



भारतीय लघु उद्योग विकास बैंक
Small Industries Development Bank of India

LETTER OF INVITATION (LoI)

FOR SUBMISSION OF TECHNO-COMMERCIAL PROPOSAL FOR CREATION OF ONE
MOTIVATIONAL AUDIO-VISUAL VIDEO FOCUSED ON REVIVAL OF MSMEs IN POST
COVID ERA.

(ONLY FOR EMPANELLED ADVERTISING AGENCIES OF SIDBI)

भारतीय लघु उद्योग विकास बैंक

संवर्द्धन एवं विकास उद्-भाग

तृतीय तल, आत्मा राम हाउस

1, टोल्स्टोय मार्ग, कनाट प्लेस, नई दिल्ली - 110001

Small Industries Development Bank of India

Promotion & Development (P&D) Vertical,

3rdFloor, Atma Ram House,

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वेबसाइट / Website: www.sidbi.in

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महत्वपूर्ण जानकारी बोली/ Bid Critical Information

(No. – T002202752 dated June 23, 2020)

क्र.सं./ S. No.	कार्यक्रम/ Events	विशेष / दिनांक और समय / Particulars / Date & Time
1	बोली जमा करने की अंतिम तिथि / Last date for submission of bids	July 03, 2020 latest by 5:00 pm
2	बोली जमा करने की ई-मेल पता / Email Address for Bid Submission	devkumar@sidbi.in, Swapnil@Sidbi.in, neelasrib@sidbi.in, smaurya@sidbi.in
3	बोली की वैधता / Bid Validity	बोली जमा करने की अंतिम तिथि से 180 दिन तक 180 days from the last date of bid submission.
4	बोलीदाताओ द्वारा की जाने वाली प्रस्तुतिया / Presentations to be made by bidders	The bidders are required to arrange for Presentation. Date / Time would be intimated after bid submission in due course
5	वाणिज्यिक बोली खोलने की तिथि व समय/ Date and time of opening of Commercial bids	Date / Time would be intimated after technical presentation.
6	सिडबी अधिकारियों के संपर्क विवरण / Contact details of SIDBI officials	
	Mr. Dev Kumar Phone No: 9910989905 Email Id: devkumar@sidbi.in	

Guidelines on Bid Submission:

- † Considering the Pandemic Situation due to COVID-19 and in order to minimize movement of physical documents / hard-copies, the interested bidders shall submit the proposals/bids (password protected) through E-mail only in place of physical submission.
- † While submitting the soft copies of the bids, the bidder shall prepare a password-protected files as per the following for submission to SIDBI through email:

Commercial_Bid_<Name_of_Bidder>.pdf (as per the format provided in this document)
- † The soft copies of the bid (as indicated above) should be submitted to the following email ids only: devkumar@sidbi.in, Swapnil@Sidbi.in, neelasrib@sidbi.in, smaurya@sidbi.in. The bids shall be liable to be rejected if sent on other E-mail IDs.
- † The bids received within the deadline i.e. July 03, 2020 by 5:00 pm shall only be considered for evaluation.

- † It is clarified that any delay / lag due to connectivity of for whatsoever reason leading to delay in submission of the proposal shall be not accepted by SIDBI. Bidder to ensure that the proposal should reach to aforementioned SIDBI Mail Inboxes through email before the deadline.
- † Technical Briefing Session / pre-bid meeting – The Bank shall organize a Technical briefing session to make the bidders understand the scope of work and expectation of the Bank from the bidders. The date and time for the session / pre-bid meeting shall be advised in due course and the same shall be conducted in online meeting mode (Microsoft Teams) only.
- † **TECHNICAL PRESENTATION:** The date / time-slot for technical presentation would be intimated to bidders later. The bidders should be fully equipped to deliver the presentation through video-conference. Bank will conduct the technical presentation through Skype for Business / Microsoft Team. **The bidders shall submit soft copy of presentation well in advance after intimation for the same.**
- † **COMMERCIAL BID:** The soft copy of the commercial bid should be in the .pdf format (not editable but in printable format) and “Password Protected”. The password shall be shared by the Bidders at the time of opening of the commercial proposals only. The commercial proposals shall be opened only for the technically qualified bidders. **The commercial bid in any other format and not meeting the above criteria shall not be accepted.**
- † SIDBI shall not be responsible for any claim by the bidder with regard to the cracking of the password, etc of password protected files.
- † Further, it is also clarified that at the time of opening of the commercial bid, if the file does not open or shows some error like “invalid file” or “corrupted file” or “Wrong Password” or any other reason, the bid shall not be considered for further evaluation and shall be considered as “Invalid” and the respective bidder shall automatically be disqualified for evaluation.

