



एग्रीकल्चर इन्श्योरेंस कंपनी ऑफ़ इंडिया लिमिटेड
पंजीकृत कार्यालय : प्लेट बी एवं सी, ऑफिस ब्लॉक 1, 5वां तल, ईस्ट किदवई नगर, नई दिल्ली 110 023

REQUEST FOR PROPOSAL (RFP)

FOR

AUDIO-VISUAL ADVERTISEMENT
RELEASE ON CINEMA SCREENS



AGRICULTURE INSURANCE COMPANY OF INDIA LIMITED

LAST DATE FOR SUBMISSION OF PROPOSALS
31 DECEMBER 2018 UPTO 01:00 PM

For any clarification, please contact:

Publicity Department
Plate B & C, 5th Floor, Office Block – 1, East Kidwai Nagar, New Delhi – 110023
Phone: 011- 24600515/ 24600510



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1. INTRODUCTION

Agriculture Insurance Company of India Limited (hereinafter referred as AIC) was formed under the aegis of the Government of India consequent to the announcement by the then Hon'ble Union Finance Minister in his General Budget Speech FY 2002-03 that – “.....to sub-serve the needs of farmers better and to move towards a sustainable actuarial regime, it was proposed to set up a new Corporation for Agriculture Insurance”.

AIC has been promoted by 6 Public Sector Financial Institution viz. General Insurance Corporation, New India Assurance Company, Oriental Insurance Company, National Insurance Company, United India Insurance Company and NABARD as a specialty Crop Insurance provider to the Indian farming community. The Company is under administrative control of Ministry of Finance, Govt. of India.

AIC was incorporated on 20th December, 2002 with an authorized Share Capital of INR 1500 crore and a Paid-up Capital of INR 200 crore. AIC commenced business operations from 1st April, 2003, by taking over crop insurance operations from its major Promoter, General Insurance Corporation of India. Further on, AIC has developed its own products tailored to specific crop insurance needs.

AIC has its Registered Office and Head Quarters in New Delhi. Apart from this, there are 18 Regional Offices (ROs) across the country. For more details about AIC's business and offices, the Company website (www.aicofindia.com) can be referred to.

2. OBJECTIVE OF INVITING REQUEST FOR PROPOSAL (RFP)

In order to create the Brand image of AIC and awareness of crop insurance among various stakeholders, AIC is planning to release audio-visual advertisement in Cinema Screens of Tier-2 and Tier-3 towns of the country. This RFP is invited to select one Agency for releasing AIC audio-visual advertisements in Cinema Screens of selected States during February to March 2019. **Actual State list for running this campaign would be given to the selected Agency 15 days prior to campaign start date.**

It is pointed out herein that AIC engages majorly in Government-mandated or supported Crop Insurance Schemes, hence advertisements are done mostly at DAVP rates. There is already a DAVP rate for advertisement on Cinema Screens, which will apply for this activity. Hence, this RFP does not seek commercial quotes. Selected Agency shall release AIC audio-visual advertisement in cinema screens during PST (Prime Screening Time) at prevailing DAVP rates.

The focal area for selection of an Agency shall be its infrastructure, domain experience, client list etc. It is acknowledged here that such assessment is necessarily subjective to a degree and shall be adjudged by the Company. The decision of the Company shall be final and binding on all.

3. SCOPE OF WORK

The Scope of Work of the selected Agency shall include (but not exhaustive) the following:

- 3.1 Release of AIC's audio-visual advertisement on various selected Cinema Screens
- 3.2 Submission of all reports/documents including proof of release of advertisement in cinema screens, to the satisfaction of AIC.

4. PROCEDURE FOR SELECTION OF AN AGENCY



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- 4.1 RFP Submission - Interested Agencies may submit their Proposals as per the terms of this RFP document within the given timeline.
- 4.2 Eligibility Criteria - All Proposals received as per prima-facie validity shall be scrutinized for Eligibility as per the criteria set out in this document. Any Proposal failing on even a single Eligibility criterion shall be summarily rejected and not considered for further evaluation.
- 4.3 Technical Evaluation - The Technical Evaluation Process would consider whether the Agency has requisite infrastructure, experience in the domain, clients etc.

