



**Pimpri Chinchwad Science Park,
Chinchwad – 411019**

Request for Proposal

for

**Selection of Agency for Marketing and Branding of
Pimpri Chinchwad Science Park**

RFP No: 02/2024-25

Date: 19/03/2025

Tender Fee: INR 5000 /-

**Official Post (Director / CEO)
Pimpri Chinchwad Science Park
Near Auto Cluster, Chinchwad – 411019
TEL. NO. – 7743833644
e-mail – ceo@pcsciencepark.org**

Website – www.pcsciencepark.org

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Disclaimer

1. RFP document is neither an agreement nor an offer by the Pimpri Chinchwad Science Park (the "Authority") to the prospective Applicants or any other person. The purpose of this RFP is to provide information to the interested parties that may be useful to them in the formulation of their proposals pursuant to this RFP.
2. The Authority does not make any representation or warranty as to the accuracy, reliability, or completeness of the information in this RFP document and it is not possible for the Authority to consider particular needs of each party who reads or uses this RFP document. This RFP includes statements which reflect various assumptions and assessments arrived at by Authority in relation to the Agency's work. Such assumptions, assessments and statements do not purport to contain all the information that each Applicant may require. Each prospective Applicant should conduct its own investigations and analysis and check the accuracy, reliability and completeness of the information provided in this RFP document and obtain independent advice from appropriate sources.
3. The Authority will not have any liability to any prospective Company/ Firm or any other person under any laws (including without limitation the law of contract, tort), the principles of equity, restitution or unjust enrichment or otherwise for any loss, expense or damage which may arise from or be incurred or suffered in connection with anything contained in this RFP document, any matter deemed to form part of this RFP document, the award of the Assignment, the information and any other information supplied by or on behalf of Authority or their employees, any consultants or otherwise arising in any way from the selection process for the Assignment. Authority will also not be liable in any manner whether resulting from negligence or otherwise however caused arising from reliance of any Applicant upon any statements contained in this RFP document.
4. Authority will not be responsible for any delay in receiving the proposals. The issue of this RFP does not imply that the Authority is bound to select an Applicant or to appoint the Successful Applicant, as the case may be, for this work and the Authority reserves the right to accept / reject any or all of proposals submitted in response to this RFP document at any stage without assigning any reasons whatsoever. Authority also reserves the right to withhold or withdraw the process at any stage with intimation to all who submitted the Application in response to this RFP.
5. The information given is not an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. Authority accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on the law expressed herein.
6. Authority reserves the right to change/ modify/ amend any or all provisions of this RFP document. The amended RFP will be made available on the website of Authority.
7. Key Definitions:
 - a) "AUTHORITY" means Pimpri Chinchwad Science Park headquartered in Pimpri Chinchwad.
 - b) "BIDDER" means the agencies/firms submitting proposal against this RFP.
 - c) "Applicable Law" means the laws and any other instruments having force of law in India from time to time.
 - d) "Proposal/bid" means proposal submitted by bidders in response to the RFP issued by Pimpri Chinchwad Science Park.
 - e) "Contract Value" means the price payable to the selected bidder under the Contract for the complete and proper performance of its contractual obligations.
 - f) "Day" means Working day as defined by Government of Maharashtra.
 - g) "Services" means the work to be performed by the Agency pursuant to the selection by PCSP and to the contract to be signed by the Agency.
 - h) "Net Worth" means difference between asset and liabilities.

1. Invitation to Proposal

1. The Pimpri Chinchwad Science Park (PCSP) is spread over an area of 7 acres, consisting of science based galleries and about 4000 sqm built up area of the total science park, housing 3 permanent galleries, a temporary exhibition hall, an inflatable dome planetarium, a science demonstration area, activity corner, an auditorium, 3D science show facility, library cum conference hall and a workshop for maintenance and development of exhibits and other visitor facilities.
2. The Authority invites bids under Two-Bid System (Technical Bid and Commercial Bid) for Appointment of Branding and Marketing Agency for Pimpri Chinchwad Science Park from interested firms.
3. The bidders are advised to study this RFP document carefully, before submitting their Bids in response to the RFP Notice. The submission of a Bid in response to this notice shall be deemed to have been done after careful study and examination of this document with full understanding of its terms, conditions, and implications.
4. The completed bid comprising of all the mandatory documents should be strictly submitted online at given link <https://www.pcsciencepark.org/tenders.php>
5. The complete bidding document has been published on for the purpose of downloading. The downloaded bid document shall be considered valid for participation in the bidding process subject to the submission of required tender fee and EMD.
6. The bidders (authorized signatory) shall submit their offer online in electronic formats for preliminary qualification, technical and commercial Bid. The tender fees and Earnest Money Deposit (EMD) should be submitted online as per the details provided in the RFP.
7. Authority will not be responsible for delay in submission due to any reason. For this, the bidders are requested to upload the complete bid well in advance so as to avoid any issues.
8. Interested bidders fulfilling eligibility conditions as mentioned in this RFP shall submit their proposals online as per the e-tendering portal mentioned in the RFP.
9. The proposal should be submitted in two parts/covers/Envelopes as follows:
Part 1: Technical Proposal
Part 2: Commercial Proposal
10. Evaluation of the proposals shall be made as per the evaluation criteria mentioned in the RFP prior to opening of Commercial proposal.
11. The proposal, complete in all respect as specified in the RFP Document, must be accompanied with a Non-refundable Bid Document Fee and a Refundable EMD of paid as prescribed in the RFP failing which the bid will be rejected.

