change in Service Level can be requested by either party.

- Upon receiving any revised requirement in writing from Comprehensive Region Urban Transport, the Selected Agency would discuss the matter with Comprehensive Region Urban Transport for better understanding and requirement.
- In case such a requirement arises from the side of the Selected Agency, it would communicate in writing the matter to Comprehensive Region Urban Transport, giving reasons thereof.
- In either of the two cases as explained above, both the parties will discuss the revised requirement for better understanding and to mutually decide whether such requirement constitutes a change in Service Levels or not.
- If it is mutually agreed that such requirement constitutes a “Change in Service Levels” then a new Service Level Agreement will be prepared and signed by the Selected Agency and to confirm a “Change in Service Level” and will be documented as an addendum to this Contract.
- In case, mutual Agreement is not reached, then the Selected Agency shall continue providing Services under the current Service Levels as defined in the contract.

16.Exit Policy and Procedures for Temporary Staffing personnel:

- At the time of expiry of Contract period, as per the Contract, between the Selected Agency and the Comprehensive Region Urban Transport, the Selected Agency needs to ensure a complete knowledge transfer by their deployed Personnel to the new Personnel replacing them.
- Confidential Information, Security and Data: The Selected Agency on the commencement of the exit management period will promptly supply all the following:
 - All information relating to the current services is rendered.
 - Documentation relating to any of the Project's Intellectual Property Rights.
 - Any Project data and confidential information.
 - All other information (including but not limited to documents, records, and Agreements) relating to the services reasonably necessary to enable, to carry out due diligence to transition the provision of the Services to
 - All hardware (including laptops, printers, pen drives etc., if any,) which is the property of the Comprehensive Region Urban Transport. Before the date of exit of Selected Agency, the Selected Agency shall deliver to the Comprehensive Region Urban Transport all new or up-dated materials from the categories set out in clauses above and shall not retain any copies thereof.

17.Termination of the contract

Without prejudice to any other rights or remedies available under the Contract or applicable law, Comprehensive Region Urban Transport (CRUT) may, by written notice, cancel the Letter of Award (LoA) or terminate the Agreement, in the event the Selected

Agency commits any default or breach as specified under the Service Level, Penalty, and Resource Deployment clauses of this RFP/Agreement.

a. Termination by Either Party: Either CRUT or the Selected Agency may terminate the Agreement for convenience, without assigning any reason, by providing three (3) months' prior written notice to the other party.

b. Termination by CRUT: Notwithstanding the above, CRUT may terminate the Agreement by giving thirty (30) days' prior written notice to the Selected Agency, without assigning any reason.

The conditions of termination:

Sl. No.	Condition / Trigger Event	Threshold / Criteria	Action by CRUT
1.	Continuous Poor Performance	3 consecutive months	Issue show cause notice then Termination
2.	Non-Deployment of Manpower	Failure to deploy personnel beyond 30 days from the LoA	Immediate consideration
3.	Repeated non-compliance	Same SLA breach repeated more than 5 times in a quarter	Termination after warning
4.	Key Resource loss	More than 50% personnel replaced without approval	Termination consideration
5.	Fraud / Misrepresentation	Submission of false data, fake credentials or reports	Immediate termination
6.	Poor Quality Deliverables	Continuous rejection (>50% deliverables rejected over 2 months)	Termination consideration
7.	Failure in Crisis Communication	Non-performance during critical communication incidents	Termination consideration (if severe)
8.	Exceeding Maximum Penalty Limit	Monthly penalties exceeding 10% for 2 consecutive months	Immediate termination
9.	Failure in Exit Management	Non-cooperation during project closure/transition	Withholding final payment / termination
10.	Blacklisting by Govt. Authority	Agency blacklisted by any Govt. body during contract tenure	Immediate consideration

18.Resolution Of Disputes

Either Party may require the Dispute to be referred to the Managing Director of CRUT for amicable settlement. Upon such reference, both the Parties and the Managing Director of CRUT shall meet at the earliest mutual convenience and in any event within 15(fifteen) days of such reference to discuss and attempt to amicably resolve the dispute. If the Dispute is not amicably resolved within 15(fifteen) days of such meeting, either Party may approach the appropriate Court of Law within the jurisdiction of Bhubaneswar, for redressal of his grievance.

