



AGRICULTURE INSURANCE COMPANY OF INDIA LTD.

Regd. Office: Plate B & C, Office Block 1, 5th Floor, East Kidwai Nagar, New Delhi 110023
Telephone: 011-24604444, Email: aicho@aicofindia.com, CIN: U74999DL2002PLC118123

REQUEST FOR PROPOSAL (RFP)

FOR

EMPANELMENT OF

- 1. SOCIAL MEDIA AGENCY FOR MANAGEMENT OF DIGITAL ASSETS, BRAND & REPUTATION OF THE COMPANY**
- 2. MULTI-MEDIA CREATIVE AGENCIES FOR 360 DEGREE SOLUTIONS IN THE FIELD OF PUBLICITY & AWARENESS**



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CRITICAL INFORMATION

S. No.	Event	Particulars/ Date & Time
1	RFP Fee	Non-refundable RFP fee of Rs. 5,000/-
2	EMD	Rs. 1 Lakh each for Social Media & Multimedia Creative Agency (EMD of the unsuccessful applicants shall be released after the process of empanelment is finalized)
3	Issuance of RFP on AIC website	02.04.2021
4	Last date for seeking clarifications (through Email only)	16.04.2021
5	Last Date for submission of Proposal	23.04.2021 (up to 01:00 PM)
7	Opening of Proposals	23.04.2021 (at 03:00 PM)
8	Date for announcing Shortlisted eligible Agencies for Presentation on AIC website	29.04.2021
9	Presentation	03.05.2021/04.05.2021
10	Declaration of 'Eligible Social Media Agencies' for opening of Financial Bid	05.05.2021
11	Opening of Financial Bids of "Social Media Agencies"	06.05.2021 (11:00 AM)
12	Empanelment of Agencies	06.05.2021

Note:

1. AIC reserves the right to change dates without assigning any reasons thereof. Intimation of the same shall be notified on AIC's website. No individual communication will be sent to the bidders. Hence, bidders are advised to visit our website regularly for updates.
2. If a holiday is declared on the dates mentioned above, the bids shall be received/ opened on the next working day at the same time specified above and at the same venue, unless communicated otherwise

Contact details of AIC officials for any clarifications related to this RFP:

1. Dr. P. C. Sudhakar, Manager, Business Development/Publicity Department
Email: pcsudhakar@aicofindia.com, Direct Landline: 011-24600503
2. Mr. Harpreet Singh, Assistant Manager, Business Development/Publicity Department
Email: harpreets@aicofindia.com, Direct Landline: 011-24600641



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1. INTRODUCTION

Agriculture Insurance Company of India Limited (AIC) was formed by Government of India in 2003 as an exclusive and specialized agriculture insurance company to sub-serve the insurance needs of farmers and provide financial security to rural masses. AIC is promoted by 6 Public Sector Financial Institution and is under administrative control of Ministry of Finance, Government of India.

The company has been implementing Government Crop Insurance Schemes viz. Pradhan Mantri Fasal Bima Yojana (PMFBY) and Restructured Weather Based Crop Insurance Scheme (RWBCIS) since its inception throughout the country through 18 Regional Offices located in all major state Capitals.

The Company also has bouquet of tailor-made in-house Crop Insurance products viz. Sampurna Fasal Kawach (SFK), Consequential Crop Loss (CCL), Rainfall Insurance, Rabi Weather Insurance etc. Besides crop insurance, the Company will be shortly providing insurance solutions for agriculture and its allied sectors expanding its reach to rural India.

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)

AIC intends to empanel one Social Media Agency for management of digital assets, brand & reputation of the company and 3 Multimedia Creative Agencies for 360-degree solution in the field of Publicity activities/campaigns, etc. The RFP document can be downloaded from our website www.aicofindia.com and Central Public Procurement Portal (eprocure.gov.in)

It is pointed out herein that AIC engages majorly in Government mandated, sponsored or supported Crop Insurance Schemes, which mostly are therefore done at DAVP rates. Hence, for empanelment as "Multimedia Creative Agency" this RFP does not seek commercial quotes; rather, the focal area for Empanelment shall be their creative, design and production skills, complemented by their media-management abilities for mass communication.

However, empanelment as "Social Media Agency" would be on a fixed monthly retainership basis, which shall be quoted as per format under **Annexure VII**.

It is acknowledged here that this assessment is necessarily subjective to a degree and shall be adjudged by the 'Proposal Evaluation Committee' of the Company. The decision of the Committee shall be final and binding to all.

3. SCOPE OF WORK

The Scope of Work of the Empaneled Agencies shall include, but would not be restricted to, the following:

3.1 Social Media Agency

- 3.1.1 Social media support across all existing platforms like Twitter, Facebook, Instagram, Youtube and other platforms available - all posts and their supporting creatives (as per requirement of AIC) in the form of GIF, JPEG, carousel, and other new age innovative adapts. The contents shall be posted as per timelines prescribed by AIC and after receiving approval from AIC. All social media content developed must be delivered to AIC in .cdr and / or open file format
- 3.1.2 Creation of short videos (maximum duration 60 seconds) for posting on various social media platforms – maximum 50 videos per Financial Year.



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- 3.1.3 Regular posts on all Social Media in Hindi, English and major Indian vernacular languages as and when required by AIC.
- 3.1.4 Creation of AIC handles on new Social Media platforms as per requirements of AIC.
- 3.1.5 Creation / Maintenance / Updation of Wikipedia page of AIC.
- 3.1.6 Identify influencers to follow and track engagement and interaction with the AIC followers.
- 3.1.7 Track and tag Media handles for wider distribution of AIC News.
- 3.1.8 To monitor and manage online reputation. It is expected to track positive and negative sentiment, manage complaints, and respond to positive and negative opinions in a timely manner with appropriate responses. The responses should be posted only after receiving approval from AIC.
- 3.1.9 Preparation of a Social Media Calendar of activities on each Social media platform to drive awareness and engagement.
- 3.1.10 To increase the audience-reach, and in turn to increase the follower-base of AIC's social-media handles.
- 3.1.11 AIC already has a verified account on Twitter. The Agency shall obtain the verified stamp on all other official handles of AIC, as per guidelines and recommended process by social media platforms.
- 3.1.12 Provide monthly Status Reports, or as otherwise requested, to AIC updating the progress of all projects/campaigns undertaken by the Agency.
- 3.1.13 Deployment of a representative at AIC Head Office on all working days from 10 AM to 6 PM for coordination. The representative may be required to be present on other days also.

