

**Request for Proposal (RFP) for Appointment of Agency for  
Conducting Information, Education and Communication  
(IEC) activities under RAMP Scheme in the State of  
Chhattisgarh**



**Issued by**  
**Chhattisgarh State Industrial Development Corporation Ltd. (CSIDC),**  
(A Govt. of Chhattisgarh Undertaking)  
Udyog Bhavan, Ring Road No. 01,  
Telibandha, Raipur, Chhattisgarh  
Phone No: 0771-6621000  
Email: [csidc.cg@gov.in](mailto:csidc.cg@gov.in)  
Website: [www.csidc.in](http://www.csidc.in)

## **Disclaimer**

The information contained in this Request for Proposal (RFP) or subsequently provided to the Applicant(s), whether verbally or in documentary or any other form by or on behalf of the CSIDC, an undertaking of the Government of Chhattisgarh, or any of its employees or advisors, is provided to the Applicant(s) on the terms and conditions set out in this RFP and any other terms and conditions subject to which such information is provided.

This RFP is not an agreement and neither constitutes an offer nor an invitation by CSIDC to the prospective Applicants or any other person. The purpose of this RFP is to provide interested parties with information that may be useful in preparing their proposals for **Appointment of Agency for Conducting Information, Education and Communication (IEC) activities under RAMP Scheme in the State of Chhattisgarh.**

This RFP includes statements that reflect various assumptions and assessments made by CSIDC concerning the assignment. These assumptions, assessments, and statements do not purport to contain all the information that each Applicant may require. This RFP may not be suitable for all applicants, and it is not possible for CSIDC, its employees, or advisors to consider the specific objectives, financial situation, or particular needs of each Applicant. The assumptions, assessments, statements, and information contained in this RFP may not be complete, accurate, adequate, or correct. Each Applicant is required to conduct its own due diligence, investigations, and analysis and should independently verify the accuracy, adequacy, correctness, reliability, and completeness of the information provided in this RFP.

The information provided in this RFP may include references to laws, rules, and regulations. However, it should not be considered a complete or authoritative statement of law. CSIDC does not accept any responsibility for the accuracy of any legal interpretations contained herein.

CSIDC, its employees, and advisors make no representation and shall have no liability to any Applicant or any other person under any law, statute, rules, or regulations, or under principles of restitution or unjust enrichment, or otherwise for any loss, damage, cost, or expense that may arise from or be incurred or suffered on account of anything contained in this RFP or otherwise, including the accuracy, adequacy, correctness, completeness, or reliability of the RFP and any assessment, assumption, statement, or information contained herein. CSIDC also disclaims any liability arising from negligence or otherwise in reliance on any statements contained in this RFP. CSIDC may, at its sole discretion, but without any obligation, update, amend, or supplement the information, assessment, or assumptions contained in this RFP. The issuance of this RFP does not imply that CSIDC is bound to select any Applicant or to appoint the selected Applicant for empanelment. CSIDC reserves the right to reject all or any of the proposals without assigning any reason.

The Applicant shall bear all costs associated with the preparation and submission of its proposal, including but not limited to documentation, copying, postage, delivery, and any expenses related to presentations or demonstrations required by CSIDC. Shortlisted organizations may be invited through a separate notification or Request for Proposal (RFP) to submit detailed technical and financial bids.

The undersigned reserves the right to accept or reject any or all proposals without assigning any reason.

**Notice Inviting  
Request for Proposal (RFP)  
For**

**Appointment of Agency for Conducting Information, Education and Communication (IEC) activities under RAMP Scheme in the State of Chhattisgarh**

CSIDC, an undertaking of the Government of Chhattisgarh, **invites Request for Proposal (RFP) for Appointment of Agency for Conducting Information, Education and Communication (IEC) activities under RAMP Scheme in the State of Chhattisgarh**

The details regarding the submission of Bids are available in the RFP document, accessible on the e-Procurement system at <https://eproc.cgstate.gov.in> & [www.csidc.in](http://www.csidc.in). CSIDC, an undertaking of the Government of Chhattisgarh, reserves the right to cancel this RFP or invite fresh bids, with or without amendments, at its sole discretion, without any liability or obligation. CSIDC also reserves the right to make the final decision regarding the award of the contract, without assigning any reason.

- All eligible/interested Bidders are mandated to get enrolled on e-Procurement Portal.
- Bidders can contact Help Desk for any clarification of their doubts regarding the process of Electronic Procurement portal. Help Desk at Toll Free No. 1800 419 9140 or through Email ID [helpdesk.eproc@cgswan.gov.in](mailto:helpdesk.eproc@cgswan.gov.in)
- Bid submissions will be made online through the e-Procurement system at <https://eproc.cgstate.gov.in> (“e-Procurement Portal”).
- Bidders are required to submit one original hard copy of pre-qualification & technical evaluation documents, along with Power of Attorney and Authorisation Letter/ Board Resolution in sealed cover separately up to 02:00 PM on last date of submission of hard copy. The Documents must be spiral or hardbound, with all pages sequentially numbered **Financial Bid should not be submitted in hard copy.**
- Please note that only online bids will be considered for evaluation of offers. Documents submitted in hard copy shall be considered only for reference.
- Self-Certification by the bidder letter head stating that online and offline offer are identical in all respects as needs to be submitted mandatorily.

**Issuer**

**The Managing Director,  
Chhattisgarh State Industrial Development Corporation Ltd. (CSIDC),  
(A Govt. of Chhattisgarh Undertaking)  
Udyog Bhawan, Ring Road No.1, Telibandha, Raipur (C.G) - 492006  
Phone No: 0771-6621000  
Email: [csidc.cg@gov.in](mailto:csidc.cg@gov.in)  
Website: [www.csidc.in](http://www.csidc.in)**

## Table Contents

1.	Introduction.....	6
1.1.	About the RAMP Scheme.....	6
1.2.	Overview of IEC in Chhattisgarh.....	7
1.3.	Due Diligence by Bidders.....	7
1.4.	Communications .....	8
2.	Tender Summary .....	8
3.	Submission of Bid.....	11
3.1.	Bid Submission Process.....	11
3.2.	Bidder Qualification.....	12
3.3.	Instructions for Technical Bid Preparation .....	13
3.4.	Instructions for Financial Bid Preparation .....	13
3.5.	<b>INSTRUCTIONS FOR THE SUBMISSION OF THE ONLINE TENDER</b> .....	14
4.	Opening of Bids, Evaluation, and Award of Contract .....	18
4.1.	Opening of Bids.....	18
4.2.	Evaluation of Bids.....	18
4.3.	Financial Bid Evaluation (Quality and Cost Based Selection Method).....	19
4.4.	Post-Evaluation and Award Criteria.....	19
4.5.	Notification of Award.....	19
5.	Scope of Work.....	20
5.1.	Deliverables .....	23
6.	Payment Schedule .....	27
7.	Eligibility Criteria and Bid Evaluation.....	28
7.1.	Eligibility Criteria.....	28
7.2.	Technical Bid Score Matrix.....	29
8.	<b>ANNEXURES</b> .....	31
8.1.	Form 1: Bid Main Cover Letter.....	31
8.2.	Form 2: General Information about the Bidder .....	33
8.3.	Form 3: Organization Project Experience .....	34
8.4.	Form 4: Affirmative Statement for Conflict of Interest.....	35
8.5.	Form 5: Description of the approach and methodology for the project.....	37
8.6.	Form 6: Detailed Work plan for performing the assignment.....	37
8.7.	Form 7: Financial Information.....	38
8.8.	Form 8: Performance Bank Guarantee Format.....	39

<b>8.9.</b>	<b>Form 9: Power of Attorney</b> .....	42
<b>8.10.</b>	<b>Form 10 – Self Declaration – No Blacklisting</b> .....	43
<b>8.11.</b>	<b>Form 11: Pre-Bid Query Format</b> .....	44
<b>8.12.</b>	<b>Form 12: Financial Bid Submission Form (To be submitted online)</b> .....	45
<b>9.</b>	<b>General Condition of Bid</b> .....	46
<b>9.1.</b>	<b>Bid Currencies</b> .....	46
<b>9.2.</b>	<b>Amendment of RFP Document</b> .....	46
<b>9.3.</b>	<b>Validation of Bid Corrections</b> .....	46
<b>9.4.</b>	<b>Cost of Bidding</b> .....	46
<b>9.5.</b>	<b>Language of Bids</b> .....	46
<b>9.6.</b>	<b>Bid Prices</b> .....	46
<b>9.7.</b>	<b>Modifications and Withdrawal of Bids</b> .....	46
<b>9.8.</b>	<b>Right to Accept or Reject Any Bid</b> .....	46
<b>9.9.</b>	<b>Agreement Execution Expenses</b> .....	47
<b>9.10.</b>	<b>Performance Bank Guarantee (PBG)</b> .....	47
<b>9.11.</b>	<b>Rejection of Bids</b> .....	47
<b>9.12.</b>	<b>Limitation of Liability</b> .....	48
<b>9.13.</b>	<b>Confidentiality</b> .....	48
<b>9.14.</b>	<b>Miscellaneous</b> .....	49
<b>10.</b>	<b>Conditions of Contract</b> .....	50
	<b>Contract Agreement</b> .....	81

# 1.Introduction

## 1.1. About the RAMP Scheme

The **Micro, Small, and Medium Enterprises (MSME) sector** has emerged as a **dynamic and evolving** segment of the **Indian economy** and is considered a key driver of economic growth. The MSME sector contributes **over 45% of exports, more than 30% of the GDP, and provides employment to approximately 111 million people**, Being one of the most vibrant sectors, MSMEs manufacture and produce a wide range of products for **both domestic and international markets**.

MSMEs have played a vital role in **employment generation in rural areas** and have **promoted rural industrialization** due to their advantages such as **low capital requirements, high employment potential, flexibility in operations, and efficient use of local resources**. The sector also acts as a **supporting unit to large industries**, significantly contributing to India's **overall industrial development**.

The Raising and Accelerating MSME Performance (RAMP) Programme is a **Central Sector Scheme** supported by the **World Bank**, launched by the **Ministry of Micro, Small, and Medium Enterprises (MoMSME)**. It is designed to support the MSME Competitiveness Programme - Post-COVID Resilience and Recovery Programme (MCRRP), addressing the significant impact of the COVID-19 pandemic on the MSME sector.

The primary objectives of the RAMP Programme include:

- Enhancing Market Access for MSMEs in both domestic and international markets.
- Improving Access to Credit through financial linkages and support mechanisms.
- Strengthening Institutions and Governance at both the Central and State levels.
- Promoting Centre-State Linkages and Partnerships for better coordination and implementation.
- Addressing Delayed Payments to MSMEs by improving payment mechanisms.
- Promote Greening of MSMEs by encouraging sustainable and environmentally friendly practices.

Under the **RAMP Program**, participating states must develop a **long-term roadmap** to enhance MSME performance through increased outreach. This is achieved through the **Strategic Investment Plan (SIP)**, which includes:

1. **Identification of key constraints and gaps** in MSME interventions.
2. **Defining output-outcome milestones** with baseline data and program goals.
3. **Developing an outreach plan** for identifying and mobilizing MSMEs.

Under the RAMP (Raising and Accelerating MSME Performance) scheme, the Strategic Investment Plan (SIP) submitted by the State has received formal approval from the Ministry of Micro, Small and Medium Enterprises (MoMSME). Pursuant to the approval, a grant of ₹66.92 crore has been sanctioned vide D.O. No. L/AFI/RAMP/2024/SIPCycle3 dated 29th October 2024, to support the implementation of key interventions aimed at strengthening the MSME ecosystem in the State. The sanctioned amount will be utilized for various activities including Capacity Building Enhancement Programmes such as the Comprehensive Entrepreneurship Promotion Initiative (CEPI) and Lady Entrepreneurs Augmentation Programme (LEAP); Sectoral

Interventions focusing on the development of focus sectors and promotion of green packaging; activities related to improving access to markets and finance; and Institutional Strengthening initiatives. This is to support the implementation of identified interventions aimed at strengthening the MSME ecosystem within the State.

Implementation of the Programme under this contract is subject to directions and guidelines issued from time to time by the Government of India, the World Bank, and the Ministry of Micro, Small and Medium Enterprises (MoMSME). The continuation and scope of the work for Chhattisgarh State are also contingent upon the availability of funds under the RAMP Scheme and the corresponding approvals received by the State Implementing Agency (CSIDC). In case of discontinuation of the scheme, the services under this RFP shall be deemed discontinued accordingly and shall not remain in effect beyond such discontinuation.

## 1.2. Overview of IEC in Chhattisgarh

The RAMP programme, supported by the World Bank, aims to strengthen MSMEs by improving access to market, credit, and technology. In Chhattisgarh, CSIDC requires an agency to not only manage digital presence but to execute a comprehensive Information, Education, and Communication (IEC) strategy that reaches across states.

### Key Objectives:

1. **Mass Awareness:** Disseminate information on RAMP interventions (ZED, Lean, Energy Efficiency) to 1 Lakh+ MSMEs.
2. **Adoption:** Drive registrations on the Udyam Portal and ZED certification.
3. **Success Showcasing:** Highlight Chhattisgarh's industrial success stories to attract investment.
4. **Crisis & Reputation Management:** Manage the digital reputation of CSIDC and related MSME departments.

## 1.3. Due Diligence by Bidders

- Bidders are encouraged to thoroughly **review and understand** the requirements of the project **at their own expense** before submitting their proposals. They should gather and verify all necessary information **at their own responsibility** to ensure a well-prepared submission.
- It will be **assumed** that bidders have a **complete understanding** of the project requirements. The **CSIDC holds no responsibility** for any errors, omissions, or inaccuracies in the information provided in this RFP document or otherwise. While the CSIDC strives to provide accurate details, **bidders must independently verify** all information before submission.
- The CSIDC and its employees make **no representations or warranties** regarding the accuracy, reliability, or completeness of the information provided. The CSIDC shall bear **no liability** for any losses, claims, or damages incurred by bidders in connection with this RFP, the selection process, or the awarding of the contract.

## 1.4. Communications

All communication, including the submission of proposals, should be addressed to:

**The Managing Director,**  
**Chhattisgarh State Industrial Development Corporation Ltd. (CSIDC),**  
(A Govt. of Chhattisgarh Undertaking)  
**Udyog Bhawan, Ring Road No.1,**  
**Telibandha, Raipur (C.G) – 492006**  
**Email: csidc.cg@gov.in**

## 2. Tender Summary

The Chhattisgarh State Industrial Development Corporation Ltd. (CSIDC), (A Govt. of Chhattisgarh Undertaking), would endeavor to adhere to the following tender summary / schedule during the Bidding Process:

S. No	Description	Date
1.	Date of Publication of Tender Notice and RFP document (T0) on the e-Procurement system at <a href="https://eproc.cgstate.gov.in">https://eproc.cgstate.gov.in</a>	20/02/2026
2.	Tender intended for	<b>RFP for Appointment of Agency for Conducting Information, Education and Communication (IEC) activities under RAMP Scheme in the State of Chhattisgarh</b>
3.	Contact person for sending queries	<b>The Managing Director,</b> <b>Chhattisgarh State Industrial Development Corporation Ltd. (CSIDC), (A Govt. of Chhattisgarh Undertaking)</b> Udyog Bhawan, Ring Road No.1, Telibandha, Raipur (C.G) - 492006 Phone No: 0771-6621000 Email: csidc.cg@gov.in Website: www.csidc.in
4.	Pre-bid queries may be mailed to	Queries which will be received till the day of Pre-bid meeting shall be entertained. Queries shall be mailed at <a href="mailto:csidc.cg@gov.in">csidc.cg@gov.in</a>
5.	Date and Location of pre-bid meeting.	27/02/2026 at 16:00 hrs at the office of:  The Managing Director, CSIDC, Udyog Bhawan, Ring Road No.1, Telibandha, Raipur (C.G) - 492006