19.Legal Jurisdiction

All legal disputes are subject to the jurisdiction of civil court of Bhubaneswar, Odisha only.

Section: 4 Technical Proposal **Submission Forms**

A. ANNEXURE -1: Covering Letter
(ON BIDDER'S LETTER HEAD)

[Location, Date]

To,

Subject: Request for Proposal (RFP) For Selection of Agency for Communication Cell under Comprehensive Region Urban Transport (CRUT).

Dear Sir,

I, the undersigned, offer to provide the services for the proposed assignment in respect to your Request for Proposal No..... Dated.....: I hereby submit the proposal which includes this technical proposal. Our proposal will be valid for acceptance up to 120 Days from the date of submission of the bid and I confirm that this proposal will remain binding upon us and may be accepted by you at any time before this expiry date.

All the information and statements made in this technical proposal are true and correct and I accept that any misinterpretation contained in it may lead to disqualification of our proposal. If negotiations are held during the period of validity of the proposal, I undertake to negotiate based on the proposal submitted by us. Our proposal is binding upon us and subject to the modifications resulting from contract negotiations.

I have examined all the information as provided in your Request for Proposal (RFP) and offer to undertake the service described in accordance with the conditions and requirements of the selection process. I agree to bear all costs incurred by us in connection with the preparation and submission of this proposal and to bear any further precontract costs. In case any provisions of this RFP/ToR including of our technical & financial proposal is found to be deviated, then your department shall have rights to reject our proposal including for feature of the Earnest Money Deposit absolutely.

I confirm that, I have the authority to submit the proposal and to clarify any details on its behalf.

I understand you are not bound to accept any proposal you receive. I remain,

Yours faithfully,

Authorized Signatory with Date and Seal:

Name and Designation: _____

Address of Bidder: _____

B. ANNEXURE -2: Bidder's Details**Bidder's Organization (General Detail)**

Sl. No.	Description	Full Details bidder
1	Name of the Bidder	
2	Address for communication: Tel: Email id:	
3	Name of the authorized person signing & submitting the bid on behalf of the Bidder: Mobile No.: Email id:	
4	Registration / Incorporation Details Registration No: Date & Year.:	
5	Bid Document Fee Details Amount: Reference No.: Date: Name of the Bank:	
6	EMD Details Amount Reference No.: Date: Name of the Bank:	
7	Details of the Bidder's Bank Account along with IFSC	
8	PAN Number	
9	Goods and Services Tax Identification Number (GSTIN)	
10	Willing to carry out assignments as per the scope of work of the RFP	YES
11	Willing to accept all the terms and conditions as specified in the RFP	YES

Authorized Signatory [In full and initials]:_____

Name and Designation with Date and Seal:_____

C. ANNEXURE -3 : Financial Turnover Capacity of Bidder

Bidder Organization (Financial Details)

Financial Information in Rs. INR					
Details	FY 2022-23	FY 2023-24	FY 2024-25	Total	Average
Annual Turnover					
Net Worth					

Supporting Documents:

CA Certificate and Audited Financial Statements are mandatory along with this form.

Name of CA & CA Firm:_____

Membership Number:

Signature with Date and Seal:_____

UDIN No: _____

D. ANNEXURE -4: Format for Power of Attorney
(On Bidder's Letter Head)

I, _____, the _____ (Designation) of _____ (Name of the Organization) in witness whereof certify that _____ <Name of person> is authorized to execute the attorney on behalf of _____ <Name of Organization>, _____ <Designation of the person> of the company acting for and on behalf of the company under the authority conferred by the _____ <Notification / Authority order no.> Dated _____ <date of reference> has signed this Power of attorney at _____ <place> on this day of _____ <day><month>, <year>.

The signatures of _____ <Name of person> in whose favor authority is being made under the attorney given below are hereby certified.