1.1. Key Events and Dates

Sr. No.	Item Name	Details
1.	Bid Reference No	02/2024-25
2.	Project Name	Request for Proposal (RFP) for Selection of Agency for Marketing and Branding of Pimpri Chinchwad Science Park
3.	Name of Issuer of Tender	Pimpri Chinchwad Science Park
4.	Date of notification for Invitation of bids:	19/03/2025
5.	Date of Sale of Tender	20/03/2025
6.	Last date of receiving of query	24/04/2025 till 5.30 P.M.
7.	Pre- Bid Conference	14/04/2025 till 3.00 P.M. Venue: O/o Chief Executive Officer, Pimpri Chinchwad Science Park, MIDC Area, near Auto Cluster, behind D-Mart, Chinchwad, Pune – 411019 Tel No. – 7744944333
8.	Last date of submission of Bid	10/05/2025 till 05.00 P.M.
9.	Date of Opening of Technical Bid	To be informed
10.	Place of Opening of Commercial Bid	O/o Chief Executive Officer, Pimpri Chinchwad Science Park, MIDC Area, near Auto Cluster, behind D-Mart, Chinchwad, Pune – 411019 7744944333
11.	Date of Opening of Commercial Bid	To be informed
12.	Tender Fees	₹ 5000/- (Rupees Five Thousand Only)
13.	E.M.D Amount	₹ 1,65,000 (Rupees One Lakh Sixty Five Thousand Only)
14.	Validity of Bid	180 Days or expressly withdrawn by bidder after 180 Days
15.	Contract Duration	3 Years
16.	Method of Selection	Technical proposals that score at least 60% of the Technical Maximum (60 out of 100 points) will be considered as

		qualified for the review of financial proposal, and then least financial quotation.
17.	Nodal Officer Address and details	Chief Executive Officer, Pimpri Chinchwad Science Park, MIDC Area, Near Auto Cluster, behind D-Mart, Chinchwad, Pune – 411019 TEL. NO. – 7744944333 e-mail – ceo@pcsciencepark.org Website – https://www.pcsciencepark.org/

This section includes important information related to RFP.

2. Request for Proposal Process

General Information and Guidelines

1. The Authority invites bids to this Request for Proposals (“RFP”) from eligible bidders as per the terms of reference defined in section 5 of this RFP.
2. This RFP supersedes and replaces any previous public documentation and communications, and Bidders should place no reliance on such communications.
3. All figures of costs, project values and others shall be mentioned in Indian Rupees only.
4. A bidding entity shall not be entitled to submit more than one bid for the same RFP.
5. If during the bid process, any information is found false/fraudulent/mala fide, then Authority shall reject the bid and, if necessary, initiate legal action.

2.1. Consortium Conditions

1. Consortium is **not** allowed for this RFP.

2.2. Bid Document Fee

1. The bidders are requested to pay the Tender Fee as defined in this RFP. The RFP document can be downloaded from the portal <https://www.pcsciencepark.org/tenders.php> on registration. Bids that are not accompanied by the Tender Fees or accompanied with inadequate Tender Fees, shall be considered non-responsive and will be rejected.

2.3. Earnest Money Deposit (EMD)

1. The bidders are required to deposit the EMD as defined in the RFP.
2. The EMD shall be denominated in Indian Rupees only. No interest will be payable to the bidder on the amount of the EMD.
3. Bids submitted without the prescribed EMD will be rejected.
4. Unsuccessful bidder’s EMD shall be returned to the respective bidder.
5. EMD of Successful bidder will be returned after the award of contract.
6. EMD shall be non-transferable.
7. The EMD may be forfeited:
 - i. If a bidder withdraws their bid during the period of bid validity or its extended period, if any.
 - ii. If successful bidder fails to sign the agreement.
 - iii. If during the bid process, a bidder indulges in any such deliberate act as would jeopardize or unnecessarily delay the process of bid evaluation and finalization. The decision of the Authority regarding forfeiture of the Bid Security shall be final and binding upon bidders.

8. The successful bidder shall provide additional amount equal to the difference between the EMD and the Performance Security as Performance Security through Bank Guarantee. The Performance Security shall be INR 8,25,000 (Rupees Eight Lakh Twenty Five Thousand).

2.4. Pre-Bid Queries on RFP

1. The bidders shall send in their pre-bid queries as per the prescribed format specified in Clause 6.10 Annexure 10 of this RFP and email the same to ceo@pcsciencepark.org
2. The pre-bid meeting shall be held as per the schedule mentioned in section 1.1. It is at the discretion of Pimpri Chinchwad Science Park (PCSP) to respond to valid and appropriate queries raised before or during the Pre-Bid meeting and published on <https://www.pcsciencepark.org/tenders.php> If required, the corrigendum will be issued. This response of Authority shall become integral part of RFP document.

2.5. Validity of the Proposal

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

2.6. Completeness of Response

1. The bidders are advised to study all instructions, forms, terms, requirements, and other information in the RFP documents carefully. The submission of bid shall be deemed to have been done after careful study and examination of the RFP document with full understanding of its implications.
2. The response to this RFP should be full and complete in all respects. Failure to furnish all information required by the RFP document or submission of a Bid not substantially responsive to the RFP document in every respect will be at the bidder's risk and may result in rejection of its Bid and forfeiture of the bid EMD.

