



**Maharashtra State
Faculty Development Academy**



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MSFDA/Pune/2023-24/ 37

Date: 12/01/2024

Quotation Notice

The Maharashtra State Faculty Development Academy is a Section 8 company registered under the Companies Act of 2013. At the moment, the Maharashtra State Faculty Development Academy in Pune is working with 35 different organizations. The Maharashtra State Faculty Development Academy is collaborating with these 35 organizations on a variety of training programs.

To reach out and connect with higher education institutions and its various stakeholders from within the state of Maharashtra and other states of India, it is required that MSFDA has a robust outreach strategy. In our journey till now, we have reached 1230 colleges and 7268 participants from 36 districts. Despite the above MSFDA has reached around 10% of higher education faculty so far. A robust strategy plan and a professional agency is required to reach colleges and teachers with MSFDA's capacity building programmes. As such MSFDA plans to hire a media agency with the required expertise to execute our media and communication strategy more efficiently. In an era driven by digital connectivity, effective branding and a robust media presence including social media are vital for our organization to convey our message, engage with stakeholders, and improve outreach. It is required that MSFDA reaches out to various stakeholders of higher education through precise media messaging, branding, and communications.

The proposals should be submitted in two sealed envelopes marked "Technical Proposal" and "Commercial Proposal" addressing to:

General Manager(Admin)
Maharashtra State Faculty Development Academy,
412-B, Bhamburda, Bahirat Patil Chowk, Laxmi Society, Model Colony,
Shivajinagar, Pune, Maharashtra 411016

Contact Person: Mr. Pratik Dhamal, Manager (Outreach & Communication)
email: pratik.msfda@gmail.com

The proposals shall be submitted before 29th January 2024, 5 pm.

General Manager (Administration)
Maharashtra State Faculty Development Academy, Pune
**Maharashtra State Faculty
Development Academy
Pune**



REQUEST FOR QUOTATION

Request for Quotation for

Media Agency Hiring

for

Maharashtra State Faculty Development Authority



**Maharashtra State
Faculty Development Academy**

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1 INTRODUCTION

1.1 About MSFDA

The Department of Higher and Technical Education has established Maharashtra State Faculty Development Academy, a section 8 company for faculty training in Maharashtra to impart comprehensive training, for instilling professionalism, competence and deep commitment in every teacher in the field of Higher & Technical Education in the State.

1.2 Centres of MSFDA

1. There are seven Centres of Excellence in MSFDA to carry out trainings/work in their respective areas. The seven Centres are:
 - i) Centre for Multi-disciplinary Curriculum & Pedagogy
 - ii) Centre for Leadership Development
 - iii) Centre for Inclusion & Diversity
 - iv) Centre for Innovation & Cutting-edge Technology
 - v) Centre for Resources
 - vi) Centre for Networking
 - vii) Centre for Evaluation and Assessment

1.3 Building and Infrastructure

Maharashtra State Faculty Development Academy, 412-B, Bhamburda, Bahirat Patil Chowk, Laxmi Society, Model Colony, Shivaji Nagar, Pune.

1.4 Trainings

1. Each of the Centers mentioned above plans and executes trainings related to their domains. Training programs have been initiated from December 2021.
2. MSFDA executes two types of trainings
 - i) In-house trainings: coordinated by MSFDA themselves, examples – Faculty Induction Programme (FIP) for newly appointed teachers; Academic Leadership programmes for Principals.

- ii) Capacity building Programmes in partnership with expert organizations/Universities on specific thematic areas.

1.5 Purpose of this Request for Quotation (RFQ)

The intent of this RFQ is to seek proposals from competent agencies in the field of communication projects for organization with a focus on strategic branding, enhanced visual identity, and creating compelling content for audience engagement for various programmes being offered by MSDFA.

2 GENERAL TERMS

2.1 Eligibility

- The bidder should be in the field of media and communication, creating visual and text media content for visual identity including but not limited to social media, branding and audience engagement for at least three years
- The bidder should have previously undertaken visual and content related media & communication projects and/or assignments on any social issue preferably education/awareness
- The bidder should have a local presence in Pune/Mumbai and Maharashtra
- The bidder should have the requisite human resource for working on the project such as
 - Project Manager
 - Creative Resource (Text/Visual)

2.2 Validity

The proposals submitted shall remain valid for a period of 6 months from the submission date.

2.3 Bidder commitment

1. Proposals submitted in response to this invitation will be considered as a contractually binding undertaking on the part of the Bidder, should the Bidder's proposal be found acceptable to the Executive Director (ED), MSFDA.
2. All materials received by ED, MSFDA as a result of this Bid become the property of ED, MSFDA and are not returnable. ED, MSFDA accepts no financial responsibility for any cost incurred by any Bidder in responding to this Bid. Regardless of the Bidder being selected or not, ED, MSFDA reserves the right to use any information presented in the Bid to ED, MSFDA's requirement.
3. Proposals submitted in response hereto should not be construed as an obligation on the part of ED, MSFDA to award the Order for any or all items/services or a combination of services or items.
4. The bids submitted by the Bidders should be clear & unambiguous.

2.4 Cost of Bidding

The Bidder shall bear all the costs associated with the preparation and submission of its bid, and ED, MSFDA in no case, will be responsible or liable for these costs, regardless of conduct or outcome of the bidding process.

2.5 Bidding Document

The Bidder is expected to examine all instructions, forms, terms and specifications in the bidding documents. Failure to furnish all information required by the bidding documents or submission of a bid not substantially responsive to the bidding documents in every respect will be at the Bidder's risk and may result in rejection of the bid.

