



भारतीय लघु उद्योग विकास बैंक
Small Industries Development Bank of India



**LETTER OF INVITATION (Limited Tender)
FOR SUBMISSION OF PROPOSAL FOR
DEVELOPMENT OF CREATIVE/MEDIA CONTENT IN VARIOUS MEDIA AS PER SPECIFIED
RATES FOR "AZADI KA AMRIT MAHOTSAV" (AKAM) CAMPAIGN**

Limited Tender Number – T002242840 dated August 30, 2021

भारतीय लघु उद्योग विकास बैंक,
कॉर्पोरेट संचार सेल
स्वावलंबन भवन, प्लॉट नं. सी-11, 'जी' ब्लॉक,
बांद्रा कुर्ला कॉम्प्लेक्स, बांद्रा (पूर्व),
मुंबई - 400051, महाराष्ट्र

(Corporate Communication Cell)
Small Industries Development Bank of India
SWAVALAMBAN BHAVAN, Plot No. C-11, 'G' Block,
Bandra Kurla Complex, Bandra (East),
Mumbai – 400051, Maharashtra

वेबसाइट / Website: <https://www.sidbi.in/>

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LETTER of invitation (limited tender) for submission of proposal for development of creative/media content in various media as per specified rates for “Azadi Ka Amrit Mahotsav” (AKAM) campaign.



निविदा महत्वपूर्ण सूचना / Bid Critical Information

(Limited Tender Number – T002242840 dated August 30, 2021)

क्र.सं./ S.No.	कार्यक्रम/ Events	तिथि/ Date	समय/ Time
1.	स्पष्टीकरण की मांग की अंतिम तिथि/ last date for clarification through email / phone	August 2, 2021	1100 Hrs
2	Last date for submission of Bid through email.	September 06, 2021	1100 Hrs
3	बोली जमा करने एवं पूर्व – बोली बैठक का पता / Address for Bid Submission & Virtual Pre-bid Meeting		
	भारतीय लघु उद्योग विकास बैंक, कॉर्पोरेट संचार सेल स्वावलंबन भवन, प्लॉट नं. सी-11, 'जी' ब्लॉक, बांद्रा कुर्ला कॉम्प्लेक्स, बांद्रा (पूर्व), मुंबई - 400051, महाराष्ट्र फोन नंबर: 022-67531100	(Corporate Communication Cell) Small Industries Development Bank of India SWAVALAMBAN BHAVAN, Plot No. C-11, 'G' Block, Bandra Kurla Complex, Bandra (East), Mumbai - 400051 Maharashtra Phone No: 022-67531100	
4	बोली खोलने की तिथि व समय/ Date and time of Opening of Bids	September 06, 2021	1200 Hrs onwards
5	Validity of Bid	60 days from last date of Bid submission	
6	Contact details of SIDBI officials / सिडबी अधिकारियों के संपर्क विवरण		
	Shri Rishikesh Kumar, Assistant Manager 022-67531100, 9795933338 corpcomm@sidbi.in		

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LETTER of invitation (limited tender) for submission of proposal for development of creative/media content in various media as per specified rates for “Azadi Ka Amrit Mahotsav” (AKAM) campaign.



I. Letter of Invitation

Ref No. : -----

Dated -----, 2021

Section I

LETTER OF INVITATION (Limited Tender)
Tender No - T002242840 dated August 30, 2021

To,

[Addressed **to all empanelled advertising agencies of SIDBI**]

महोदया/ प्रिय महोदय,
Madam / Dear Sir,

SUBJECT: LETTER OF INVITATION (Limited Tender)
FOR DEVELOPMENT OF CREATIVE/MEDIA CONTENT IN VARIOUS MEDIA AS PER SPECIFIED RATE FOR RUNNING CAMPAIGN OF “AZADI KA AMRIT MAHOTSAV(AKAM)” FOR SIDBI

Please refer to this Limited Tender no **T002242840 dated August 30, 2021** from Small Industries Development Bank of India (SIDBI). You are hereby invited to submit your Bid to provide the required creative support for the media campaign to celebrate Azadi Ka Amrit Mahotsav (AKAM) campaign, which would form the basis for selection of your agency and contract between your firm/ Company and SIDBI (hereinafter referred to as Client).