2.7. Proposal Preparation Cost

1. The bidder shall be responsible for all costs incurred in connection with participation in the RFP process, including, but not limited to, costs incurred in conduct of informative and other diligence activities, participation in meetings/discussions/presentations, preparation of Bid, in providing any additional information required by the Authority to facilitate the evaluation process, and all other related activities of the Bid process.
2. The Authority shall not be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process. This RFP does not commit the Authority to award a Contract or to engage in negotiations. Further, no reimbursable cost may be incurred in anticipation of award of the Contract for implementation of the Project. A bidder is not allowed to submit more than one proposal under the selection process. Alternate bids are also not allowed.

2.8. Right to Termination

1. The Authority may cancel the RFP process at any time and without assigning any reason. The Authority makes no commitments, express or implied, that this process will result in a business transaction with anyone. This RFP does not constitute an offer by the Authority.
2. The bidder's participation in this process may result in the Authority selecting the bidder to engage towards execution of the contract.
3. In the event of RFP cancellation, Bid Processing Fees and EMD shall be returned, without any interest.

2.9. Authentication of Bids

1. The Bid document should be completely read and understood by the bidder, the various terms and conditions mentioned in the RFP would be binding upon the bidder.
2. The bidder should make a declaration of the same in the format attached in section 6.2 and to be submitted along with Pre- Qualification documents.
3. A letter of authorization in the name of the person signing the Bid documents shall be supported by a written Power-of-attorney accompanying the Bid.

2.10. Late Bids

1. The bids submitted on the e-tendering portal after the due date and the specified time (including the extended period if any) for any reason whatsoever, shall not be entertained.

3. Bid Submission Instructions

3.1. Bid Submission

1. To view- RFP Notice, Detailed Time Schedule, RFP Document and its supporting documents, kindly visit the Portal - <https://mahatenders.gov.in/>
2. The bids submitted, shall comprise of two covers. In this bid, two cover system has been adopted as below:
 - I. **Cover A:** Eligibility Bid and Technical Bid
 - II. **Cover B:** Commercial Bid
3. The table below gives details of the documents required in each cover.

Sr. No.	Document Type	Document Requirement
Cover A: Bid Document Fee, EMD, Eligibility Documents, Technical Documents		
1	Tender Fee	The proof on Online Payment as mentioned in Clause 8 under Section 1.
2	Earnest Money Deposit (EMD)	The proof on Online Payment as mentioned in Clause 8 under Section 1.
3	Eligibility Bid	The Pre-qualification Bid shall be prepared in accordance with the requirements specified in section 3.1.1 of this RFP. Each page of the Pre-qualification Bid should be signed and stamped by the Authorized Signatory of the Bidder. Pre-qualification Bid should be submitted through online bid submission process only.
4	Technical Bid	The Technical Bid shall be prepared in accordance with the requirements specified in this RFP and the formats are prescribed in section 3.2 of this RFP. Each page of the Technical Bid should be signed and stamped by the Authorized Signatory of the Bidder. Technical Bid should be submitted through online bid submission process only.
Cover B: Commercial Bid		
1	Commercial Bid	The Commercial Bid to be submitted online, as per section 3.3

4. Instructions:
 - a) The bidder should ensure that all the required documents, as mentioned in this RFP/ bidding document, are submitted along with the bid and in the prescribed format only.
 - b) Non-submission of the required documents or submission of the documents in a different format/ content may lead to the rejections of the bid submitted by the bidder.
 - c) It shall be the sole responsibility of the bidder to ensure that all the documents required for the Pre-Qualification, Technical and Commercial Evaluation of the bid are submitted to Nodal Officer well within time and the Authority shall not entertain any representation from any bidder, who fails to submit the

requisite documents within the stipulated time and date on account of any technical issues or any reason etc.

- d) The Authority will not accept delivery of Bid and any other supporting documents, in any manner other than that specified in this RFP. The Bid delivered in any other manner shall be treated as defective, invalid and rejected. Under no circumstances, any physical documents will be accepted after the submission of bid.
- e) It is required that all the Bids submitted in response to this RFP should be unconditional in all respects, failing which the Authority reserves the right to reject the Bid.
- f) It shall be the responsibility of the bidder to re-check that each page of the requisite document submitted as a part of the bid is stamped and duly signed by an authorized signatory.

3.1.1. Eligibility Criteria

- 1. The bidders shall be evaluated based on the Eligibility Criteria (or Pre-Qualification criteria) mentioned below. The bidders should fulfil all the following eligibility criteria, as per details mentioned below.
- 2. Bidders who fulfil all the Eligibility criteria, will be considered for further Technical Evaluation. Decision of the Authority shall be final in this matter and would be binding upon the bidder.