I. Bid Invitation Letter

SIDBI Ref No. : T002202752

Dated June 23, 2020

To,

[Addressed only to Advertising Agencies Empaneled with the Bank]

महोदया / प्रिय महोदय
Madam / Dear Sir,

SUBJECT: BID INVITATION LETTER FOR SUBMISSION OF TECHNO-COMMERCIAL PROPOSAL FOR CREATION OF ONE MOTIVATIONAL AUDIO VISUAL VIDEO FOCUSED ON REVIVAL OF MSMEs IN POST COVID ERA.

Please refer to your empanelment with Small Industries Development Bank of India (SIDBI). You are hereby invited to submit proposals required for the captioned assignment, which would form the basis for future negotiations and ultimately a contract between your firm/ Company and SIDBI (hereinafter referred to as Client).

The purpose of the assignments is to develop one motivational audio-visual video focused on revival of MSMEs in post COVID era.

2. This document includes the following documents:
- Section I - Bid Invitation Letter
 - Section II - Terms of Reference (ToR)
 - Section III - General Terms & Conditions (GTC)
 - Section IV - Format of Commercial Bid

3. The proposal complete in all respect (refer to 'Guidelines on Bid Submission' above), should be submitted with subject "**TECHNO-COMMERCIAL PROPOSAL FOR CREATION ONE MOTIVATIONAL AUDIO VISUAL VIDEO FOCUSED ON REVIVAL OF MSMEs IN POST COVID ERA**" latest by **July 03, 2020 by 5:00 PM** to following email ids only : devkumar@sidbi.in, Swapnil@Sidbi.in, neelasrib@sidbi.in, smaurya@sidbi.in.

4. The Bank reserves the right to accept or reject any or all the Proposals in whole or part without assigning any reasons.

5 You are requested to hold your proposal valid for 180 days from the last date of submission without change in your proposed price. The Client will make its best efforts to select a vendor within this period. The Client may solicit your consent to an extension of Proposal validity (but without any modification in the Proposal including proposed price).

6. Please note that payments which you receive from this assignment will be subject to applicable tax liability as per rules. Kindly contact the concerned tax authorities for further information in this regard, if required.

7. We would appreciate if you inform us by E-mail:

(a) Your acknowledgement of the receipt of this letter of invitation and; (b) Whether or not you will be submitting a proposal.

भवदीय / Yours faithfully

**Sd/-
(Dev Kumar)
Assistant General Manager**

II. Terms of Reference (ToR)

Specification of the Videos as per following:

No. of Videos :	one
Nature of the Video	ONE MOTIVATIONAL AUDIO-VISUAL VIDEO FOCUSED ON REVIVAL OF MSMEs IN POST COVID ERA
Target Audience	MSMEs / potential MSMEs/ other stakeholders
Duration of Video	1-2 minutes or smaller
Audio	Bilingual (Hindi and English). Voice-overs in 2 languages i.e. in Hindi and English should be delivered. There may be background music.
Source of Content & Script:	<ul style="list-style-type: none"> The theme for the proposed assignment is attached with this document. The script for each of the video is to be drafted by the selected agency in consultation with SIDBI. The agency will also be responsible for creating voice-overs. Agency will submit sample voice-overs to SIDBI and SIDBI will select the appropriate ones. However, approvals of the script / voice-over are to be obtained from SIDBI. Changes suggested by SIDBI are to be incorporated before starting production.
Deliverable:	<ul style="list-style-type: none"> High resolution video embedded with high quality resolution audio and subtitles, as approved by SIDBI. Dissemination plan for these videos to get maximum publicity. The cost need not be quoted.
Others:	<ul style="list-style-type: none"> The agency should be ready to modify video/script/voiceover/subtitles of the draft till the final acceptance of the video. Any clarification required for developing the videos may be asked before submission of the bid, which would be clarified by SIDBI.