S. No	Description	Date
6.	Issue of corrigendum, if any	02/03/2026
7.	Bid Submission Start Date	03/03/2026
8.	Bid Submission Closing Date	16/03/2026 at 16:00 hrs
9.	Opening of Technical Bid	17/03/2026 at 14:05 hrs
10.	Opening of Financial Bid	To be Decided
11.	Bid Submission mode	<p>Bid submissions will be made online through the e-Procurement system at <a href="https://eproc.cgstate.gov.in">https://eproc.cgstate.gov.in</a></p> <p>NOTE:</p> <ul style="list-style-type: none"> <li>Bidders are required to submit One Original Hard Copy of Pre-Qualification &amp; Technical Evaluation Documents, along with Power of Attorney and Authorisation Letter/ Board Resolution in sealed cover separately up to 05:00 PM on last date of bid submission. The Documents must be spiral or hardbound, with all pages sequentially numbered. <b>Financial Bid should not be submitted in hard copy.</b></li> <li>Please note that only online bids will be considered for evaluation of offers. Documents submitted in hard copy shall be considered for reference.</li> <li>Self-Certification by the bidder letter head stating that online and offline offer are identical in all respects as needs to be submitted mandatorily.</li> </ul>
12.	Place of Bid Opening / Address of Communication	<p><b>The Managing Director,</b>  <b>Chhattisgarh State Industrial Development Corporation Ltd. (CSIDC),</b>  (A Govt. of Chhattisgarh Undertaking),  Udyog Bhawan, Ring Road No.1,  Telibandha, Raipur (C.G) - 492006  Phone No: 0771-6621000  Email: <a href="mailto:csidc.cg@gov.in">csidc.cg@gov.in</a>  Website: <a href="http://www.csidc.in">www.csidc.in</a></p>

S. No	Description	Date
13.	Period of Contract	12 Months
14.	Estimated Cost of Work	Estimated Cost of Work is Rs. 3,10,00,000/- Note: The Estimated Cost of Work is inclusive of all duties, charges, GST and all applicable taxes. The Financial Bid shall be provided for 12 months.
15.	Processing Fee (Non-refundable)	Rs. 5900/-  (Non-Refundable to be paid through online mode. Scanned copy of online payment receipt to be uploaded in the e-procurement portal of Chhattisgarh <a href="https://eproc.cgstate.gov.in">https://eproc.cgstate.gov.in</a> .
16.	Earnest money deposit. (Refundable)	The EMD Amount - INR 3,10,000/-  <ul style="list-style-type: none"> <li>To be paid electronically through the online payment facility and dates provided on the <a href="https://eproc.cgstate.gov.in">https://eproc.cgstate.gov.in</a></li> <li>The EMD shall remain valid till 45 days beyond the final bid validity period The CSIDC shall not be liable to pay any interest on the EMD and the same shall be interest free.</li> </ul>
17.	Security deposit as Performance Bank Guarantee	3% of the total value of the contract in the form of Bank Guarantee. Performance Security shall remain valid for a period of sixty days beyond the date of completion of all contractual obligations.
18.	Bid validity	120 days from the day of Bid Submission
19.	Selection process	QCBS (70:30)

**Note:**

(a) If an unanticipated holiday or an unforeseen event beyond the control of the CSIDC occurs on the scheduled bid opening day, the Bid will be opened on the next working day at the same time.

(b) Bidders must upload their completed bids on the e-Procurement Portal using their registered user ID before the specified deadline. Late submissions will not be accepted.

### 3.Submission of Bid

#### 3.1. Bid Submission Process

1. Bidders must submit their proposals online, following a two-stage process:
  - a) **Technical Bid Evaluation Stage**
  - b) **Financial Bid Evaluation Stage**

The application process, eligibility criteria, evaluation methodology, terms, conditions, and scope of work are detailed in this RFP. The RFP document can be accessed and downloaded from <https://eproc.cgstate.gov.in> .

- **Availability of RFP:** As per tender summary provided in section 2
- **Deadline for Bid Submission:** As per tender summary provided in section 2
- **Opening of Technical Bid:** As per tender summary provided in section 2

The authority reserves the right to issue addendums/corrigenda, accept or reject any bid, or cancel the entire Bidding process at any stage without prior notice. No bidder shall have any claim against the authority for such actions.

2. Bidders must submit their bids electronically via <https://eproc.cgstate.gov.in> in two separate envelopes:
  - **Envelope A:** Technical Bid
  - **Envelope B:** Financial Bid

Bidders must ensure that all required documents are uploaded as per the instructions in the RFP:

S. No.	Document Type	Submission Format
1.	<b>Technical Bid</b>	The Technical Bid must be prepared as per the requirements specified in the RFP and submitted in the formats provided in <b>Annexure – Section I</b> .
2.	<b>Financial Bid</b>	The Financial Bid must be only online on the e-Procurement Portal. In no case Financial Bid shall be submitted with Technical Bid in hardcopy submission. <b>In case Financial Bid is submitted with Technical Bid in hardcopy, the bid will be rejected.</b> It shall be submitted as per the prescribed details provided in <b>Annexure – Section II</b> of this RFP.
3.	<b>Bid Forms</b>	All bid forms provided in this RFP must be duly completed and submitted as required.
4.	<b>Earnest Money Deposit (EMD)</b>	As per point no 14 provided in Section 2: Tender Summary

Note: Bidders must ensure that all documents are submitted in the required format provided un this RFP to avoid disqualification.

3. Bidders must submit their eligibility and qualification details, technical bid, and financial bid as per the prescribed formats mentioned in the RFP at <https://eproc.cgstate.gov.in> under the respective bid stage.
  - Scanned copies of all relevant certificates and supporting documents must be uploaded in the e-Procurement Portal at <https://eproc.cgstate.gov.in> to establish compliance with eligibility and technical criteria.
  - Bidders must digitally sign all supporting documents, certificates, and statements, taking full responsibility for their correctness and authenticity.
4. The **Earnest Money Deposit (EMD)** must be paid electronically through the **online payment facility** provided in the **Chhattisgarh e-procurement portal**. The payment should be made **as per details and schedule provided in Chhattisgarh e-procurement portal**.
5. Late bids will not be accepted by the system hence the bidders are advised to submit the bids on time.
6. **Bid Evaluation:** The evaluation will be conducted strictly based on the documents submitted as per details provided in section 8 and Annexures in this RFP.
7. **Mode of Submission:** The bid and supporting documents must be submitted online through the e-Procurement Portal at <https://eproc.cgstate.gov.in>. CSIDC will not accept bids or supporting documents submitted in physical form only or through any other mode. Any bid not submitted on the e-Procurement portal will be considered invalid and rejected.
8. **Unconditional Bids:** All submitted bids **must be unconditional** in all respects. Any bid with **conditional clauses** will be **subject to rejection** by CSIDC.
9. **Bid Opening & Notifications:** The bid opening process will be conducted **online**. Any **corrigendum, addendum, or extension notice** will be published **only on the e-Procurement portal** at <https://eproc.cgstate.gov.in>. Bidders are advised to regularly check the portal for updates.

### 3.2. Bidder Qualification

- I. The term "**Bidder**" in this RFP refers to the entity that has signed the **Bid Forms** included in both the **Technical and Financial Bids**. The bidder may be either the **Principal Officer** or a **duly Authorized Representative**, in which case a **Certificate of Authority** must be submitted. All documents, including clarifications and subsequent correspondences, must be signed by the **Authorized Representative** or the **Principal Officer**.
- II. A **written Power of Attorney** must be submitted along with Bid in the format provided in Form 10.
- III. The bidder must meet financial eligibility as per the condition provided in this RFP.
- IV. A Bidder shall not have a **conflict of interest**. Any Bidder found to have a **conflict of interest** shall be disqualified. A Bidder may be considered to have a conflict of interest for the purpose of this Bidding process, if the Bidder:
  - (a) directly or indirectly controls, is controlled by or is under common control with another Bidder; or
  - (b) receives or has received any direct or indirect subsidy from another Bidder; or
  - (c) has the same legal representative as another Bidder; or
  - (d) has a relationship with another Bidder, directly or through common third parties, that puts it in a position to influence the Bid of another Bidder, or influence the decisions of the Employer regarding this Bidding process; or

(e) or any of its affiliates participated as a consultant in the preparation of the Employer's Requirements (including Activities Schedules, Performance Specifications and Drawings) for the Non-Consulting Services that are the subject of the Bid; or

(f) or any of its affiliates has been hired (or is proposed to be hired) by the Employer or Borrower for the Contract implementation; or

(g) would be providing goods, works, or non-consulting services resulting from or directly related to consulting services for the preparation or implementation of the project that it provided or were provided by any affiliate that directly or indirectly controls, is controlled by, or is under common control with that firm; or

(h) has a close business or family relationship with a professional staff of the Borrower (or of the project implementing agency, or of a recipient of a part of the loan) who: (i) are directly or indirectly involved in the preparation of the bidding document or specifications of the contract, and/or the Bid evaluation process of such contract; or (ii) would be involved in the implementation or supervision of such contract unless the conflict stemming from such relationship has been resolved in a manner acceptable to the authority throughout the procurement process and execution of the Contract.

### 3.3. Instructions for Technical Bid Preparation

- I. The **Approach and Methodology** should clearly describe how the bidder will execute the required services as per the RFP. It must articulate in detail how the bidder's solution **meets the specified requirements**.
- II. The **Technical Bid must not include any pricing information**.
- III. Bid should be **clear, concise, and complete**. Any information **not directly relevant** to this RFP should be omitted. The evaluation of the bidder's proposal will be based on **clarity** and **directness** in response to the RFP requirements.
- IV. **Excessive promotional materials or elaborate brochures** are not encouraged and may indicate a lack of cost-consciousness. The **focus** should be on the **quality** and **relevance** of the proposal.
- V. **Manpower Deployment:** The selected bidder/agency must deploy personnel/ **resources** with **the required qualifications and sufficient experience** to deliver services as per the **Scope of Work**. The Bidder may replace manpower after award of contract with equal experience or more. Any change in deployed manpower should be after prior approval of the authority.

### 3.4. Instructions for Financial Bid Preparation

- i. **No technical details** related to services should be included in the **Financial Bid**, unless explicitly required.
- ii. Prices must be **quoted in Indian Rupees (INR) only**.
- iii. The **contract price shall remain fixed during the period of contract** No adjustments will be allowed for variations in **labour (As per labour rules), material costs, or any other cost components** affecting the total project cost.
- iv. Prices should be quoted as **inclusive of all duties, charges**, but exclusive of GST and other applicable taxes.
- v. **No price escalation** on Base Price (exclusive of GST and applicable taxes) will be permitted for any reason during the project period.

- vi. Arithmetical errors will be rectified on the following basis:
- a. If there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail, and the total price shall be corrected.
  - b. If the Bidder does not accept the error correction, its Bid will be rejected and, the bidder shall stand disqualified from bidding for any contract with CBC for a period of one year from the date of notification

### **3.5. INSTRUCTIONS FOR THE SUBMISSION OF THE ONLINE TENDER**

#### **1. Vendor / Bidder Registration on the e-Procurement portal:**

All the Users / Bidders (Manufacturers / Contractors / Suppliers / Vendors / Distributors etc.) registered with and intending to participate in the Tenders of various Govt. Departments / Agencies / Corporations / Boards / Undertakings under Govt. of Chhattisgarh processed using the Integrated e-Procurement portal are required to get registered on the centralized portal <https://eproc.cgstate.gov.in> and approved on specific class (e.g. A, B, C, D, UGE, UDE) from Public Works Department (in case to participate in tenders restricted to vendors / bidders in a particular class).

The non – registered users / bidders who are also eligible to participate in the tenders floated using the e-Procurement portal are also required to be registered online on the e-Procurement portal .

Vendors are advised to complete their online enrolment / registration process on the portal well in advance to avoid last minute hassle, it is suggested to complete enrolment at least four days before the last date of bid submission date, failing which may result in non-submission of bids on time for which vendor/end user shall be solely responsible. Also ensure to mention correct Bank account details during the registration, which will be referred during refund of unsuccessful EMD/Bid Security.

Vendors are required to pay online registration / enrolment fee of Rs. 500/- one time and renewal fee of Rs. 100/- for subsequent each year.

For more details, please get in touch with e-Procurement system integrator:

M/s. Mjunction Services Limited, Raipur – 492 001 Toll free 1800 419 9140 or

Email: [helpdesk.cgeproc@mjunction.in](mailto:helpdesk.cgeproc@mjunction.in).

#### **2. Digital Signature Certificates:**

The bids submitted online must be signed digitally with a valid Class II / Class – III Digital Signature Certificate to establish the identity of the bidders submitting the bids online. The bidders may obtain pair of Encryption & Signing Class – II / Class – III Digital Certificate issued by an approved Certifying Authority (CA) authorized by the Controller of Certifying Authorities (CCA), Government of India, may refer [http://www.cca.gov.in/cca/?q=licensed\\_ca.html](http://www.cca.gov.in/cca/?q=licensed_ca.html).

Note: It may take up to 7 to 10 working days for issuance of Class-II / Class-III Digital Certificate, Therefore the bidders are advised to obtain it at the earliest. It is compulsory to possess a valid Class-II / Class-III Digital Certificate while registering online on the above mentioned e- Procurement portal. A Digital Certificate once mapped to an account / registration cannot be remapped with any other account / registration however it may be inactivated / deactivated.

Important Note: bid under preparation / creation for a particular tender may only be submitted using the same digital certificate that is used for encryption to encrypt the bid data during the bid preparation / creation / responding stage. However, bidder may prepare / create and submit a fresh bid using his/her another / reissued / renewed Digital Certificate only within the stipulated date and time as specified in the tender.

In case, during the process of a particular bid preparation / responding for a tender, the bidder loses his/her Digital Certificate for any reason they will not be able to submit the same bid under preparation online, Hence the bidders are advised to keep their Digital Certificates secure to be used whenever required and comply with IT Act 2000 & its amendments and CVC guidelines.

The digital certificate issued to the authorized user of an individual / partnership firm / private limited company / public limited company / joint venture and used for online bidding will be considered as equivalent to a no-objection certificate / power of attorney to the user.

Unless the certificate is revoked, it will be assumed to represent adequate authority of the specific individual to bid on behalf of the organization / firm for online tenders as per Information Technology Act 2000. This authorized user will be required to obtain a valid Class-II / Class-III Digital Certificate. The Digital Signature executed through the use of Digital Certificate of this authorized user will be binding on the organization / firm. It shall be the responsibility of management / partners of the concerned organization / firm to inform the Certifying Authority, if the authorized user changes, and apply for a fresh digital certificate for the new authorized user.

### 3. Online Payment:

As the bid is to be submitted online and in hardcopy, bidders are required to make online payment(s) of the Registration fee / Transaction or Service fees / EMD using the online payments gateway services integrated into the e-Procurement portal using various payment modes like Credit Card / Debit Card / Internet Banking / Cash Card / NEFT / RTGS etc. bidders are advised to initiate and process the eChallan/NEFT/RTGS payments well before bid due date in order to get the same updated in the eProcurement portal , Also refer RBI guidelines for NEFT/RTGS payment.

For the list of available online modes of electronic payments that are presently accepted on the online payments gateway services, please refer the link 'Payments accepted online' on the eProcurement portal.

#### 4. Setup of User's Computer System:

In order to operate on the e-Procurement portal for a bidder / user, the computer system /desktop/laptop of the bidder is required to have Java ver.8.77, Internet explorer 9 / 11, latest Mozilla Firefox, Google Chrome with IE Tab V2 (Enhanced IE Tab).

A detailed step by step document on the same is available on the eProcurement portal home page. Also, internet connectivity should be minimum one MBPS.

An auto setup utility is available on the eProcurement portal home page for its users to auto configure client system, link to auto setup: <https://eproc.cgstate.gov.in> --> Auto Setup.

#### 5. Publishing of N.I.T.:

For the tenders processed using the e-Procurement portal , only a brief advertisement notice related to the tender shall be published in the newspapers and the detailed notice shall be published only on the e-Procurement portal . Bidders can view the detailed notice, tender document and the activity time schedule for all the tenders processed using the e-Procurement portal on the portal <https://eproc.cgstate.gov.in>.

#### 6. Tender's Critical Dates & Time/Tender Time Schedule:

The bidders are strictly advised to follow the tender schedule for their side of tasks activities and responsibilities require to participate in the tender.

All the activities / tasks of each tender are locked with the start date and time and end date & time at the time of uploading tender as set by the concerned department official.

#### 7. Download Tender Document(s):

The tender document and supporting document(s) can be downloaded only online. The tender document(s) will be available for download to concerned bidders after online publishing of the tender and up to the stipulated date & time as set in the tender.

#### 8. Submit Online Bids:

Bidders have to submit their bid online after successful filling of forms within the specified date and time as set in the tender.

The encrypted bid data of only those bidders who have submitted their bids within the stipulated date & time will be accepted by the e-Procurement portal . It is expected that the bidder completes his bid within stipulated timeline. Bid of the bidder who has not submitted his bid within the stipulated date & time will not be available during opening. It is recommended that bidders login and recheck their bid details & its status after bid submission in order to double sure submission of accurate bid data for respective tenders.