Sr. No.	Basic Requirement	Eligibility Criteria	Documents submitted
EC 1	Legal Entity	The Bidder should be a registered company in India under the Companies Act, 1956 / 2013 or Partnership Act 1932 or LLP Act 2008 or Proprietor (under Shops and Establishment Act) and subsequent amendments. The bidder must be in existence for at least 7 years in India by bid submission due date.	<p>Copy of Certificate of Incorporation/ Registration/ Partnership deed / Registration under Shops and Establishment Act.</p> <p>Note: Above will be used as a proof for verification of existence of the bidder for at least 7 years.</p> <p>Copy of PAN Card</p> <p>Copy of GST Registration</p>
EC 2	Turnover	The Bidder shall have minimum average annual turnover of not less than INR 49.50 lakh in last three financial years (Financial years 2021-22, 2022-23, 2023-24)	CA Certificate/ Audited Balance Sheet clearly stating turnover as per Annexure 3 under section 6.3
EC 3	Net worth	The bidder should have positive Net Worth as on 31 st Mar 2024	CA Certificate/ Audited Balance Sheet clearly stating positive net-worth
EC 4	Project Experience	<p>The bidder must have experience in Branding / Marketing projects in India with any Central / State Government (Departments or Agencies) / ULBs / Multilateral/ Donor Agencies / International Aid Agencies / PSUs / Private Agency:</p> <p>A. At-least three projects with each Project value of more than ₹ 66 Lakh OR</p> <p>B. At-least two projects with each Project value of more than ₹ 82.50 Lakh OR</p> <p>C. At-least one project with Project value of more than ₹ 132 Lakh.</p> <p>in the last 7 years from the date of submission of bid.</p> <p>Note: Branding / Marketing projects means projects covering creative media including print / TV / radio / online / outdoor / digital media (social media / internet marketing) etc.</p>	<p>Copy of Work order/ LOI/ LOA/ Contract Agreement document/ Purchase Order/ Completion Certificate issued by the client, along with a Certificate issued by Statutory Auditor / Chartered Accountant along with his UDIN certifying the amount received from the client for the specific project with time duration'.</p> <p>Documents such as Copy of Letter of Award/ Work Order/ PO/ Contract/ Completion Certificate must be submitted along with Annexure 5 under section 6.5</p>
EC 5	Blacklisting	The Bidder must not be debarred/ blacklisted by any central/state Government body/ PSU in India as on date of submission of Bid.	A self-certified letter signed by the Authorized Signatory of the Bidder as per section 6.7.

Note:

- a) It is mandatory to submit the specified documents in support of the above eligibility criteria and the bidder is likely to be disqualified should it fail to provide any of the specified documents.

- b) Bidders are required to furnish compliance of all the sections mentioned in this RFP, bringing out clearly deviation if any.
- c) Project credential of Bidder shall only be considered for evaluation for this RFP. The project value should be exclusive of any applicable taxes.
- d) Bidders that are submitting projects that have contract value in currencies other than Indian Rupees (INR), the contract values shall be converted to INR as per conversion rate as on date of release of this RFP.

3.2. Technical Evaluation Criteria

1. The Bidders shall be evaluated based on Technical Evaluation Criteria defined below. The bidder who secures 60 or more marks out of 100 in the Technical Evaluation shall only be considered for further commercial evaluation. The bidder who secures less than 60 marks in the Technical Evaluation shall be rejected and their Commercial Bid shall not be opened. The Technical Evaluation Criteria is mentioned below:

S.no	Parameter	Total /Maximum Marks
1	Branding / Marketing Project Experience (20 Marks)	
	<p>The bidder must have the experience in Branding / Marketing projects with during the last 7 years from the date of submission of this bid</p> <p>1 Project - 10 Marks 2 Projects - 15 Marks 3 Projects - 20 Marks</p> <p>Additional marks for a large-value Project delivered in India or Globally [Bidder with highest single work order value gets 20 Marks, and others get marks in reverse proportion as per the below calculation: MB – Marks for bidder CH – Largest Value Contract amongst all submitted WO by all bidders CB – Value of Contract of the bidder $MB = (CB/CH) * 20]$</p>	40
2	Minimum Average Annual Turnover (20 Marks)	
	<p>Minimum Average Annual Turnover of the Bidder in last 3 financial years (Financial years 2021-22, 2022-23, 2023-24):</p> <p>Turnover from INR 49.50 Lakh upto INR 99 Lakh: 10 Marks Turnover greater than INR 99 Lakh upto INR 198 Lakh: 15 Marks Turnover greater than INR 198 Lakh: 20 Marks</p>	20
5	Suitability for the scope of work-Team composition (20 Marks)	
i.	Social Media Manager – Minimum 5 years of experience in Social Media Marketing	
	One (1) Mark for each complete year of experience (over and above 5 years as given above clause)	4
ii.	Project Coordinator – Minimum 5 years of experience in Branding and Marketing in Government Agencies / Department / UBLs / PSUs	
	One (1) Mark for each complete year of experience (over and above 5 years as given above clause)	4
iii.	SEO / SEM Specialist – Minimum 3 years of experience in SEO (search engine optimization) / SEM (search engine marketing)	
	One (1) Mark for each complete year of experience (over and above 3 years as given above clause)	3
iv.	Video Editing Specialist – Minimum 3 years of experience in video editing tools	
	One (1) Mark for each complete year of experience (over and above 3 years as given above clause)	3
v.	Cinematographer – Minimum 3 years of experience in creating high quality video films	

	One (1) Mark for each complete year of experience (over and above 3 years as given above clause)	3
vi.	Content Writer – Minimum 3 years of experience in writing the branding and marketing content	
	One (1) Mark for each complete year of experience (over and above 3 years as given above clause)	3
5	Approach and Methodology of the Technical proposal proposed submitted along with work plan based on the terms of reference highlighting the job responsibility of each team members. (20 Marks)	
i.	Understanding of the Scope of Work	5
ii.	Proposed Approach and Methodology	5
iii.	Relevant Case Studies / Experience	5
iv.	Proposed Work Plan with aligned resources	5
TOTAL		100
Total Marks (Passing Marks - 60 marks)		
<p>Note:</p> <ol style="list-style-type: none"> 1. For project experience supporting documents like Copy of Work order/ LOI/ LOA/ Contract Agreement document/ Purchase Order/ Completion Certificate must be submitted, along with a Certificate issued by Statutory Authority / Chartered Accountant 'certifying the amount received from the client for the specific project with time duration'. All project values to be considered exclusive applicable GST and taxes. 2. It is mandatory to submit the specified documents in support of the above eligibility criteria and the bidder is likely to be disqualified should it fail to provide any of the specified documents. Bidders are required to furnish compliance of all the sections mentioned in this RFP, bringing out deviations, if any, clearly. 3. Project credential of Bidder shall only be considered for this RFP. 4. Bidders submitting projects that have contract value in currencies other than INR, the contract values shall be converted to INR as per conversion rate prevailing as on date of release of this RFP. 5. Bidders must submit the CV of all the core team members in the format as prescribed in section 6. It must be noted that the CV of resources mentioned in section 3.2 Sr 5 will be considered for evaluation. 		

