



भारतसरकार
GOVERNMENT OF INDIA
राष्ट्रीयबालअधिकारसंरक्षणआयोग
NATIONAL COMMISSION FOR PROTECTION OF CHILD RIGHTS
नईदिल्ली- ११०००१
NEW DELHI-110001



REQUEST FOR PROPOSALS
Cover letter

F.No.2801/38/2022-2023/NCPCR- Media

Dated: 19/12/2022

Subject:-Request for proposals from interested agencies for Designing of creative(s) and Radio spots for NCPCR's campaign- ParikshaParv 5.0, 2023

National Commission for Protection of Child Rights (NCPCR), a Statutory Body constituted under the Commissions for Protection of Child Rights (CPCR) Act, 2005, for the protection of child rights and other related matters, invites proposals on the above mentioned subject from the agencies/organizations or group of organizations having experience in conducting live streaming sessions and/or webcasting.

Eligibility criteria and information/documents required to be submitted in the proposal may be downloaded from the website: www.ncpcr.gov.in or <https://eprocure.gov.in/epublish/app>

Eligible organizations shall submit their Proposals (technical and financial bids) along with all the supporting documents by Post, Courier or by Hand.

The Technical and Financial Proposals must be in separate envelopes and both the envelopes must be properly sealed and be kept in one bigger envelope. The Technical Proposal shall be placed in a sealed envelope clearly marked "TECHNICALPROPOSAL" followed by the name of the Activity. The original Financial Proposal shall be placed in a sealed envelope clearly marked "FINANCIALPROPOSAL" followed by the name of the Activity. The outer envelope of the Financial Proposal shall bear the submission address and reference number clearly marked "DO NOT OPEN BEFORE TIME".

The last date for receipt of Technical and Financial Proposals by the Commission is 30/12/2022 by 4:30 pm (at NCPCR office) and it should be addressed to The Member Secretary, National Commission for Protection of Child Rights (NCPCR), 5th Floor, Chanderlok Building, 36-Janpath, New Delhi, 110001.

The NCPCR reserves the right to accept or reject any or all the offers without assigning any reasons thereof.

Yours faithfully,

(G.Suresh)

Assistant Director

5वा तल, चन्द्रलोकबिल्डिंग, ३६जनपथ, नई दिल्ली-११०००१
5th Floor, Chanderlok Building, 36 Janpath, New Delhi-110001
दूरभाष/Ph:011-23478200, फैक्स /Fax:011-23724026
Web: www.ncpcr.gov.in, Lodge your complaint at :www.ebaalnidan.nic.in

Request for Proposal

**Creative(s) and Audio(s) for ParikshaParv 5.0,
2023**



**NATIONAL COMMISSION FOR PROTECTION OF CHILD RIGHTS
(NCPCR)
5TH FLOOR, CHANDERLOK BUILDING,
36 JANPATH,
NEW DELHI-110001**

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The National Commission for Protection of Child Rights (NCPCR) is a statutory body constituted under CPCR Act, 2005 with a mandate to ensure that all laws, policies, programmes and administrative mechanisms are in consonance with the Child Rights perspective as enshrined in the Constitution of India. As per Commissions for Protection of Child Rights (CPCR) Act, 2005, NCPCR is mandated to monitor laws related to rights of the child, review policies and procedure of the governments and give recommendations for their effective implementation. Specifically, Section 13 (1) (f) of the CPCR Act 2005 embeds the Commission to study treaties and other international instruments and undertake periodical review of existing policies, programmes and other activities on child rights and make recommendations for their effective implementation in the best interest of children. Also, Section 31(1) (a) of the Right of children to Free and Compulsory Education Act, 2009 empowers NCPCR to examine and review the safeguards for the rights provided under it. It was also mandated to monitor violation of elementary educational rights of children and recommend measures for their effective implementation. Hence, the National Commission for Protection of Child Rights plays a key role in ensuring that the rights of the child are upheld.