Size of bid documents uploaded during bid preparation should be less than five MB (for individual document) and over all bid documents should be less than fifty MB.

In case of any concern for any tender/bid submission, please register it in the Department / CHiPS/ Help Desk well in advance before initiating opening process so that appropriate action can be taken.

#### 9. Submission of Earnest Money Deposit:

The bidders shall submit their Earnest Money Deposit Online using payment gateway **as stated in the Notice Inviting Tender/ Tender document**. Bidders also have to upload scanned copy of Earnest Money Deposit instrument OR Online Payment /NEFT/RTGS receipt along with the reference details online.

Bidders who choose to pay Earnest Money Deposit (EMD) or bid security using online payment(s) mode like Internet banking/ Debit Card/ Credit Card/NEFT/RTGS/eChallan/wallet etc. would be entitled for online refund subject to tender terms & conditions and evaluation by respective department authority.

Intending bidder(s)/vendor(s)/user(s) are required to provide their relevant & correct account details during registration in the portal which shall be used for EMD/Bid Security refund purpose, bidder(s)/vendor(s)/user(s) shall be solely responsible for providing correct account details and CHiPS/System Integrator shall not verify account details provided and be not responsible for any loss/transfer of funds.

Bidder(s)/vendor(s)/user(s) may update their account details in their registration if desired, the last updated account details shall be considered for future payment(s)/refund(s) if applicable.

#### 10. Opening of Tenders:

The concerned department official receiving the tenders or his duly authorized officer shall first open the online Earnest Money Deposit envelope of all the bidders and verify the same uploaded by the bidders. He / She shall also verify the scanned documents uploaded by the bidders, if any, as required. In case, the requirements are incomplete, the next i.e. technical and commercial envelopes of the concerned bidders received online shall not be opened.

The concerned official shall then open the other subsequent envelopes submitted online by the bidders in the presence of the bidders or their authorized representatives who choose to be present in the bid opening process or may view opened details online.

#### 11. Intentionally Left Blank.

#### 12. Support – Help Desk

For any further queries / assistance, bidders may contact:

1. The Service Integrator of e-Procurement portal , M/s. Mjunction Service Ltd. on Help Desks Toll free No. 1800 419 9140 or email [helpdesk.cgeproc@mjunction.in](mailto:helpdesk.cgeproc@mjunction.in).

2. Mr. Shailesh Kumar Soni, Sr. Manager, Chhattisgarh Infotech & Biotech Promotion Society (CHiPS) on Tel. No. 0771 - 4014158 or email: pro-chips@nic.in.

## 4. Opening of Bids, Evaluation, and Award of Contract

### 4.1. Opening of Bids

- The Technical and Financial Bid shall be opened online at the designated time and date mentioned in the tender schedule.

### 4.2. Evaluation of Bids

The selection process will follow the **Quality and Cost Based Selection (QCBS) method**.

#### Two-Stage Selection Process:

##### 1. Stage 1: Eligibility Assessment

- Bidders will be evaluated based on **eligibility criteria** mentioned in Section 8.1 of the RFP.
- Only Eligible Bidder will be evaluated as per scoring criteria provided in Section 8.2.
- **Conditional bids will be rejected.**

##### 2. Clarifications

- **CSIDC may seek clarifications** from bidders during evaluation, at its sole discretion. However, bidders **cannot make changes** to their submitted bid or pricing.

##### 3. Stage 2:

- The bid evaluation will follow the **Quality and Cost-Based Selection (QCBS) method**

#### A. Technical Evaluation

- Proposals will be assessed based on **technical parameters** outlined in the 8.2 of the RFP.
- Qualified bidders will be invited to present their approach, methodology, and project plan to demonstrate feasibility and alignment with RFP requirements. (as per Section 8.2 Point No. 4)
- Bidders will be **shortlisted based on their technical scores.**
- A **minimum qualifying score** 80 out of 100 is set to shortlist technically responsive proposals.
- 70% weightage will be given to the technical proposal during evaluation.

$$\text{Technical Score } (T) = \left( \frac{\text{Bidder's Technical Score}}{\text{Highest Technical Score}} \right) \times 100$$

#### B. Financial Evaluation

- The Financial Bid of Technically Responsive Bidder will be opened.
- 30% weightage will be given to the financial bid during evaluation.

- **Financial Bids** will be evaluated based on the following formula:

$$\text{Financial Score (F)} = \left( \frac{\text{Lowest Bid}}{\text{Bid under Consideration}} \right) \times 100$$

**Combined Score Calculation:**

$$\text{Combined Score (CS)} = (T \times W_t) + (F \times W_f)$$

- **T** = Technical Score
- **F** = Financial Score
- **W<sub>t</sub>** = Weight for Technical score (e.g., 0.7 or 70%)
- **W<sub>f</sub>** = Weight for Financial score (e.g., 0.3 or 30%)

**C. Bidder Selection Process:**

- The bidder achieving the highest Combined Score (CS) will be considered the Successful Bidder.
- CSIDC will negotiate the contract terms with the Successful Bidder based on the submitted financial bid

#### **4.3. Financial Bid Evaluation (Quality and Cost Based Selection Method)**

- i. Only the Financial Bid of the Technically Qualified Bidder (Securing minimum Technical Score as mentioned in clause 4.2 above) will be opened.

#### **4.4. Post-Evaluation and Award Criteria**

- i. The **Best Evaluated Bidder** under the **QCBS evaluation** will be **invited for contract award**.
- ii. If the top-ranked bidder fails to start the work or discontinues the work or perform the work, CSIDC will proceed to the **next highest-ranked bidder** for evaluation.

#### **4.5. Notification of Award**

- i. **Notification to the Selected Bidder**
  - The **selected bidder** will be notified via **official communication (email)**, followed by a **Letter of Award (LoA)** confirming acceptance.
  - This notification will constitute the **formation of the agreement upon its acceptance**.
- ii. **Submission of Performance Security**
  - After acceptance of LOA, the selected bidder will submit Performance Guarantee as per the format provided in RFP
- iii. **Signing of Agreement**
  - The **selected bidder** must sign a formal **contract with CSIDC**, incorporating all **terms, conditions, deliverables, payment schedule, and project milestones** as specified in the RFP

**iv. Return of EMD:**

- After signing of the Agreement with the Successful Bidder, the Bid Security of all bidders will be refunded

## **5.Scope of Work**

### **1. Social Media Management & Digital Engagement**

The objective is to promote the RAMP Programme and ensure consistent branding, outreach, and stakeholder engagement through strategic digital communications.

- The agency will create, manage, and maintain official social media handles of Chhattisgarh RAMP across platforms such as Facebook, X (formerly Twitter), Instagram, LinkedIn, YouTube etc in English, Hindi and notified official languages of Chhattisgarh.
- It will initiate new social media handles as required and ensure consistent branding across all digital touchpoints.
- The agency will be responsible for publishing content on all social media handles on a regular basis, daily/weekly/monthly, as required by CSIDC.
- The agency will develop and implement a comprehensive digital communication strategy aligned with the objectives of RAMP Chhattisgarh.
- All content, including graphics, short videos, reels, and animated creatives etc., must be created in English, Hindi and notified official languages of Chhattisgarh as required.
- The agency will conceptualize and produce audio content such as jingles or voiceovers in English, Hindi and notified official languages of Chhattisgarh for campaigns, if needed.
- The agency will monitor and respond to comments, messages, and queries on social media in a timely and professional manner.
- The agency will track social media trends, analyse online sentiment around MSME topics, and suggest actionable communication strategies.
- Monthly status reports outlining digital campaign performance, engagement, and coverage must be submitted to CSIDC.
- The agency will coordinate with relevant government or institutional social media teams to amplify reach and visibility.

The above will include:

- **Platform Management:** End-to-end management of Facebook, X (Twitter), Instagram, LinkedIn, and YouTube.
- **Content Calendar:**
  - **Minimum Deliverables:** 20 Creatives/month, 4 Reels/month, 2 Blogs/month.
  - **Focus Areas:** "Did You Know" series on subsidies, deadlines for scheme applications, and live coverage of workshops.
- **Online Reputation Management (ORM): Active social listening to address grievances within 24 hours.**
- **WhatsApp Marketing:** Broadcast lists for district-wise industry associations to push scheme updates directly to MSME owners' phones.

## 2. Strategy, Branding, Creative Design & Content Development

The objective is to simplify and amplify RAMP messaging through creative storytelling and high impact visuals across platforms.

- The agency will conceptualize and design brochures, posters, leaflets, banners, newsletters, annual reports, standees and infographics etc. to communicate various RAMP interventions and components effectively in English, Hindi and notified official languages of Chhattisgarh.
- The agency will produce and adapt outdoor advertising creatives including billboards, hoardings, bus panels and transit media in English, Hindi and notified official languages of Chhattisgarh as required.
- The agency will be responsible for designing print advertisements for newspapers and magazines in line with RAMP branding guidelines in English, Hindi and notified official languages of Chhattisgarh.
- The agency will prepare press releases, success stories, articles, and talking points for circulation through media and internal channels in English, Hindi and notified official languages of Chhattisgarh.
- The agency will conceptualize and design creatives for promotional merchandise such as T-shirts, bags, pens, notebooks, folders, and other branding collaterals, in line with RAMP's visual identity and communication goals.
- All creative work will be the sole property of CSIDC and must be provided in editable electronic formats.

This will include:

The agency must act as the "Knowledge Partner" for CSIDC's communication.

- **Brand Guidelines:** Develop a "Brand Book" for RAMP Chhattisgarh (Logos, Color Palette, Typography) ensuring alignment with MoMSME and World Bank guidelines.
- **Creative Assets:** Design all IEC materials including:
  - Brochures/Flyers (Hindi & English) for ZED and Lean schemes.
  - Event Collaterals (Backdrops, Standees, ID cards).
  - Industrial Safety & ESG Awareness Posters for factories.
- **Vernacular Strategy:** All content must be created in Hindi and Chhattisgarhi dialects for rural outreach.

## 3. Audio-Visual Production-Photography, Videography & Event Coverage

The objective is to ensure high quality visual documentation and live coverage of key RAMP interventions and events across Chhattisgarh.

- The agency will deploy Photographer cum Videographer to cover events, field visits, and official meetings organized under the RAMP Programme.
- The agency will be responsible for creating a digital photo and video bank and maintaining a backup archive of all visuals generated during the project period.
- The agency must ensure real-time posting of visuals during events on Facebook, Instagram, and X, with prior approval from CSIDC.

- It will use high quality equipment with all necessary accessories and arrange a backup photographer in case of unavailability.
- The Photographer cum Videographer deployed at the client site must be prepared to travel across Chhattisgarh as per assignment requirements along with CSIDC officials.

The above will include:

High-quality video assets as required for TV Promotion and social media.

- **Corporate Film:** Production of one high-quality 3-minute film on "Industrial Potential of Chhattisgarh under RAMP."
- **Instructional Videos:** 5 short animated "Explainer Videos" (2 mins each) simplifying complex application processes (e.g., "How to apply for ZED Certification").
- **Short Reels:** Coverage of all major events (Trade fairs, major visits as directed by CSIDC).

#### 4. Performance Monitoring, Compliance & Paid Promotions

The objective is to ensure accountability, measurable impact, and adherence to compliance standards throughout the engagement.

- The agency will be responsible for achieving a minimum 20% monthly growth in followers, reach, and engagement on each platform.
- The agency must customize and optimize content per platform to suit audience behaviour and avoid duplication across channels.
- Monthly and quarterly reports on posts made across various digital platforms must include key performance indicators (KPIs), campaign insights, and actionable recommendations for optimization
- The agency will manage backend support and maintain a digital archive of media coverage, press materials, and communication assets.
- The agency will facilitate and manage paid promotions on platforms like Google Ads, Meta Ads, YouTube Boosting, etc., and payments will be reimbursed as per actuals by CSIDC.
- The agency must use its own software and hardware tools for all design and production requirements during the engagement period.
- The agency must work closely with CSIDC, the RAMP-SPIU team, and other line departments to ensure timely, high-quality delivery of all IEC and communication activities.
- All work must comply with all relevant data protection regulations, maintain confidentiality, content originality, copyright adherence and the agency must indemnify CSIDC against any copyright or plagiarism issues.

## 5. On-Ground Outreach & Events

Crucial for Chhattisgarh context – This utilizes the bulk of the budget.

- **"Udyam Rath" (Mobile Vans):** Deploy LED-mounted vans to tour 15 industrial districts. Vans will play the AV explainers and distribute flyers.
- **MSME Chaupals:** Organize 10 district-level town halls (Raipur, Bilaspur, Durg, Jagdalpur, Korba, etc.) where CSIDC officials interact directly with local entrepreneurs.
- **Hoardings/OOH:** Rental and printing of hoardings in key industrial areas (e.g., Urla Industrial Estate, Borai) and Transit points (Raipur Airport, Railway Stations).

## 6. Public Relations & Media Management (Approx. 15% Weightage)

- **Press Release Management:** Drafting and disseminating releases for major policy announcements or events to state-level media (Dainik Bhaskar, Patrika, Navabharat, Time of India).
- **Success Stories:** Identify and interview 5 successful MSMEs per month (e.g., a tribal woman entrepreneur in Dantewada or a steel fabricator in Bhilai). Publish these as "Feature Stories" in local magazines.
- **Crisis Comms:** Protocol for managing negative publicity regarding industrial accidents or policy delays

### Key Performance Indicators (KPIs)

The agency's performance will be reviewed quarterly based on:

1. **Digital Growth:** Minimum 10% quarterly increase in followers across platforms.
2. **Reach:** Total digital reach of 1 Million+ citizens per quarter.
3. **Physical Outreach:** Minimum 5,000 MSMEs contacted via Vans/Events.
4. **Response Time:** 95% of social media queries answered within 24 hours.

## 5.1. Deliverables

### 5.1.1 Profile of the Team with Desired Qualification and Work Experience

The Agency shall employ and provide qualified and well experienced Personnel/ Experts as detailed below to carry out the services defined in Scope of Work.

Sl. No.	Position	Educational Qualification	Period of Experience	Nos.	Professional Experience
---------	----------	---------------------------	----------------------	------	-------------------------

1	Communication Strategist (Project Manager/ Team Lead)	Masters/ PGDM in Journalism / Mass Communications / Marketing / Business Administration or equivalent	8 years	1	<ul style="list-style-type: none"> <li>• Experience in Social Media Management and running online campaigns, Knowledge of Latest Digital Trends and Market Insights; should be experienced in running paid advertisements on Meta &amp; Google; excellent communication skills.</li> <li>• Prior Experience of Leading Similar Assignments/ Projects</li> </ul>
2	Content Writer	Graduate in English Literature or equivalent	5 years	2	Good command over English with a flair for writing with experience in content creation, including writing, editing, copywriting and storytelling. Candidates with knowledge of MSME Sector, Govt. Schemes & portals would be preferred.
3	Graphic Designer cum Video Editor	Graduate in Fine Arts/ Graphic Design/ Diploma in Design/ Animation from a recognized institution	3 years	2	Experience in graphic design and video editing. Must be proficient in visualizing and creating logos, video reels & creative images for social media, website banners, hoardings, standees, brochures, booklets etc.

4	Photographer cum Videographer	Graduate in any discipline	3 years	2	Experience in Professional Photography and Videography, with a Course in Photography and Videography Learning.
---	-------------------------------	----------------------------	---------	---	--

**Note:**

1. All selected professionals shall be deployed at the client's location for the duration of the assignment as per the project schedule and engagement terms.
2. All deployed personnel must bring and use their own hardware and software tools necessary to perform their responsibilities efficiently (e.g., laptops, licensed design/editing software, cameras, etc.).
3. All resources must have working knowledge of English, Hindi and notified official languages of Chhattisgarh to effectively communicate and create content as required by the client.
4. The resources must have prior experience in handling communication and media projects in the notified languages of Chhattisgarh, with a demonstrated ability to work independently and meet project timelines.
5. All resources are expected to follow all working hours, working days and holidays of Government of Chhattisgarh. However, the resources shall be available on a holiday if so required by the Authority. No extra payments will be made for working on extended hours Saturdays/ Sundays/ Holidays to meet the committed/ required time schedules in public interest.
6. All team members must adhere to non-disclosure and confidentiality obligations concerning the project and any client-related information.
7. Monthly performance reviews will be conducted on engagement growth rate, number of creatives developed and deployed, timeline of submission, etc. Substandard work or failure to meet expectations may lead to termination of the agency's engagement.