III. GENERAL TERMS & CONDITIONS

- The proposal submitted by the bidder must be **strictly in the enclosed tabular format only with all heads duly filled in wherever applicable**. The proposal submitted in any other format other than the formats given in **Section IV** may not be considered.
- The proposal should be sent from official e-mail id of the authorized person of the agency to SIDBI.
- Period of validity:** Proposal submitted by bidders must be valid till 180 days from the last date of submission without change in proposed price. SIDBI will make its best efforts to select a vendor within this period. SIDBI may solicit bidder's consent to an extension of Proposal validity (but without any modification in the Proposal including proposed price).
- IPR shall be of SIDBI on all materials (script, final video, work-in-progress etc).
- The price quoted must be inclusive of all taxes, levies etc.** No additional cost whatsoever other than the price quoted by the vendor will be paid by SIDBI.
- Bid Evaluation Process:**
 - The Bank has adopted a two (2) step process in which the Bidder has to submit following at the time of submission of bids as stipulated in this document.

- i. Technical Presentation, which is to be submitted at the time presentation. The date / timeslot for technical presentation would be intimated to bidders later.
 - ii. Commercial Bid
- b) The Bank shall evaluate first the 'Technical Presentation. 'Commercial bids' shall be opened only for the shortlisted bidders out of technical presentation. The final selection will be done based on Quality cum Cost Based System (QCBS) wherein Relative Technical Presentation will get a weightage of 70% and Relative Commercial Bid Score a weightage of 30%
- c) The evaluation by the Bank will be undertaken by a Committee of officials or/and representatives or outsourced experts formed by the Bank and its decision will be final.

7. Evaluation of Technical Presentation:

- a) This would be evaluated based on the presentations by bidders as below:

Sr. No.	Details required/Parameters on which Bidder will be scored for Creative	Maximum Marks
	Presentation on Proposed Plan, Proof of Concept and Roll out strategy	
1.	Presentation on capability statement (creative work of the agency, including 2-3 best creative cartoon movies, media planning, buying works of the agency, awards won, case study etc.)	40
Sr. No.	Details required/Parameters on which Bidder will be scored for Creative	Maximum Marks
2.	Understanding note by way of sample script for the video. The understanding of the agency is to be presented along with the presentation	40
3.	Proposed dissemination plan (including disseminating to target group for attracting viewership, branding the creative, use of technology and ability to execute (Inhouse team, experts etc.)	20
	Total	100
<p><i>Note for Technical Presentation: "The ratings would also include criteria of value add/innovative suggestions beyond what has been enlisted in scope of work, graphic imagery, creativity in concept/ content & continuity etc. No payment shall be made to bidders for preparation of script / creative for the purpose of technical presentation."</i></p>		

- b) The technical presentation will be analyzed and evaluated, based on which the Relative Technical Score (RS_{Tech}) shall be assigned to each bid on the basis of parameters mentioned above.
- c) Relative Technical Score (RS_{Tech}) for each agency will be calculated as follows based on above parameters:

$$RS_{Tech} = (T / T_{high}) * 100$$

Where, RS_{Tech} = Relative score obtained by the bidder

T = Technical score obtained by bidder under consideration T_{high}

= Highest Technical score secured among the Bidders

- d) Technical Bids receiving a RS_{Tech} greater than or equal to a score of 70 (cutoff marks) will be eligible for consideration in the subsequent round of commercial evaluation.
- e) If less than 3 bidders qualify as per above criteria ($RS_{Tech} \geq 70$), SIDBI reserves the right to short list maximum top 3 bidders subject to $RS_{Tech} \geq 60$.