Every year National Commission for Protection of Child Rights (NCPCR) runs a month long campaign, celebrating exams-‘*ParikshaParv*’ during the exam period i.e. March- April inspiring from Hon’ble Prime Minister’s “*Pariksha Pe Charcha*”. The main objective of the Pariksha Parv is to celebrate examination, overcome examination stress by conducting various programmes viz- live streaming interactive sessions through social media of NCPCR by renowned Educationists/ Mental Health experts/ Motivational Speakers through Facebook/Twitter/ YouTube and Radio Spots/Jingles broadcast through AIR and Doordarshan.

Scope of Work

The Scope of Work would include conceptualize, design and execute the production of Radio spots, including editing applications from competent professional agencies who are invited for conceptualization of the audio, writing the script, execution of the script, and designing of creatives. Brief details about the project would be shared by NCPCR with the selected agency for conceptualization of the Radio spots and designing of creatives. The Scope of work would broadly cover creating awareness and engagement for **ParikshaParv 5.0, 2023** based on themes. A creative brief will be shared by the client suggested by the client by making the following:

Deliverables	Unit	Remarks
Designing of Creative(s)based on the theme	50	Creative content should exclusively design for the modern social media ecosystem.
Radio Spots - 30 Sec (Subject matter and Radio Spots) Duration may exceed up to 40 seconds	5	Subject matter and Radio Spots, usage of jingles etc as a good theme will create appropriate buzz

Note:

- All audio spots are to be made on the **ParikshaParv 5.0** theme
- Creative Content should exclusively be designed for the modern social media ecosystem
- Creative Content should be localized to specific regions across India
- Creative Content should have strong connection with the audience.
- Customized and Focus Targeting:
 - YouTube
 - Instagram
 - Facebook
 - Twitter
 - WhatsApp
 - Broadcast
 - Snapchat
 - Anyother

Other Terms and Conditions:

1. The applicant should be technically qualified and well experienced with strong in-house resource base including the production team, script writers, and research team etc.
2. The applicant must have a legal entity registered anywhere in India.
3. The applicant must have a valid GST Registration Certificate in India.
4. The applicant must have proven track record of minimum 2 years in Print media and audio/video making and similar activities and executed campaigns of national importance.
5. The applicant must have the ability to coordinate with NCPCR professionals in conceptualizing and getting the desired inputs.
6. The applicant must not sub-contract the work to other agencies without prior written consent of the Commission.
7. No usage of archive footage to be used. All creative content should be fresh.
8. If copyrights images used, applicant shall be responsible for payment to author/owner of images or violation of copyright law.
9. Applicant should provide the open source/raw file (cdr,psd or any) of approved content to NCPCR.
10. The Applicant should not have been declared blacklisted by PSUs/Govt. Organizations.
11. Applicant is required to forward the documents required in Technical bid duly self certified, stamped and paginated, incomplete documents liable to be rejected without assigning any reason.

Pre-qualification Criteria

S. No	Requirement	Documents
1	The Agency should be a registered legal entity (Partnership/Company/Society) with minimum 3 years of existence on the day of the submission of bid.	<ul style="list-style-type: none">• Certificate of Incorporation /Registration• PAN Card• GST Registration Certificate

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2	The turnover of the agency for each financial year 2020-21 and 2021-22 should be at least Rs. 2 Crore	Balance Sheets & documents certified by CA
3	The agency must have an experience of at least 3 years in Creative Production (Multimedia Campaign), and must have completed at least two projects worth Rs.25 lakhs each and four projects worth Rs 10 lakhs for Centre/State Govt, PSUs, and Private Brands.	Copies of the work orders/sanction order of Social Media activities
4	Should have a local office in Delhi/NCR region	Documentary evidence
5	The Agency should not have been black listed by Central or State Governments & PSUs	Self-Declaration

EVALUATION OF BIDS

The Bidders shall be short listed after the evaluation of their Technical Bids. Financial bids of only such shortlisted bidders will be opened. The final selection of the bidders shall be done on Quality Cost Based System (QCBS) with 70% weightage to the technical parameters and 30% weightage to the financial parameters. Contract shall be awarded to the bidder with the highest QCBS Score i.e. the H1Bidder.

