

Request For Proposal (RFP)  
FOR  
SELECTION OF PUBLIC RELATIONS (PR) &  
INVESTOR RELATIONS (IR) AGENCY  
FOR  
GUJARAT MINERAL DEVELOPMENT  
CORPORATION Ltd (GMDC)

TENDER NO.-GMDC/PR/03/2023-24  
Tender Processing fee: Rs. 5,900 (Incl GST)



**GMDC Ltd**

**Khanij Bhavan, 132 - Ring Road  
Gujarat University Ground, Vastrapur  
Ahmedabad – 380052**

**Tel : 079 - 27913501, 27913200**

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## **I. Objective**

Gujarat Mineral Development Corporation Ltd (GMDC) is a leading State-owned Mining and Minerals Company in the western Indian State of Gujarat with operational experience spanning nearly 50 years. GMDC's product portfolio spans across mining, value added products and power. Its power portfolio includes clean energy sources such as solar and wind besides thermal power.

GMDC is a zero-debt company listed on National and Bombay Stock Exchanges. The Government of Gujarat (GoG) disinvested 26% stake to the public shareholders vide an IPO in 1997 while the balance ownership is held by the Government of Gujarat. It stands around fifth in terms of market capitalization (Rs 4026 crore) among its peers as on Mar 2023.

GMDC's mining activities are spread across the state in Kutch, Devbhoomi Dwarka, Panchmahal, Vadodara, Bhavnagar, Bharuch, Surat and Chhotaudepur districts of Gujarat State in India. It is currently mines minerals like Lignite with five (5) operational lignite mines and five (5) upcoming mine, Bauxite (11 operating mines), Fluorspar, Manganese, Ball Clay, Silica Sand, Bentonitic Clay and Limestone. GMDC also value adds to minerals through works such as Pyrite removal from Lignite, Beneficiation of Bauxite, Beneficiation of LowGrade Manganese and Beneficiation of Fluorspar.

The Company has set up a 250 MW lignite based Thermal Power Station at Nani Chher in Kutch as a forward integration, Wind power plant of 200.9 MW at Maliya, Jodiya, Godsar, Bhanvad, Bada, Verballa, Rojmal and Solar Power plant of 5 MW at Panandhro Project.

GMDC is a leader in lignite exploration and supply in Gujarat. Around 70% of its revenue comes from sale of lignite followed by revenue from power projects (20%). Around 34% of the lignite is sold to power plants. This is followed by dyeing & printing industries (24% of lignite sales).

To position GMDC Ltd as a fast growing and reliable name in the mining sector, GMDC Ltd intends to appoint an experience agency for Public Relation and Investor Relations activities.

Primary objective of appointing PR & IR agency is to increase visibility and enhance top of mind recall of GMDC amongst its target audience, leveraging amongst the people in general (that includes the existing and potential customers of GMDC Ltd), the financial community (Analysts and Fund Managers), potential investors, stake holders and the media.

In order to formulate a robust PR & IR Strategy and to implement it effectively, GMDC Ltd is looking to engage a PR & IR Agency.

Request for Proposal for undertaking PR & IR Activities  
for **Gujarat Mineral Development Corporation Ltd (GMDC)**

**II. Notice Inviting Proposal and Necessary Instruction**

Sealed Expression of Interest Documents under two separate envelopes are invited from bona fide, experienced & reputed agencies of financial standing, meeting the pre-qualifying requirement, for the scope of work.

<b>NAME OF WORK</b>	PR & IR Agency for GMDC
<b>DOCUMENT NO.</b>	GMDC/PPD/03/2023
<b>TENDER Fee (Non-Refundable)</b>	<b>Rs 5,900 (Rs Five Thousand Nine Hundred Only) (i.e. Tender fees of INR 5,000 plus 18% GST) BY DEMAND DRAFT</b>
<b>EMD (Refundable)</b>	<b>Rs. 2,00,000/- ( Rs. Two Lakh only ) BY DEMAND DRAFT</b>
<b>CONTRACT PERIOD</b>	Initially, period of the Contract would be of 01 year starting from the date of appointment.
<b>ISSUE OF TENDER</b>	The tender can be downloaded from website <a href="https://www.gmdcltd.com">https://www.gmdcltd.com</a> and/or <a href="https://gmdc.nprocure.com">https://gmdc.nprocure.com</a> during <b>15/12/2023 till 30/12/2023</b>
<b>SUBMISSION OF TENDER ONLINE</b>	<b>Up to 16:00 hrs on 30/12/2023</b> strictly on the website <a href="https://gmdc.nprocure.com">https://gmdc.nprocure.com</a> along with the appropriately bound technical bid. Submission of the technical bid in loose format is likely to be rejected. Price bids should be submitted online only.
<b>SUBMISSION OF TENDER (PHYSICAL)</b>	<b>Up to 16:00 hrs on 30/12/2023</b> at the below mentioned address: General Manager (PP&D) & PRO, Gujarat Mineral Development Corporation (GMDC) Ltd Khanij Bhavan, 132 - Ring Road Gujarat University Ground, Vastrapur, Ahmedabad – 380052
<b>PRE-BID MEETING</b>	<b>At 12:00 hrs on 22/12/2023</b> for clarifications of queries if any at the below mentioned address: Gujarat Mineral Development Corporation (GMDC) Ltd Conference Room, 7 <sup>th</sup> Floor Khanij Bhavan, 132 - Ring Road, Gujarat University Ground, Vastrapur, Ahmedabad
<b>CONTACT PERSONS (FOR ANY CLARIFICATIONS)</b>	Mr. Swagat Ray General Manager (PP&D) & PRO Email : <a href="mailto:ppd@gmdcltd.com">ppd@gmdcltd.com</a> Contact numbers: 079 – 2791 0326 /2791 1151 / 2791 1662 / 2791