### 5.1.2 Content Production & Creative Assets

**Objective:**

To produce high-quality communication assets for awareness, education, and capacity enhancement of MSMEs.

**Scope of Work**

Activity / Deliverable	Quantity	Description
State Corporate Film	10	High-quality film narrating the state's industrial growth and MSME ecosystem.
Animated Explainer Videos	10	Scheme/process explainers using 2D/3D animation for MSME education.
Success Story Documentaries	50	Monthly field-shot mini-documentaries of MSME beneficiaries across districts.
Reels / Shorts (Vertical Videos)	100	Short-format videos tailored for digital platforms.
Print Collateral (Brochures, Posters, Coffee Table Book etc.)	1 Lot	Design and production of all essential printed IEC materials.
Final Delivery Package	–	All project files in editable and final formats.

### 5.1.3 Events & On-Ground Outreach (IEC)

**Objective:**

To create extensive grassroots-level engagement, especially in rural and tribal regions, through direct communication channels.

**Scope of Work**

Event / Activity	Quantity	Description
Mobile Awareness Vans ("Udyam Rath")	2	Mobile vans covering multiple districts with AV messaging and field engagement.
District-Level Workshops ("MSME Chaupal")	35	One-day workshops including venue, logistics, branding & participant facilitation.
IEC on State-Level Mega Conclave	1	State-level flagship event with stakeholders, experts, MSMEs, and officials.
Nukkad Natak Programs	50 Shows	Street plays in rural & semi-urban areas for awareness on schemes.
Event Reporting	–	Pre-event and post-event documentation for each program.

### Block D: Media Buying (Traditional & Digital)

**Objective:**

To ensure statewide communication reach through a structured mix of traditional and digital media channels.

**Scope of Work – Block D**

Channel	Activity	Quantity	Description
Print Media	Newspaper Advertisements	17 Ads	Regular and special-edition print ads in leading state newspapers.
Radio	FM & Community Radio Jingle Campaigns	Multiple runs	Broadcast of awareness jingles across major FM & community stations.
Outdoor (OOH)	Hoardings	20	Deployment in high-visibility industrial and transit locations.
Digital Media	Paid Digital Advertising	Multiple campaigns	Ads on social platforms, Google ecosystem, LinkedIn & business-targeted platforms.
Media Reporting	–	Monthly	Performance analytics & consolidated media impact report.

## 6. Payment Schedule

Frequency	Component	Conditions for Payment
Monthly	Monthly Resource Deployment	<ul style="list-style-type: none"> <li>▪ Upon signing of the agreement, submission of Performance Bank Guarantee (PBG), and deployment plan and Training plan approval by CSIDC.</li> <li>▪ After successful deployment of resources.</li> </ul> <p><b>Required Documents for Payment Release:</b></p> <ul style="list-style-type: none"> <li>▪ <b>Monthly Report</b> covering:               <ul style="list-style-type: none"> <li>✓ <b>Consolidated monthly report</b>, including details of activities delivered as per Section 5 (Scope of Work), submitted to CSIDC.</li> <li>✓ <b>Invoice and Letter</b> from the selected agency for the respective period.</li> </ul> </li> <li>▪ <b>Annual Performance Report / At the end of the contract period</b> covering:               <ul style="list-style-type: none"> <li>✓ Achievement of all outcome indicators.</li> <li>✓ Summary of activities delivered as per Sections 5.</li> <li>✓ At the end of the contract period, upon submission and acceptance of final completion report, utilization certificate.</li> </ul> </li> </ul>
Continuous	As per scope of work	<ul style="list-style-type: none"> <li>▪ Submission of completion report</li> <li>▪ Expert / expert details</li> <li>▪ Proof of activity</li> <li>▪ Verified invoices and bills</li> <li>▪ Approval by CSIDC</li> </ul>

## 7. Eligibility Criteria and Bid Evaluation

### 7.1. Eligibility Criteria

Before proceeding with the evaluation of technical proposals, bidders must meet the following pre-qualification criteria. Each bidder must submit the required supporting documents as part of their technical proposal. Failure to provide the necessary documents will result in disqualification:

S. No.	Criteria	Documents to be Submitted
1	<p>The bidder must be a single legal entity registered in India under any of the following Acts:</p> <ul style="list-style-type: none"> <li>• The Companies Act</li> <li>• The Limited Liability Partnership (LLP) Act</li> <li>• The Societies Registration Act</li> <li>• The Indian Trusts Act</li> <li>• Central Universities Act /UGC Act / institutes that are registered under relevant Indian legislation</li> <li>• Partnership Firm</li> <li>• Proprietorship firm</li> </ul> <p>Note: Participation as a consortium or sub-contracting of any part of the assignment is not allowed</p>	<ul style="list-style-type: none"> <li>• <b>Certificate of Incorporation</b> or copy of <b>Memorandum of Association (MoA) / Articles of Association (AoA) / Registration Certificate</b> under the applicable Act (such as the Companies Act, LLP Act, Societies Registration Act, Indian Trust Act, or relevant UGC Acts), or any equivalent document as proof of legal status and incorporation of the firm/company/institution.</li> <li>• <b>Self-attested copies</b> of valid <b>PAN card</b> and <b>GST registration certificate</b></li> </ul>
2	The applicant must have a valid PAN and GST registration.	Copy of Pan Card and GST Registration Certificate
3	The bidder should have completed at least 3 projects of minimum value of Rs 2 Cr. for similar nature (360° IEC / Marketing / PR) within the last 5 years for Government/PSUs or Government Entities	<p>Copy of Work Orders and Completion /Ongoing Certificates.</p> <p>Nature and value should be clearly mentioned.</p>
4	Bidder should have a minimum average annual turnover of Rs. 20 Crores in the previous three financial years (FY 22-23, FY 23-24 and FY 24-25) from Digital Marketing / Social Media / Inorganic Marketing Campaigns / PR Services/ 360° IEC)	Audited financial statements and CA certified turnover certificate with UDIN number.
5	The Bidder must have successfully executed/completed One (1) Single Continuous Order from a Government Dept / PSU / Listed Private Company valuing more than ₹7.00 Crores (Rupees	<ul style="list-style-type: none"> <li>• Work Order / Contract Agreement copy.</li> <li>• Completion Certificate OR CA Certificate certifying payment receipt &gt; ₹7 Cr from a single client for a single project.</li> </ul>

	Seven Crores) in the last 5 financial years.	
6	Bidder should not have been blacklisted by Government of India/ Chhattisgarh/ other state governments in India or undertakings/ entities under/ owned by these governments as on bid submission date.	Notarized affidavit on letterhead signed by authorized signatory

## 7.2. Technical Bid Score Matrix

Sl. No.	Technical Parameters	Maximum Marks	Cut off Marks
1	Average Annual Turnover of FY FY 22-23 and FY 23-24 and FY 24-25: a. 20 Crores to 25 Crore- 10 marks b. > 25 Crore to 30 Crore- 15 marks c. Above 30 Crore- 20 marks	20	10
2	Experience in Executing 360° IEC/ Social Media/ Branding/Media Outreach projects for Government Departments/PSUs or Government Entities in the last 5 years. Max 5 projects will be considered:  • 3 Projects of > ₹2 Cr each: 5 Marks • 5 Projects of > ₹2 Cr each: 10 Marks B. High Value Experience (The "7 Cr" Rule): • Having executed 1 Single Order > ₹7 Cr: 5 Marks • Having executed 1 Single Order > ₹10 Cr: 10 Marks	20	10
3	<b>Presentation:</b> Shortlisted agencies are required to present an IEC (Information, Education and Communication) campaign strategy for the Reverse Buyer Seller Meet (RBSM) under the RAMP Chhattisgarh Programme, scheduled for April 2026. The RBSM aims to enhance market access for MSMEs by connecting them with institutional and bulk buyers. The strategy should ensure widespread visibility and stakeholder engagement through a mix of print, digital, outdoor, and social media outreach, aligned with the objectives of the RAMP Programme and CSIDC's role as the State Implementing Agency. Presentations must be limited to a maximum of 10 slides and will be evaluated based on this problem statement as part of the selection process.	35	10

	a. Understanding of the Problem Statement under RAMP Programme & CSIDC's Role   Max 2 slides Clarity on the objectives of the RBSM, its alignment with RAMP goals, and CSIDC's role in implementation and stakeholder engagement.	5							
	b. Approach and Methodology for the IEC Campaign for the RBSM   Max 3 slides Strategy across pre-event, during-event, and post-event phases, including media mix and outreach plan. Content plan and sample campaign calendar	5							
	c. Creativity and Innovation in Campaign Design & Sample Creatives/Mock ups for the RBSM   Max 5 slides Event Banner - 1 mark Poster - 1 mark Brochure/Leaflet - 1 mark Invitation Card - 1 mark Promotional Video - 2 marks Audio Jingle - 2 marks Any one Merchandise/Souvenir - 2 marks	10							
	d. Availability of In-House Tools: • Paid Social Media Listening/ORM Tools. • Project Management Software. • Licensed Design Software (Adobe Suite).	5							
4	Profile of the Team - Individual CVs Agencies must submit the CVs of the key experts proposed for the assignment, along with the following supporting documents, duly self-attested by the respective individual expert: • Valid educational certificates issued by recognized institutions • Relevant work experience certificates from related organizations or business entities The evaluation will be based on the relevant years of experience of each key team member, as outlined below:	25	12.5						
	Experience of Communication Strategist (Project Manager/ Team Lead):	10	5						
	<table border="1"> <thead> <tr> <th>Years of Experience</th> <th>Max Marks</th> </tr> </thead> <tbody> <tr> <td>7-10 years</td> <td>5 marks</td> </tr> <tr> <td>Above 10 years</td> <td>10 marks</td> </tr> </tbody> </table>	Years of Experience	Max Marks	7-10 years	5 marks	Above 10 years	10 marks		
Years of Experience	Max Marks								
7-10 years	5 marks								
Above 10 years	10 marks								
	Experience of Content Writer:	5	2.5						
	<table border="1"> <thead> <tr> <th>Years of Experience</th> <th>Max Marks</th> </tr> </thead> <tbody> <tr> <td>5-8 years</td> <td>5 marks</td> </tr> <tr> <td>Above 8 years</td> <td>10 marks</td> </tr> </tbody> </table>	Years of Experience	Max Marks	5-8 years	5 marks	Above 8 years	10 marks		
Years of Experience	Max Marks								
5-8 years	5 marks								
Above 8 years	10 marks								
	Experience of Graphic Designer Graphic Designer cum Video Editor:	5	2.5						
	<table border="1"> <thead> <tr> <th>Years of Experience</th> <th>Max Marks</th> </tr> </thead> <tbody> <tr> <td>3-5 years</td> <td>5 marks</td> </tr> <tr> <td>Above 5 years</td> <td>10 marks</td> </tr> </tbody> </table>	Years of Experience	Max Marks	3-5 years	5 marks	Above 5 years	10 marks		
Years of Experience	Max Marks								
3-5 years	5 marks								
Above 5 years	10 marks								

	Experience of Photographer cum Videographer:		5	2.5
	Years of Experience	Max Marks		
	3-5 years	5 marks		
	Above 5 years	10 marks		
	TOTAL		100	50

## 8. ANNEXURES

### Section I – Format for Qualification and Technical Bid

#### 8.1. Form 1: Bid Main Cover Letter

To,  
The Managing Director  
Chhattisgarh State Industrial Development Corporation Ltd. (CSIDC),  
(A Govt. of Chhattisgarh Undertaking)  
Udyog Bhawan, Ring Road No.1,  
Telibandha, Raipur (C.G) - 492006

**Subject:** Bid Submission for **Appointment of Agency for Conducting Information, Education and Communication (IEC) activities under RAMP Scheme in the State of Chhattisgarh**

Dear Sir/Madam,

Having examined the Request for Proposal (RFP) document, the receipt of which is hereby duly acknowledged, we, the undersigned, offer to provide the required services as outlined in the RFP for the **“Appointment of Agency for Conducting Information, Education and Communication (IEC) activities under RAMP Scheme in the State of Chhattisgarh.”** For CSIDC

We hereby confirm that:

- i. Each page of the Technical Bid has been duly signed by the Authorized Signatory.
- ii. In the event of acceptance of our bid, we shall provide the services as stipulated in the RFP and perform all incidental services as required.
- iii. We agree to abide by our offer for a period of **120 days** from the date of submission of the bid.
- iv. We have carefully read and understood the terms and conditions of the RFP and the contract conditions, and we undertake to provide services as per the stipulated terms.
- v. The information contained in this Bid or any part thereof, including its exhibits, schedules, and supporting documents, is true, accurate, and complete to the best of our knowledge and belief.
- vi. We confirm that we are entitled to act on behalf of our corporation /company/ firm/organization and are empowered to sign this document and any other required documents in connection with this bid.

We look forward to your positive consideration of our bid submission.

**Yours sincerely,**

(Signature)

Date:

Duly authorized to sign the RFP Response for and on behalf of:

(Name and Address of Company)

Seal/Stamp of Bidder

**Attachment: Bid Documents Checklist**

<b>S. No.</b>	<b>Annexure / Form Title</b>	<b>Documents Required / Supporting Evidence</b>	<b>Status (✓/X)</b>	<b>Remarks</b>
1.	<b>Form 1:</b> Bid Main Cover Letter	- Cover letter on company letterhead, signed by authorized signatory		
2.	<b>Form 2:</b> General Information about the Bidder	- Certificate of Incorporation / MoA / AoA / Registration Certificate - PAN Card (self-attested) - GST Registration Certificate, etc.		
3.	<b>Form 3:</b> Organization Project Experience	- Copies of Work Orders, Completion Certificates, Project Sanction Orders, or Engagement Letters from Govt./PSUs - Sector-specific experience (must mention the sector clearly) - Narrative description of work - Client contact details - Performance evaluation documents (if available)		
4.	<b>Form 4:</b> Affirmative Statement for Conflict of Interest	- Self-declaration on company letterhead		
5.	<b>Form 5:</b> Description of the approach and methodology	- Technical narrative explaining your strategy, approach, innovation, risk mitigation, etc.		

S. No.	Annexure / Form Title	Documents Required / Supporting Evidence	Status (√/X)	Remarks
6.	<b>Form 6:</b> Detailed Work Plan for performing the assignment	- Timeline, milestones, activity-wise schedule		
7.	<b>Form 7:</b> Financial Information	- Audited Balance Sheets and Profit & Loss Statements for last 3 FYs - CA Certificate for turnover & positive net worth		
8.	<b>Form 8:</b> Performance Bank Guarantee Format	- To be submitted on award of work as per provided format		
10.	<b>Form 9:</b> Power of Attorney	- Power of Attorney in favour of the Authorized Signatory		
11.	<b>Form 10:</b> Self Declaration – No Blacklisting	- Self-declaration on company letterhead signed by Authorized Signatory		
12.	<b>Form 11:</b> Pre-Bid Query Format	- Only if any pre-bid queries were raised		
13.	<b>Form 12:</b> Financial Bid Submission Form	- Financial Bid as per the prescribed format		
14.	<b>Presentation (Technical)</b>	- Soft copy of the presentation to be uploaded on portal at time of bid submission		

## 8.2. Form 2: General Information about the Bidder

Details of the Bidder/Prime Bidder (Company/Agency)		
S. No.	Particulars	Details
1.	Name of the Bidder	
2.	Registered Address	
3.	Legal Status (Company/Firm/LLP/Others)	
4.	Date of Incorporation/Registration	

5.	Date of Commencement of Business	
6.	Goods & Services Tax (GST) Registration No.	
7.	Permanent Account Number (PAN)	
8.	Name & Designation of Contact Person	
9.	Contact Number (with STD Code)	
10.	Email ID of the Contact Person	
11.	Official Website (if any)	
12.	Has the Bidder/ constituent of the Consortium paid liquidated damages of more than 5% of the contract value in a contract due to delay or has been penalised due to any other reason in relation to execution of a contract, in the last three years?	

**Declaration:**

I/We hereby declare that the above information is true and correct to the best of my/our knowledge.

**Authorized Signatory:**

(Signature with Seal)

**Name:**

**Designation:**

**Date:**

**Place:**

**8.3. Form 3: Organization Project Experience**

Bidders must use this format to demonstrate their relevant experience in executing similar assignments. A separate form should be used for each project experience.