Evaluation shall be done by a committee constituted for evaluation by the NCPCR based on the below given criteria (but not limited to):

- a) Understanding of Scope of Work (20marks)
- b) Proposed Multimedia Campaign including over arching theme of how to build the concepts and roll out the production content (20 marks)
- c) CV's of professionals (creative team having expertise in designing of creatives and audio/video making and content writing) to be deployed in the project (10 marks)
- d) Relevant experience in multimedia campaign for Government/ PSUs/ Private Sector/ Brands (20 marks)
- e) Relevant experience with NCPCR (20 marks)
- f) Samples of the creative(s) & Audio(s) based on the theme (10 marks)

PRESENTATION

As a part of Evaluation of proposals submitted by the applicants, NCPCR reserves the right to seek further information or a presentation from the Organizations for evaluation purposes. NCPCR may call for such information/presentation at a short notice.

AMENDMENTS TO RFP

At any time prior to the last date for receipt of applications, NCPCR may for any reason, whether at its own initiative or in response to a clarification requested by a prospective applicant, modify the RFP document by an amendment. In order to provide prospective applicants reasonable time in which to take the amendment into account in preparing their proposals, NCPCR may at its discretion extend the last date for the receipt of proposals and/or make other changes in the requirements set out in the RFP.



REJECTION OF APPLICATION

The application is liable to be rejected if:

- a) Not made as per prescribed forms and does not contain all required details.
- b) Not properly sealed and signed as per requirements.
- c) Received after the expiry of due date and time.
- d) Missing of any supporting document(s) with the Proposal.

DISCLAIMER

- a) NCPCR shall not be responsible for any late receipt of applications for any reasons whatsoever. The applications received late will not be considered and returned unopened to the applicant.
- b) NCPCR reserves the right :
 - i. To reject any/all applications without assigning any reasons thereof.
 - ii. To relax or waive any of the conditions stipulated in this document as deemed necessary in the best interest of the NCPCR without assigning any reasons thereof.
 - iii. To include any other item in the Scope of work at any time after consultation with applicants or otherwise.

NO SUBLETTING ASSIGNMENT

There must be no further subcontracting without prior written consent of NCPCR.

MAINTENANCE OF CONFIDENTIALITY

The agency must not divulge any confidential information and assure that reasonable steps are taken to provide for the safe custody of any and confidential information in its possession and to prevent unauthorized access there to or use thereof. The agency must not, without the prior written consent of NCPCR, disclose any confidential information of NCPCR or any government department or relating to any ministry or any other party. In giving written consent to the disclosure of confidential information, NCPCR may impose such conditions as it thinks fit, and the agency must comply with these conditions. Confidentiality clause shall survive for a longer period of one year after the termination of contract or contract expiry period.

SUBMISSION OF TECHNICAL BID:

The technical bid should contain the following details:

- Plan of methodologies and processes devised for actioning and achieving the above mentioned objectives.
- Mock or similar videos and audios developed in the past be shared as a part of technical presentation
- Proposed Multimedia Campaign for the Project
- Details of past experience in similar work, if any
- Resume of the Creative Manager and the proposed team for the Project

- Proposed Conceptualization for the video/audio and designing of creative(s).
- Any other detail that the bidder may like to provide.

SUBMISSION OF FINANCIAL BID: (format for the agency)

S. No.	Product Description	Unit	Per Unit Cost	Cost for total	Cost inclusive of taxes
1	Radio Spots 30 Sec (upto 40 sec)	5			
2	Designing of creative(s)	50			

SUBMISSION DETAILS

Interested parties may send the technical and financial bid in two separately sealed envelopes inside a larger sealed envelope super-scribing "Proposal for creative(s) and Radio spots for ParikshaParv 5.0, 2023 to The Member Secretary, National Commission for Protection of Child Rights, 5th Floor, Chanderlok Building, 36 Janpath, New Delhi 110001 latest by 30/12/2022 at 4: 30PM.

For further queries, you may please contact the below-mentioned persons:

1. Ms. Shaista Khan, Sr. Technical Expert
2. Ms. Jyoti Chopra, CL-Media