**Scope of Work:**

**A. Public Relations (PR) Activities**

1. Create the Public Relations strategy for GMDC. To increase visibility and enhance top of mind recall of GMDC among its various stakeholders vis-a-vis customers, investors, media, Govt., regulator and public at large.
2. To disseminate information nationally, regionally or locally in various media i.e. print (Mainline, Financial dailies etc), electronic (general and business news channels- Hindi & English), digital (news portals, startup news portals, mining related news portals etc), newswires (PTI, IANS, UNI etc) and any other emerging media through press release including emerging modes of communication.
3. To track business, mainline, regional, and trade publications, magazines, electronic and digital media to monitor the coverage and perceptions about GMDC and Mining sector on a daily basis. Preparing and submitting reports on weekly basis covering news on GMDC and mining sector. In case of news is in Hindi or other regional languages, the same to be translated in English and submitted along with the main news clippings.
4. To bring to the notice of GMDC of any coverage that is detrimental to the interest of the GMDC. Prepare a proactive strategy for crisis communication and chalk out the key message, communication plan and ensure effective implementation of the plan to achieve the desired results.
5. To get active media participation in press conferences, annual general meetings, seminars, investors meet, analyst meet etc. for GMDC and ensure coverage of the same in media.
6. Preparation of the press releases, news articles, promotional article in Hindi/ English/ vernacular language to cover news and updates, newsworthy events, information, happenings pertaining to GMDC, as and when asked by GMDC. The content should be presented before and verified by GMDC before getting it released.
7. To prepare and handle Social media accounts of GMDC on various platforms like Facebook, Twitter etc. Agency is required to communicate any development and news update about GMDC regularly on various GMDC's Social Media handles. Creatives content including jpeg, short videos, animation, GIF etc to be prepared by the agency, as and when required.

8. News should be covered in regional and national main line newspapers, magazines, news channels etc. The copies of the same should be submitted to GMDC after every coverage.
9. To arrange media interactions for key personnel spokespersons of GMDC on a regular basis.
10. To arrange for authored article opportunities, speaker opportunities etc. for key personnel / identified spokespersons of the GMDC.
11. Making arrangements for the press conferences for various events and ensure the presence of regional and national media persons (news, digital, electronic) from main line media.
12. In the event of certain unforeseen occurrences, which may have potential of creating perception not in line with the set objectives of GMDC, the PR agency will have to take necessary steps to mitigate such crisis by the ways of:
  - Preparing a proactive strategy
  - Identify the target audience for communication
  - Chalk out the key messages
  - Design the communication plan
  - Ensure effective implementation of the plan for desired results
13. Any other public relation activity as directed by GMDC.

**B. Investor Relations (IR) Activities**

Scope of work will include, but not limited to:

1. Prepare and execute a communication strategy for Analysts and investors.
2. Arranging investor meets, analyst meets and conference calls .
3. Setting of conference call with Analysts/Brokerages following deceleration of quarterly financials
4. Annual and Quarter Results communication preparation & dissemination (analyst and investors)
5. Setting up an annual calendar of events to meet with the shareholders of the company, potential investors and regular meeting with analysts
6. Drafting replies to the shareholders' queries related to GMDC, except for the confidential information of GMDC.
7. Communicating market/sector developments/updates to GMDC
8. Tracking financial performance and key messages with periodic submission to GMDC
9. Arranging Conference and interview with investor (existing and potential) on regular basis, based on the annual calendar to be prepared
10. Discussing the Financial Performance and Corporate highlights of GMDC
11. Arranging Investor/ analyst company tour.
12. Monitoring of information published by the brokerage firms, investment companies and Financial Institutions related to GMDC and timely reporting of the same.
13. Carrying out the necessary works to make investor relation section of GMDC's Website as an active communication platform for the existing and potential investors and the shareholders.
14. Informing the investors via website of GMDC and press releases, about its forward-looking information, like the GMDC's future strategy
15. Assisting in ensuring the compliance of the Disclosure Policy of GMDC as per the existing Capital Market/Regulatory requirements
16. Translation of press releases /media notes/speeches in Hindi and Gujarati language.