- f) Even if less than three bidders qualify for commercial bid opening, the commercial bid evaluation shall be carried out.

8. Evaluation of Commercial Bids:

- a) In this phase, the Commercial Bids of the Bidders, who are found technically qualified in previous phase i.e. Technical Presentation, will be taken for commercial evaluation.
- b) The date for opening of commercial bids will be advised separately.
- c) Relative Technical Score (RS_{Tech}) of the technically qualified bids would be announced before the representatives of the bidders and the commercial bids of only those bidders would be opened for commercial evaluation who qualify above mentioned technical criteria. Commercial Bids of bidders who did not qualify in the technical presentation will not be opened.
- d) Relative Commercial Score (RS_{Com}) for each eligible bidder will be calculated as follows:

$$RS_{Com} = (C_{Low} / C) * 100 \text{ Where,}$$

RS_{Com} = Relative score for Commercial Bid of the bidder

C = Commercial bid value of the bidder under consideration

C_{Low} = Lowest commercial bid value out of all eligible commercial bids obtained

9. Final Selection of Eligible Bidder :

- a) Total Relative Score (RS_{Total}) obtained by each eligible bidder will be calculated as follows:
- $$RS_{Total} = RS_{Tech} \times 0.70 + RS_{Com} \times 0.30$$
- b) The eligible bidder will be selected based on maximum Total Relative Score (RS_{Total}) obtained.
- c) The bidder with the highest Total Relative Score (RS_{Total}) will be selected for further discussion for award of the contract.
- d) In case of a tie after the commercial evaluation stage, SIDBI's decision will be final and will be based on marks scored in the technical presentation only.
- e) The Bidders shall submit their offers strictly in accordance with the terms & condition of this document

10. Payment Terms:

- a) Payment will be made in following ratio of installments: 15:15:20:50
- b) First 15% of total cost will be paid on finalization of script with approval of SIDBI, next 15% of total cost will be paid on finalization of voice overs (both Hindi & English), further next 20% on submission of complete video and remaining 50% will be paid after delivery of the said one video upon approval of SIDBI.
- c) Invoice should be raised by the selected bidder at each stage of the above installments.
- d) Applicable taxes at source (TDS) will be deducted by SIDBI at the time of making payment.
- e) Payment shall be made electronically through RTGS/ NEFT by crediting the same to vendor's bank a/c as per details provided in the Bank Mandate Form/cancelled cheque.

11. Contact Information:

Should you require any further clarifications, you may contact Mr. Dev Kumar @ devkumar@sidbi.in
99109-89905

IV. Format of Commercial Bid

COMMERCIAL PROPOSAL FOR CREATION OF ONE MOTIVATIONAL AUDIO-VISUAL VIDEO FOCUSSED On REVIVAL OF MSMES IN POST COVID ERA

[Amount in Rs.]

Sr. No.	Particulars	Base Cost	Applicable Taxes	Total
1	Cost towards one motivational audio visual video focused on revival of MSMES in post covid era			

Bidder may please make note of the following:

1. The costs must be quoted in Indian Rupees.
2. The Price quoted above by the bidder must be valid till 180 days from the last date of submission without change in proposed price. SIDBI will make its best efforts to select a vendor within this period. SIDBI may solicit bidder's consent to an extension of Proposal validity (but without any modification in the Proposal including proposed price)
3. In case, the commercial bid is not as per the above format, SIDBI shall have right to reject the bid.
4. No conditions should be stipulated in the commercial bids. The conditional bids shall be rejected.
5. The soft copy of the commercial bid should be in the .pdf format (**not editable but in printable format**) and "Password Protected". The password shall be shared by the Bidders at the time of opening of the commercial proposals only. The commercial proposals shall be opened only for the technically qualified bidders. **The commercial bid in any other format and not meeting the above criteria shall not be accepted.**
6. **Cost of Dissemination as per proposed outreach media plan need not be quoted.**

Broad theme – MSMEs Bounce back

The pandemic caused by Corona Virus has impacted the society in multiple ways. Livelihoods of many have been impacted including migrant labourers, street vendors etc. The main challenge before MSMEs has been to bounce back & ramp up their existing capacity as also align and balance with emerging opportunities. On May 31st, Hon'ble Prime Minister spoke of a self-reliant India — Atmanirbhar Bharat.