Reference Page Numbers in the Bid	From Page:	To Page:
Assignment Name:		
Name of the Client:		
Approx. Value of the Contract:		
Total number of staff-months of the Assignment:	Location & Address:	

Start Date (Month/Year):	Duration of Assignment (months):
Completion Date (Month/Year):	
Name of Senior Staff (Project Director/Coordinator, Team Leader) Involved and Functions Performed:	
Narrative description of Project:	

Note: For each experience, bidder has to attach the supporting work orders / agreements / LoAs / completion certificates.

**Authorized Signatory:**

(Signature with Seal)

**Name:**

**Designation:**

**Date:**

**Place:**

**8.4. Form 4: Affirmative Statement for Conflict of Interest**

*(To be provided on the official letterhead of the bidder)*

**To,**

**The Managing Director**

Chhattisgarh State Industrial Development Corporation Ltd. (CSIDC),

(A Govt. of Chhattisgarh Undertaking)

Udyog Bhawan, Ring Road No.1,

Telibandha, Raipur (C.G) - 492006

**Subject: Affirmative Statement for Conflict of Interest**

Dear Sir/Madam,

We, the undersigned, hereby affirm that:

1. We have reviewed the Request for Proposal (RFP) for “**Appointment of Agency for Conducting Information, Education and Communication (IEC) activities under RAMP Scheme in the State of Chhattisgarh**” and confirm that there exists **no conflict of interest** between our firm and CSIDC in relation to this assignment.
2. We further declare that there are **no prior, ongoing, or anticipated engagements, contracts, or affiliations** with CSIDC that may directly or indirectly affect our ability to provide services as per the requirements outlined in the RFP.
3. In the event of any potential conflict of interest arising during the execution of the contract, we undertake to disclose the same immediately and comply with any instructions from CSIDC to mitigate the impact.
4. We confirm that there are **no financial, personnel, or operational constraints** that would adversely affect our ability to deliver the services within the stipulated time frame and as per the defined scope of work.
5. If selected, we undertake that we will **not sublet the work activities** to any other organization.

We certify that the above information is true and accurate to the best of our knowledge.

**Yours sincerely,**

Dated \_\_\_\_\_ this Day \_\_\_\_\_ of 2026

(Signature)

Duly authorized to sign the RFP response for and on behalf of:

**(Name and Address of the Company/Organization)**

**Seal/Stamp of the Bidder**

## **8.5. Form 5: Description of the approach and methodology for the project**

*Bidder to provide the detailed approach and methodology for extending services as per the Scope of Work mentioned under the RFP.*

## **8.6. Form 6: Detailed Work plan for performing the assignment**

*Bidder to provide detailed activity and resource schedule for the entire work plan for the project*

In case bidders wish to provide any additional documentation, training materials, brochures etc. of above, they may do so by attaching the same as clearly referenced supplemental information.

### 8.7. Form 7: Financial Information

The applicant should give declaration by chartered accountant on their letter head duly signed and sealed in following format.

#### To whomsoever it may concern

On the basis of audited financial statements, we hereby certify that (Name of Agency) having registered office at (Office address) has an average annual turnover of Rupees ..... Crores in the three consecutive years (2022-23, 2023-24 and 2024-25). The details of annual turnover are mentioned below:

Sl. No.	Financial Year	Annual Turnover (INR)	Net Worth (INR)
1	2022-23		
2	2023-24		
3	2024-25		
	Average Turnover		

**Note:**

- Audited financial statements for the past three years (2022-23, 2023-24 and 2024-25) should be submitted by the Applicant.
- For FY 2024–25, a **provisional turnover statement** duly certified by a Chartered Accountant (CA) with UDIN must be submitted.
- All financial documents and statements must be submitted exclusively through the online E-Procurement Portal as part of the bid submission process.

(Chartered Accountant):

Signature Name

Registration No.

UDIN No.

Contact No.

Seal:

Date:

Place:

## 8.8. Form 8: Performance Bank Guarantee Format

### PERFORMANCE SECURITY:

<Designation>

<Address>

<Phone Nos.>

<Fax Nos.>

<Email Id.>

Whereas, <<name of the supplier and address>> (hereinafter called "the Bidder") has undertaken, in pursuance of contract no. <Insert Contract No.> dated. <Date> to provide Implementation services for <<name of the assignment>> to CSIDC, Raipur, Chhattisgarh.

And whereas it has been stipulated in the said contract that the Bidder shall furnish you with a bank guarantee by a recognized bank for the sum specified therein as security for compliance with its obligations in accordance with the contract;

And whereas we, <Name of Bank> a banking company incorporated and having its head /registered office at <Address of Registered Office> and having one of its office at <Address of Local Office> have agreed to give the supplier such a bank guarantee.

NOW, THEREFORE, the Bank hereby, unconditionally and irrevocably, guarantees and affirms as follows:

1. The Bank hereby unconditionally and irrevocably guarantees and undertakes to pay to the Authority upon occurrence of any failure or default in due and faithful performance of all or any of the Bidder's/Applicant's obligations, under and in accordance with the provisions of the Agreement, on its mere first written demand, and without any demur, reservation, recourse, contest or protest, and without any reference to the Bidder's/Applicant's, such sum or sums up to an aggregate sum of the Guarantee Amount as the Authority shall claim, without the Authority being required to prove or to show grounds or reasons for its demand and/or for the sum specified therein.
2. A letter from the Authority, under the hand of an officer, that the Bidder's/Applicant's has committed default in the due and faithful performance of all or any of its obligations under and in accordance with the Agreement shall be conclusive, final and binding on the Bank. The Bank further agrees that the Authority shall be the sole judge as to whether the Bidder's/Applicant's is in default in due and faithful performance of its obligations during the Concession Period under the Agreement and its decision that the Bidder's/Applicant's is in default shall be final, and binding on the Bank,

notwithstanding any differences between the Authority and the Bidder's/Applicant's, or any dispute between them pending before any court, tribunal, arbitrators or any other authority or body, or by the discharge of the Bidder's/Applicant's for any reason whatsoever.

3. In order to give effect to this Guarantee, the Authority shall be entitled to act as if the Bank were the principal debtor and any change in the constitution of the Bidder's/Applicant's and/or the Bank, whether by their absorption with any other body or corporation or otherwise, shall not in any way or manner affect the liability or obligation of the Bank under this Guarantee.
4. It shall not be necessary, and the Bank hereby waives any necessity, for the Authority to proceed against the Bidder's/Applicant's before presenting to the Bank its demand under this Guarantee.
5. The Authority shall have the liberty, without affecting in any manner the liability of the Bank under this Guarantee, to vary at any time, the terms and conditions of the Agreement or to extend the time or period for the compliance with, fulfilment and/or performance of all or any of the obligations of the Bidder's/Applicant's contained in the Agreement or to postpone for any time, and from time to time, any of the rights and powers exercisable by the Authority against the Bidder's/Applicant's, and either to enforce or forbear from enforcing any of the terms and conditions contained in the Agreement and/or the securities available to the Authority, and the Bank shall not be released from its liability and obligation under these presents by any exercise by the Authority of the liberty with reference to the matters aforesaid or by reason of time being given to the Bidder's/Applicant's or any other forbearance, indulgence, act or omission on the part of the Authority or of any other matter or thing whatsoever which under any law relating to sureties and guarantors would but for this provision have the effect of releasing the Bank from its liability and obligation under this Guarantee and the Bank hereby waives all of its rights under any such law.
6. This Guarantee is in addition to and not in substitution of any other guarantee or security now or which may hereafter be held by the Authority in respect of or relating to the Agreement or for the fulfilment, compliance and/or performance of all or any of the obligations of the Bidder's/Applicant's under the Agreement.
7. Notwithstanding anything contained hereinbefore, the liability of the Bank under this Guarantee is restricted to the Guarantee Amount and this Guarantee will remain in force for the period specified in paragraph 8 below and unless a demand or claim in writing is made by the Authority on the Bank under this Guarantee, no later than [6 (six) months] from the date of expiry of this Guarantee, all rights of the Authority under this Guarantee shall be forfeited and the Bank shall be relieved from its liabilities hereunder.

8. The Performance Security shall cease to be in force and effect after expiry of a period of [120 (one hundred and twenty)] months from the [Appointed Date], and provided the Bidder's/Applicant's is not in breach of this Agreement. Upon request made by the Bidder's/Applicant's for release of the Performance Security along with the particulars required hereunder, duly certified by a statutory auditor of the Bidder's/Applicant's, the Authority shall release the Performance Security forthwith.
9. The Bank undertakes not to revoke this Guarantee during its currency, except with the previous express consent of the Authority in writing, and declares and warrants that it has the power to issue this Guarantee and the undersigned has full powers to do so on behalf of the Bank.
10. Any notice by way of request, demand or otherwise hereunder may be sent by post addressed to the Bank at its above referred Branch, which shall be deemed to have been duly authorised to receive such notice and to effect payment thereof forthwith, and if sent by post it shall be deemed to have been given at the time when it ought to have been delivered in due course of post and in proving such notice, when given by post, it shall be sufficient to prove that the envelope containing the notice was posted and a certificate signed by an officer of the Authority that the envelope was so posted shall be conclusive.
11. This Guarantee shall come into force with immediate effect and shall remain in force and effect for a period of 120 (one hundred and twenty) months from the date hereof or until it is released earlier by the Authority pursuant to the provisions of the Agreement.

Signed and sealed this .....day of ..... 20.... at .....

**SIGNED, SEALED AND DELIVERED**

For and on behalf of

the BANK by:

(Signature) (Name)

(Designation) (Code

Number) (Address)

**NOTES:**

- (i) The bank guarantee should contain the name, designation and code number of the officer(s) signing the guarantee.
- (ii) The address, telephone number and other details of the Head Office of the Bank as well as of issuing Branch should be mentioned on the covering letter of issuing Branch

## 8.9. Form 9: Power of Attorney

### POWER OF ATTORNEY

(On Stamp paper of relevant value)

Know all persons by these presents, We. (name and address of the registered office) do hereby constitute, appoint, and authorize Mr. / Ms.....  
.....(name and residential address) who is presently employed with us and holding the position of..... as our attorney, to do in our name and on our behalf, all such acts, deeds, and things necessary in connection with or incidental to our Proposal for “**Appointment of Agency for Conducting Information, Education and Communication (IEC) activities under RAMP Scheme in the State of Chhattisgarh**” including signing and submission of all documents and providing information/responses to CSIDC, in all matters in connection with our Proposal for the said Assignment.

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

Dated this the Day of 2026 For \_\_\_\_\_

(Name and designation of the person(s) signing on behalf of the Bidder)

Accepted

\_\_\_\_\_Signature)

(Name, Title and Address of the Attorney)

Date: .....

Witness:

1

2

Note:

- 1.To be executed only if the Bidder is a Company/ LLP or Partnership firm
- 2.The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executant(s) and when it is so required the same should be under common seal affixed in accordance with the required procedure. Copy of such document should be submitted along with the power of Attorney.

Also, wherever required, the Bidder should submit for verification the extract of the charter documents and documents such as a resolution/power of attorney in Favor of the Person

executing this Power of Attorney for the delegation of power hereunder on behalf of the Bidder.

### **8.10. Form 10 – Self Declaration – No Blacklisting**

(On the Official Letterhead of the Organization)

Date: [Insert Date]

**To,**

**The Managing Director**

Chhattisgarh State Industrial Development Corporation Ltd. (CSIDC),  
(A Govt. of Chhattisgarh Undertaking)  
Udyog Bhawan, Ring Road No.1,  
Telibandha, Raipur (C.G) - 492006

Subject: Self-Declaration for No Blacklisting

Dear Sir/Madam,

In response to the **Appointment of Agency for Conducting Information, Education and Communication (IEC) activities under RAMP Scheme in the State of Chhattisgarh**, issued by CSIDC, I/We, as the Owner/ Partner/ Director/ Authorized Representative of [Name of the Organization], hereby declare that:

Our organization [Name of the Organization], at the time of submission of this bid, has a clean record and has not been blacklisted or declared ineligible for corrupt or fraudulent practices by any Central Government/State Government/Semi-Government Department/PSU/Autonomous Body or any other Government agency in India.

If this declaration is found to be incorrect at any point in time, CSIDC reserves the right to take necessary action, including but not limited to forfeiting our security deposit and cancelling our bid to the extent accepted.

We affirm the above declaration to be true and correct to the best of our knowledge and belief.

Yours sincerely,

Authorized Signature [In Full and Initials]: \_\_\_\_\_

Name and Title of Authorized Signatory: \_\_\_\_\_

Name of Firm/Bidder: \_\_\_\_\_

Date & Stamp of the Firm/Signatory: \_\_\_\_\_

## 8.11. Form 11: Pre-Bid Query Format

(On the Official Letterhead of the Organization)

To,

The Managing Director

Chhattisgarh State Industrial Development Corporation Ltd. (CSIDC),

(A Govt. of Chhattisgarh Undertaking)

Udyog Bhawan, Ring Road No.1,

Telibandha, Raipur (C.G) - 492006

Subject: Submission of Pre-Bid Queries for CSIDC RFP- **Appointment of Agency for Conducting Information, Education and Communication (IEC) activities under RAMP Scheme in the State of Chhattisgarh** Dear Sir/Madam,

We hereby submit our queries regarding the RFP for **Appointment of Agency for Conducting Information, Education and Communication (IEC) activities under RAMP Scheme in the State of Chhattisgarh**. as per the format below:

Sl. No.	RFP Section	Sub-section	Clause in RFP	Query
1				
2				
3				
4				

Bidder Details:

i. Name and Complete Official Address of the Bidder:

ii. Name of the Bidder's Contact Person:

iii. Email:

iv. Mobile No.:

v. Telephone:

vi. Signature:

vii. Name of the Authorized Signatory:

viii. Company Seal:

ix. Date:

We request your clarification on the above queries at the earliest.

Yours sincerely,

(Signature)

(Name & Designation of Authorized Signatory)

(Company Name)

(Seal/Stamp of Bidder)

## Section II – Format Financial Bid

### 8.12. Form 12: Financial Bid Submission Form (To be submitted online)

To,  
The Managing Director  
Chhattisgarh State Industrial Development Corporation Ltd. (CSIDC),  
(A Govt. of Chhattisgarh Undertaking)  
Udyog Bhawan, Ring Road No.1,  
Telibandha, Raipur (C.G) - 492006

Dear Sir,

I/We, the undersigned, offer to provide the services as outlined below, in accordance with your Request for Proposal dated [insert RFP date], and our submitted Proposal (Technical and financial).

Sl. No.	Profile	No. of Resources	Unit Rate	No. of Months	Amount (INR)
1	Communication Strategist (Project Manager/ Team Lead)	1		12	
2	Content Writer	2		12	
3	Graphic Designer cum Video Editor	2		12	
4	Photographer cum Videographer	2		12	
<b>Total (A)</b>					
<b>Content Production &amp; Creative Assets (B)</b>					
<b>Events &amp; On-Ground Outreach (IEC) (C)</b>					
<b>Media Buying (Traditional &amp; Digital) (D)</b>					
<b>GRAND TOTAL (A+ B+C+D)</b>					

**NOTE:** The financial bid evaluation shall be based on the total cost quoted **including all applicable taxes and charges**.

Your quoted rate for each MFC Resources shall not exceed the maximum rate provided in Section 5.1.1 and 5.1.6

We hereby submit our total Financial Bid for a sum of **INR [insert amount]** (Rupees [insert amount in words] only), *inclusive of all taxes and charges*.

Our Financial Bid shall remain binding upon us, subject to any modifications arising from contract negotiations, until the expiration of the validity period of the proposal as specified in the bid.

We fully understand that you are not bound to accept any proposal received.

**Yours sincerely,**

**Authorized Signature:**

**Name and Title of Signatory:**

**Name of the firm :**

**Address:**

## **9. General Condition of Bid**

### **9.1. Bid Currencies**

All prices shall be quoted in Indian Rupees (INR) only.

### **9.2. Amendment of RFP Document**

The CSIDC may modify the Bid Document through an amendment notice at any time before the bid submission deadline or as per GFR guidelines. Such amendments will be communicated via E-procurement portal, and bidders are responsible for regularly checking for updates. The MD , CSIDC also reserves the right to amend the bid process timeline.

### **9.3. Validation of Bid Corrections**

Bids must not contain interlineations, erasures, or overwriting, except where necessary to correct errors. Any corrections must be duly initialled by the authorized signatory.

### **9.4. Cost of Bidding**

All costs incurred in connection with the bid preparation, submission, participation in discussions, and negotiation are to be borne by the bidder. CSIDC does not commit to awarding a contract or reimbursing any costs.