All Eligible Proposals shall be put to Technical Evaluation. Scores will be given (out of 100 marks) as per the parameters mentioned in Annexure-2

- 4.4 Final Ranking - On the basis of marks out of 100, the Final Ranking would be done and the top Agency will be selected. (since DAVP rates apply, there is no question of Commercial evaluation)
- 4.5 All the Scores or the part-scores thereof, of any Agency shall be entirely internal and confidential to AIC, and AIC shall not be liable to disclose them to anyone under any circumstance.

5. PROPOSAL CONTENT

Proposal must be submitted in a sealed super-cover marked "AIC – AV Advertisement in Cinema Screens", which will contain Annexure – 1 (containing all the documents)

Any Proposal submitted without any of the required document shall be rejected summarily.

The Proposal shall be addressed to Deputy Manager, Publicity Department, Agriculture Insurance Company of India Ltd, and to be submitted by 31st December 2018, 1:00 PM at the Registered & Head Office, Plate B & C, 5th Floor, Office Block 1, East Kidwai Nagar, New Delhi – 110023.

Agencies are liable to be disqualified if, at any stage of evaluation, it is found that the Agency's declaration with regard to any of the set Criteria as indicated and the other data, if any, given in response to this RFP is incorrect.

6. MINIMUM ELIGIBILITY CRITERIA FOR AGENCIES

The minimum Eligibility Criteria are stipulated below. An Agency not meeting any one of the following criteria would be summarily rejected and would not be considered for further evaluation:

- 6.1 Agency must be in business for the last 5 years, having annual turnover not less than Rs. 50 crore, during FY 2017-18. The turnover specified should be based on the audited figures and IT returns.
- 6.2 The Agency must be empaneled with DAVP for releasing Cinema advertisements in various States.
- 6.3 The Agency should have executed the release of cinema advertisements for at least 3 Govt./PSU clients in last 5 years. (Work Order to be submitted).
- 6.4 Agency should have valid GST Registration Number.



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- 6.5 The Agency should not have been blacklisted by any Central /State Govt. /PSU /Autonomous body of the Govt. in last 05 years from the last date of submission of proposal. (Self declaration as per format given)

In case at any stage it is discovered that any of the information or submission is false or incorrect, or that material facts have been suppressed, or that fake/tampered documents have been submitted, the Proposal shall be rejected and the Empanelment, if already done, shall be cancelled forthwith. In such a case, AIC reserves the right to blacklist such Agency.

7. DISCLAIMER

The RFP document is not a recommendation, offer or invitation to enter into a contract, agreement or any other arrangement, in respect of the services. The provision of the services is subject to observance of selection process and appropriate documentation being agreed upon, between the AIC and the selected Agency.

8. INFLUENCING THE EVALUATION OF PROPOSALS & EMPANELMENT

No applicant shall attempt to influence AIC on any matter related to the proposal for Empanelment. Any attempt to influence AIC in the evaluation of proposals and Empanelment of Agencies shall result in summary rejection of the proposal(s) of such Agency(ies).

9. TIME SCHEDULE

The following Time Schedule shall be adhered to:

SL.	ACTIVITY	DATE	TIME
1	Issuance of RFP on AIC website	07.12.2018	
2	Last Date for submission of Proposal	31.12.2018	01:00 PM
3	Opening of Proposals	31.12.2018	03:00 PM
4	Date of Selection of Agency	Before 07.01.2019	
5	Actual activity	February - March 2019	

All dates mentioned above are tentative dates and the Agency acknowledges that it cannot hold AIC responsible for breach of any of the dates. If any of the above dates is an AIC holiday, the next working date will be considered.

HO PUBLICITY DEPARTMENT



DOCUMENTS TO BE SUBMITTED BY BIDDERS (TECHNICAL BID)

Note:

1. AIC reserves the right to verify the facts given by the Agency, with any Authority.
2. All documents to be attached in support, shall be serially numbered, stamped with Company seal and signed by the Authorized Signatory /CA.
3. AIC will not be responsible for any oversight if a particular document is not referred to, at designated place in the formats.