The scope of service described above is general but not exhaustive i.e. does not mention the entire incidental services required to be carried out for complete execution of the work. The services shall be provided in accordance with true intent and meaning, regardless of whether the same may or may not be particularly described, provided that the same can be reasonably inferred from there. There may be several incidental services & assignments, which are not mentioned herein but will be necessary to complete the work in all respects. All such incidental services/assignments thereof which are not mentioned herein but are necessary to complete the work shall be deemed to have been included in the rate quoted by the Agency. **Nothing extra shall be payable beyond the rate quoted by the Agency.**

3.2 Multimedia Creative Agency:

- 3.2.1 Creative Content Development and Design – for different Media such as Print/ Radio/ TV/Outdoor, etc. including Translations into major Indian Languages.
- 3.2.2 Production of Corporate Films/Documentaries, AV Spots, Radio Jingles, etc. including Translations into major Indian Languages.
- 3.2.3 Conceptualization, Planning and Media Management - including release of Advertisements in Print/ Radio/ TV/Outdoor, etc.
- 3.2.4 Designing, Printing and Production of Folders, Brochures, Pamphlets, Posters, Annual Reports, House Magazines, Calendars, Diaries, etc.
- 3.2.5 Event Management & Organizing Exhibitions/Fairs, setting up Stalls/Pavilions.
- 3.2.6 Any other activity/campaign/work related to Creative content development and design, Publicity (both Corporate and Business), Media campaign, Printing etc. as may be decided from time to time.



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4. PROCEDURE FOR EMPANELMENT

- 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 Evaluation - All Proposals received as per prima-facie validity shall be scrutinized for Eligibility as per the criteria set out in this document. Any Proposal not meeting even a single Eligibility criterion shall be summarily rejected and will not be considered for further evaluation.
- 4.3 Technical Evaluation - The Technical Evaluation Process would consider whether the Agency has requisite infrastructure, manpower, expertise and experience to address AIC's requirements and objectives. The Technical Evaluation Process will gauge the extent of thought process that has gone behind the preparation of the RFP response, the degree of clarity, understanding of AIC's stated objectives and the level of commitment exhibited by the Agencies.

Proposal Evaluation Committee may waive any minor insufficiency, non-conformity, or irregularity in the response to RFP that does not constitute a significant material deviation provided such waiver does not prejudice or affect the relative ranking of any Agency.

4.4 Creative Assignment -

The Agencies shall submit the following on the theme of "AIC CORPORATE BRAND (WITH AN ORIENTATION TOWARDS SERVICE TO THE FARMERS)":

4.4.1 For Empanelment as Multimedia Creative Agencies:

- 1 Sample Quarter Page Newspaper Advertisement Creative (Hindi; Colour) - in hard copy
- 1 Slogan coined on the Theme (Hindi) in hard copy

4.4.2 For Empanelment as Social Media Agency:

- 1 Sample Social Media Creative with suggestive post content (Hindi; Colour) – in hard copy
- 1 Sample video of up to one minute for Brand building of AIC on social media platforms (in pen drive)

All the above Creatives shall be submitted with the Proposal in the sealed cover. The entire set of Creatives shall be the sole property and copyright of AIC which may be used by AIC at any point of time.

4.5 For Empanelment as Multimedia Creative Agencies

- 4.5.1 Technical Evaluation – Weighted Score (out of 75 marks) as per **Annexure VI A** will be allotted to all Eligible Agencies for empanelment as "Multimedia Creative Agencies". Agencies scoring 50 or more marks (out of 75 marks) shall be called for presentation.
- 4.5.2 Presentation – Weighted Score (out of 25 marks) on Presentation shall be given as per **Annexure VI A**. Presentation shall be of approximate 15 minutes duration followed by interaction of another 15 minutes. The Agencies shall be intimated about the date, time and venue of the Presentation on AIC's website. The Presentation should cover, inter-alia, the understanding of AIC's business, publicity needs and appropriate media, the skill-sets and USP of the Agency which would bring value to AIC and any other value proposition of the Agency.



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- 4.5.3 Final selection for empanelment as “Multimedia Creative Agencies” – On the basis of combined (out of 100) as per **Annexure VI A**, the Final Ranking of the Agencies would be done and Top 3 Agencies would be empaneled with AIC as “Multimedia Creative Agencies”
- 4.6 **For Empanelment as Social Media Agency**
- 4.6.1 Technical Evaluation – Weighted Score (out of 60 marks) as per **Annexure VI B** will be allotted to all Eligible Agencies for empanelment as “Social Media Agency”. Agencies scoring 40 or more marks (out of 60 marks) shall be called for presentation.
- 4.6.2 Presentation – Weighted Score (out of 40 marks) on Presentation shall be given as per **Annexure VI B**. Presentation shall be of approximate 15 minutes duration followed by interaction of another 15 minutes. The Agencies shall be intimated about the date, time and venue of the Presentation on AIC’s website. The Presentation should cover, inter-alia, the understanding of AIC’s business, use of Social Media for Publicity of AIC and its Schemes/Products, the skill-sets and USP of the Agency which would bring value to AIC and any other value proposition of the Agency.
- 4.6.3 Final selection for empanelment as “Social Media Agency” – Financial Bids of Agencies scoring aggregate 70 or more marks (out of total 100 marks) would be opened at the date and time mentioned in this RFP document. The Agency with the lowest (L-1) quote will be empaneled as “Social Media Agency”.