3.3. Commercial Bid Criteria

1. The Bidder(s) are required to submit a percentage quote inclusive of all taxes excluding GST in the Financial Bid.
2. The Commercial Bid will be evaluated as per details provided in section 4.5 of this RFP.

4. Evaluation Process

4.1. Bid Evaluation Committee

1. The Authority shall form an evaluation committee for evaluation of the responses.
2. The Bid Evaluation Committee shall evaluate the responses to the RFP (Cover A and B) based on the documents / documentary evidence submitted by the bidder. Inability to submit requisite supporting documents / documentary evidence, may lead to rejection.
3. The decision of the Bid Evaluation Committee in the evaluation of responses to the RFP shall be final. No correspondence will be entertained outside the process of negotiation/ discussion with the Committee.
4. The Bid Evaluation Committee may ask for meetings or may ask for any additional supporting documents with the bidders to seek clarifications on their Bids. The bidder shall submit requisite supporting documents/ certificates on the credentials. The same must be submitted within stipulated time frame as decided by Bid Evaluation Committee, failure to which may result in non-compliance to evaluation process.

5. The Bid Evaluation Committee reserves the right to reject any or all Bids entails the basis of any deviations.
6. Each of the responses shall be evaluated as per the criteria and requirements specified in this RFP.
7. The Bid Evaluation Committee shall submit its recommendation to the competent authority whose decision would be final and binding upon the bidders.

4.2. Overall Evaluation Process

The evaluation is based on three stages.

1. **Stage 1:** The Bids shall be evaluated as per Eligibility criteria mentioned in the RFP and the required documents uploaded online (Cover A).
2. **Stage 2:** The Bids who qualify the Eligibility criteria will only be considered for the evaluation of Technical Bid (Cover A).
3. **Stage 3:** The Bids who score minimum 60 marks out of 100 in Technical Evaluation, will be considered for further Commercial Evaluation (Cover B).

4.3. Eligibility Bid Evaluation

1. The bidders who have submitted the bid online with stipulated fees (Tender Fee and EMD) will be assessed on the eligibility criteria defined in section 3.1.1. The documents to be uploaded sequentially as per section 6.

4.4. Technical Bid Evaluation

The evaluation of the technical Bids will be carried out in the following manner –

1. The bidders' technical Bid will be evaluated as per the requirements and evaluation criteria as spelt out in section 3.2. The bidder should upload the required supporting documents for the same.
2. In any case, in the event of any deviation from the factual information provided by the bidder in technical Bid, the Authority can reject the bid and also ban the bidder from participation in any future RFPs.
3. The committee may seek inputs from their professional and technical experts in the evaluation process.
4. The committee reserves the right to do a reference check of the facts stated by the bidder. Any feedback received during the reference check shall be taken into account during the technical evaluation process.
5. The technically qualified bidders will be informed of the date and venue of the opening of the commercial Bids through a written / email communication.
6. Each Bid which qualifies in Pre-Qualification criteria (Cover A) shall be scrutinized further for Technical Evaluation (Cover A). **For each Technical Proposal, the maximum scope that can be awarded to Bidder is 100, and the minimum technical score that a Bidder requires to qualify for opening of the Commercial Proposal is 60.**

4.5. Commercial Bid Evaluation

1. The bidders shall be required to fill the Commercial Bid as per Format provided in section 6.12 of this RFP. The Commercial Bid from section 6.12 shall be considered for Commercial bid Evaluation. The bidder, who quotes Lowest Percentage Quote in Annexure 13 "Commercial Proposal", shall be declared as L1 bidder, based on such lowest percentage quoted, the Purchaser may place Work order on such L1 rates. The Purchaser will disqualify the abnormally low / high commercial proposal, and such proposal will not be considered during Commercial Bid Evaluation.
2. Commercial Proposal of the bidder shall be declared non-compliant and shall be rejected if it is not in the range of **0% to +50%**.

4.6. Final Evaluation

1. The Selected Applicant shall be the bidder quoted lowest percentage as per above clause 4.5. The Second (L2) and third lowest bidder (L3) shall be kept in reserve and may be invited for negotiations in case the lowest quoted bidder (L1) withdraws or fails to comply with the requirements specified in the RFP document.

2. In case of two applicants quoted the same percentage, then bidder with highest Technical Score shall become the selected applicant. In the event of same Technical Score, bidder shall be selected based on draw of lots or coin flip method.

4.7. Contract Negotiation

1. Contract negotiation, if required will be held at a date, time, and address as intimated to the selected bidder/s. The bidder will, as a pre-requisite for attendance at the negotiations, confirm availability of all the proposed staff for the assignment.
2. Representative conducting negotiations on behalf of the bidder must have written authority to negotiate and conclude a contract. Negotiation will be performed covering technical and commercial aspects, if any and availability of proposed professionals etc.