Name of the Authorized Representative:

(Signature of the Authorized Representative with Date)

CERTIFIED:

Signature, Name & Designation of person executing attorney:

Address of the Bidder

E. ANNEXURE -5: Experience Details

(BIDDER'S PAST EXPERIENCE DETAILS)

Sl. no	Period	Name of the Assignment with details thereof	Name of the Organization	Contract Value (in INR Lakhs) and Duration in Month	Date of Award/ Commencement of assignment	Date of Completion assignment	Remarks if any
A	B	C	D	E	F	G	H
1							
2							
3							
4							

Authorized Signatory [In full and initials]:_____

Name and Designation with Date and Seal:_____

F. ANNEXURE -6: Declaration Format

INFORMATION REGARDING ANY CONFLICTING ACTIVITIES AND DECLARATION THEREOF

Are there any activities carried out by your agency which are of conflicting nature as mentioned in Section 2: [Information to the Bidder] under Eligibility Criteria: Para (4). If yes, please furnish details of any such activities.

If no, please certify,

IN BIDDER'S LETTER HEAD

I hereby declare that our agency as Individual is not indulged in any such activities which can be termed as the conflicting activities as mentioned in Section 2: [Information to the Bidder] under Eligibility Criteria: Para (4).

I also acknowledge that in case of misrepresentation of any of the information, our proposal / contract shall be rejected / terminated by the which shall be binding on us.

Authorized Signatory [In full initials with Date and Seal]: _____

Communication Address of the Bidder: _____

G. ANNEXURE -7: Description of Approach and Methodology

DESCRIPTION OF APPROACH AND METHODOLOGY TO UNDERTAKE THE ASSIGNMENT

[Technical approach, methodology and work plan are key components of the Technical Proposal. In this Section, bidder should explain his understanding of the scope and objectives of the assignment, approach to the services, methodology for carrying out the activities and obtaining the expected output, and the degree of detail of such output. Further, he should highlight the problems being addressed and their importance and explain the technical approach to be adopted to address them. It is suggested to present the required information divided into following four sections]

A. Understanding of Scope, Objectives and Completeness of response

Please explain your understanding of the scope and objectives of the assignment based on the scope of work, the technical approach, and the proposed methodology adopted for implementation of the tasks and activities to deliver the expected output(s), and the degree of detail of such output. Please do not repeat/copy the ToR here.

B. Description of Approach and Methodology:

- a. Key guiding principles for the study.
- b. Proposed Framework.
- c. Information matrix
- d. Any other issues

C. Methodology to be adopted:

Explaining of the proposed methodologies to be adopted highlighting of the compatibility of the same with the proposed approach. This includes:

- a. Detail research design including sample design and estimation procedure.
- b. Suggestive tools for data collection.
- c. Analysis of field data and preparation of reports
- d. Any other issues

D. Staffing and Study Management Plan:

The bidder should propose and justify the structure and composition of the team and should enlist the main activities under the assignment in respect of the Key Professionals responsible for it. Further, it is necessary to enlist of the activities under the proposed assignment with sub-activities (week wise). (Graphical representation)

Authorized Signatory [In full and initials]: _____

Name and Designation with Date and Seal: _____

H. ANNEXURE -8: Format of Curriculum Vitae (CV)

Format of Curriculum Vitae (CV) for Proposed Core Staff- Onsite consultants only

1. Proposed Position:

[For each position of staff, a separate form as per Annexure-8 will be prepared]

2. Name of Firm :

3. Name of Staff :

4. Date of Birth :

5. Years with Firm :

6. Nationality :

7. Education :

[Indicate college / university and other specialized education of staff member, giving names of institutions, degrees obtained, and dates]

8. Membership in Professional Associations:

9. Other Trainings :

10. Countries of Work Experience:

11. Languages Known :

[For each language indicate proficiency: excellent, good, fair, or poor; in speaking, reading, and writing]

12. Employment Record:

[Starting with present position, list in reverse order every employment held by staff member since graduation, giving for each employment (see format here below): dates of employment, name of employing organization, positions held.]

1	Procurement Entity Name	
	From [Year] – To [Year]	
	Position held	
	Task Assigned [List all the performed task under this assignment]	
2	Procurement Entity Name	
	From [Year] – To [Year]	
	Position held	
	Task Assigned [List all the performed task under this assignment]	

13. Work Undertaken that Best Illustrates Capability to Handle the Tasks Assigned

[Among the Assignment/jobs in which the staff has been involved, indicate the following information for those Assignment /jobs that best illustrate staff capability to handle the tasks listed under point 12.]

