



REQUEST FOR PROPOSAL (RFP)

Empanelment of Professional PR & Communication Agencies for IEC, Outreach, Digital Communication & Branding Activities

CITIIS 2.0 Programme | Integrated Solid Waste Management Initiatives | Simhastha 2028 Support



RFP Reference No.	USCL/436
Date of Issue	23/06/2026
Last Date for Submission	15/07/2026
Pre-Bid Meeting	01/07/2026
Contract Period	Three (03) Years from date of contract execution
Nature of Contract	Rate Contract / Activity-Based Service Contract
Primary Focus	CITIIS 2.0 / ISWM IEC & Outreach (Part-A); and Simhastha 2028 Support (Part-B)
Evaluation Criteria	Technical Qualification for Empanelment and Financial Rate Contract. Multiple agencies may be empanelled. Activity allocation shall be decided by USCL based on project requirements, specialization, performance, availability and administrative considerations.

NOTE: This RFP is issued in accordance with the CITIIS 2.0 Operational Guidelines issued by the National Institute of Urban Affairs (NIUA), Ministry of Housing and Urban Affairs (MoHUA), Government of India. USCL is a CITIIS 2.0 selected Smart City SPV implementing an Integrated Solid Waste Management (ISWM) project under Component 1 of CITIIS 2.0. All communication and IEC activities under this contract shall comply with the branding, visibility, and outreach requirements of CITIIS 2.0, AFD, KfW, EU, MoHUA, and NIUA.

Issued by

UJJAIN SMART CITY LIMITED (USCL)

In association with

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1. BACKGROUND AND PROGRAMME OVERVIEW

1.1 Ujjain Smart City Limited (USCL)

Ujjain Smart City Limited (USCL) is a Special Purpose Vehicle (SPV) established under the Smart Cities Mission of the Government of India. USCL is mandated to plan, develop, and implement smart city projects for Ujjain, Madhya Pradesh, in close coordination with the Ujjain Municipal Corporation (UMC) and the State Government.

1.2 CITIIS 2.0 Programme

CITIIS 2.0 (City Investments to Innovate, Integrate and Sustain – Phase 2) is a programme of the Ministry of Housing and Urban Affairs (MoHUA), Government of India, conceived in collaboration with the French Development Agency (AFD), Kreditanstalt für Wiederaufbau (KfW), the European Union (EU), and the National Institute of Urban Affairs (NIUA). The programme promotes circular economy with a focus on Integrated Waste Management across up to 18 selected Smart Cities.

USCL has been selected as one of the beneficiary SPVs under Component 1 of CITIIS 2.0. The programme provides (i) Financial assistance of up to **INR 135 Crore** per project for ISWM initiatives; (ii) Technical assistance through a dedicated Domestic Expert, Transversal Experts, and PMU at NIUA; (iii) A mandatory minimum of 2% of total project cost dedicated to communication and outreach activities; and (iv) A requirement for all SPVs to follow communication and branding guidelines issued by the PMU at NIUA (MoHUA/AFD/KfW/EU/NIUA branding compliance).

1.3 ISWM Project – Ujjain

Under CITIIS 2.0, USCL is implementing an Integrated Solid Waste Management (ISWM) project in Ujjain covering solid waste, wet/dry waste segregation, processing, floral/temple waste management at Mahakal Lok and Ramghat, circular economy interventions, and community behaviour change communication. The ISWM project is operationalized in close coordination with the SBM (Urban) Unit of the Ujjain Municipal Corporation.

Four IEC agencies are already onboard with USCL/UMC under the SBM Urban programme. The selected PR & Communication Agency appointed under this RFP shall plan, design, and coordinate the overall communication strategy, while actual on-ground IEC implementation may be carried out through USCL's existing four IEC agencies working in coordination with the selected agency.

1.4 Simhastha 2028

Simhastha 2028 (Kumbh Mela) is a major religious and cultural congregation scheduled to be held in Ujjain in 2028. USCL and UMC are undertaking preparatory activities related to pilgrim services, city branding, sanitation, urban transformation, heritage conservation, and public outreach in the lead-up to Simhastha 2028. Limited PR and IEC support activities related to Simhastha 2028 are included under Part-B of this RFP as a secondary scope.