4.8. Award of Contract

1. After completion of the contract negotiation stage, the Authority will notify the successful bidder in writing by issuing a Letter of Award (LOA) for signing the contract and promptly notifying all other bidders about the result of the selection process.
2. The successful bidder(s) shall be required to sign the contract after fulfilling all formalities within 15 days of issuance of the Letter of Award (LOA). After signing of the contract, no variation or modification of the terms of the contract shall be made except by written amendment signed by both the parties.

4.9. Performance Security

1. The Bidder shall submit the Performance Security of INR 8,25,000 (Rupees Eight Lakh Twenty Five Thousand) in the form of a Bank Guarantee in the format prescribed in Annexure 14 under section 6.14.

4.10. Mobilisation Advance

1. Interest bearing recoverable Mobilisation Advance shall be paid to the Agency (if requested by the Agency) up to INR 165 Lakh after the following conditions have been fulfilled:
 - a. The formal Contract has been signed between the PCSP and the Agency.
 - b. Submission of Performance Security.
2. Mobilisation Advance shall be paid in three equal installments on yearly basis from the starting of the contract. Second and subsequent installments shall be paid after submission of utilization certificate by the Agency for the previous installments paid for execution of this contract only and satisfactory contract execution by the Agency duly certified by the Nodal Officer. If it is found that, the said advance has been utilized by the contractor in whole or part for any other purpose; the PCSP may at its discretion forthwith recall the entire advance and without prejudice to any other right or remedy available to the PSCP, recover the same by recourse to the Bank Guarantee(s).
3. The yearly Mobilisation Advance will be recovered by PCSC in four equal installments at quarterly basis from the Professional Fee of the Agency. In case, Professional Fee to the Agency is lesser than the quarterly recovery amount then Nodal Officer at its sole discretion recover the same by recourse to the Bank Guarantee(s).
4. The Agency shall submit Bank Guarantee(s) as a Security Deposit for an amount equivalent to 110% of the advance amount valid up to the completion period plus one-month from a Bank in the format prescribed in Annexure 14 under section 6.14. The Security Deposit will protect Purchaser's interest (i.e. revenue loss).
5. The Rate of Interest shall be variable during tenure of contract. The Rate of Interest applicable on balance amount of Mobilisation Advance, applicable for the financial year shall be fixed to MCLR (1-year-tenor) of SBI declared in the month of April of that financial year plus 1%.

4.11. Conflict of Interest

1. Conflict of interest exists in the event of conflicting assignments, typically monitoring and evaluation of the mandate being executed by the selected bidder in the future.

4.12. Disclosure

1. Bidders have an obligation to disclose any actual or potential conflict of interest. Failure to do so may lead to disqualification of the bidder or termination of its contract.

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

4.13. Anti-corruption Measure

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

4.14. Language of Proposals

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

4.15. Legal Jurisdiction

1. All legal disputes between the parties shall be subject to the exclusive jurisdiction of the Courts in Pimpri only.

4.16. Governing Law and Penalty Clause

1. The schedule given for delivery is to be strictly adhered to in view of the strict time schedule. Any unjustified and unacceptable delay in delivery shall render the bidder liable for liquidated damages and thereafter the Authority holds the option for cancellation of the contract for pending activities and completes the same from any other bidders. The Authority may deduct such sum from any money from their hands due or become due to bidder. The payment or deduction of such sums shall not relieve the bidder from his obligations and liabilities under the contract. The rights and obligations of the Authority and the bidder under this contract will be governed by the prevailing laws of Government of India/ Government of Maharashtra. The terms and conditions for the penalty will be as mentioned under Clause 20 of contract agreement provided in Annexure 15 under section 6.15 document.

4.17. Confidentiality

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

4.18. Amendment of the RFP Document

1. At any time before submission of proposals, the Authority may amend the RFP by issuing an addendum at portal mentioned in this RFP. Any such addendum will be binding on all the bidders. To give bidders reasonable time in which to take an addendum into account in preparing their proposals, the Authority may, at its discretion, extend the deadline for the submission of the proposals.

4.19. Authority's right to accept any proposal and to reject any or all proposal(s)

1. The Authority reserves the right to accept or reject any proposal, and to annul or amend the bidding/ selection/ evaluation process and reject all proposals at any time prior to award of contract award, without assigning any reason there of and thereby incurring any liability to the bidders.

4.20. Replacement of Key Personnel

1. The key personnel to be deployed under this contract must be dedicated in nature. However, the Authority reserves the right to request the Agency to replace the assigned personnel if they are not performing to a level of satisfaction. After written notification, the Agency will provide CV of appropriate candidates within Fifteen (15) days for review and approval.
2. The Agency must replace the personnel within thirty (30) working days from the date of approval of replacement. If one or more key personnel become unavailable / leaves the project for any reason midway under the contract, the Agency must notify the Authority and obtain the approval prior to making any substitution.
3. In notifying the Authority, the Agency shall provide an explanation of circumstances necessitating the proposed replacement and submit justification and qualification of replacement personnel in sufficient detail to permit evaluation of the impact on the engagement. Acceptance of a replacement person by the Authority shall not relieve the Agency from responsibility for failure to meet the requirements of the contract.