Responsive SIDBI

SIDBI took proactive and responsive steps both of financial and non-financial side. The following are key steps:-

- SIDBI launched two new products - SAFE and SAFE Plus. SAFE is an acronym for SIDBI Assistance to Facilitate Emergency-response against corona virus. Both are quick delivery loan products at 5% interest rate to ramp up the production capacity of existing MSMEs and ensure uninterrupted production and supply of eligible items like Ventilators, N95 Masks, PPE, COVID Test kits, ICU beds, Oxygen cylinders etc.
- In a bid to help start-ups tide over the liquidity crunch faced due to COVID-19 pandemic, COVID-19 Startup Assistance Scheme (CSAS) was launched. Under the scheme, loan amount up to Rs. 2 crore per start-up can be availed for up to 36 months, including a moratorium of up to 12 months.
- SIDBI and Ministry of Housing and Urban Affairs have signed a MoU to implement PMSVANidhi for street vendors.
- Guaranteed Emergency Credit Line (GECL) is a loan for which 100% guarantee is being provided by National Credit Guarantee Trustee Company (NCGTC) to Member Lending Institutions (MLIs), and which will be extended in the form of additional working capital term loan facility in case of Scheduled Commercial Banks (SCBs) and Financial Institutions (FIs), and additional term loan facility in case of Non-Banking Financial Companies (NBFCs), to eligible MSMEs/ Business Enterprises and interested Pradhan Mantri Mudra Yojana (PMMY) borrowers. Credit under GECL would be up to 20% of the borrower's total outstanding credit up to Rs. 25 crore i.e., additional credit shall be up to Rs. 5 crore.
- SIDBI has setup Swavalamban Connect Centres in 5 states to handhold aspiring youth to become entrepreneur (right from awareness to setting up and beyond). SIDBI is expanding its Swavalamban Silai schools (already 10000 silai schools setup- all of these were operational during COVID period) partnership with USHA to set up another 700 schools and evolve women homepreneurs.
- SIDBI is powering the MSME Help Desk of Invest India to assist and resolve queries of MSME in view of uncertainties created by the current circumstances.
- In order to attend to information inquisitiveness and prepare MSMEs to be better prepared to emergent reality, SIDBI has hosted two unique e books Digital Enablers and Go for Good Governance on its two websites sidbi.in and udyamimitra.in. A handbook which attempts to guide MSMEs to better respond to challenges of cash flow, start-ups, regulatory steps etc.
- Interest subvention scheme for MSMEs 2018 has focussed MSMEs (Manufacturing / Services) and Trade. Under this interest subvention of 2% is extended.
- Partial Credit Guarantee Scheme offered by GoI to Public Sector Banks (PSBs) -The Partial Credit Guarantee [PCG] Scheme aims to address temporary asset liability mismatch of otherwise solvent NBFCs/HFCs without having to resort to distress sale of their assets for meeting their commitments by providing partial credit guarantee of 10% of the pooled assets. The extended partial credit guarantee Scheme announced as part of Atmanirbhar Bharat Package provides Portfolio Guarantee of 20% of face value for purchase by Public Sector Banks of Bonds/CPs rated AA and below issued by NBFCs/HFCs/MFIs. The

Scheme is expected to benefit large number of medium and small NBFCs/HFCs/MFIs who are facing liquidity crunch due to Covid 19 pandemic disruption.

- Special liquidity support to MSMEs through Banks, NBFCs and MFIs