The purpose of the assignments is to development of creative/media content in various media as per specified rate for “Azadi Ka Amrit Mahotsav (AKAM)” campaign per requirement/schedule of supply which may be prescribed by Client.

2. This document includes the following documents:

Section I	Letter of Invitation
Section II	Terms of Reference (ToR)
Section III	General Terms & Conditions (GTC)
Section IV	Rate List
Section V	Declaration
Section VI	Technical Evaluation Sheet
Section VII	Checklist of Documents

3. Pre-bid meeting shall be held virtually on August 2, 2021, **11.00 Hrs. Queries may be sent in advance** at the email “corpcomm@sidbi.in”. A skype/Microsoft team link shall be sent to all agencies in advance through our email for pre-bid meeting.

LETTER of invitation (limited tender) for submission of proposal for development of creative/media content in various media as per specified rates for “Azadi Ka Amrit Mahotsav” (AKAM) campaign.



4. The Bid complete in all respects, should be sent through email to corpcomm@sidbi.in & in **PEN DRIVE** in password protected format with subject line “Supply of creative/Media Content for AKAM” latest by September 06, 2021, 11.00 Hrs at the address mentioned at SI No 5.

5. Address for Communication

(Corporate Communication Cell)
Small Industries Development Bank of India
SWAVALAMBAN BHAVAN, Plot No. C-11, 'G' Block,
Bandra Kurla Complex, Bandra (East),
Mumbai - 400051
Maharashtra
Phone No: 022-67531100

6. Contact Person

Shri Rishikesh Kumar, Assistant Manager Mobile No : 9795933338 Email : corpcomm@sidbi.in

भवदीय / Yours faithfully

Sd/-

(रवि त्यागी/Ravi Tyagi)

मुख्य महा प्रबन्धक/Chief General Manager

Dated: August 30, 2021

Section II

Terms of Reference (ToR) Brief about the program: -

1. Development of creative and onboarding of agency for Celebrating 75th year of India Independence Azadi Ka Amrit Mahotsav” (AKAM)

- Azadi Ka Amrit Mahotsav is an initiative of the Government of India to celebrate and commemorate 75 years of progressive India and the glorious history of it's people, culture and achievements.
- This Mahotsav is dedicated to the people of India who have not only been instrumental in bringing India thus far in its evolutionary journey but also hold within them the power and potential to enable Prime Minister Modi's vision of activating India 2.0, fuelled by the spirit of Atmanirbhar Bharat.
- Azadi ka Amrit Mahotsav is an embodiment of all that is progressive about India's socio-cultural, political and economic identity. The official journey of AKAM has already started with our 75th anniversary of Independence.
- AKAM program is being conducted pan-India by various Ministries of the Central Government, as well as States and various operating entities. The people will be encouraged and motivated to participate in large numbers and celebrate the progress of India as a free nation.
- Small Industries Development Bank of India (SIDBI), under the auspices of the Department of Financial Services, Government of India has been entrusted with the task of developing a communications' campaign that will cover the full scope of Financial Services in the country and how they have evolved powerfully and have also empowered citizens and enterprises over 75 years. This includes Banking (including saving & deposit accounts, credit, remittances, etc) in all aspects, Insurance both Life and General, Pensions/ PF, Digital Payment Systems like UPI, financial regulatory ecosystem for insurance, banking and capital markets, regulatory bodies like PFRDA and IRDA.
- The five pillars of AKAM, as outlined by the Government of India, are (i) Freedom Struggle, (ii) Achievements at 75, (iii) Ideas at 75, (iv) Actions at 75 and (v) Resolves at 75. The AKAM activities and communication should be on the theme of Jan Bhagidari (partnership) and Janta Se Jude (connect with people).
- SIDBI is entrusted with the task of developing a Multi-media campaign covering the Financial Services sector as described above. This campaign will cover Print/Press Ads, Radio, Videos/TVCs, Posters/Standees and Outdoor Media. The campaign should be in Hindi, English and all languages of the country as may be required for maximum connect and impact. Small clips shall also be prepared on true stories of people in the nature of “testimonials” that could be brought among the public with the theme of “Janta se Jodo”.