4.21. Force Majeure

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

4.22. Settlement of Dispute

1. The Authority and the Agency shall make every effort to resolve amicably, by direct negotiation, any disagreement or dispute arising between them under or arising from or in connection with the contract. Disputes not so resolved amicably within 30 days of receipt of notice of such as a dispute shall be resolved by arbitration process defined in Draft Contract in this RFP. The arbitration proceeding shall be held in Pimpri only.

4.23. Disqualification of Proposal

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

1. Proposal submitted without Bid Document Fee & EMD as applicable.
2. A bidder submits more than one proposal for this RFP, in which case, all such proposals shall be rejected, and the bidder shall be disqualified from this bid process.

3. Proposal not submitted in accordance with the procedure and formats as prescribed in the RFP.
4. During validity of the proposal, or its extended period, if any, the bidder increases his quoted prices.
5. Proposal is received in incomplete form.
6. Proposal is received after due date and time for submission of bid.
7. Proposal is not accompanied by all the requisite documents/information.
8. A commercial bid submitted with assumptions, conditions, or uncertainty.
9. Bids with any conditional technical and financial offer.
10. If the bidder provides any assumptions in the commercial proposal or qualifies the commercial proposal with its own conditions, such proposals will be rejected even if the commercial value of such proposals is the lowest/best value.
11. Proposal is not conforming to the requirement of the scope of the work of the assignment.
12. Bidder tries to influence the proposal evaluation process by unlawful/ corrupt/ fraudulent means at any point of time during the bid process.
13. If, any of the bid documents (including but not limited to the hard and soft/electronic copies of the same, presentations during evaluation, clarifications provided by the bidder), excluding the commercial bid, submitted by the bidder is found to contain any information on price, pricing policy, pricing mechanism or any information indicative of the commercial aspects of the bid.
14. Bidders or any person acting on its behalf indulges in corrupt and fraudulent practices.
15. Any other condition/situation which holds the paramount interest of the Authority during the overall selection process.

4.24. Liability

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

4.25. Indemnity

1. The Agency at all times during the pendency of this agreement, keep the Government/ Authority/ Corporation/ PCSP indemnified to an amount not exceeding the total fees payable to the Agency under this agreement.

5. Scope of Work

5.1. Background

Pimpri Chinchwad Science Park (PCSP) envisaged to build the **SCIENCE PARK BRAND**, disseminate information about the Science Parks, its components, enhance visibility of existing activities under Schools & educational Groups, and inform citizens regarding new activities at PCSP for managing the PCSP across all digital and social media channels including but not restricted to creatives asset creation, video creation, campaign, content and online reputation management.

In respect of above, PCSP envisaged to engage a Marketing and Branding Agency which shall undertake the conceptualization of branding & promotion activities and further implement the approved activities for Science Park.

The Marketing Agency will be responsible for managing the PCSP across all digital and social media channels including but not restricted to creative asset creation, video creation, campaign, content and online reputation management.

The overall objective of hiring such an agency is to generate awareness about the PCSP and its importance in schools, colleges, ITI and general population participation. Agency shall undertake all the necessary promotional and branding activities required to achieve the intended objective through developing a comprehensive strategy covering traditional media, digital media, and others.

The marketing Agency will be engaged for the Contract Duration as per Clause 5.3 subjected to performance of the Agency, at the sole discretion of the PCSP, if the service provided by the agency is not found satisfactory then PCSP reserves the rights to terminate the contract. PCSP reserves the right to engage one or more than one agency for whole or partial work as per scope of work.

The scope of promotional activities includes but are not limited to:

- a) Establish the brand "Pimpri Chinchwad Science Park".
- b) Create awareness about the activities, events and facilities amongst masses.
- c) Create awareness about PCSP and its components amongst Citizens, Government, and other Stakeholders.
- d) The selected agency may be required to redesign the overall logo of PCSP, associated schematics, design, standardise the colour scheme, etc.
- e) Conceptualize and develop Information, Education and Communication (IEC) materials for Radio, TV in different formats like spots/ jingles, Cinema ads, short films/documentaries, training films, interactive shows, audio visual material in any other formats as per requirement.
- f) Conceptualize and design including writing of copy of the press advertisements, curtain raisers, briefs, Press Releases, Articles for magazines & newspapers, Newsletters, Reports, Testimonials, on various activities/events of PCSP
- g) Advise PCSP on appropriate communication strategy including media options and formats for campaigns.
- h) Organise stalls at notable events in colleges etc. PCSP may help for such a stall but at the discretion of PCSP.
- i) With the proliferation of social media, it has become imperative to keep pace with the different channels and forms of communication to ensure that the message is disseminated far and wide and reaches out to the intended audiences in all potential channels accessed by them. It is important to bring to light that the government is utilising tools that constitute social media to connect with the citizens. The selected agency will be required to undertake a comprehensive social media campaign on social media including but not limited to on Twitter, Facebook, YouTube, Instagram etc. The campaign may involve creation of creative films, advertisements, web posts, blog bursting, etc. Indicative list of activities for Twitter and YouTube are listed as under for reference, however the final list of activities shall be designed based on the requirement of PCSP on selected social media platforms.
 - i. **Facebook, Twitter, Instagram:** The existing PCSP Facebook, Twitter, Instagram account may be used, and the Agency is required to publish posts on important ongoing/ upcoming activities on

each platform. New tasks/contests/discussions/ groups/ rewards may be tweeted about on a daily basis.

- ii. **YouTube:** A PCSP channel on YouTube may be created wherein all audio visual media, interviews, animated films etc. may be posted. Pre-roll ad (True View format ads- skippable as well as non-skippable) which is a promotional video message that plays before the content the Request for Proposal for Selection of Creative and Media Agency for PCSP user has selected may be created and posted on most watched or popular videos to increase branding and promotion.