#### **IV. Qualification Criteria**

1. The bidder should have been in the business in India for **at least 7 years, as on 31<sup>st</sup> March, 2023 for PR as well as in IR activities.**
  - *Separate sets of documents showcasing required work experience for PR as well as for IR activities is required.*
  - *At least one Work order copy/ Invoice/ certificate from client or CA mentioning the work done for each of the last 7 financial years (2016-17 to 2022-23) to be submitted for PR as well for IR activities.*
2. The bidder should have average annual turnover **from PR and IR activities combined only** in India of at least **Rs. 25 crore in last three financial years. (2020-21 to 2022-23) only**
  - *Relevant Work order copy/ Invoice/ certificate from clients or CA mentioning the work done for PR and IR activities during last 3 financial years (2020-21, 2021-22 and 2022-23) to be submitted.*
3. The bidder should have provided PR and/or IR services to **at least 25 different companies** on retainer ship basis in last 3 financial year each (2020-21, 2021-22 and 2022-23).
  - *Work order/ certificates from the clients to be submitted as a proof to fulfill above requirement.*
4. The Bidder should be **Net profitable organization in any of the three financial years** from last 4 financial years (2019-20, 2020-21, 2021-22, 2022-23).
  - *Balance sheet stating net profit during any of the 3 financial years from last four FY of 2019-20, 2020-21, 2021-22, 2022-23*
5. The bidder should have provided PR and IR services combined both to the **at least 04 different companies of net worth of Rs. 500 Cr and above as on 31<sup>st</sup> March, 2023.**
  - *Relevant proof is to be submitted defining the PR and IR activities both carried out for the clients.*

#### **General qualification criteria**

6. Consortiums/tie-ups is not allowed to fulfill above qualification criteria
7. Selected agency should have to set up its own office in Ahmedabad / Gandhinagar to regularly serve the account with minimum staff strength of 6 officials.
8. No legal proceedings with any of the clients and its employees related to the services of the bidding agency and or its affiliate. Agency should not be blacklisted from any of the Govt. of Gujarat, Govt. of India or State government PSUs
  - *An affidavit to this effect should be provided by the agency on their company's letter head, as per attached format (Form 3).*

**V. Proposal Submission:**

The Technical Proposal shall be placed in a sealed envelope clearly marked **“Technical Proposal”**. Technical proposal would include the following:

- Work order copies/ Invoices/ certificates to prove all of the Qualification Criteria
- Any other document required to prove qualification criteria
- List of clients served for PR & IR activities in last 03 financial years (2020-21 to 2022-23).
- Form 1: Details about the Company- format attached
- Form 2: Team composition- format attached
- Form 3: Non-Blacklisting Declaration/ No Legal proceeding
- Form 4: CVs for key staff members – format attached.

**Envelopes for Submission:**

1. Separate envelopes containing the tender fee and EMD should be also prepared and be marked as “Tender FEE” and “EMD”.
2. Envelopes containing the technical documents as mentioned above to prove technical qualification criteria and marked as “TECHNICAL PROPOSAL”
3. All the mentioned envelopes to be placed into an outer envelope clearly marked **“PROPOSAL FOR PR & IR AGENCY”** and sealed.

This outer envelope shall bear the Name of the Assignment, submission address, etc. The Proposals must reach at GMDC on or before the last date of submission mentioned in the notice inviting RFP.

#### **VI. Financial Proposal:**

- The agencies are required to fill the financial proposal online only at <https://gmdc.nprocure.com> as per the prescribed format (Financial Proposal).
- The financial quote should be presented on monthly retainer ship basis.
- The quote should be unconditional and single.
- The fee quoted should be exclusive of GST.
- The proposal should be indicated in the Indian Rupees. Proposal in any other currency would not be accepted.
- Application of the taxes on the payment would be as per the prevailing guidelines from time to time issued by the Government of India.
- The fees quoted would be inclusive of all out-of-pocket expenses incurred for travel to attend meeting in Ahmedabad / Gandhinagar, and for client servicing.
- Out of Pocket expense incurred towards arranging visits of Media officials/ Investors/ Analysts will be reimbursed on actual basis.