5. RFP CONTENTS

Envelope No.	Contents	Remarks
1	Eligibility Bid – Annexure I, II, III A, III B and IV	Sealed cover marked “ Eligibility Bid ”
2	Technical Bid – Details/documents as per Annexure V (including Creative Assignment)	Sealed cover marked “ Technical Bid ”
3	Demand Draft/Cheque of Rs. 5,000/- favouring “Agriculture Insurance Company of India Limited” payable at New Delhi, being one-time, non-refundable RFP Fee	Open cover marked “ RFP Fee ”
4	EMD of Rs. 1,00,000/- (One Lakh) through NEFT/RTGS* in below mentioned bank account OR Bank Guarantee from a Nationalized / Scheduled Bank valid for 180 days.	Open cover marked “ EMD ” mentioning UTR no. and date OR Bank Guarantee
5	Financial Bid (only for empanelment as “Social Media Agency”) – as per Annexure VII	Sealed cover marked “ Financial Bid ”

- 5.1 All the above envelopes must be submitted in one sealed super-cover marked “**AIC – Empanelment as Social Media & Multimedia Creative Agency – 2021**”.
- 5.2 An Agency may submit Proposal for any one of Social Media Agency or Multimedia Creative Agency or for both. RFP Fee shall be submitted only once, but separate EMD of Rs. 1 lakh each to be deposited for Social Media Agency and Multimedia Creative Agency.
- 5.3 EMD of the unsuccessful applicants shall be released after the process of empanelment is finalized.



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5.4 *AIC Bank account details for EMD:

A/c Name	AIC of India Expenses of Management Control Account
A/c No.	007010200018780
Bank	Axis Bank Ltd.
IFSC	UTIB0000007
MICR	110211002

5.5 Micro and Small Enterprises (MSEs) as defined in MSE Procurement Policy issued by Department of Micro, Small and Medium Enterprises (MSME), Agencies registered with the Central Purchase Organization are exempted for EMD and RFP Fee. However, Startups with DPIIT Certificate of Recognition for Startups/ Application for Startup are exempted for only EMD fee but RFP Fee would be payable. **The Certificate for Exemption shall be attached in the corresponding envelope while submitting the Proposal failing which the proposal shall not be considered.**

5.6 The sealed Proposal shall be addressed to “Manager, Business Development/Publicity Department, Agriculture Insurance Company of India Ltd, Plate B & C, 5th Floor, Office Block 1, East Kidwai Nagar, New Delhi 110023”

5.7 The Proposal must reach to us LATEST by **01:00 PM on 23.04.2021**. AIC SHALL NOT BE LIABLE for Proposals lost in transit or submitted late. As such, all late bids shall not be considered.

5.8 Any Proposal submitted without ALL the above shall be rejected summarily. All Annexures should be duly signed by the Authorized Signatory.

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 Eligibility Criteria as indicated and the other data, if any, given in response to this RFP is incorrect.

6. PERFORMANCE SECURITY:

6.1 EMD of the successful Agencies shall be retained as ‘Performance Security’ with AIC throughout the term of empanelment with AIC.

6.2 If EMD is submitted as Bank Guarantee by the successful agency, then this shall be replaced by Performance Bank Guarantee (PBG) for the duration equal to the empanelment term of Agency.

6.3 No interest is payable by AIC on the Performance Security.

6.4 The Bank guarantee towards performance security shall remain valid up to 60 days after the stipulated date of completion of empanelment.

6.5 The performance security of the successful bidder shall be returned within 60 days after completion of its empanelment term with AIC.

6.6 Forfeiture of performance security:

6.6.1 The performance security of the successful Agency may be forfeited if the successful Agency fails to execute the work as per terms of its empanelment or the performance of such agency is not up to the mark as per decision of AIC or if there is a breach of the RFP terms and conditions and the same is not rectified within the time frame mentioned by AIC.

6.6.2 The forfeiture of PBG shall not waive the right of AIC to de-empanel the Agency.

7. ELIGIBILITY CRITERIA FOR SOCIAL MEDIA & MULTIMEDIA CREATIVE 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:



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S. No.	Minimum Eligibility Criteria for Multimedia Creative Agencies
1	The Agency should be: A company incorporated in India under the Companies Act, 2013 Limited Liability Partnership (LLP) registered under LLP Act, 2008 and subsequent amendments thereto and Registered with the GSTN
2	The Agency should have minimum Average Annual Turnover of Rs. 25 Crore from business related to Media/Advertising/Publicity for last 3 years i.e. FY 2019-20, 2018-19 and 2017-18 <i>For Startups, minimum average annual turnover from business related to Media/Advertising/Publicity should be Rs. 5 crores for last 3 years i.e. FY 2019-20, 2018-19 and 2017-18. For Startups, DPIIT Certificate of Recognition for Startups is mandatory</i>
3	The Agency should have earned net profit during any 2 out of last 3 years i.e. FY 2019-20, 2018-19 and 2017-18. <i>For Startups, the Agency should have earned net profit during any 1 out of last 3 years i.e. FY 2019-20, 2018-19 and 2017-18.</i>
4	The Agency should have executed the Advertisement and Publicity Campaigns for at least 10 Govt./PSU clients during last 3 years from the date of issuance of this RFP. <i>For Startups, minimum number of Govt./PSU clients is 2 (two). For Startups, DPIIT Certificate of Recognition for Startups is mandatory.</i>
5	The Agency should not have been blacklisted/ debarred by any Central/ state government/ public sector undertaking/ Banks, their services not terminated by AIC in last three years and not involved in any litigation with any entity inclusive AIC that may affect or compromise the delivery of service required. The agency should not have been penalized or found guilty in court of law. The agency should not have been removed / dismissed prematurely during the contract period by any Central / state government/ public sector undertakings / Banks / Financial Institutions
6	The Agency should have full-fledged office in National Capital Region (NCR).
7	The Agency should have minimum staff strength of 20 full time employees in NCR office.
8	The Agency should be Accredited with INS