### **9.5. Language of Bids**

All proposals, correspondence, and supporting documents must be in English. If supporting documents are in another language, they must be accompanied by a certified English translation.

### **9.6. Bid Prices**

Bidders must quote prices as per the prescribed format in the RFP. CSIDC reserves the right to reject bids with disproportionately low quotations. Bidders must ensure their bid aligns with the scope of work specified.

### **9.7. Modifications and Withdrawal of Bids**

No proposal may be modified or withdrawn after the submission deadline. If a bidder withdraws their bid post-opening, the Earnest Money Deposit (EMD) shall be **forfeited**.

### **9.8. Right to Accept or Reject Any Bid**

CSIDC reserves the right to accept or reject any bid or annul the bidding process at any stage without assigning any reason. In case of a single bid, CSIDC reserves the right to award the contract after following the appropriate procedures.

## **9.9. Agreement Execution Expenses**

All incidental expenses related to the execution of the Agreement/Contract shall be borne by the successful bidder.

## **9.10. Performance Bank Guarantee (PBG)**

- The successful bidder must submit an unconditional and irrevocable Performance Bank Guarantee (PBG) within 15 days of receiving the Letter of Award (LOA) from CSIDC.
- The PBG must be issued by a Scheduled Bank acceptable to CSIDC and must be equivalent to **3% of the contract value** valid till 60 days beyond the period of contract
- All related charges, such as premium or commission, shall be borne by the bidder.
- The PBG shall remain valid for a period of sixty days beyond the date of completion of all contractual obligations. Upon satisfactory project completion and final acceptance sign-off, CSIDC may release the PBG.
- No interest shall be payable on the Performance Bank Guarantee.

## **9.11. Rejection of Bids**

### **10.11 (1) Rejection on Grounds of Malpractices**

- a. The Bidders and their respective officers, employees, agents and advisers shall observe the highest standard of ethics during the Selection Process. Notwithstanding anything to the contrary contained in this RFP, the CSIDC shall reject a Proposal without being liable in any manner whatsoever to the Bidder, if it determines that the Bidder has, directly or indirectly or through an agent, engaged in corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice (collectively the "Prohibited Practices") in the Selection Process. In such an event, the CSIDC shall, without prejudice to its any other rights or remedies, forfeit and appropriate the Bid Security or Performance Security, as the case maybe, as mutually agreed genuine pre-estimated compensation and damages payable to the Authority for, inter alia, time, cost and effort of the Authority, in regard to the RFP, including consideration and evaluation of such Bidders Proposal.
- b. Without prejudice to the rights of the CSIDC under Clause above and the rights and remedies which the CSIDC may have under the LoA or the Agreement, if an Bidder or Systems Implementation Agency, as the case may be, is found by the Authority to have directly or indirectly or through an agent, engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice during the Selection Process, or after the issue of the LoA or the execution of the Agreement, such Bidder shall not be eligible to participate in any tender or RFP issued by the CSIDC during a period of 2 (two) years from the date such Bidder or the Selected Bidder, as the case may be, is found by the CSIDC to have directly or through an agent, engaged or indulged in any corrupt

- practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice, as the case may be.
- c. In further pursuance of this policy, the selected agency shall permit CSIDC or its representatives to inspect the accounts, records and other documents relating to the submission of the application and execution of the contract, in case of award, and to have the records inspected by CSIDC as and when required.

**10.11 (2) Rejection on Ground of Submission of Financial Bid along with Technical Bid:** The Financial Bid must be submitted online only. In case Financial Bid is submitted with Technical Bid, the bid will be summarily rejected.

## **9.12. Limitation of Liability**

1. The CSIDC shall not recover from the bidder any amount for loss of profit, data, goodwill, or any other consequential, incidental, indirect, disciplinary, or special damages arising from this Agreement.
2. The total liability of the bidder shall not exceed the Contract Value that directly caused the loss in connection with claims under this Agreement.

## **9.13. Confidentiality**

- I. As used herein, the term “Confidential Information” means any information, including information created by or for the other party, whether written or oral, which relates to internal controls, computer or data processing programs, algorithms, electronic data processing applications, routines, subroutines, techniques or systems, or information concerning the business or financial affairs and methods of operation or proposed methods of operation, accounts, transactions, proposed transactions or security procedures of either party or any of its affiliates, or any client of either party, except such information which is in the public domain at the time of its disclosure or thereafter enters the public domain other than as a result of a breach of duty on the part of the party receiving such information. It is the express intent of the parties that all the business process and methods used by the Bidder in rendering the services here under are the Confidential Information of the Bidder.
- II. The Bidder shall keep confidential, any information related to this tender, with the same degree of care as it would treat its own confidential information. The Bidders shall note that the confidential information will be used only for the purposes of this tender and shall not be disclosed to any third party for any reason what-so-ever.
- III. At all-time of the performance of the services, the Bidder shall abide by all applicable security rules, policies, standards, guidelines and procedures. The Bidder should note that before any of its employees or assignees is given access to the Confidential Information, each such employee and assignees shall agree to be bound by the terms no less onerous than those contained under these tender and such rules, policies, standards, guidelines and procedures by its employees or agents.

- iv. The Bidder should not disclose to any other party and keep confidential the terms and conditions of this Contract agreement, any amendment hereof, and any Attachment or Annexure hereof.
- v. The obligations of confidentiality under this section shall survive rejection of the contract.

#### **9.14. Miscellaneous**

- (i) The Selection Process shall be governed by, and construed in accordance with, the laws of India and the Courts in Chhattisgarh. shall have exclusive jurisdiction over all disputes arising under, pursuant to and/or in connection with the Selection Process.
  - (ii) CSIDC, in its sole discretion and without incurring any obligation or liability, reserves the right, at any time, to:
    - a. Suspend and/or cancel the Selection Process and/or amend and/or supplement the Selection Process or modify the dates or other terms and conditions relating thereto.
    - b. Consult with any Bidder in order to receive clarification or further information;
    - c. Retain any information and/or evidence submitted to the Department by, on behalf of and/or in relation to any Bidder; and/or
    - d. Independently verify, disqualify, reject and/or accept any and all submissions or other information and/or evidence submitted by or on behalf of any Bidder
- If during the period of this contract, a conflict of interest arises for any reasons, the Consultant shall promptly disclose the same to the Client and seek its instructions

## 10. Conditions of Contract

S. No.	Particulars	Clause	Description
1	<b>General</b>		
1.1	<b>Definitions</b>		Unless the context otherwise requires, the following terms wherever used in this Contract have the following meanings:
		1.1.1	Deleted
		1.1.2	“Applicable Law” means the laws and any other instruments having the force of law in India and Chhattisgarh, as they may be issued and in force from time to time.
		1.1.3	“CSIDC” means the CSIDC, Raipur which is the agency of GOCG for procuring the Services of <b>Appointment of Agency for Conducting Information, Education and Communication (IEC) activities under RAMP Scheme in the State of Chhattisgarh</b> . The selected bidder will sign the Contract with CSIDC for the Services.
		1.1.4	“CC” mean these Conditions of Contract.
		1.1.5	“Client” means the CSIDC Chhattisgarh, Raipur
		1.1.6	“Contract” means the legally binding written agreement as signed by the Parties that are Letter of Award (LOA), these Conditions of Contract (CC), Bidding Forms and the Appendices.
		1.1.7	“Day” means a calendar day.
		1.1.8	“Effective Date” means the date on which this Contract comes into force and effect.
		1.1.9	“Resources” means, collectively, any personnel of the bidder assigned by the bidder to perform the Services or any part thereof under the Contract.

S. No.	Particulars	Clause	Description
		1.1.10	“Government/ GOCG” means the Government of Chhattisgarh.
		1.1.12	“MD” means the executive head of CSIDC
		1.1.13	“In writing” means communicated in written form as a letter, E-mail, fax to the specified address, contact id with proof of receipt.
		1.1.14	“Resource” means an individual professional whose skills, qualifications, knowledge and experience are critical to the performance of the Services under the Contract.
		1.1.15	“LOA” means the Letter of Award sent by CSIDC to the selected most advantageous Bidder.
		1.1.16	Deleted
		1.1.17	“Party” means the Client or the bidder, as the case may be, and “Parties” means both of them.
		1.1.18	Deleted
		1.1.19	“Procuring Entity” means the CSIDC Chhattisgarh, Raipur.
		1.1.20	Deleted
		1.1.21	“Services” means the tasks to be performed by the selected bidder within the completion period pursuant to the Contract.
		1.1.22	Deleted

S. No.	Particulars	Clause	Description
		1.1.23	“Terms of Reference” (TOR) means the document included in the RFP which explains the objectives, scope of work, activities, to be performed, respective responsibilities of the Client and the bidder, and expected results and deliverables of the assignment.
		1.1.24	“Third Party” means any person or entity other than the Government, CSIDC, the Contractor
		1.1.25	Terms not defined here shall have the same meaning as given to them in the Act.
<b>2.</b>	<b>Interpretation</b>		
<b>2.1</b>	<b>Relationship Between the Parties</b>	2.1.1	Nothing contained herein shall be construed as establishing a relationship of master and servant or of principal and agent as between the Client and the bidder. The bidder, subject to this Contract, has complete charge of Resources performing the Services and shall be fully responsible for the Services performed by them or on their behalf hereunder.
<b>2.2</b>	<b>Law Governing the Contract</b>	2.2.1	This Contract, its meaning and interpretation, and the relation between the Parties shall be governed by the Applicable Law.
<b>2.3</b>	<b>Language</b>	2.3.1	This Contract has been executed in the English language, which shall be the binding and controlling language for all matters relating to the meaning or interpretation of this Contract.
<b>2.4</b>	<b>Headings</b>	2.4.1	The headings shall not limit, alter or affect the meaning of this Contract.
<b>2.5</b>	<b>Notices, Communications</b>	2.5.1	Any communication, notice, request or consent required or permitted to be given or made pursuant to this Contract shall be in Writing. Any such notice, request or consent shall be deemed to have been given or made when

S. No.	Particulars	Clause	Description
			<p>delivered personally, posted, e-mailed, faxed to an authorized representative of the Party to whom the communication is addressed, or when sent to such Party at the address specified below: -</p> <ol style="list-style-type: none"> <li>1. Bidder: [to be selected]</li> <li>2. Client: The Managing Director, Chhattisgarh State Industrial Development Corporation Ltd. (CSIDC), (A Govt. of Chhattisgarh Undertaking) Udyog Bhawan, Ring Road No.1, Telibandha, Raipur (C.G) - 492006</li> </ol>
		2.5.2	A Party may change its address for notice hereunder by giving the other Party a notice In Writing of such change to the address specified in the SCC.
2.6	Location	2.6.1	The Services shall be performed at the office of CSIDC, Raipur and at such other locations as may be specified from time to time by CSIDC
2.7	Authorized Representatives	2.7.1	Any action required or permitted to be taken, and any document required or permitted to be executed under this Contract by the Client or the bidder may be taken or executed by the Authorized Representatives of the CSIDC and the bidder.
		2.7.2	<p>The Authority may, from time to time, designate one of its officials as the Authority Representative. Unless otherwise notified, the Authority Representative shall be:</p> <p><b>The Managing Director, Chhattisgarh State Industrial Development Corporation Ltd. (CSIDC), (A Govt. of Chhattisgarh Undertaking)</b></p>

S. No.	Particulars	Clause	Description
			<b>Udyog Bhawan, Ring Road No.1, Telibandha, Raipur (C.G) - 492006</b> <b>Phone No: 0771-6621000</b> <b>Email: csidc.cg @gov.in</b>
		2.7.3	The Bidder may designate one of its employees as Bidder's Representative. Unless otherwise notified, the Bidder's Representative shall be: Name : ----- Designation : ----- Address : ----- Tel : ----- Mobile : ----- Fax : ----- E-mail : -----
3	<b>Code of Integrity</b>		
3.1	Code of Integrity	3.1.1	It is required that bidders observe the highest standards of ethics during the procurement process and performance of the Contract. Therefore, The bidder or their personnel shall- (a) not offer any bribe, reward or gift or any material benefit either directly or indirectly in exchange for an unfair advantage in procurement process or performance of the Contract or to otherwise influence the Client/ Procuring Entity; (b) not misrepresent or omit that misleads or attempts to mislead so as to obtain a financial or other benefit or avoid an obligation in performance of the Contract; (c) not indulge in any collusion, Bid rigging or anti-competitive behavior to impair the transparency, fairness and progress of the procurement process and performance of the

S. No.	Particulars	Clause	Description
			<p>Contract;</p> <p>(d) not misuse any information shared between the procuring Entity and the Bidders with an intent to gain unfair advantage in the procurement process and performance of the Contract;</p> <p>(e) not indulge in any coercion including impairing or harming or threatening to do the same, directly or indirectly, to any party or to its property to influence the procurement process and performance of the Contract;</p> <p>(f) not obstruct any investigation or audit of a procurement process and performance of the Contract;</p> <p>(g) disclose conflict of interest, if any.</p> <p>(h) Disclose any previous transgressions with any Entity in India or any other country during the last three years or any debarment by any other procuring Entity; and not indulge in corrupt, fraudulent, collusive</p>
		3.1.2	<p>For the purposes of this Sub-Clause:</p> <p>i. “corrupt practice” means the offering, giving, receiving or soliciting, directly or indirectly, of anything of value to influence the action of a public official in the procurement process or in the Contract execution;</p> <p>ii. “fraudulent practice” means a misrepresentation or omission of facts or disclosure of incomplete facts, in order to influence the Selection Process</p> <p>iii. “collusive practice” means a scheme of arrangement between two or more bidders, with or without the knowledge of the Procuring Entity, designed to establish bid prices at artificial, non- competitive levels;</p>

S. No.	Particulars	Clause	Description
			iv. "Coercive practice" means harming or threatening to harm, directly or indirectly, persons or their property to influence their participation in the procurement process or affect the execution of a Contract.
3.2	<b>Measures to be Taken On Breach Of Code of Integrity</b>	3.2.1	Breach of Code of Integrity by the bidder, or their personnel: Without prejudice to the provisions of Chapter IV of the Act, in case of any breach of the Code of Integrity by the bidder or their personnel, the Procuring Entity, CSIDC may take appropriate action
3.3	Fees	3.3.1	The CSIDC requires the bidder to disclose any commissions, gratuities or fees that may have been paid or are to be paid to agents or any other party with respect to the selection process or execution of the Contract. The information disclosed must include at least the name and address of the agent or other party, the amount and currency, and the purpose of the commission, gratuity or fee. Failure to disclose such commissions, gratuities or fees may result in termination of the Contract and debarment by CSIDC
4	<b>Commencement, Completion, Modification and Termination of Contract</b>		
4.1	<b>Effectiveness of Contract</b>	4.1.1	This Contract shall come into force and effect on the date (the "Effective Date") on which the Client issues to the bidder the Letter of Award of his Proposal. The notice to commence the Services, if issued separately, shall confirm that the effectiveness conditions agreed, if any, have been met.