#### **VII. Technical Presentation:**

Technically qualified agencies will be called for the presentation before the selection Committee. **The date and time for the technical presentation will be intimated later to the qualified agencies through email/ fax/ letter.**

The content for the technical presentation upon which the final technical score will be awarded should cover the following:

- Brief about the agency
- Brief about team proposed.
- Detailed proposed PR Strategy for GMDC with proposed Annual calendar, as per scope of work.
- Detailed proposed IR Strategy for GMDC with proposed Annual calendar, as per scope of work.
- List of clients along with the details of the work done related to PR & IR activities.
- Proposed Strategy for Crisis Management along with real time cases handled, if any
- Details about your Manpower to be deployed for this project.
- Any other points from your end which projects your strength.

**Content of the above-mentioned technical presentation shall also be required to be submitted in physical copy along with the soft copy for making presentation.**

### **VIII. Proposal Evaluation**

The respective weightage for the Composite Technical Score and the Composite Financial Score are set out in the table below:

<b>S. No.</b>	<b>Description of Parameters for composite evaluation score</b>
1	(A) Composite Technical Score - 60 marks
2	(B) Composite Financial Score- 40 marks

The evaluation of proposals shall be on the principle of **Quality Cum Cost Based Selection (QCBS)** based on the final weighted score. The assignment shall be awarded to the bidder scoring the highest final weighted score as decided by selection committee.

#### **A. Technical Evaluation**

The Evaluation Committee appointed will carry out the evaluation of Proposals on the basis of the following evaluation criteria and points system. Each evaluated Proposal will be given a technical score as detailed below. The maximum points/ marks to be given under each of the evaluation criteria are:

<b>Sr No.</b>	<b>Evaluation Criteria</b>	<b>Max Marks</b>
1	Detailed proposed PR Strategy for GMDC	15
2	Detailed proposed IR Strategy for GMDC	15
3	List of clients along with the details of the work done related to PR & IR activities. (earlier similar work done)	10
4	Team Composition & Experience of Key Professionals	10
5	Proposed Strategy for Crisis Management alongwith real time cases handled, if any	10
	<b>Total Maximum technical marks</b>	<b>60</b>

Agency has to score at-least of 36 marks (from 60 marks) from technical presentation to qualify for opening of financial bid. Financial proposal of only those Agencies shall be opened who will be declared qualified in technical presentation.

**B. Financial Bid Evaluation**

- Agency has to score at-least of 36 marks (from 60 marks) from technical presentation to qualify for opening of financial bid. Financial proposal of only those Agencies shall be opened who will be declared qualified in technical presentation.
- If a firm quotes NIL charges, the bid shall be treated as unresponsive and will not be considered.
- The Bidder with lowest qualifying financial bid (L1) will be awarded 100% score (amongst the Bidders which did not get disqualified). Financial Scores for other than L1 Bidders will be evaluated using the following formula:

$$\text{Financial Score of Bidder (Fn) = } \\ \{(\text{Commercial Bid of L1/Commercial Bid of Bidder}) \times 100\}\% \\ \text{(Adjusted to two decimal places)}$$

- Financial bids indicating total fee (excluding taxes) figure for all the deliverables and services specified in this bid document will be considered.
- The total fee will exclude Goods & Services Tax (GST). GST, as applicable, shall be payable by GMDC Ltd.
- The commercial bids will be evaluated by GMDC for completeness and accuracy. Arithmetical errors will be rectified on the following basis. If there is a discrepancy between words and figures, the amount in words will prevail.
- The rates for both PR & IR activities, decided through the financial bidding process would remain valid for the entire contract period and for any contract extensions provided by the GMDC Ltd.
- Any conditional bid would be rejected.

## **IX. Instruction to Bidding Agencies**

### **1. General**

- The Technical and Financial Proposal to be submitted by the agency should be firm and valid for a period of 90 days from the last date of submission of the proposal.
- CVs of all the team members certified by the authorized signatory and clearing indicating educational and professional qualification and experience should be attached.
- The proposals shall be signed and submitted by the Authorized Signatory of the Agency. The authorization shall be attached in the Technical Proposal and shall be in the form of a written power of attorney/ board resolution or in any other form demonstrating that the representative has been dully authorized to sign.
- The selected firm may be invited for negotiations, if felt necessary by GMDC Ltd. If such negotiations do not result in a conclusion, GMDC Ltd shall have the right to invite the next bidder (second highest scorer) for negotiations and finalization.
- While every effort has been made to provide comprehensive and accurate background information and requirements and specifications, Bidders must form their own conclusions about the solution needed to meet the requirements. Bidders and recipients of this RFP may wish to consult their own legal advisers in relation to this RFP.
- All information supplied by Bidders may be treated as contractually binding on the Bidders, on successful award of the assignment by the GMDC Ltd on the basis of this RFP.
- No commitment of any kind, contractual or otherwise shall exist unless and until a formal written contract has been executed by or on behalf of GMDC Ltd.
- The GMDC Ltd may cancel this public procurement at any time prior to a formal written contract being executed.
- This RFP supersedes and replaces any previous public documentation & communications, and Bidders should place no reliance on such communications.
- All contents of the Proposal should be clearly numbered, indexed and arranged in a sequence and shall be bound firmly.