S. No.	Minimum Eligibility Criteria for Social Media Agencies
1	The Agency should be: A company incorporated in India under the Companies Act, 2013 Limited Liability Partnership (LLP) registered under LLP Act, 2008 and subsequent amendments thereto and Registered with the GSTN
2	The Agency should have minimum average Annual turnover of Rs. 2 Crore from business related to Social Media Services for last 3 years i.e. FY 2019-20, 2018-19 and 2017-18 <i>For Startups, minimum average annual turnover from business related to Social Media Services should be Rs. 50 Lakh for last 3 years i.e. FY 2019-20, 2018-19 and 2017-18. For Startups, DPIIT Certificate of Recognition for Startups is mandatory</i>
3	The Agency should have earned net profit during any 2 out of last 3 years i.e. FY 2019-20, 2018-19 and 2017-18. <i>For Startups, the Agency should have earned net profit during any 1 out of last 3 years i.e. FY 2019-20, 2018-19 and 2017-18.</i>
4	The Agency should have executed Social Media Campaigns for at least 5 Govt./PSU clients during last 3 years from the date of issuance of this RFP. <i>For Startups, minimum number of Govt./PSU clients is 1 (one). For Startups, DPIIT Certificate of Recognition for Startups is mandatory</i>



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3	The Agency should not have been blacklisted/ debarred by any Central/ state government/ public sector undertaking/ Banks, their services not terminated by AIC in last three years and not involved in any litigation with any entity inclusive AIC that may affect or compromise the delivery of service required. The agency should not have been penalized or found guilty in court of law. The agency should not have been removed / dismissed prematurely during the contract period by any Central / state government/ public sector undertakings / Banks / Financial Institutions
4	The Agency should have full-fledged office in National Capital Region (NCR).
5	The Agency should have minimum staff strength of 10 full time employees in NCR office

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.

8. DURATION OF EMPANELMENT

The Panel shall ordinarily remain valid for a period of 4 years, extendable by another 1 year at the discretion of Business Development/Publicity Department, Head Office. However, the Department reserves the right and discretion to cancel the entire Panel at any time without assigning any reason.

Furthermore, AIC may conduct periodical reviews; and reserves the right and discretion to terminate the empanelment of any Agency at any time without assigning any reason; and thereafter carry on with the remaining Agencies on the Panel.

9. AMENDMENT TO THE RFP DOCUMENT

- 9.1 At any time prior to the date of submission of Proposals, AIC, for any reason, may modify the RFP Document, by amendment.
- 9.2 The amendment will be posted on AIC's website www.aicofindia.com and CPPP (eprocure.gov.in).
- 9.3 All Agencies must ensure that such clarifications have been considered by them before submitting the Proposal. AIC will not have any responsibility in case some omission is done by any Agency.
- 9.4 In order to allow prospective Agencies reasonable time in which to take the amendment into account in preparing their Proposals, AIC, at its discretion, may extend the deadline for the submission of Proposals.

10. BID VALIDITY:

Prices and other terms offered by Agencies must be firm for an acceptance period of 180 days from last date for submission of bids as mentioned in 'Critical information' sheet.

11. PENALTY PROVISION

The Empaneled Agencies will be required to serve AIC for services as per its requirement in conformity with the Scope of Work. Any avoidance/denial of any service will be treated as serious failure based on which penalty up to 10% of the work order (which is denied/avoided by the Agency) and may be deducted from the Performance Security or any other dues to the agency as liquidated damages. Also, a penalty @ 0.5 % per day of the value of the work order shall be levied on the selected empaneled agency to whom the work order has been issued if the agency fails to provide services as per the timelines specified in the work order. Additionally, such avoidance/denial of the work or delay in providing the services can lead to the termination of the agency.



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12. 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 Empaneled Agency. AIC does not warranty any quantum of work to the empaneled agencies for any activities mentioned in the scope of work of this RFP and depending on the requirement, work will be allocated individually for one or more activity to the identified agency in the sole discretion of the AIC.

13. 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).

14. ACCEPTANCE OF SELECTION PROCESS

Each Recipient / Respondent having responded to this RFP acknowledges to have read, understood and accepts the selection & evaluation process mentioned in this RFP document. The Recipient / Respondent ceases to have any option to object against any of these processes at any stage subsequent to submission of its responses to this RFP

15. WORK ALLOCATION AMONG EMPANELED MULTIMEDIA CREATIVE AGENCIES

- 15.1 The allocation of any campaign where DAVP rate is available, shall be done to one or more Agencies based on pre-defined criteria such as creative quality or any other criteria depending on the campaign
- 15.2 For a campaign/activity, where DAVP rate is not available, work allocation shall be done by inviting quotations from the empaneled agencies.
- 15.3 AIC also reserves the right and discretion to get any campaign/creative done by any Agency whatsoever (even outside the panel) and also to directly place with any Media.
- 15.4 In case of corrigendum necessitated due to wrong translation/missing/wrong text by the Agency, the cost of publication thereof will be borne by the Agency itself.
- 15.5 For all print advertisements, no charges will be paid for design and supply of art pulls/photocopies.
- 15.6 The Agency will not be paid for creative and design of print Advertisement in case the campaign is launched through them.

16. PAYMENT TERMS

- 16.1 The empaneled Agency shall not be paid any advance for any activity.
- 16.2 Payment to "Social Media Agency" shall be made after completion of each calendar month and upon submission of Invoice and all the necessary reports/documents as per clause 3.1.12 of this RFP document.
- 16.3 Payment to "Multimedia Creative Agency" shall be made after completion of activity/campaign and submission of invoice along with required documents to the satisfaction of AIC.