LETTER of invitation (limited tender) for submission of proposal for development of creative/media content in various media as per specified rates for “Azadi Ka Amrit Mahotsav” (AKAM) campaign.



2. Indicative Scope of Assignment

The indicative scope of the assignment is given below:

Creative items	Length/ sizes	Number of Unit #
Videos & TVCs	60 secs, 40 secs, 30 secs, and 20 secs	4 to 8 (or more)
Press Ads	Half Page, Quarter Page	4 to 12
Radio	60 secs, 40 secs, 30 secs, and 20 secs	4 to 8 (or more)
Posters	Standard Sizes	4 to 8 (or more)
Outdoor	Standard Sizes	4 to 8 (or more)

Number of unit/s may change as per requirement of SIDBI. The content may have to be prepared in in Hindi, English or any other language as may be decided by SIDBI. The Design/Creative and short video shall be submitted in suitable electronic form to SIDBI.

3. Invitation of Bids and Technical Evaluation:

SIDBI is inviting its empaneled agencies to participate in this Limited Tender and share their capabilities and ideas for the proposed AKAM campaign. SIDBI will select one Agency that will be entrusted with the task of creating the campaigns, in close working partnership with its officials.

4. Terms & Condition:

i.	Minimum eligibility of bidders	<ol style="list-style-type: none"> 1) Empanelled advertising agency with SIDBI. 2) Should have inhouse creative team & production house. (Self-certified by authorized signatory to submitted by the agency in this regard). 3) The agency should not have defaulted with any public sector Banks/DFI/FI, etc in the past 6 months. A self-declaration by authorized signatory in this regard may be produced by the agency as per format mentioned at schedule V of this document. 4) Confirm to the terms and conditions and indicative scope of assignments. 5) Acceptance of rates Confirmation as per section IV of this document.
ii.	Price/ Commercial terms	<ol style="list-style-type: none"> 1) As per rate list provided at section IV. Any additional cost whatsoever other than the price quoted at Section IV will be borne by the agency. 2) Rate mentioned at section IV of this document is per unit cost. Please note that payments which you receive from this assignment will be subject to rate list at section IV and applicable taxes as per rules. Kindly contact the concerned tax authorities for further information in this regard, if required.
iii.	Submission of Bid	<ol style="list-style-type: none"> 1) The Bid information and documents will be submitted through email before date and time specified in the letter of invitation by bidders/authorized representative along with a covering letter. All documents shall be certified by authorised official. 2) Information relating to evaluation of design and recommendations for the award of contract shall not be disclosed to bidders or any other persons not officially concerned with the process until the award to the successful bidder is announced.

LETTER of invitation (limited tender) for submission of proposal for development of creative/media content in various media as per specified rates for “Azadi Ka Amrit Mahotsav” (AKAM) campaign.