- The Original Proposal (Technical Proposal) shall contain no interlineations or overwriting, except as necessary to correct errors made by the official of Agency themselves. The person who signs the proposal must put initial against such corrections.
- Submission letters for both Technical Proposals should respectively be in the formats specified in this document.
- The Agencies shall bear all costs associated with the preparation and submission of their proposals. GMDC Ltd is not bound to accept any or all proposals, and reserves the right to annul the selection process at any time prior to award of contract, without any liability to GMDC Ltd.
- Physical papers are to reach our office as per the date and time mentioned in this document. It is the responsibility of the participating agency to submit the bid before the last date and time at the address as mentioned in the document above, and GMDC Ltd will not be responsible for any delay due to post/courier/any other reasons.
- At any time before the submission of Proposals, GMDC Ltd may amend this document by issuing an addendum, which shall be binding on the agencies.
  - The agencies shall acknowledge the RFP conditions and all subsequent amendments and submit along with their proposals duly signed. Therefore, the RFP document signed by the authorized signatory should be the part of the technical proposal

## **2. Pre-Bid Meeting & Clarifications**

GMDC Ltd shall hold a pre-bid meeting with the prospective Bidders on **22<sup>nd</sup> Dec, 2023 at 12:00 am** at

**Conference Room, 7<sup>th</sup> Floor, GMDC Ltd, Khanij Bhavan, 132 - Ring Road, Gujarat University Ground, Vastrapur, Ahmedabad**

- Bidders can also submit their queries to General Manager (PP&D) & PRO (ppd@gmdcltd.com) by email **on or before 17:00 hrs on 15<sup>th</sup> December, 2023** in below mentioned format:

<b>S. No.</b>	<b>Clause no.</b>	<b>Page no.</b>	<b>Content of RFP requiring clarification(s)</b>	<b>Points of clarification</b>

- GMDC Ltd shall not be responsible for ensuring that the Bidders' queries have been received by them. Any requests for clarifications post the indicated date and time may not be entertained by the GMDC Ltd.

### **3. Issue of Corrigendum**

- At any time prior to the last date for receipt of bids, GMDC Ltd may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective Bidder, modify the RFP Document by a corrigendum.
- The corrigendum (if any) & clarifications to the queries from all Bidders will be posted on <https://www.gmdc.nprocure.com> and may be emailed to all participants of the pre-bid conference.
- Any such corrigendum shall be deemed to be incorporated into this RFP.

### **4. Earnest Money Deposit (EMD) / Bid Security**

- Bidders shall submit, along with their Proposals, confirmation of submission of an EMD of INR 2,00,000/- (Rupee Two Lakh Only), in the form of demand draft in favour of "Gujarat Mineral Development Corporation Ltd".
- EMD of all unsuccessful Bidders would be refunded by the GMDC Ltd within 30 days of the Bidder being notified as being unsuccessful.
- The EMD, for the amount mentioned above, of successful Bidder would be returned upon submission of Security Deposit (SD). SD at the rate of 10% of the total commercial bid value for 12 months (i.e. 10% of Price bid x 12) has to be submitted within 15 days from the receipt of notification of award of the contract. SD shall be submitted in the form of Demand Draft in favour of "Gujarat Mineral Development Corporation Ltd". SD will be returned to the agency after the completion of the contract/ termination of the services of the appointed agency with GMDC Ltd, without any interest liability on GMDC Ltd.
- The EMD amount is interest free and will be refundable to the unsuccessful Bidders without any accrued interest on it.
- Proposals not accompanied with the EMD or containing EMD with infirmity(ies) (relating to the amount or validity period etc.), mentioned above, shall be summarily rejected.

Request for Proposal for undertaking PR & IR Activities  
for **Gujarat Mineral Development Corporation Ltd (GMDC)**

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**List of approved banks for Demand Draft**

- Bidders are required to prepare the Demand Draft for Tender processing Fee/ EMD/ Security Deposit, from any of the following list of banks as approved by Government of Gujarat:

**Annexure I.**

Finance Department, GR. No.: FD/MSM/e-file/4/2023/0057/D.M.O.

Date: 21/04/2023

(A) Guarantees issued by the following banks will be accepted as SD/EMD on permanent basis:

❖ **All Nationalized Banks**

(B) Guarantees issued by the following Banks will be accepted as SD/EMD for the period up to March 31, 2024. The validity cut-off date in the GR is with respect to the date of issue of Bank Guarantee irrespective of the date of termination of Bank Guarantee.