17. CONDITIONAL BID

Any conditional bid or counter offer shall be liable for rejection. The bidder shall accept the bid in entirety and in the event any terms is not accepted, or the bid is submitted with any conditions, such bid shall be liable for rejection.



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18. TERMINATION

AIC shall, in addition to other remedial steps to be taken as provided in the conditions of RFP be entitled to cancel the empanelment on any Agency or entire panel if the empaneled Agency:

- 18.1 Makes default in proceeding with the works with due diligence and continues to do so even after a notice in writing from AIC, then on the expiry of the period as specified in the notice.
- 18.2 Commits default/breach in complying with any of the terms and conditions of the RFP and does not remedy it or fails to take effective steps for the remedy to the satisfaction of AIC.
- 18.3 Become insolvent or has initiated the process of insolvency.

It is clarified that the approved bills up to the effective date of termination will be paid as per the RFP payment terms.

The Empaneled Agency can terminate the work order if AIC fails to abide by the payments terms as mentioned in the RFP provided the empaneled Agency shall give a notice of 15 days for rectification of the same.

19. INDEMNIFICATION:

- 19.1 The empaneled Agency shall indemnify and keep indemnified AIC from and against any and all claims, direct losses, injuries, liabilities, reasonable costs and expenses, direct damages, actions or proceedings which may be made or taken against the AIC by any person arising out of any breach, action or inaction of the Empaneled Agency under this RFP.
- 19.2 The empaneled Agency is to also ensure the compliance of laws including labour laws as applicable and the empaneled Agency will indemnify AIC for any liability arising out of such violation / breach of any provision of laws.

20. LIMITATION OF LIABILITY

Unless otherwise stated in this RFP, neither Party shall, in any event, regardless of the form of claim, be liable for any indirect, special, punitive, exemplary, speculative or consequential damages.

- 20.1 Subject to the above and unless otherwise stated in this RFP, the maximum aggregate liability of the empaneled Agency shall be, regardless of the form of claim, shall be the total contract value.
- 20.2 Notwithstanding anything mentioned in this RFP document, the Breach of indemnity clause including any third-party liability due to loss of life and violation of Intellectual Property Rights (IPR) shall be excluded from purview of limitation of liability.

21. GENERAL TERMS AND CONDITIONS

- 21.1 In the case of dispute arising upon or in relation to or in connection with this RFP between AIC and the empaneled agency, which has not been settled amicably, any party in dispute can refer the dispute for Arbitration under (Indian) Arbitration and Conciliation Act, 1996. Such disputes shall be referred to a sole arbitrator to be appointed mutually by the parties to the dispute. Arbitration proceedings shall be held in New Delhi, India and the language of the arbitration proceedings and that of all documents and communications between the parties shall be English. The expenses incurred by each party in connection with the preparation, presentation shall be borne by the party itself.
- 21.2 The empaneled agency shall comply with all applicable union, state and local laws, ordinances, regulations and codes in performing its obligations hereunder. If at any time during the term of the empanelment, agency is in violation of any law, ordinance, regulation, or code, AIC shall be entitled to de-panel the agency with immediate effect.



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Telephone: 011-24604444, Email: aicho@aicoindia.com, CIN: U74999DL2002PLC118123

- 21.3 The original information, the methodology adopted, original data, derived data including outcome of the RFP, the originals of any reports and documents or materials prepared or information produced as a result of the services under this RFP and all intellectual property rights therein, unless otherwise specifically stated, shall be and shall remain exclusive property of AIC.
- 21.4 Selected agency may be required to enter into the contract with AIC as per terms and conditions based on this RFP.

BUSINESS DEVELOPMENT/PUBLICITY DEPARTMENT, HEAD OFFICE, AIC



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ANNEXURE - I

ELIGIBILITY BID

Following documents should be submitted in "Eligibility Bid"

1. Self-attested copy of Certificate of Incorporation
2. Self-attested copy of Registration Certificates with the GSTN
3. Self-attested copy of PAN Card
4. CA certificate clearly mentioning total turnover from Media/Advertising/Publicity activities and turnover from Social Media services and Net Profit during FY 2019-20, 2018-19 and 2017-18 **(Annexure -II)**.
5. All Work Orders **along with Completion Certificates** for Advertisement and Publicity Campaigns (other than social media) for Government/PSU clients during last 3 years from the date of issuance of this RFP. *Any work order issued before 3 years from the date of issuance of this RFP shall not be considered for evaluation.* (only required for empanelment as Multimedia Creative Agency)
6. All Work Orders **along with Completion Certificates** for Social Media Campaigns for Government/PSU clients during last 3 years from the date of issuance of this RFP. *Any work order issued before 3 years from the date of issuance of this RFP shall not be considered for evaluation.* (only required for empanelment as Social Media Agency)
7. Self-certification on letterhead to be provided as per **Annexure -III A**.
8. Integrity Pact as per **Annexure III B**.
9. Recent electricity Bill/ Landline Telephone Bill/ Shop & Establishment License/ Regd. Rent Agreement/ Regd. Lease Deed etc. or any other certified document establishing office in NCR
10. List of staff in NCR Office with their PF numbers or such verifiable particulars on letter head of the Agency. Refer to Format under **Annexure -IV**
11. Latest INS Accreditation certificate (self-attested) – only required for empanelment as Multimedia Creative Agency.
12. **certificate for MSME and Startups (if applicable) to be enclosed.**

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

I/We further undertake as under:

- A. That we shall abide by the all terms and conditions of this RFP without any deviation.
- B. That we shall execute a contract, if required by AIC, based on the terms and conditions of this RFP.

Signature _____

Full Name (In Capital letters) _____

Designation _____

Address _____

Note:

1. AIC reserves the right to verify the facts given by the Agency, with any authority.
2. All the pages and supporting documents should be duly signed by the Authorized signatory.
3. AIC will not be responsible for any oversight if a particular document is not referred to, at designated place in the formats.