2. OBJECTIVE OF THE ASSIGNMENT

USCL intends to empanel one or more Professional PR & Communication Agencies under a Rate Contract framework for undertaking IEC, outreach, branding, digital communication, media management and related activities. Empanelment shall not confer any right to receive a minimum quantity of work. Specific activities may be assigned to any empanelled agency by USCL based on scope, expertise, urgency, location, past performance, availability and any other criteria deemed appropriate by the Competent Authority:

1. Strategic communication planning and campaign design for CITIIS 2.0 / ISWM initiatives – primary scope.
2. IEC, outreach, digital media, branding, and community engagement activities related to solid waste management, behaviour change communication, circular economy, and zero-waste religious precincts.
3. Coordination with USCL's four existing IEC agencies for unified messaging and ground-level implementation.
4. Compliance with CITIIS 2.0 / NIUA / MoHUA / AFD / EU branding and visibility requirements.
5. Limited PR, branding, and IEC support for Simhastha 2028 preparatory activities – secondary scope.

The selected agency shall not be required to replace or duplicate the existing four IEC agencies of USCL/UMC. Instead, it shall function as the lead communication design and strategy agency, integrating all messaging across channels.

3. BASIC ELIGIBILITY CRITERIA

Only bidders fulfilling all of the following conditions shall be eligible to submit a bid. Non-fulfillment of any single criterion shall render the bid liable for rejection at the technical screening stage.

BE-1: Legal Status The bidder shall be a legally registered entity in India — company (private/public limited), partnership firm, LLP, registered society, or proprietorship — with a valid Certificate of Incorporation / Registration as on the date of bid submission. Joint Ventures or Consortia shall not be permitted.

BE-2: GST & PAN Registration The bidder shall hold a valid Goods and Services Tax (GST) Registration and a Permanent Account Number (PAN) issued by the Income Tax Department of India. Copies of both shall be submitted as part of the technical bid.

BE-3: Years in Operation The bidder shall have been in active operation for a minimum of five (5) years as on the date of bid submission, computed from the date of incorporation/registration.

BE-4: Experience — IEC / PR / BCC Campaigns The bidder shall have successfully completed at least three (3) IEC, PR, public communication, or behaviour change communication (BCC) assignments during the preceding five (5) years, each with a minimum individual assignment value of INR 5 Lakhs. Assignment completion shall be evidenced by Work Order plus Completion Certificate or equivalent.

BE-5: Experience — Government / Public Sector / Urban Programme Of the assignments counted under BE-4, at least two (2) shall have been executed for a Central Government Ministry / Department, State Government, Urban Local Body (ULB), Smart City SPV, PSU, or centrally-sponsored urban programme (SBM Urban, AMRUT, Smart Cities Mission, CITIIS, NIUA, or equivalent). Self-certified assignment summaries without supporting documents shall not be accepted.

BE-6: Experience — SWM / Sanitation / Environmental IEC The bidder shall have executed at least one (1) assignment specifically involving IEC or public outreach for Solid Waste Management, sanitation, Swachh Bharat Mission, or an environmental behaviour change programme. A brief campaign summary (not exceeding two pages) shall be submitted alongside the credential documents.

BE-7: Annual Turnover The average annual turnover of the bidder from communication, PR, IEC, media, or creative services shall be not less than INR 50 Lakhs per annum, computed over the three (3) preceding financial years (FY 2022-23, 2023-24, 2024-25). This shall be supported by audited financial statements or a CA-certified turnover certificate. Bidders incorporated less than three years prior to the bid date may provide turnover for available completed financial years, subject to USCL's discretion.

BE-8: Net Worth / Financial Solvency The bidder shall not have a negative net worth in the most recently concluded audited financial year. A CA-certified net worth certificate or audited balance sheet shall be submitted.

BE-9: Non-Blacklisting Declaration The bidder shall not have been blacklisted, debarred, or declared ineligible by any Central Government Ministry, State Government, ULB, Smart City, or any

development finance institution (including AFD, KfW, World Bank Group, ADB, or any MRI partner institution) during last 3 years from the date of bid submission. A self-declaration on company letterhead, signed by the authorised signatory, shall be submitted.

BE-10: No Conflict of Interest The bidder shall not be engaged, directly or indirectly, as a consultant, advisor, or service provider to NIUA, MoHUA, AFD, KfW, or the EU Delegation in any capacity related to CITIIS 2.0 programme management or monitoring, or to the CITIIS 2.0 Domestic Expert or Transversal Expert pools assigned to USCL. A declaration to this effect shall be submitted.