iv.	Technical Evaluation of Bid	<ol style="list-style-type: none"> 1. The Client will evaluate the Bids based on the following criteria as indicated below. 2. Meet the Eligibility criteria specified in Section 4(i) above. 3. The technical evaluation of the proposal will be only on the basis of : <ol style="list-style-type: none"> A. Relevant Experience of Agency <ol style="list-style-type: none"> a) Experience with BFSI segment b) Agency experience with Financial Inclusion initiatives c) Public advocacy campaign d) Languages experience B. Understanding of the Subject and Campaign Idea <ol style="list-style-type: none"> e) Presentation for Understanding of subject and Campaign ideas for AKAM along with creative ideas and expression <p>Detailed technical evaluation sheet is at section VI of this document.</p> <p>The applicants should be in full readiness after submission of the bid and will be asked to make Presentation, at 1 days’ notice, to a Committee to be constituted by SDIBI.</p>
v.	Award contract of	<ol style="list-style-type: none"> 1. The Client will award the contract based on technical evaluation of capability and ideas presented by the agencies who meets the specified Eligibility criteria mentioned in section 4(i) above. 2. The agency scoring the highest on technical evaluation will be awarded work, to be executed on financial terms as per Section IV of this document. 3. Notwithstanding the above the Client reserves the right to accept or reject any Bid or to cancel the bidding process at any time prior to the award of contract. 4. The bidder who is selected after the technical evaluation will be notified the award of contract by the Client prior to expiration of the Bid validity period.
vi.	Supply schedule of Creatives	<p>The supply schedule shall be intimated by SIDBI after award of contract along with the work orders. The creatives created will be accepted subject to satisfaction of SIDBI.</p>
vii.	Liquidated damages for delays and penalty for unexecuted work	<ol style="list-style-type: none"> 1. For delay in supply of the final creative/design by the selected agency beyond the stipulated period in the work order, agency will be liable to pay liquidated damages at 1% per week of the order value or part thereof, subject to a maximum 2% of order value. 2. For unexecuted work (part or full) as per work order issued, penalty of 5% of work order value will be levied on the agency for the unexecuted work
viii.	Others:	<ol style="list-style-type: none"> 1. The agency should place requisite team for overall supply of design/creative/videos, etc. 2. No additional charges will be provided to the agency or any other agency involved in the delivery of said assignments other than as specified in Section VI.

LETTER of invitation (limited tender) for submission of proposal for development of creative/media content in various media as per specified rates for “Azadi Ka Amrit Mahotsav” (AKAM) campaign.



		<ol style="list-style-type: none">3. Quality of the design/creative/videos, etc to be as per specifications mentioned in the work order and to satisfaction of SIDBI.4. All the requisite approvals for development of design/creative/videos, etc will be the responsibility of agency. The expenses made in connection with courier/transport/travel and insurance in development of design/creative/videos, if any, shall be borne by the selected agency.5. The agency to appoint a nodal officer for the entire assignment.6. SIDBI reserves the right to accept/reject any or all submissions in full or part at its discretion without assigning any reason thereof and SIDBI's decision in this regard shall be final. SIDBI reserves the right to cancel this Tender at any time without assigning any reason whatsoever. The costs of preparation and submission, and making the presentation, as per this Tendir will be borne by the applicant agency.
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SECTION III

GENERAL TERMS & CONDITIONS

1. The design/creative/videos, etc submitted by the bidder agency must be **strictly in as per the theme mentioned at Section II of this document**. The design submitted in any other concept other than the theme given in **Section II** may not be considered.

2. Payment Terms:

- a) 100% payment would be paid after of acceptance of design/creatives/etc and submission of bill within 15 working days.
- b) Applicable tax at source will be deducted by SIDBI at the time of making payment. No additional cost whatsoever other than the price mentioned above will be paid by SIDBI.
- c) Payment shall be made electronically through RTGS/ NEFT by crediting the same to Agency bank a/c as per details provided in the Bank Mandate Form.

3. Any delivery not containing to stipulated specification or found defective in any form by user shall be deducted from the payment.

4. SIDBI reserves the right to accept/reject any or all submissions in full or part at its discretion without assigning any reason thereof and SIDBI's decision in this regard shall be final. SIDBI reserves the right to cancel this Tender at any time without assigning any reason whatsoever. The costs of preparation and submission, and making the presentation, as per this Tender will be borne by the applicant agency.