Sr No	Name of Banks	Sr No	Name of Banks
1	AXIS Bank	17	Kotak Mahindra Bank
2	AU Small Finance Bank	18	South Indian Bank
3	Bandhan Bank	19	Standard Chartered Bank
4	BNP Paribas	20	Tamilnadu Mercantile Bank
5	City Union Bank	21	Utkarsh Small Finance Bank
6	CSB Bank	22	The Kalapur Commercial Co-op. Bank
7	DBS Bank India Limited	23	Ahmedabad Mercantile Co-op. Bank
8	DCB Bank	24	Nutan Nagarik Sahakari Bank Ltd.
9	Equitas Small Finance Bank	25	Rajkot Nagarik Sahakari Bank Ltd.
10	FEDERAL Bank	26	Saraswat Co-Operative Bank Ltd
11	HDFC Bank	27	SVC Co-Operative Bank LTD.
12	HSBC Bank	28	The Gujarat State Co-operative Bank
13	ICICI Bank	29	The Mehsana Urban Co-Op. Bank Ltd
14	IndusInd Bank	30	The Surat District Co-Operative Bank Ltd
15	Karnataka Bank	31	The Surat People's Co-Op. Bank Ltd
16	Karur Vysya Bank	32	Saurashtra Gramin Bank

All the eligible banks are instructed to collect the original documents/papers of guarantee from the concerned tendering authority.

  
(S. Chhakchhuak)

Additional Secretary (Budget)

Finance Department

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## **5. Preparation & submission of Proposals**

### **Proposal Preparation Costs**

- The Bidder shall be responsible for all costs incurred relating to 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 proposal, in providing any additional information required by GMDC Ltd to facilitate the evaluation process, and in negotiating a definitive contract or all such activities related to the bid process.
- GMDC Ltd will in no event be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.

### **Language**

- The Proposal should be filled by the Bidder in English language only. If any supporting documents submitted are in any language other than English, translation of the same in English language is to be duly attested by the Bidders. For purposes of Proposal evaluation, the English translation shall govern.

## **6. Opening of Proposal**

- GMDC Ltd would open the proposals immediately after the Proposal Due Date and Time for the purpose of verification of requisite fees and EMD; verification of documents for pre-qualification would be considered of only those agencies who have paid the requisite fees and EMD.
- Subsequently for the pre-qualified agencies, a technical presentation would be arranged, where in the qualified agencies would be invited to make the presentation on their concept to the Committee so constituted by GMDC Ltd, by giving due notice by email to the authorized signatory to bid. Communication would be made on the contact detail provided.
- Agency would have to bring in the requisite copies of the technical proposals in hard copies and in the suitable format of ppt, movies, pdf, etc for presentation to the Committee members. The presentation would be retained by GMDC Ltd for its records.
- Soft copy of the presentation to the Committee may therefore be made available to the Committee well in advance, on the day of the presentation.
- The Committee after having evaluated the technical presentation would provide the technical score. Agency qualifying in the technical

presentation would then be eligible for the opening of the financial proposals.

- Financial bids would preferably be opened on the same day after the completion of the technical presentation. However, if there will be any change in the date of opening of financial bids, the same will be intimated to all the participated agencies by GMDC Ltd. The proposals would be opened on given date and time, even if the representatives are not present.

## **7. Other Terms & Conditions**

### **• Validity of the Proposal**

The Proposal shall remain valid for 90 calendar days after the date of the opening of the financial bid. Both the parties would endeavour to complete the process of selection and enter into agreement before the validity period.

### **• Extension of Validity of Proposal**

Duration of the engagement of the selected agency will be for **01 year** from the date of issuance of work order. However, the engagement of the selected agency can be extended two times for the period of 01 year each. Thereafter, the extension of the tenure of engagement of the selected agency will be based on the decision by the Competent Authority.

The quoted financial bid by the selected agency shall remain valid for the period of extension of engagement.

### **• Disqualification**

The following events and circumstances may result in disqualification of the applicant from the bidding process:

- Submission of Proposal after the Proposal Due Date
- If the Proposal contains misleading or false representation in the forms, statements and attachments submitted in proof of the eligibility requirements.
- If the Proposal contains conditions other than the conditions mentioned in this document or any additional condition put in by the agency to the GMDC Ltd.
- If the Proposal submitted is not accompanied by the required documentation will be considered non responsive.
- Agency is unable/fails to provide clarifications related to its Proposal.
- Agency who attempt to influence the qualification or selection process shall be disqualified from the process at any stage

- GMDC Ltd reserves the right to reject or disqualify the proposal, if any detrimental information becomes known after the agency has been qualified.
- GMDC Ltd reserves the right to reject the Applicant, at the time, or at any time after such information becomes known.
- In case of such disqualification under any circumstances, the decision taken by GMDC Ltd shall be considered as final and binding.