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ANNEXURE-II

Certificate of turnover from Media/Advertising/Publicity and/or turnover from Social Media services by Chartered Accountant/ Statutory Auditor

It is certified that the Turnover of M/s (Name & address of the Agency) _____
_____ from the business related to Media/Advertising/Publicity and from Social media services for last three years is as under:

Financial Year	Turnover (Rs. crore) from the business related to Media/Advertising/Publicity	Net Profit
2017-18		
2018-19		
2019-20		
Average Annual Turnover for 3 years		

Financial Year	Turnover (Rs. crore) from the business related to Social Media Services	Net Profit
2017-18		
2018-19		
2019-20		
Average Annual Turnover for 3 years		

Yours Sincerely,

(Signature of Chartered Accountant/ Statutory Auditor of the Company)

Name of the Chartered Accountant/ Statutory Auditor:

Seal with Membership No. of ICAI



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(On Letterhead of the Agency)

ANNEXURE – III A

To
The Manager (Business Development/Publicity),
Agriculture Insurance Company of India Limited,
Plate B & C, 5th Floor, Office Block 1, East Kidwai Nagar,
New Delhi 110023

Subject: Declaration Regarding Clean Track Record

I /we have carefully gone through the Terms & Conditions contained in the RFP No. _____ dated _____ regarding empanelment of Social Media and Multimedia Creative Agencies. We further declare that we are eligible and competent as per the eligibility criteria given in this RFP document and the information submitted by us in all Annexures and Formats is true and correct and also able to perform this contract as per RFP document.

I/We hereby declare that I/we has/have not been debarred/ black listed by any Ministry, Public Sector Undertaking, or any other Government / Semi Government organizations in India during last 3 years from the date of RFP.

I/we further declare that I/we has/ have not been removed / dismissed prematurely during the contract period by any Central / state government/ public sector undertakings / Banks / Financial Institutions.

I/we further certify that I/we has/ have not have been penalized or found guilty in court of law and not involved in any litigation with any entity inclusive AIC that may affect or compromise the delivery Request for Empanelment of Agencies.

I/we further certify that I am /we are competent officer in my company to make this declaration that our bid and its terms & conditions is binding on us and persons claiming through us and that you are not bound to accept a bid you receive.

Thanking you,

Yours sincerely,

Signature:
Full Name: (In Capital Letters)
Designation:
Address:
(Authorized Representation)
Telephone No.
Mobile No.
E-mail address



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ANNEXURE – III B

INTEGRITY PACT

Between

THE AGRICULTURE INSURANCE COMPANY OF INDIA LIMITED (AICL) hereinafter referred to as “The Principal”

and

M/s _____ hereinafter referred to as
“The Bidder”.

Preamble

The Principal intends to empanel Agencies, under laid down organizational procedures, for Social Media/ Multimedia activities of the Company. The Principal values full compliance with all relevant laws of the land, rules, regulations, economic use of resources and of fairness / transparency in its relations with its Bidder(s).

In order to achieve these goals, the Principal will appoint an Independent External Monitor (IEM), who will monitor the Bid process and the execution of the Contract for compliance with the principles mentioned above.

Section 1 – Commitments of the Principal

1. The Principal Commits itself to take all measures necessary to prevent corruption and to observe the following principles: -
 - a. No employee of the Principal, personally or through family members, will in connection with the RFP for, or the execution of a contract, demand, take a promise for or accept, for self or third period, any material or immaterial benefit which the person is not legally entitled to.
 - b. The Principal will, during the RFP process treat all Bidder(s) with equity and reason. The Principal will in particular, before and during the Bid process, provide to all Bidder(s) the same information and will not provide to any Bidder(s) confidential /additional information through which the Bidder(s) could obtain an advantage in relation to the Bid process or the contract execution.
 - c. The Principal will exclude from the process all known prejudiced persons.
2. If the Principal obtains information on the conduct of any of its employees which is a criminal offence under the IPC / PC Act, or if there be a substantive suspicion in this regard, the Principal will inform the Chief Vigilance Officer and in addition can initiate disciplinary actions.

Section 2 – Commitments of the Bidder(s)

1. The Bidder(s) commit himself to take all measures necessary to prevent corruption. He commits himself to observe the following principles during his participation in the Bid process and during the contract execution.
 - a. The Bidder(s) will not directly or through any other person or firm, offer, promise or give to any of the Principal's employees involved in the RFP process or the execution of the contract or to any third person any material or other benefit which he / she is not legally entitled to, in order to obtain in exchange any advantage of any kind whatsoever during the RFP process or during the execution of the contract.
 - b. The Bidder(s) will not enter with other Bidders into any undisclosed agreement or understanding, whether formal or informal. This applies in particular to prices, specifications, certifications, subsidiary contracts, submission or non-submission of bids or any other actions to restrict competitiveness or to introduce cartelization in the bidding process.



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- c. The Bidder(s) will not commit any offence under the relevant IPC / PC Act, further the Bidder(s) will not use improperly, for purposes of competitive or personal gain, or pass on to others, any information or document provided by the Principal as part of the business relationship, regarding plans, technical proposals and business details, including information contained or transmitted electronically.
 - d. The Bidder(s) of foreign origin shall disclose the name and address of the Agents / representatives in India, if any. Similarly, the Bidder(s) of Indian Nationality shall furnish the name and address of the foreign principals, if any. Further details as mentioned in the “ Guidelines on Indian Agents of Foreign Suppliers” shall be disclosed by the Bidder(s) / Contractor(s). Further, as mentioned in the Guidelines all the payments will be made in Indian Rupees Only.
 - e. The Bidder(s) will, when presenting his bid, disclose any and all payments he has made, is committed to or intends to make to agents, brokers or any other intermediaries in connection with the award of the contract.
 - f. Bidder(s) who have signed the Integrity Pact shall not approach the Courts while representing the matter to IEMs and shall wait for their decision in the matter.
2. The Bidder(s) will not instigate third persons to commit offences outlined above or be an accessory to the offences.