Following documents need to be submitted:

1. Proof of Incorporation.
2. CA Certificate mentioning Annual Turnover (in Rs. crore) for FY 2017-18
3. Proof of empanelment with DAVP for releasing Cinema advertisements. Empanelment should be valid as on last date of submission of this RFP.
4. GST Registration no.
5. Certification regarding Non-Blacklist: As per Annexure - 3.
6. List of Govt./PSU clients being serviced during last 5 years
 - a) Please attach work order, duly signed, issued by the client to the Agency as supporting document. In case the e-mail communication has been attached, e-mail from official ID of the issuing client will only be considered.
 - b) Work order of clients should not be issued before 5 years from the last date of submission of this proposal.
7. List of clients in Insurance Sector (Govt. & Private) being serviced during last 5 years
 - a) Please attach work order, duly signed, issued by the client to the Agency as supporting document. In case the e-mail communication has been attached, e-mail from official ID of the issuing client will only be considered.
 - b) Work order of clients should not be issued before 3 years from the last date of submission of this proposal.
8. State-wise list of Screens.

I/we hereby certify that all the particulars/documents given as above are correct and true to the best of my knowledge.

Signature:

Full Name: (In Capital Letters)

Designation:



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Annexure - 2

TECHNICAL EVALUATION CRITERIA

SL.	PARAMETER	MAX. MARKS
1	Annual Turnover for 2017-18 (more than 500 Cr = 5 marks; 300 to 500 Cr = 4 marks; 100 to 300 Cr = 3 marks; less than 100 crore = 0 marks)	5
2	No. of years in this line of business (more than 10 = 10 marks; 8 to 10 = 8 marks; 5 to 8 = 5 marks; less than 5 = 0 marks)	10
3	No. of Govt./PSU Clients serviced during last 5 years (more than 5 = 15 marks; 4 to 5 = 10 marks; 2 to 3 = 5 marks; less than 2 = 0 marks)	15
4	No. of Mini/Nav/Maha Ratna Clients serviced during last 5 years (For each Mini-Ratna = 1 mark; For each Nav-Ratna = 2 mark; For each Maha-Ratna = 3 mark)	15
5	No. of clients in Insurance Sector (Govt. & Private) serviced during last 5 years (more than 5 = 15 marks; 4 to 5 = 10 marks; 2 to 3 = 5 marks; less than 2 = 0 marks)	15
6	No. of States/UTs having agreement/tie-up arrangement/ etc. for releasing audio-visual advertisements @ DAVP rate (more than 20 = 10 marks; 10 to 20 = 5 marks; less than 10 = 0 marks)	10
7	No. of Cinemas Screens agreement/tie-up arrangement/ etc. for releasing audio-visual advertisements @ DAVP rate across the country (more than 3000 screens = 30 marks; 2000 to 3000 = 20 marks; 1000 to 2000 = 10 marks; 500 to 1000 = 5 marks; less than 500 = 0 marks)	30
	GRAND TOTAL	100



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(On Letterhead of the Agency)

Annexure - 3

I _____ son /wife of Shri
_____ am the Proprietor/Director/Partner/
Authorized Signatory of M/s _____ and do
hereby solemnly affirm and declare as under:

- a) That I am the Sole Proprietor/Director/Partner/Authorized Signatory of M/s _____.
- b) That the above Agency M/s _____ have not been blacklisted and/or debarred by any Central /State Govt./PSU/ Autonomous body of the Govt. in last 05 years as on the date of submission of the proposal.

In case the above declaration is found to be incorrect or wrong, the contract, if awarded to the firm, shall be terminated immediately and the firm shall be liable to be black listed/debarred for future works/contract with AIC. Any such action shall, however, be without prejudice other rights of AIC including indemnifying losses under the law.

The above declarations are given in accordance with Proposal conditions.

(Authorized Signatory)
(Name of the signatory along with seal)

Note: - The signatory should not affect any variation in the text of declaration. Declaration in any other form shall not be acceptable and shall render the Agency for disqualification of the Proposal.