Note: New Platforms may be added based on mutual consensus between Agency and PCSP.

- j) Bidder should visit to schools to encourage student visit to PCSP. Bidder should also submit the visit report.
- k) Design appropriate brochures and other publicity material in consultation with Pimpri Chinchwad Science Park for wide use among the masses.
- l) Establish liasoning with tour operators of different regions for organizing visits of tourist group and students group to Science Park.
- m) To obtain CSR assistance for development of Science Park facilities.
- n) Support in selecting and engaging the Brand Ambassador for PCSP. However, the cost / remuneration of Brand Ambassador will be **borne** by the Agency.
- o) The material used for Branding and Marketing should be agreed with the PCSP.

The prospective participants are advised to conduct the site visit. The site visit shall be conducted tentatively on **10/04/2025 from 11:00 AM to 02:00 PM.**

Note: It is recommended that the prospective participants may intimate the dept. over email ceo@pcsciencepark.org regarding the visit so that necessary arrangements can be made.

5.2. Deliverables

The Agency shall submit the following deliverables on regular intervals as mutually agreed with the Nodal Officer:

A. Design and Marketing Activities

1. Brand Identity Program
2. Design of Communication and Collaterals
3. Social Media Marketing
4. Print Media Marketing
5. PCSP Website Development

B. Media / Outreach Activities

1. TV Advertisements
2. Public Relation
3. Print in newspaper
4. Performance Marketing
5. Outdoor Hoardings
6. SMS Outreach
7. WhatsApp Messages Outreach
8. School Outreach Program
9. Website Maintenance

C. Production Activities

1. Brand Ambassador
2. TV Commercial Production

3. Influencer Marketing
4. Leaflet Production
5. Still Photoshoots

D. Other Activities

1. Any other activity in branding and marketing area
2. Support in CSR activities

Note:

1. The Agency should note that above activities must be specific to PSCP only and not include any other product / brand / companies. In case on breach, the PSCP reserves the right to take strict actions against the Agency, including (but not limited to) Termination of the Contract.
2. The Brand Ambassador should be a film / TV artist and well known in Maharashtra. The Brand Ambassador should have worked previously in at least 5 films or 5 TV serials or 25 theatrical performances. The Brand Ambassador should be Guinness world record or Limca book of records holder.

Deliverable submission, review and approval process:

1. Agency will present the draft deliverables to CEO / designated authority by PCMC or PCSP, thereafter Nodal officer.
2. Nodal officer will review the deliverables and may provide review comments for update or accept the deliverable.
3. In case of update: Updated draft will be submitted by the Agency to Nodal officer, then revised draft will again review by Nodal officer (as per above Sr. 2).
4. In case of acceptance: Final deliverable will be submitted by the Agency.
5. Agency should take prior approval from Nodal officer regarding Selection of Brand Ambassador, News Channels, Influencers, News Papers, FM Partner, School Selections, Public Place etc. before proceeding with any.

Note:

1. Payment will be made on Quarterly basis.
2. The deliverables for as mentioned in above table are subjected to be revised based on the discretion of the Nodal officer and mutual agreement of the selected Agency.

5.3. Contract Duration

1. The initial duration of engagement shall be three (3) years which may be extended up to two (2) years on mutually agreed terms and conditions between the Agency and PCSP. Rates for such extended periods will be same as rates applicable for third year of the contract.

5.4. Payment Terms and Schedule

Professional Fee payment will be made on Quarterly basis and will be calculated through following methodology:

1. Estimate Quarterly Revenue of PCSP:

Base Revenue (A): Estimated quarterly revenue of the PCSP as per Annexure 17 of the RFP.

2. Actual Quarterly Revenue of the PCSP:

Actual Revenue (B): Actual quarterly revenue of the PCSP for that particular period after considering following:

- a. Change in Ticket Price: In case on change in the ticket price for the PCSP, then actual quarterly revenue calculation of the PCSP will be recalculated as there is no change in Ticket Price (i.e. no benefit of due to change in Ticket price will be pass-on to the Agency).
- b. Addition of the Activity in PCSP: In case any amenities added from PCSP, which has separate ticket, then actual quarterly revenue calculation will be done by excluding that particular activity's ticket price. (i.e. no benefit of due to addition of activity that has a separate ticket, will be pass-on to the Agency).
- c. Removal / Temporary Suspension of Activity: In case any amenities (that has a separate ticket) removed / Temporary Suspended by PCSP, then the base revenue (such base revenue will be provided by the PCSP) of that particular amenities / activity for that particular period will be added in actual quarterly revenue.

3. Professional Fee Amount to the Agency:

Professional Fee (in INR on quarterly basis) = Basic Rate (in %) quoted by the Agency x [(B) – (A)]

Note:

1. The Professional fees payments shall be released as per clause defined in section 5.2 and 5.3 (in case of extension of contract)
2. The bidder shall provide the commercials for the assignment in the format specified under Annexure 13 under section 6.12.
3. The Invoice must be submitted after every quarter based on the deliverables as defined in the RFP and with monthly report capturing points as specified in the Annexure 16 under section 6.16.
4. Travel and all out-of-pocket expense related to project shall be borne by the Agency.
5. Professional Fee will only be paid in case of B is greater than A.
6. Bidder is expected to quote the percentage value inclusive of all taxes excluding GST. The GST shall be paid at actuals as prescribed by the competent authority from time to time.