Section 3 – Disqualification from Bid process and exclusion from future contracts

If the Bidder(s), before award or during execution has committed a transgression through a violation of Section 2, above or in any other form such as to put his reliability or credibility in question, the Principal is entitled to disqualify the Bidder(s) from the RFP process or take action as per the procedure mentioned in the “Guidelines on Banning of business dealings” .

Section 4 – Compensation for Damages

1. If the Principal has disqualified the Bidder(s) from the RFP process prior to the award according to Section 3, the Principal is entitled to demand and recover the damages equivalent to Earnest Money Deposit / Bid Security.
2. If the Principal has terminated the contract according to Section 3, or if the Principal is entitled to terminate the contract according to Section 3, the Principal shall be entitled to demand and recover from the Contractor liquidated damages of the Contract Value or the amount equivalent to Performance Bank Guarantee.

Section 5 – Previous transgression

1. The Bidder declared that no previous transgressions occurred in the last 3 years with any other Company in any country conforming to the anti-corruption approach or with any other Public Sector Enterprise in India that could justify his exclusion from the tender process.
2. If the Bidder makes incorrect statement on this subject, he can be disqualified from the RFP process or action can be taken as per the procedure mentioned in “Guidelines on Banning of business dealings” .

Section 6 – Equal treatment of all Bidders

1. In case of Sub-contracting, the Principal Contractor shall take the responsibility of the adoption of Integrity Pact by the Sub- contractor.
2. The Principal will enter into agreements with identical conditions as this one with all Bidders and Contractors.



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3. The Principal will disqualify from the RFP process all bidders who do not sign this Pact or violate its provisions.

Section 7 – Criminal Charges against violating Bidder(s)

If the Principal obtains knowledge of conduct of a Bidder, or of an employee or a representative or an associate of a Bidder, which constitutes corruption, or if the Principal has substantive suspicion in this regard, the Principal will inform the same to the Chief Vigilance Officer.

Section 8 – Independent External Monitor / Monitors

1. The Principal appoints competent and credible Independent External Monitor for this Pact after approval by the Central Vigilance Commission. The task of the Monitor is to review independently and objectively, whether and to what extent the parties comply with the obligations under this agreement.
2. The Monitor is not subject to instructions by the representatives of the parties and performs his functions neutrally and independently. The Monitor would have access to all Contract documents, whenever required. It would be obligatory for him/her to treat the information and documents of the Bidders/ Contractors as confidential. He reports to the Chairman cum Managing Director, The Agriculture Insurance Company of India Limited.
3. The Bidder(s) accepts that the Monitor has the right to access without restriction to all Project documentation of the Principal including that provided by the Bidder. The Bidder will also grant the Monitor, upon his request and demonstration of a valid interest, unrestricted and unconditional access to his project documentation.
4. The Monitor is under contractual obligation to treat the information and documents of the Bidder(s) with confidentiality. The Monitor has also signed declarations on 'Non-Disclosure of Confidential Information' and of 'Absence of Conflict of Interest'. In case of any conflict of interest arising at. Later date, the IEM shall inform the CMD, AICL and recuse himself/herself from that case.
5. The Principal will provide to the Monitor sufficient information about all meetings among the parties related to the Project, provided such meetings should have an impact on the contractual relations between the principal and the Bidder. The parties offer to the Monitor the option to participate in such meetings.
6. As soon as the Monitor notices, or believes to notice, a violation of this agreement, he/she will so inform the Management of the principal and request the Management to discontinue or take corrective action, or to take other relevant action. The Monitor can in this regard submit non-binding recommendations. Beyond this, the Monitor has no right to demand from the parties that they act in a specific manner, refrain from action or tolerate action.
7. The Monitor will submit a written report to the CMD, AICL within 8 to 10 weeks from the date of reference or intimation to him by the Principal and, should the occasion arise, submit proposal for correcting problematic situations.
8. If the Monitor has reported to the CMD, a substantiated suspicion of an offence under relevant IPC /PC Act, and the CMD has not, within the reasonable time taken visible action to proceed against such offence or reported it to the Chief Vigilance Officer, the Monitor may also transmit this information directly to the Central Vigilance commissioner.
9. The word 'Monitor' would include both singular and plural.



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Section 9 – Pact Duration

The Pact begins when both parties have legally signed it. It expires for the Bidders 6 months after the contract has been awarded. Any violation of the same would entail disqualification of the bidders and exclusion from future business dealings. If any claim is made/ lodged during this time, the same shall be binding and continue to be valid despite the lapse of this pact as specified above, unless it is discharged/determined by CMD of AICL.

Section 10 – Other provisions

1. This agreement is subject to Indian Law; Place of performance and jurisdiction is the Registered Office of the Principal i.e. New Delhi.
2. Changes and supplements as well as termination notices need to be made in writing. Side agreements have not been made.
3. If the Bidder is a partnership or a consortium, this agreement must be signed by all partners or consortium members.
4. Should one or several provisions of this agreement turn out to be invalid, the remainder of this agreement remains valid. In this case, the parties will strive to come to an agreement to their original intentions.
5. Issues like Warranty/Guarantee etc shall be outside the purview of IEMs.
6. In the event of any contradiction between the Integrity Pact and its Annexure, the clause in the Integrity Pact will prevail.