### **8. Termination**

GMDC Ltd reserves the right to cancel the contract placed on the selected Bidder and recover expenditure incurred by GMDC Ltd under the following circumstances:

- The selected Bidder commits a breach of any of the terms and conditions of the bid.
- The Bidder goes into liquidation, voluntarily or otherwise.
- If the selected Bidder fails to complete the assignment as per the time lines prescribed in the RFP/ work order and the extension if any allowed, it will be a breach of contract. GMDC Ltd reserves its right to cancel the order in the event of delay and forfeit the security deposit as liquidated damages for the delay.
- After award of the contract, if the selected Bidder does not perform satisfactorily or delays execution of the job assigned, GMDC Ltd reserves the right to get the balance work executed by another party of its choice. In this event, expenditure incurred towards engaging another party will be recovered from the selected Bidder.
- GMDC Ltd reserves the right to recover any dues payable by the selected Bidder from any amount outstanding to the credit of the selected Bidder, including the pending bills and/or invoking the security deposit under this contract.
- In the event of termination of the Contract due to any cause whatsoever, GMDC Ltd shall be entitled to impose any such obligations and conditions and issue any clarifications as may be necessary to ensure an efficient transition and effective business continuity of the Service(s) which the Bidder shall be obliged to comply with and take all available steps to minimize loss resulting from that termination/breach, and further allow the next successor to take over the obligations of the erstwhile Bidder in relation to the execution/continued execution of the scope of the Contract.

### **9. Liquidated Damages**

- Notwithstanding GMDC Ltd's right to cancel the order, liquidated damages for non-conformance of this RFP document will be charged

as per the penalties, subject to a maximum of 10% of the total value of the Contract, as per work order.

- GMDC Ltd reserves its right to recover these amounts by any mode such as adjusting from any payments to be made by GMDC Ltd to the Bidder.

#### **10. Format and Signing of Proposal**

- The proposal should be short, concise & include all points indicated in the Document.
- The Proposal shall be typed or written in indelible ink and should be in English. Proposal in other language would not be accepted. The pages and volumes of each part of the Proposal shall be clearly numbered. The Proposal shall contain all the information required herein and references of previous submissions shall not be considered.

#### **11. Force Majeure**

- For the purposes of this agreement, Force Majeure means an event which is beyond the reasonable control of a Party and which makes a party's performance of its obligations hereunder impossible or so impractical as reasonably to be considered impossible in the circumstances and includes but is not limited to war, riots, civil disorder, earthquake, fire, explosion, storm, flood or other adverse conditions, strikes, lockout or other industrial action (except where such strikes, lock out or other industrial action are within the power of the party invoking Force Majeure to prevent), confiscation or any other action by government agencies.
- Force Majeure shall not include any events caused due to acts/omissions of such Party or result from a breach/contravention of any of the terms of the Contract, Bid and/or the Tender. It shall also not include any default on the part of a Party due to its negligence or failure to implement the stipulated/proposed precautions, as were required to be taken under the Contract.
- The failure or occurrence of a delay in performance of any of the obligations of either party shall constitute a Force Majeure event only where such failure or delay could not have reasonably been foreseen, or where despite the presence of adequate and stipulated safeguards the failure to perform obligations has occurred. In such an event, the affected party shall inform the other party in writing within five days of the occurrence of such event. GMDC Ltd will make the payments due for Services rendered till the occurrence of Force Majeure. However, any failure or lapse on the part of the Bidder / Bidder's Team in performing any obligation as is necessary and proper, to negate the damage due to projected Force Majeure events or to mitigate the damage that may be caused due to the abovementioned events or the failure to provide adequate disaster management/recovery or any failure in setting up a contingency mechanism would not constitute force majeure, as set out above.

**X. Payment Schedule:**

- The fees will be paid on **monthly basis**. GST would be paid as per applicable laws.
- The payment would be made within 30 working days after submission of the bills. A detailed report of the work carried out during the billing period should be submitted along with the bills.
- No reimbursements would be made with regard to any domestic and foreign travel, any other out of pocket undertaken by the agency and or its representatives without prior approval by the authorities.
- The out of pocket expenses are pure reimbursements and not to be treated as part of the fees.

**XI- Financial Proposal**

Submission to be made online on the website <https://gmdc.nprocure.com> in the prescribed format therein:

<b>Particular</b>	<b>Amount (In Rs.)</b>
Per Month Charges for Public Relations (PR) and Investor Relations Activities combined  (For the activities as per the scope of work)	
<b>Total Amount</b>	

In Words:\_\_\_\_\_

The above quote submitted is exclusive of GST. Applicable GST at the time of payment will be paid extra.