Name of the Project	
Year	
Location	
Name of the	
Project Feature	
Position Held	
Activities Performed	

Certification:

I, the undersigned, certify that to the best of my knowledge and belief that this CV correctly describes my qualifications and past experiences. I will undertake this assignment for the full project duration in terms of roles and responsibilities assigned in the technical proposal or any agreed extension of activities thereof. I understand that any misstatement herein leads to disqualification of CV.

Date:

Signature of Personnel with Date _____

Authorized Signatory [In full and initials]: _____

Name and Designation with Date and Seal: _____

Section: 5 Financial Proposal **Submission Forms**

I. ANNEXURE -11: (Financial Proposal)

(On bidders Letter Head)

To,

The General Manager(P&A)
Comprehensive Region Urban Transport
Plot No-548/1452, Patia, Kalarahanga, Bhubaneswar- 751031

Subject: Financial Bid Request for Proposal (RFP) For Selection of Agency for
Communication Cell under Comprehensive Region Urban Transport (CRUT).

Sir,

Having gone through the RFP document and having fully understood the Scope of
Consultancy; we are pleased to quote the following Professional Fees for the Consultancy:

S#	Position	No of Resources	Man, month Rate- excluding applicable tax in INR	Total Cost in INR excluding applicable tax in INR
A	B	C	D	F=D * 36 (Months)
1.	Team Lead cum Branding, Campaign, social media and Communication Strategy Expert	1		
2.	Public Relation Expert cum Outreach Coordinator	1		
3.	Content Writer and Social Media Expert	1		
4.	Graphic Designer cum Visualizer	1		
Total Professional fees for a period for (In Figures – INR)			Sum of Above	Sum of Above
In Words –				

1. All payments shall be made in Indian Rupees and shall be subject to applicable Indian laws withholding taxes if any.
2. GST payable shall be as per Applicable Rules over the Fee quoted
3. Any discrepancies between Figures and Words, Words shall prevail.

4. The Authority reserves the right to increase or decrease the resource as per the requirement of the authority. The applicable man month rate would be considered for any additional requirement of resources

Our Financial Proposal shall be binding upon us for the Consultancy, and this Proposal would be valid up to 180 days from the opening of the financial proposal. This Financial Proposal covers remuneration for all personnel cost, all incidental manpower expenses. The Financial proposal is without any condition.

Authorized Signatory [In full and initials]: _____

Name and Designation with Date and Seal: _____

Section 6 Bid Submission Check List

Sl. No.	Description	Submitted (Yes/No)	Page No.
TECHNICAL PROPOSAL (Submitted online)			
1.	Filled in Bid Submission Check List		
2.	Covering Letter (Annexure -1)		
3.	Bid Document Fee of Rs. _____		
4.	Rs. _____ as EMD		
5.	Copy of Certificate of Incorporation / Registration of the Bidder		
6.	Copy of PAN		
7.	Copy of Goods and Services Tax Identification Number (GSTIN)		
8.	General Details of the Bidder (Annexure - 2)		
9.	Financial details of the bidder (Annexure - 3) along with all the supportive documents such as copies of Audited Financial Statement for the concerned period		
10.	Power of Attorney (Annexure - 4) in favor of the person signing the bid on behalf of the bidder.		
11.	List of completed/on-going assignments of similar nature (Past Experience Details) (Annexure - 5) along with the copies of work orders/agreement/ LOA/ PO mentioned in the RFP for the respective assignments		
12.	Self-Declaration on Potential Conflict of Interest (Annexure - 6)		
13.	Undertaking for not have been blacklisted by any Central / State Govt./any Autonomous bodies as on date of submission of the bid.		
14.	Description of Approach, Methodology & Work Plan (Annexure - 7)		
15.	CV of personnels (Annexure – 8)		

Undertaking:

All the information has been submitted as per the prescribed format and procedure.

All pages of the proposal have been sealed and signed by the authorized representative.

Authorized Signatory [In full and initials]: _____

Name and Designation with Date and Seal: _____