(For & On behalf of the Principal)
(Office Seal)

(For & On behalf of Bidder/Contractor)
(Office Seal)

Place: _____

Date : _____

Witness 1:

(Name & Address)

Witness 2 :

(Name & Address)



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(On Letterhead of the Agency)

ANNEXURE - IV

Details of all full-time staff in NCR Office (excluding sub-staff/office boys/contractual staff):

S. No.	Name	PF No. or other verifiable parameter	Designation	Telephone	Email

Signature:
Full Name: (In Capital Letters)
Designation:
Address:
(Authorized Representation)
Company Seal



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(On Letterhead of the Agency)

ANNEXURE - V

PARTICULARS REQUIRED FOR EMPANELMENT OF SOCIAL MEDIA and MULTIMEDIA CREATIVE AGENCIES WITH AIC

S. No.	Details Required	Agency Response
1	Address of the Registered/Head Office of the Agency with Telephone No., Fax No., and E-mail address.	
2	Bank Details: Name of Bank and Branch; Account number and IFSC	
3	List of branch office(s) in India, other than NCR office including complete address, Name of contact person, with designation and mobile No	
4	Details of Awards received in last 3 years from the date of issuance of this RFP for campaigns launched in print media/electronic media from any reputed publications/recognized institutions (If yes, Attach copies of Certificates). Appreciation letters shall not be considered as award	
5	Creative Assignment – As per clause 4.4	

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

Signature:

Full Name: (In Capital Letters)

Designation:

Address:

(Authorized Representation)

Telephone No.

Mobile No.

E-mail address

Note:

1. If needed, the Agency can use separate sheets for explaining the above points.
2. AIC reserves the right to verify the facts given by the Agency, with any authority, if required.

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ANNEXURE – VI A**TECHNICAL EVALUATION CRITERIA – MULTIMEDIA CREATIVE AGENCIES**

SL.	PARAMETER	Maximum Marks
1	Average Annual Turnover from business related to Media/ Advertising/ Publicity for last 3 years For turnover up to Rs. 25 crore: 0 marks; For turnover more than Rs. 25 crore and up to Rs. 50 crore: 2 mark; For turnover more than Rs. 50 crore and up to Rs. 75 crore: 4 mark; For turnover more than Rs. 75 crore and up to Rs. 100 crore: 6 mark; For turnover above Rs. 100 crore: 8 mark;	8
2	No. of full-time employees in NCR Office: Up to 20 employees: 0 mark 21 to 30 employees: 2 mark 31 to 40 employees: 4 mark More than 40 employees: 6 mark	6
3	Additional branch offices in India other than NCR 5 or less office other than NCR office: 0 mark 6 to 10 office other than NCR office: 2 mark 11 to 15 office other than NCR office: 4 mark More than 10 office other than NCR office: 6 mark	6
4	No. of domain experts on the rolls in NCR office - like Creative Designers, Copywriters, Script Writers, Translators etc. (2 mark per domain expert, maximum 20 mark)	20
5	No. of Govt./PSU clients for “Media/Advertising/Publicity (other than Social Media)” in last 3 years from the date of issuance of this RFP 10 or less Govt./PSU clients = 0 mark 11 to 15 Govt./PSU clients = 2 marks 16 to 20 Govt./PSU clients = 4 marks More than 20 Govt./PSU clients = 6 marks	6
6	Award(s) received in last 3 years (Appreciation letter will not be considered as award) - 1 mark per Award (maximum 4 mark)	4
7	CREATIVE ASSIGNMENT– As per clause 4.4.1	
	1 Sample Quarter Page Newspaper Advertisement Creative (Hindi; Colour)	20
	1 Slogan coined on the Theme (Hindi)	5
	<i>SUB TOTAL – PARAMETRIC & CREATIVE</i>	75
8	PRESENTATION	25
	<i>GRAND TOTAL</i>	100

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ANNEXURE – VI B**TECHNICAL EVALUATION CRITERIA – SOCIAL MEDIA AGENCY**

SL.	PARAMETER	Maximum Marks
1	Average Annual turnover from business related to Social Media services for last 3 years For turnover up to Rs. 2 crore: 0 marks; For turnover from Rs. 2 crore to Rs. 3 crore: 1 mark; For turnover from Rs. 3 crore to Rs. 4 crore: 2 mark For turnover from Rs. 4 crore to Rs. 5 crore: 3 mark For turnover above Rs. 5 crore: 4 mark	4
2	No. of full-time employees in NCR Office: Up to 10 employees: 0 mark 11 to 20 employees: 1 mark 21 to 30 employees: 2 mark More than 30 employees: 3 mark	3
3	Additional branch offices in India other than NCR 3 or less office other than NCR office: 0 mark 4 to 5 office other than NCR office: 1 mark 6 to 7 office other than NCR office: 2 mark More than 7 office other than NCR office: 3mark	3
4	No. of domain experts on the rolls in NCR office - like Creative Designers, Copywriters, Script Writers, Translators etc. (one mark per domain expert, maximum 10 mark)	10
5	No. of clients for “Social Media” serviced in last 3 years from the date of issuance of this RFP 5 or less Govt./PSU clients = 0 mark 6 to 10 Govt./PSU clients = 5 marks More than 10 Govt./PSU clients = 10 marks	10
6	CREATIVE ASSIGNMENT– As per clause 4.4.2	
	1 Sample Social Media Creative with suggestive post content (Hindi; Colour)	15
	1 Sample video of up to one minute for Brand building of AIC on social media platforms	15
	SUB TOTAL	60
7	PRESENTATION	40
	GRAND TOTAL	100



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(On Letterhead of the Agency)

ANNEXURE – VII

FINANCIAL BID FOR EMPANELMENT AS SOCIAL MEDIA AGENCY WITH AIC

Particulars	Rate excluding GST (in words)	Rate excluding GST (in figures)
Monthly Retainership charges for Social Media activities as per Scope of Work mentioned in the RFP		

Note:

1. Nothing extra (except GST) shall be payable beyond the rate quoted by the Agency.
2. Rates quoted in 'words' and 'figures' should be same. In case of difference between the two, the rate quoted in words shall be taken as correct.

Name of Authorized Signatory:

Signature of Authorized Signatory:

Company Seal