2.6 Amendment of Bidding Documents

1. At any time prior to the timeline for submission of bids, this office may, for any reason, whether on its own initiative or in response to the clarification requested by a prospective Bidder, modify, change, incorporate or delete certain conditions in the bidding document or issue additional data to clarify an interpretation of the provision of this RFP by issuing supplements to this RFP. Any such supplement shall be deemed to be incorporated by this reference into this RFP.
2. All prospective Bidders who have received the bidding documents will be notified of the amendment in writing and will be binding on them.
3. In order to allow prospective Bidders reasonable time to take into consideration the amendments while preparing their bids, ED, MSFDA, at his discretion, may extend the timeline for the submission of bids.

2.7 Language of Bid

The bid prepared by the Bidder, as well as all correspondence and documents relating to the bid exchanged by the Bidder and MSFDA shall only be in English language.

2.8 Bid Currency

Prices shall be quoted in Indian Rupees only.

2.9 Eligibility Documents

1. The Bidder shall furnish, as part of its bid, documents establishing the eligibility and conformity to the bidding documents of Services, which the Bidder proposes to provide services under the contract.
2. The documentary evidence of conformity of Services to the bidding documents may be in the form of literature, drawing and data, and shall consist of a detailed description of the essential technical and performance characteristics of end products.

3. The Bidder shall note that standards for workmanship, material and equipment, and references to international brand names or catalogue numbers designated by MSFDA in its Technical Specifications are intended to be descriptive only and not restrictive.

2.10 Period of Validity of Bids

Quoted prices shall be firm & valid for a period of **six months** from the due date for the placement of order. For successful Bidders, the quoted price shall remain firm without any escalation till execution of the complete job.

2.11 Submission of Bids

The proposals should be submitted in two sealed envelopes marked “Technical Proposal” and “Commercial Proposal” addressing to:

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Contact Person: Mr. Pratik Dhamal, Manager (Outreach & Communication)

email: pratik.msfa@gmail.com

The proposals shall be submitted before 29th January 2024, 5 pm.

2.12 Award Criteria

1. ED, MSFDA reserves the right to award the contract in parts to more than one Bidder, provided further that the Bidders(s) are determined to be qualified to perform the contract satisfactorily.

2.13 Right to Accept / Reject Any or All Bids

ED, MSFDA reserves the right to accept or reject any bid, or to annul the bidding process and reject all bids at any time prior to the award of Contracts.

2.14 Notification of Awards

1. Prior to the expiry of the period of the bid validity ED, MSFDA will notify the successful Bidder in writing. The Bidder will confirm the same in writing.
2. The notification of award will constitute the formation of the Contract.

2.15 Interpretation of the clauses in the Contract Document

1. In case of any ambiguity in the interpretation of any of the clauses in the Contract Document, ED, MSFDA's interpretation of the clauses shall be final and binding on all parties.

3 PROJECT SCOPE

The following tasks can be undertaken over the next year for the different projects at the organization: (The timelines can be discussed on project basis.)

3.1: Building a Design Language & Outlining Brand Guidelines:

- Logo, if required: Creating a unique and memorable logo that serves as the visual cornerstone of the brand.
- Colour Palette: Selecting a distinctive color scheme that reflects the brand's personality that will be consistently applied across all brand materials.
- Typography: Selecting appropriate fonts and typographic styles to maintain consistency in brand communication.
- Multilingual: The language of the media material will be designed to suit both English and Marathi.
- Brand Guidelines: Creating brand templates for the team that provide clear instructions on how to use the designed brand elements.

3.2: Social Media and Digital Assets:

- Creating content and digital assets consistent with brand identity on social media platforms, email marketing etc.
- Updation of website design from point of view of outreach and communication

3.4: Communication Materials:

- Designing advertising campaigns, marketing materials, brochures, flyers, flex, standees, banners and other promotional collateral as required.

3.5: Team Composition

The agency's team will work in close coordination with the MSFDA team to manage the creative and digital assets. An MSFDA representative will be deputed as a nodal person for smooth functioning and execution. **Project Manager**

- Develop Communication Strategies, Objectives & Timelines for the project.
- Outline goals, timelines and resources for tasks.
- Lead communication between the stakeholders of the project.
- Establish and maintain quality standards for the deliverables.
- Collect and incorporate feedback from the different stakeholders.
- Maintain documentation throughout the project.

1. Creative Resource

Oversee the entire design project.

- Create design concepts and visual representations based on client input and project requirements.
- Analyze user requirements, incorporate feedback and improve design functionality.
- Produce final design deliverables, including digital assets, print materials, or other design outputs.
- Prepare and deliver presentations to showcase design concepts and recommendations.
- Train internal team members on design best practices.

4 CONTRACT TERMS

4.1 Project Timeline

1 year from receiving the Work Order.

4.2 Technical Evaluation

Technical Evaluation (100 marks)

	Particulars	Marks
1	Experience in undertaking similar projects (please submit portfolio of at least three previous works)	25
2	Quality of projects executed	50
2	Quality of Human Resources available with the bidder (Bidder to include qualification and skills of applicable resources (Project Manager & Creative Resource))	25
	Total	100

Bidders will be required to make a presentation before the Technical Evaluation Committee of MSFDA.

Please note that only those bids which score a minimum of 60 % overall marks, shall be considered for final commercial evaluation.

4.3 Final Commercial Evaluation

Final commercial evaluation shall be carried out purely on the basis of lowest total quoted price from amongst the technically qualified bidders.

Format for Commercial Evaluation:

Sr.No.	Particulars	Period	Quoted Price(Rs.)	GST %	GST Amount (Rs.)	Total Amount (Rs.)
A.	Empanelment of media agency as per the scope of this RFQ	1 Year				