**Form 1: Details about the Company (to be submitted on Company's letter head)**

**Details about Company**

1.	Name and Address of the Organization:			
2.	Telephone No.:	Fax No :	Website:	
3.	Contact Person and E-mail ID:			
4.	Year of Establishment:			
5.	Worldwide presence through its branch offices, group companies or associates(Mention details Separately in the following format)			
	Sr. No	Offices	Countries	No of Countries
	01	Branch Offices		
	02	Group Company Offices		
	03	Office of Associates		
	04	Other Ties Ups		
6.	Details of most relevant / closely related projects of type of this assignment for which you have provided PR & IR services as a Lead Agency/ Project Advisors (The information should not be older than 10 years)			
	Sl.No.	Client	Region	Focus Sector
				Duration of Appointment

Request for Proposal for undertaking PR & IR Activities  
for **Gujarat Mineral Development Corporation Ltd (GMDC)**

7	Details of international clients to whom you have provided Public Relation services in the past 5 years:					
	Sl. No.	Client Name	Country	Sector/ Region	Duration	Role/ Scope of Work
8.	Total No. of Employees:					
9.	PAN Number of the Agency					
10.	GST Number of the Agency					

Authorized Signature [*In full and initials*]: \_\_\_\_\_

**Details of Authorized Signatory**

Name and Title of Signatory: \_\_\_\_\_

Mobile No.: \_\_\_\_\_

Email address: \_\_\_\_\_

Request for Proposal for undertaking PR & IR Activities  
for **Gujarat Mineral Development Corporation Ltd (GMDC)**

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**Form 2: Team Composition (to be submitted on Company's letter head)**

The Agency shall propose team consisting of staff / experts to take care of all aspects of this assignment.

<b>Key Staff</b>			
Name of Key Expert	Educational Qualification	Area of Expertise	Post qualification relevant experience in number of years

Authorized Signature [*In full and initials*]: \_\_\_\_\_

Name and Title of Signatory: \_\_\_\_\_

**Form 3- Non-Blacklisting Declaration (On company's letter head)**

To:

Managing Director  
Gujarat Mineral Development Corporation Ltd  
Khanij Bhavan, 132 - Ring Road  
Gujarat University Ground, Vastrapur  
Ahmedabad – 380052

**Subject: Declaration of non-blacklisting for selection of an agency for PR & IR activities for GMDC Ltd**

Dear Sir,

This is to notify you that our Firm/Company/Organization <provide Name of the Firm/Company/Organization> intends to submit a proposal in response to invitation for Tender No. GMDC/PR/03/2023 for providing services for Public Relations and Investor relations activities. In accordance with the above we declare that:

- a) We are not involved in any major litigation that may have an impact of affecting or compromising the delivery of services as required under this assignment
- b) We are not blacklisted by any Central/ State Government/ agency of Central/ State Government of India or any other country in the world/ Public Sector Undertaking/ any Regulatory Authorities in India or any other country in the world for any kind of fraudulent activities.

Sincerely,

[BIDDERS NAME]

Name

Title

Signature

Date

Location

**Form 4: Curriculum Vitae (CV) for Key Staff**

1. **Name of Firm** [*Insert name of firm proposing the staff*]: \_\_\_\_\_

2. **Name of Staff** [*Insert full name*]: \_\_\_\_\_

3. **Date of Birth:** \_\_\_\_\_ **Nationality:** \_\_\_\_\_

4. **Education** [*Indicate college/university and other specialized education of staff member, giving names of institutions, degrees obtained, and dates of obtainment*]: \_\_\_\_\_

5. **Membership of Professional Associations, if Any:** \_\_\_\_\_

6. **Other Training** [*Indicate significant training*]: \_\_\_\_\_

7. **Countries of Work Experience:** [*List of countries where staff has worked in the last ten years*]: \_\_\_\_\_

8. **Languages** [*For each language indicate proficiency: good, fair, or poor in speaking, reading, and writing*]: \_\_\_\_\_

9. **Employment Record** [*Starting with present position, list in reverse order every employment held by staff member since graduation, giving for each employment (see format here below): dates of employment, name of employing organization, positions held.*]:

From [Year]: \_\_ To [Year]: \_

Employer: \_\_\_\_\_

Positions held: \_

10. **Work Undertaken that Best Illustrates Relevant Experience and Capability to Handle the Tasks Assigned**

11. **Certification:**

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience. I understand that any wilful misstatement described herein may lead to disqualification or dismissal of the firm. If selected my services shall be available for the assignment till completion.

\_\_\_\_\_ Date: \_\_\_\_\_

*[Signature of staff member or authorized representative of the staff*

Full name of authorized representative: \_\_\_\_\_