<b>S. No.</b>	<b>Particulars</b>	<b>Clause</b>	<b>Description</b>
	<b>Forfeiture of Performance Security</b>	4.1.2	Performance Security may be forfeited by the CSIDC in any of the following cases:- (a) If the bidder fails to commence the Services within the time period after signing of the agreement as specified by the CSIDC. (b) If any of the terms and conditions of the Contract is breached. (c) When the bidder fails to execute the Contract satisfactorily. Reasonable time will be given to Bidder before forfeiture of Performance Security
<b>4.2</b>	<b>Commencement of Services</b>	<b>4.2.1</b>	The bidder shall confirm availability of Resources and begin carrying out the Services not later than the number of Days after the Effective Date specified by the CSIDC
<b>4.3</b>	<b>Expiration of Contract</b>	<b>4.3.1</b>	Unless terminated earlier, this Contract shall expire at the end of a period Contract, or In case the RAMP Scheme or its associated funding for the State of Chhattisgarh is discontinued by the Government of India, the World Bank, or the Ministry of Micro, Small and Medium Enterprises (MoMSME) before the completion of the Period of Contract, this contract shall be deemed discontinued accordingly and shall not remain in effect beyond such discontinuation.
<b>4.4</b>	<b>Extension of Assignment</b>	<b>4.3.2</b>	The period of the contract shall be 12 months from the effective date of the contract or till March 31, 2027 whichever is earlier. However, the period of the contract may be extended on the basis mutual discussion between the parties.
<b>4.5</b>	<b>Entire Agreement</b>	4.5.1	This Contract contains all covenants, stipulations and provisions agreed by the Parties. No agent or representative of either Party has authority to make, and the Parties

S. No.	Particulars	Clause	Description
			shall not be bound by or be liable for any statement, representation, promise or agreement not set forth herein.
4.6	<b>Modifications or Variations</b>	4.6.1	<p>Any modification or variation of the terms and conditions of this Contract, including any modification or variation of the scope of the Services, may only be made by written agreement between the Parties. However, each Party shall give due consideration to any proposals for modification or variation made by the other Party.</p> <p>This Contract and the Annexes together constitute a complete and exclusive statement of the terms of the agreement between the Parties on the subject hereof, and no amendment or modification hereto shall be valid and effective unless such modification or amendment is agreed to in writing by the Parties and duly executed by persons especially empowered in this behalf by the respective Parties. All prior written or oral understandings, offers or other communications of every kind pertaining to this Agreement are abrogated and withdrawn; provided, however, that the obligations of the Consultant arising out of the provisions of the RFP shall continue to subsist and shall be deemed to form part of this Agreement.</p>
		4.6.2	In cases of substantial modifications or variations, the prior written consent of the competent authority of the Government will be required.
5	<b>Force Majeure</b>		

S. No.	Particulars	Clause	Description
5.1	Definition	5.1.1	For the purposes of this Contract, "Force Majeure" means an event which is beyond the reasonable control of a Party, is not foreseeable, is unavoidable, and which makes a Party's performance of its obligations hereunder impossible or so impractical as reasonably to be considered impossible in the circumstances, and subject to those requirements includes, but is not limited to, war, riots, civil disorder, earthquake, fire, explosion, storm, flood or other adverse weather conditions, strikes, lockouts or other industrial action (except where such strikes, lockouts or other industrial action are within the power of the Party invoking Force Majeure to prevent), confiscation or any other action by Government agencies.
		5.1.2	Force Majeure shall not include (i) any event which is caused by the negligence or intentional action of a Party or such Party's Experts, agents or employees, nor (ii) any event which a diligent Party could reasonably have been expected both to take into account at the time of the conclusion of this Contract, and avoid or overcome in the carrying out of its obligations hereunder.
		5.1.3	Force Majeure shall not include insufficiency of funds or failure to make any payment required hereunder.
5.2	No Breach of Contract Due to Force Majeure	5.2.1	The failure of a Party to fulfill any of its obligations hereunder shall not be considered to be a breach of, or default under this Contract in so far as such inability arises from an event of Force Majeure, provided that the Party affected by such an event has taken all reasonable precautions, due care and

S. No.	Particulars	Clause	Description
			reasonable alternative measures, all with the objective of carrying out the terms and conditions of this Contract.
5.3	Measures to be Taken	5.3.1	A Party affected by an event of Force Majeure shall continue to fulfil its obligations under the Contract as far as is reasonably practical and shall take all reasonable measures to minimize the consequences of any event of Force Majeure.
		5.3.2	A Party affected by an event of Force Majeure shall notify the other Party of such event as soon as possible, and in any case not later than fourteen (14) days following the occurrence of such event, providing evidence of the nature and cause of such event, and shall similarly give written notice of the restoration of normal conditions as soon as possible.
		5.3.3	Any period within which a Party shall, pursuant to this Contract, complete any action or task, shall be extended for a period equal to the time during which such Party was unable to perform such action as a result of Force Majeure.
		5.3.4	<p>During the period of their inability to perform the Services as a result of an event of Force Majeure, the bidder, upon instructions by the Client, shall either:</p> <ul style="list-style-type: none"> <li>i. demobilize, in which case the bidder shall be reimbursed for additional costs they reasonably and necessarily incurred, and, if required by the Client, in reactivating the Services; or</li> <li>ii. continue with the Services to the extent possible, in which case the bidder shall continue to be paid under the terms of this</li> </ul>

S. No.	Particulars	Clause	Description
			Contract and be reimbursed for additional costs reasonably
		5.3.5	In the case of disagreement between the Parties as to the existence or extent of Force Majeure, the matter shall be settled through Dispute Resolution Mechanism.
5.4	Suspension	5.4.1	The Client may, by written notice of suspension to the bidder, suspend all payments to the bidder hereunder if the bidder fails to perform any of its obligations under this Contract, including the carrying out of the Services, provided that such notice of suspension (i) shall specify the nature of the failure, and (ii) shall request the bidder to remedy such failure within a period not exceeding thirty (30) Days after receipt of such notice by the bidder.
6	<b>Termination</b>		
6.1	<b>By the Client</b>	6.1.1	<p>The Client may terminate this Contract in case of the occurrence of any of the events specified in paragraphs mentioned below. In such an occurrence the Client shall give a not less than thirty (30) days' written notice of termination to the bidder in case of the events referred to in (a) through (i) below:</p> <p>a) If the Bidder fails to deliver any or all quantities of the service within the time period specified in the contract, or any extension thereof granted by CSIDC; or b) If the Bidder fails to perform any other obligation under</p>

S. No.	Particulars	Clause	Description
			<p>the contract within the specified period of delivery of service or any extension granted thereof; or c) If the Bidder, in the judgment of the Client, is found to be engaged in corrupt, fraudulent, collusive, or coercive practices in competing for or in executing the contract. d) If the Bidder commits breach of any condition of the contract. The Bidder fails to remedy any breach hereof or any failure in the performance of its obligations hereunder, as specified in a notice of suspension, within thirty (30) days of receipt of such notice of suspension or within such further period as the Authority may have subsequently granted in writing; e) the Bidder becomes insolvent or bankrupt or enters into any agreement with its creditors for relief of debt or take advantage of any law for the benefit of debtors or goes into liquidation or receivership whether compulsory or voluntary; f) the Bidder fails to comply with any final decision reached as a result of arbitration proceedings. g) the Bidder submits to the client a statement which has a material effect on the rights, obligations or interests of the client and which the Bidder knows to be false; h) any document, information, data or statement submitted by the Bidder in its Bids, based on which the Bidder was considered eligible or successful, is found to be false,</p>

S. No.	Particulars	Clause	Description
			<p>incorrect or misleading; or i) In case the RAMP Scheme or its associated funding for the State of Chhattisgarh is discontinued by the Government of India, the World Bank, or the Ministry of Micro, Small and Medium Enterprises (MoMSME) before the completion of the 24-month contract period, this contract shall be deemed discontinued accordingly and shall not remain in effect beyond such discontinuation.; or</p> <p>i) as the result of Force Majeure, the Bidder is unable to perform a material portion of the Services for a period of not less than thirty (30) days</p>
		6.1.2	Termination by the Client due to failure of the bidder to provide the required Services shall lead to the forfeiture of the Performance Security as per CC Clause 4.1.2 [Forfeiture of Performance Security].
6.2	<b>By the Contractor</b>	6.2.1	<p>The bidder may terminate this Contract, by not less than thirty (30) days' written notice to the CSIDC, in case of the occurrence of any of the events specified as under:</p> <p>(a) If the CSIDC fails to pay any money due to the bidder pursuant to this Contract and not subject to dispute within forty- five (45) Days after receiving written notice from the bidder that such payment is overdue.</p> <p>(b) If, as the result of Force Majeure, the bidder is unable to perform a material portion of the Services for a period of not less than sixty (60) days.</p>

S. No.	Particulars	Clause	Description
			(c) If the CSIDC fails to comply with any final decision reached as a result of Arbitration.
6.3	<b>Cessation of Rights and Obligations</b>	6.3.1	<p>Upon termination of this Contract pursuant to CC Clause 6 hereof, or upon expiration of this Contract pursuant to GCC Clauses 4.3, all rights and obligations of the Parties hereunder shall cease, except:</p> <p>(i) such rights and obligations as may have accrued on the date of termination or expiration,</p> <p>(ii) the obligation of confidentiality set forth in CC Clause 7.7,</p> <p>(iii) the bidder's obligation to permit inspection, copying and auditing of their accounts and records by the CSIDC set forth in CC Clause 7.10, and</p> <p>(iv) any right which a Party may have under the Applicable Law.</p>
6.4	<b>Cessation of Services</b>	6.4.1	<p>Upon termination of this Contract by notice of either Party to the other pursuant to GCC Clause 6.1 or 6.2, the bidder shall, immediately upon dispatch or receipt of such notice, take all necessary steps to bring the Services to a close in a prompt and orderly manner and shall make every reasonable effort to keep expenditures for this purpose to a minimum. With respect to documents prepared by the bidder and equipment and materials furnished by the Client, the bidder shall proceed as provided, respectively, by CC Clause 7.13 or 7.14.</p>
6.5	<b>Payment upon Termination</b>	6.5.1	<p>Subject to the CC Clause 3.2.1 [Measures to be Taken on Breach of Code of Integrity], upon termination of this Contract, the Client shall make the following payments to the bidder:</p> <p>(a) payment for Services satisfactorily</p>

S. No.	Particulars	Clause	Description
			performed prior to the effective date of termination
6.6	<b>Disputes about Events Termination</b>	6.6.1	If either Party disputes whether an event has occurred, such Party may, within forty-five (45) Days after receipt of notice of termination from the other Party, may take recourse to Dispute Resolution Mechanism, and in that case this Contract shall not be terminated on account of such event except in accordance with the terms of any resulting award in accordance with the Dispute Resolution Mechanism or arbitration.
6.7	<b>Extension in Completion Period and Liquidated Damages</b>	6.7.1	If the bidder considers at any time during the performance of the Contract that it is unable to meet the agreed dates and deadlines set forth for various deliverables due to occurrence of an event of Force Majeure or any other reasons, it may request in writing within 14 (Fourteen) days of the occurrence of cause of hindrance to the CSIDC to extend the completion period of the Contract giving detailed reasons and justifications. The CSIDC, after considering the reasons and justifications, may extend the period set forth for completion of the contract with or without liquidated damages. The CSIDC, except in case of an event of Force Majeure or reasons beyond the control of the bidder, shall be entitled to impose on the bidder, liquidated damages of 1% of the Contract amount for each week of delay after the stipulated period of completion of an activity / event.

S. No.	Particulars	Clause	Description
7	<b>Obligations of the Bidder</b>		
7.1	<b>Standard Performance</b>	7.1.1	The bidder shall perform the Services and carry out its obligations hereunder with all due diligence, efficiency and economy, in accordance with generally accepted professional standards and practices, and shall observe sound management practices, and employ appropriate technology and safe and effective equipment, approved professionals, machinery, materials and methods. The bidder shall always act, in respect of any matter relating to this Contract or to the Services, as faithful adviser to the MD, CSIDC, and shall at all times support and safeguard the MD, CSIDC's legitimate interests in any dealings with third party.
		7.1.2	The bidder shall employ and provide such qualified and experienced Experts as are required to carry out the Services.
		7.1.3	Deleted
7.2	<b>Law Governing Services</b>	7.2.1	The bidder shall perform the Services in accordance with the Contract and the Applicable Law and shall take all practicable steps to ensure that any of its Experts, as well as the Personnel of the bidder comply with the Applicable Law.
		7.2.2	The Client shall notify the bidder In Writing of relevant local customs, and the bidder shall, after such notification, respect such customs.

S. No.	Particulars	Clause	Description
7.3	<b>Conflict Interests</b>	7.3.1	The bidder shall hold the MD, CSIDC's interests paramount, without any consideration for future work, and strictly avoid conflict with other assignments or their own corporate interests.
7.4	<b>Bidders Not to Benefit from Commissions, Discounts, etc</b>	7.4.	The payment of the bidder shall constitute the bidder's only payment in connection with this Contract and, the bidder shall not accept for its own benefit any trade commission, discount or similar payment in connection with activities pursuant to this Contract or in the discharge of its obligations hereunder, and the bidder shall use its best efforts to ensure that the Experts/ Personnel and agents of either of them, similarly shall not receive any such additional payment.
		7.4.2	Furthermore, if the bidder, as part of the Services, has the responsibility of advising the Client on the procurement of goods, works or services, the bidder shall comply with the Procuring Entity's procurement rules and guidelines, and shall at all times exercise such responsibility in the best interest of CSIDC. Any discounts or commissions negotiated by the bidder in the exercise of such procurement advisory responsibility shall be for the benefit of CSIDC.
7.5	<b>Bidder and Affiliates</b>	7.5.1	The bidder agrees that, during the term of this Contract and after its completion or termination, the bidder and any entity affiliated with the bidder and any entity affiliated with such Sub-bidders, shall be disqualified from providing goods, works or non-consulting services resulting from or directly related to the bidder's Services for the preparation or implementation of the project.

S. No.	Particulars	Clause	Description
7.6	<b>Prohibition of Conflicting Activities</b>	7.6.1	The bidder shall not engage, and shall cause its Experts, Personnel, either directly or indirectly, in any business or professional activities that would conflict with the activities assigned to them under this Contract.
		7.6.2	The bidder has an obligation and shall ensure that its Experts shall have an obligation to disclose any situation of actual or potential conflict that impacts their capacity to serve the best interest of the CSIDC, or that may reasonably be perceived as having this effect. Failure to disclose said situations may lead to the disqualification of the bidder or the termination of its Contract, in addition to any action which may be taken under the provisions of the Act and the Rules.
7.7	<b>Confidentiality</b>	7.7.1	Except with the prior written consent of the CSIDC the bidder and the Experts or Personnel shall not at any time communicate to any person or entity any confidential information acquired in the course of the Services, nor shall the bidder and the Experts or Personnel make public the recommendations formulated in the course of, or as a result of, the Services.
7.8	<b>Liability of the bidder</b>	7.8.1	The bidder's liability under this Contract shall be as per the Applicable Law.
7.9	<b>Insurance to be Taken out by the bidder</b>	7.9.1	Deleted
7.10	<b>Accounting, Inspection and Auditing</b>	7.10.1	The bidder shall keep, and shall make all reasonable efforts to cause its Sub-bidders to keep, accurate and systematic accounts and records in respect of the Services and in such form and detail as will clearly identify

S. No.	Particulars	Clause	Description
			relevant time changes and costs.
		7.10.2	The bidder shall permit the CSIDC or Government of Chhattisgarh and/ or persons appointed by them to inspect the Site and its accounts and records relating to the performance of the Contract and the submission of the Proposal to provide the Services, and to have such accounts and records audited by auditors appointed by the CSIDC or Government of Chhattisgarh.
		7.10.3	The bidder's attention is drawn to the fact that acts of the bidder intended to impede the exercise of the powers of inspection and audit by the CSIDC constitute a prohibited practice leading to Contract termination as well as to a determination of ineligibility for further work/ tender.
7.11	<b>Bidder's Actions Requiring Client's Prior Approval</b>	7.11.1	Deleted
7.12	<b>Reporting Obligations</b>	7.12.1	The bidder shall submit to the Client the reports and documents specified in the final Terms of Reference, in the form, in number and within the time periods set forth therein. Final reports shall be delivered in soft copy in addition to the hard copies specified.
7.13	<b>Proprietary Rights of the MD, CSIDC in Reports and Records</b>	7.13.1	All reports and relevant data and information such as maps, drawings, diagrams, plans, databases, other documents and software, supporting records or material compiled or prepared by the bidder for the CSIDC in the course of the Services shall be confidential and become and remain the absolute property of

S. No.	Particulars	Clause	Description
			the CSIDC. The bidder shall, not later than upon termination or expiration of this Contract, deliver all such documents to the CSIDC, together with a detailed inventory thereof. The bidder may retain a copy of such documents, data and/ or software but shall not use the same for purposes unrelated to this Contract without prior written approval of the Client
7.14	<b>Equipment, Vehicles and Materials Provided by the CSIDC</b>	7.14.1	Equipment, vehicles and materials made available to the bidder by the CSIDC or purchased by the bidder wholly or partly with funds provided by the CSIDC, shall be the property of the CSIDC and shall be marked accordingly. Upon termination or expiration of this Contract, the bidder shall make available to the CSIDC an inventory of such equipment, vehicles and materials and shall dispose of such equipment, vehicles and materials in accordance with the CSIDC's instructions. While in possession of such equipment, vehicles and materials, the bidder, unless otherwise instructed by the CSIDC
7.15	<b>Equipment And Materials Provided by the bidder</b>	7.15.1	Any equipment or materials brought by the bidder or its Experts and Personnel and used either for the Project or personal use shall remain the property of the bidder or the Experts and Personnel concerned, as applicable.
8	<b>Bidders' Experts and Personnel</b>		
8.1	<b>Description of Key Experts</b>	8.1.1	The title, agreed job description, minimum qualification and estimated period of engagement to carry out the Services of each of the bidder's Key Experts are described in <b>Appendix B.</b>