Section IV

Rate List for developing creative contents

Sr no	Particulars	Quantity	Cost per unit
1	Creation of has been page newspaper advertisements on PMMY campaign(master ad in English or Hindi) including image cost	1	90000/-
2	Creation of quarter page newspaper advertisements or magazine full page/ leaflets on PMMY campaign (master ad in English or Hindi) including image cost	1	50000/-
3	Ad materials of (1) and (2) different languages creation of print/newspaper/ magazine advertisement/leaflet materials on PMMY campaign including translation and work	1(one advt, per language)	5000/-
4	Creation of advertisement materials (art work) for bus shelters, bus panels & autorickshaw panels, and banners	1 (one design for 4 applications per language)	15000/-
5	Creation of outdoor advertisement (art work) for Hoardings in three sizes 1:1,1:2,1:3	1(one design in 3 size , per language)	7500/-
6	Production of master TV commercials in Hindi-60secs with edits of following lengths:40/30/20	1	3500000/-
7	Language versions of master TV commercials-60secs with edits of following lengths:40/30/20	1(in 4 lengths per language)	200000/-
8	Additional edit versions of master TV commercial (as per 6 above)-30sec/20secs	1(per language)	150000/-
9	Production of master cinema commercials in Hindi-60 secs with edits of following lengths:30	1(2 lengths)	60000/-
10	Language versions of mater cinema commercials in 60secs with edits of following lengths:30	1(2 lengths, per language)	40000/-
11	Additional edit versions of master cinema commercial 30secs	1(2 lengths per language)	30000/-
12	Production of non-jingle master radio commercials in Hinde-60 secs with edits of following lengths:40/30/20	1(4 lengths)	150000/-
13	Language versions of non-jingle master radio commercials per language-60 secs with edits of following lengths:40/30/20	1(4 lengths per language)	120000

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14	Production of jingle-based master radio commercials in Hindi-60 secs with edits of following lengths: 40/30/20	1(4 lengths)	250000/-
15	Language versions of jingle-based master radio commercials per language-60 secs with edits of following lengths:40/30/20	1(4 lengths, per language)	200000/-
16	Shorts video(such as testimonials or others) for social media per language-up to 60 seconds each	1(per language)	250000/-
17	Design of website or parts of the MUDRA website as needed-upto 25 pages in 13 language .Deliver the design and coordinate its implementation with MUDRA vender as needed	1(all 13 language)	0.00
18	Design of website or parts of MUDRA website as needed- more than 25 pages and up to 50pages in 13 languages. Deliver the design and coordinate its implementation with MUDRA vender as needed.	1(all 13 language)	0.00
19	Design of website of parts of the MUDRA website as needed –more than 50 pages and up to 100 pages in 13 languages. Deliver the design and coordinate its implementation with MUDRA vender as needed.	1(all 13 language)	0.00
20	Creation of Event backdrop, office spatial design, exhibition design not exceeding 300 sq ft .larger sizes to be charges(third party charges) can be extra cost should include supervision of execution	1(in 2 languages)	0.00

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LETTER of invitation (limited tender) for submission of proposal for development of creative/media content in various media as per specified rates for “Azadi Ka Amrit Mahotsav” (AKAM) campaign.



Section V

DECLARATION

[To Be Furnished in Bidder’s Letter Head]

I _____ Managing Director /

Director / Partner / Proprietor of M/s. _____

having its office/ unit / registered office at _____do hereby declare that we have not blacklisted either by Tender Inviting Authority or by any State Government or Central Government Organization for the following quoted in the tender. We are eligible to participate in the Tender Ref. No. T002242840 dated August 30, 2021.

M/s. _____

Authorized Signatory

Section VI

Technical evaluation of Agencies

The submissions by Agencies will be evaluated under technical parameters as indicated below:

Sr No	Subject	Criteria for Technical Evaluation	% weightage				
A.	Relevant Experience for Assignment		60				
1	Experience with BFSI segment	Number and types of institutions / companies in BFSI and period of experience in last 1 year for work orders. <table border="1"> <thead> <tr> <th>Sl. No</th> <th>Support Document/Material</th> </tr> </thead> <tbody> <tr> <td></td> <td> <ul style="list-style-type: none"> List of BFSI clients with whom the Agency is engaged with, along with one sample contract, email or purchase order in past 1 year. List of clients to be self-certified by Director or MD or CEO or authorised signatory. </td> </tr> </tbody> </table>	Sl. No	Support Document/Material		<ul style="list-style-type: none"> List of BFSI clients with whom the Agency is engaged with, along with one sample contract, email or purchase order in past 1 year. List of clients to be self-certified by Director or MD or CEO or authorised signatory. 	15 (5 for 1 Institution, 10 for 2 Institutions, 15 for 3 or more Institutions)
Sl. No	Support Document/Material						
	<ul style="list-style-type: none"> List of BFSI clients with whom the Agency is engaged with, along with one sample contract, email or purchase order in past 1 year. List of clients to be self-certified by Director or MD or CEO or authorised signatory. 						
2	Agency experience with Financial Inclusion initiatives	Show cases/examples of work done in financial inclusion space and for whom – Show two assignments. <table border="1"> <thead> <tr> <th>Sl. No</th> <th>Support Document/Material</th> </tr> </thead> <tbody> <tr> <td>1</td> <td> <ul style="list-style-type: none"> Samples of work done (two samples) in a pen drive with Agency name clearly identified. Work to be arranged in Folders in the pen drive. List of Assignments and brief details to be self-certified by Director or MD or CEO or authorised signatory. </td> </tr> </tbody> </table>	Sl. No	Support Document/Material	1	<ul style="list-style-type: none"> Samples of work done (two samples) in a pen drive with Agency name clearly identified. Work to be arranged in Folders in the pen drive. List of Assignments and brief details to be self-certified by Director or MD or CEO or authorised signatory. 	15 (7.5 for 1 assignment, 15 for 2 or more assignment)
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3	Public advocacy campaign	Show cases/examples of work done to motivate and/or educate the public – <table border="1"> <thead> <tr> <th>Sl. No</th> <th>Support Document/Material</th> </tr> </thead> <tbody> <tr> <td>1</td> <td> <ul style="list-style-type: none"> Samples of work done in a pen drive with Agency name clearly identified. Same pen-drive used for point 2 above can be used. List of Assignments and brief details to be self-certified by Director or MD or CEO or authorised signatory. </td> </tr> </tbody> </table>	Sl. No	Support Document/Material	1	<ul style="list-style-type: none"> Samples of work done in a pen drive with Agency name clearly identified. Same pen-drive used for point 2 above can be used. List of Assignments and brief details to be self-certified by Director or MD or CEO or authorised signatory. 	15 (7.5 for 1 assignment, 15 for 2 or more assignment)
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4	Languages experience	Show cases/examples of work done in 12 or more languages, in any media – show max two. <table border="1"> <thead> <tr> <th>Sl. No</th> <th>Support Document/Material</th> </tr> </thead> <tbody> <tr> <td>1</td> <td> <ul style="list-style-type: none"> Samples of work done in a pen drive with Agency name clearly identified. If the work </td> </tr> </tbody> </table>	Sl. No	Support Document/Material	1	<ul style="list-style-type: none"> Samples of work done in a pen drive with Agency name clearly identified. If the work 	15
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		<p>examples for points 2 and/or 3 above cover languages, separate samples are not required.</p> <ul style="list-style-type: none"> List of Assignments and brief details to be self-certified by Director or MD or CEO or authorised signatory. 					
B.	Understanding of subject and Campaign Ideas for AKAM		40				
5	Understanding of subject and Campaign ideas for AKAM	<p>Share a presentation along with some expressions of creative ideas for TV/Print or any other Media to highlight AKAM in Financial Services context – show max two to demonstrate understanding of the subject and the task.</p> <table border="1"> <thead> <tr> <th>Sl. No</th> <th>Support Document/Material</th> </tr> </thead> <tbody> <tr> <td>1</td> <td> <ul style="list-style-type: none"> Presentation on the understanding of the subject along with campaign ideas with examples of creative expressions /ideas in a pen drive with Agency name clearly identified. Same pen-drive used for point 2/3 above can be used. Presentation to be self-certified by Director or MD or CEO or authorised signatory. </td> </tr> </tbody> </table>	Sl. No	Support Document/Material	1	<ul style="list-style-type: none"> Presentation on the understanding of the subject along with campaign ideas with examples of creative expressions /ideas in a pen drive with Agency name clearly identified. Same pen-drive used for point 2/3 above can be used. Presentation to be self-certified by Director or MD or CEO or authorised signatory. 	40
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Section VII

Check list of documents to be submitted

1. Covering letter.
2. Compliance of Eligibility criterion section II, Point 4 (i).
3. Acceptance of Terms & Condition at section II, Point 4
4. Acceptance of General Terms & Condition at Section III.
5. All documents as required for technical evaluation as per Section VI of this document.
6. Declaration as per section V.