S. No.	Particulars	Clause	Description
8.2	<b>Availability of Key Personne</b>	8.2.1	<p>The Bidder's team shall be available in the office of CSIDC or wherever posted, on all the working days of Govt. of Chhattisgarh, and on public holidays also as and when necessary, as felt necessary by the CSIDC. This is necessary since the bidder needs to support the CSIDC continuously throughout the consultancy period. The attendance of the personnel will be monitored by the MD, CSIDC or an authority /authority specified by the MD, CSIDC.</p> <p>All the personnel of the Consultancy shall necessarily put in not less than 22 working days in any calendar month except declared public holidays in Chhattisgarh.</p>
8.3	<b>Replacement of Key Experts</b>	8.3.1	<p>Except as the MD, CSIDC may otherwise agree in writing, no changes shall be made in the Key Experts.</p>
		8.3.2	<p>Notwithstanding the above, the substitution of Key Experts during Contract execution may be considered only based on the bidder's written request and due to circumstances outside the reasonable control of the bidder, including but not limited to death or medical incapacity. In such a case, the bidder shall provide as a replacement, a person of equivalent or better qualifications and experience, and at the same rate of remuneration.</p>
8.4	<b>Removal</b>	8.4.1	<p>If the MD, CSIDC finds that any of the Experts has committed serious misconduct or has been charged with having committed a criminal action, or shall the MD, CSIDC determine that bidder's Resources have engaged in corrupt, fraudulent, collusive, coercive or obstructive practice while performing the Services, the bidder shall, at the MD, CSIDC 's written request, provide a replacement.</p>

S. No.	Particulars	Clause	Description
		8.4.2	In the event that any Resource is found by the MD, CSIDC to be incompetent or incapable in discharging assigned duties, the MD, CSIDC, specifying the grounds may remove or ask to replace the resource
		8.4.3	Any replacement of the removed Resources shall possess better qualifications and experience and shall be acceptable to the MD, CSIDC.
		8.4.4	The bidder shall bear all costs arising out of or incidental to any removal and/ or replacement of such Resources and conducting training program
9	<b>Obligations of the Client (MD, CSIDC)</b>		
9.1	<b>Assistance and Exemptions</b>	9.1.1	The MD, CSIDC shall use its best efforts to:
		9.1.1.1	Assist the bidder in obtaining work permits and such other documents as shall be necessary to enable the bidder to perform the Services.
		9.1.1.2	Issue to officials, agents and representatives of the Government all such instructions and information as may be necessary or appropriate for the prompt and effective
		9.1.1.3	Provide the bidder or its Personnel with any such other assistance as may be requested by the bidder and agreed by MD, CSIDC.
9.2	<b>Access Project Site</b>	9.2.1	The MD, CSIDC warrants that the bidder shall have, free of charge, unimpeded access to project site in respect of which access is required for the performance of the Services.

S. No.	Particulars	Clause	Description
9.3	<b>Counterpart Personnel</b>	9.5.1	The MD, CSIDC shall make available to the bidder free of charge such professional and support counterpart Personnel, to be nominated by the MD, CSIDC with the bidder's
9.4	<b>Payment Obligation</b>	9.6.1	In consideration of the Services performed by the bidder under this Contract, the MD, CSIDC shall make such payments to the bidder for the deliverables specified in <b>Appendix A</b> and in such manner as is provided by CC Clause 10 below.
10	<b>Payments to Bidder</b>		
10.1	<b>Contract Price</b>	10. 1.1	<p>The Contract price as accepted by MD, CSIDC <b>fixed</b> during the period of the Contract</p> <p>The payments under this Contract shall not exceed the Contract value specified herein (the "Contract Value"). The Parties agree that the Contract Value is Rs. .... (Rs. ....).</p>
		10. 1.2	Any change to the Contract price can be made only if the Parties have agreed to the revised scope of Services and have amended in writing the Terms of Reference in <b>Appendix A</b> .
10.2	<b>Payment</b>	10. 2.1	In consideration of the Services performed by the bidder under this Contract as specified in Appendix A, the MD, CSIDC shall make to the bidder such payments and in such manner as is provided in the Contract. This amount has been established based on the understanding that it includes all of the bidder's costs.

S. No.	Particulars	Clause	Description						
10.3	Schedule Payments	10. 3.1	<p>1. Monthly Payment:</p> <ul style="list-style-type: none"> <li>▪ Upon signing of the agreement, submission of Performance Bank Guarantee (PBG), and deployment plan and Training plan approval by CSIDC.</li> <li>▪ After successful deployment of two.</li> </ul> <p><b>Required Documents for Payment Release:</b></p> <ul style="list-style-type: none"> <li>▪ <b>Monthly Report</b> covering: <ul style="list-style-type: none"> <li>✓ <b>Consolidated monthly report</b>, including details of activities delivered as per Section 5 submitted to CSIDC.</li> <li>✓ <b>Invoice and Letter</b> from the selected agency for the respective period.</li> </ul> </li> <li>▪ <b>Annual Performance Report / At the end of the contract period, as applicable</b> covering: <ul style="list-style-type: none"> <li>✓ Achievement of all outcome indicators.</li> <li>✓ Summary of activities delivered as per Sections 5.</li> </ul> </li> </ul> <p>At the end of the contract period, upon submission and acceptance of final completion report, utilization certificate, and successful audit clearance.</p> <p>2. Periodically after Completion of the number of activities:</p> <table border="1" data-bbox="760 1570 1430 1900"> <thead> <tr> <th data-bbox="760 1570 889 1648">A.</th> <th data-bbox="889 1570 1203 1648">After completion of Activity –</th> <th data-bbox="1203 1570 1430 1648">Based on Unit Rate of the Activity and number of activities done</th> </tr> </thead> <tbody> <tr> <td data-bbox="760 1648 889 1900"></td> <td data-bbox="889 1648 1203 1900"> <ul style="list-style-type: none"> <li>○ Submission of completion report (photographs including Geotagged</li> </ul> </td> <td data-bbox="1203 1648 1430 1900"></td> </tr> </tbody> </table>	A.	After completion of Activity –	Based on Unit Rate of the Activity and number of activities done		<ul style="list-style-type: none"> <li>○ Submission of completion report (photographs including Geotagged</li> </ul>	
A.	After completion of Activity –	Based on Unit Rate of the Activity and number of activities done							
	<ul style="list-style-type: none"> <li>○ Submission of completion report (photographs including Geotagged</li> </ul>								

S. No.	Particulars	Clause	Description
			<ul style="list-style-type: none"> <li>photo, Video clips</li> <li>○ Submission of proof</li> <li>○ Verified invoices and bills</li> <li>○ Approval by CSIDC</li> </ul>
<b>10.4</b>	<b>Payment Deduction Clause</b>	10. 4.1	The envisaged measurable milestones and the deliverables as quantified after the award of contract and before signing of Contract with the Firm will form the basis for measurement of performance before release of any payment.
		10. 4.2	In case of delay in completion of services, including the preparation and submission of relevant reports/deliverables as per the specified timelines in this RFP/Contract, liquidated damages not exceeding an amount equal to 1% (one per cent) of the contract price per day, subject to a maximum of 10% (ten per cent) of the Contract price will be imposed and shall be recovered from the Agency by appropriation from the Performance Security or otherwise. However, in case of delay due to reasons beyond the control of the Agency or attributable to Force Majeure, suitable extension of time shall be granted.
		10.4.3	The Contract Price recognizes that payments are linked to, and dependent on the successful completion of Services, within timelines mentioned in this RFP, quality of the Services and submission of all relevant

S. No.	Particulars	Clause	Description
			deliverables sought under this Contract.
10.5	<b>Reimbursable</b>	10.4.1	The Contract Price shall be inclusive of everything, and no reimbursements shall be made by CSIDC.
10.6	<b>Taxes and Duties</b>	10.5.1	<p>Unless otherwise specified in the Contract, the bidder is responsible for meeting any and all tax liabilities arising out of the Contract. Income tax shall be deducted from the payments to the bidder at source in accordance with prevalent law.</p> <p>The Bidder shall pay all such taxes, duties, fees and other impositions as may be levied under the Applicable Laws and the Client shall perform such duties in regard to the deduction of such taxes as may be lawfully imposed on it.</p>
10.7	<b>Currency Payment</b>	10.6.1	All payment under this Contract shall be made in Indian Rupees.
10.8	<b>Mode of Billing and Payment</b>	10.8.1	The total payments under this Contract shall not exceed the Contract Price set forth in CC Clause 10.1 the payments under this Contract shall be made in lump- sum instalments against deliverables specified in <b>Appendix A.</b>
		10.8.2	<p>Billing and payments in respect of the Services shall be made as follows: -</p> <p>a. The Bidder shall be paid for its services as per the Payment Schedule at Annexure-3 of this Contract, subject to the Bidder fulfilling the following conditions:</p> <p>(i) No payment shall be due for the next stage till the Bidder completes to the satisfaction of the Authority the work pertaining to the preceding stage, and</p>

S. No.	Particulars	Clause	Description
			<p>(ii) The Client shall pay the Bidder, only the undisputed amount.</p> <p>b. The Client shall cause the payment due to the Bidder to be made within 60 (sixty) days after the receipt by the Client of duly completed bills with necessary particulars</p>
		10. 8.3	<p><u><i>The Final Payment:</i></u> The final payment under this Clause shall be made only after the final reports on the output of the Services have been submitted by the bidder and approved as satisfactory by the MD, CSIDC. The Services shall then be deemed completed and finally accepted by the MD, CSIDC. The last installment shall be deemed approved for payment by the MD, CSIDC within sixty (60) days after receiving the final reports on the output of the Services by the MD, CSIDC unless the MD, CSIDC, within such sixty (60) days period, gives written notice to the bidder specifying in detail deficiencies in the Services. The bidder shall thereupon promptly make any necessary corrections/ and/or additions, and thereafter the foregoing process shall be repeated.</p> <p>Any amount which the MD, CSIDC has paid or caused to be paid in accordance with this Clause in excess of the amounts actually payable as per terms of the terms of the agreement shall be recoverable from the Bidder.</p> <p>The amount shall be reimbursed by the Bidder to the Authority within 30 (thirty) days after receipt by the Bidder of notice thereof. Any such claim by the Authority for reimbursement must be made within 1 (one) year after receiving receipt by the Authority of a final report. Any</p>

S. No.	Particulars	Clause	Description
			delay by the Bidder in reimbursement by the due date shall attract simple interest @ 10% (ten percent) per annum.
			Days after receipt by the bidder of notice thereof. Any such claim by the Client for reimbursement must be made within Six (6) calendar months after receipt by the MD, CSIDC of a final report and a final statement approved by the MD, CSIDC.
		10.8.4	All payments under this Contract shall be made to the bank account as intimated by the bidder.
		10.8.5	With the exception of the final payment, payments do not constitute acceptance of the Services nor relieve the bidder of any obligations hereunder.
11	<b>Good Faith</b>	11.1. 1	The Parties undertake to act in good faith with respect to each other's rights under this Contract and to adopt all reasonable measures to ensure the realization of the objectives of this Contract.
12	<b>Settlement of disputes</b>		

#### **Amicable Settlement**

The parties shall use their best efforts to settle amicably all disputes arising out of or in connection with this Contract or the interpretation thereof. In the event a dispute, differences or claim arises in connection with the interpretation or implementation of this Contract, the aggrieved party shall issue a written notice setting out the dispute/ differences or claim to the other party. Parties shall first attempt to resolve such dispute through mutual consultation. If the dispute is not resolved as aforesaid within 30 days from the date of receipt of written notice, the matter will be referred for Arbitration.

#### **Arbitration**

S. No.	Particulars	Clause	Description
			<p>In case the dispute is not resolved any party may issue a notice of reference, invoking resolution of disputes through arbitration in accordance with the provisions of the Arbitration Conciliation Act, 1996. The arbitral proceedings shall be conducted by Additional Chief Secretary / Principal Secretary, Government Chhattisgarh, Department of Industries. Arbitration proceedings shall be conducted at Raipur and the award shall be made in English or Hindi language. The following are agreed:</p> <ul style="list-style-type: none"> <li>• The arbitration award shall be final and binding on the Parties, and the Parties agree to be bound thereby and to act accordingly.</li> <li>• The arbitrator may award to the Party that substantially prevails on merit, its costs and reasonable expenses (including reasonable fees for counsel).</li> </ul> <p>When any dispute is under arbitration, except for matters under dispute, the Parties shall continue to exercise their remaining respective rights and fulfill their remaining respective obligations under this Contract.</p>

## Appendices

### APPENDIX A – FINAL TERMS OF REFERENCE

*[This Appendix shall include the final Terms of Reference (TORs) worked out by the MD, CSIDC and the bidder during the negotiations; dates for completion of various tasks; location of performance for different tasks; detailed requirements of the Services and list of deliverables including satisfactory monthly progress on ongoing activities against which the payments to the bidder will be made; MD, CSIDC's input and assistance to be made; specific tasks or actions that require prior approval by the MD, CSIDC.]*

*The text based on the RFP as modified in the light of the Forms FORM-1 through FORM-12 of the bidders Technical Proposal and finally approved in negotiations will be inserted here.]*

.....  
...

### APPENDIX B – Details of Resources

*[A table based on Details Provided by the Contractor after negotiations will be inserted here. The CVs signed by the respective Resources) demonstrating the qualifications of Resources will also be attached.]*

.....

## **Contract Agreement**

*(To be executed on Non-Judicial Stamp Paper of appropriate value)*

**Contract for Appointment of Agency for Conducting Information, Education and Communication (IEC) activities under RAMP Scheme in the State of Chhattisgarh**

**Between**

**The Managing Director,  
Chhattisgarh State Industrial Development Corporation Ltd. (CSIDC),  
(A Govt. of Chhattisgarh Undertaking)  
Udyog Bhawan, Telibandha, Ring Road No.1, Raipur, Chhattisgarh, India**

**and**

**[Name of the Firm]**

**Dated:**

## **CONTRACT AGREEMENT**

This CONTRACT (hereinafter called the "Contract") is made the [day number] day of the month of [month], [year], between, on the one hand, The Managing Director, CSIDC, Udyog Bhawan, Telibandha, Ring Road No.1, Raipur, Chhattisgarh, India (hereinafter called the "Client") and, on the other hand, [name of Firm] (hereinafter called the "bidder").

WHEREAS:

(a) The Client has requested the **Appointment of Agency for Conducting Information, Education and Communication (IEC) activities under RAMP Scheme in the State of Chhattisgarh** as defined and described in this Contract (herein after called the "Services")

(b) The bidder, having presented to the Client that it has the qualified professional skills, expertise and technical resources, has agreed to provide the Services on terms and conditions set forth in this Contract;

NOW THEREFORE the parties hereto hereby agree as follows:

1. The following documents attached hereto shall be deemed to form an integral part of this Contract:

- (a) The Technical and Financial Bids submitted by the bidder
- (b) The Statement of Outcomes of Negotiations
- (c) The Conditions of Contract
- (d) Appendices:

Appendix A:                      Final Terms of Reference

Appendix B:                      Details of Resources

In the event of any inconsistency between the documents, the following order of precedence shall prevail: The Conditions of Contract; Appendix A; Appendix B. Any reference to this Contract shall include, where the context permits, a reference to its Appendices.

2. The mutual rights and obligations of the Client and the bidder shall be as set forth in the Contract, in particular:

- (a) the bidder shall carry out the Services in accordance with the provisions of the Contract; and
- (b) the Client shall make payments to the bidder in accordance with the provisions of the Contract.
- (c) The work shall commence on....and be completed within a period of 24 months.

IN WITNESS HEREOF, the Parties hereto have caused this Contract to be signed in their respective names as of the day and year first written above.

FOR AND BEHALF OF ..... (THE BIDDER)

Witness 1:  
Witness 2:

Name:  
Designation:  
Address:

FOR AND BEHALF OF CSIDC..... (THE CLIENT)

Witness 1:  
Witness 2:

Name:  
Designation:  
Address:

**Team Deployment Certificate/month (to be submitted with invoice)**

**Details of resources:**

**Location:**

**Month:**

No of days of Involvement in the Project	Main activities handled	No Days of absence	Substitute team member during absence

Certified by

NAME:

AUTHORISED  
SIGNATORY

**Annexure 1: Terms of Reference**

*(Reproduce as Per RFP)*

**Annexure 2: Cost of Service (s)**

**Annexure 3: Payment Schedule**

## **Annexure 4: Performance Security**