BE-11: Authorized Nodal Officer / Single Point of Contact (SPOC)

The bidder shall designate one authorized representative as Single Point of Contact (SPOC) for coordination with USCL/UMC throughout the empanelment period. The SPOC may operate remotely and need not be stationed at Ujjain. Details including name, designation, mobile number and email ID shall be submitted with the technical bid. Any change in SPOC shall be intimated to USCL within seven days.

Supporting Documents Checklist

Criteria	Document Required
BE-1	Certificate of Incorporation / Registration
BE-2	GST Registration Certificate; PAN copy
BE-3	Certificate of Incorporation (date of registration)
BE-4	Work Orders + Completion Certificates (min. 3 assignments)
BE-5	Work Orders + Completion Certificates from qualifying clients
BE-6	Work Order + Completion Certificate + Campaign Summary (1 page)
BE-7	Audited P&L / Balance Sheet (last 3 FYs) or CA-certified turnover certificate
BE-8	Audited Balance Sheet or CA-certified net worth certificate
BE-9	Self-declaration — Non-Blacklisting (company letterhead, signed)
BE-10	Self-declaration — No Conflict of Interest (company letterhead, signed)
BE-11	Details of Authorized SPOC/Nodal Officer

4. BID SECURITY (EARNEST MONEY DEPOSIT)

4.1 Requirement

Every bidder shall furnish a Bid Security (Earnest Money Deposit / EMD) at the time of submission of the bid. Bids submitted without valid EMD shall be summarily rejected without further evaluation.

4.2 Amount

EMD shall be **INR 2,00,000/-** (Rupees Two Lakhs only).

4.3 Form & Validity

EMD shall be submitted online NEFT/RTGS transfers only as prescribed on e-procurement portal www.mptenders.gov.in

4.4 Exemptions- **Not Applicable**

The following categories are exempt from EMD, subject to submission of valid documentary proof along with the technical bid:

- Micro and Small Enterprises (MSEs) registered with MSME / Udyam Registration Portal, for services falling within their registered category.
- Startups recognized by DPIIT, Ministry of Commerce and Industry, Government of India.

Mere claim of exemption without supporting documents shall not be accepted.

4.5 Forfeiture

The EMD shall be liable to forfeiture if the bidder:

- Withdraws or modifies the bid after the bid submission deadline and before expiry of bid validity;
- Fails to execute the Agreement within the stipulated period after issue of Letter of Award (LoA);
- Furnishes false or misleading information in the bid;
- Fails to furnish the required Performance Security within the stipulated period.

4.6 Release

EMD of unsuccessful bidders shall be released within 30 days of award of contract or cancellation of the tender, whichever is earlier. EMD of the successful bidder shall be released upon receipt of Performance Security in full.

4.7 No Interest

No interest shall be payable on the EMD amount under any circumstances.

5. NATURE OF CONTRACT

The contract shall be a Rate Contract / Activity-Based Service Contract for a period of Three (03) Years from the date of execution of the Agreement, unless terminated earlier in accordance with contract provisions. Key features:

- Activities shall be executed at quoted unit rates only upon written approval / Activity-Specific Work Order issued by USCL.
- The Agency shall arrange creative teams, manpower, media coordination, logistics, vendors, printing, and production at its own cost within quoted rates.
- USCL does not guarantee any minimum quantum of work, minimum financial commitment, or exclusive assignment.
- All quoted rates shall remain valid for the entire three-year contract period.
- No separate payment shall be admissible for routine coordination, meetings, travel, communication, manpower deployment or engagement of a designated SPOC. Such costs shall be deemed included in quoted rates.
- USCL may empanel multiple agencies under this RFP. Empanelment does not guarantee award of any activity, minimum business volume or financial commitment.
- All empanelled agencies shall operate on the rates quoted by the L1 bidder and accepted by the empanelled agencies through unconditional rate-matching.

6. SCOPE OF SERVICES

6.1 Part-A: CITIIS 2.0 / ISWM Activities (Primary Scope)

The following broad service categories shall be covered under Part-A:

6.1.1 Strategic Communication & Planning

- Preparation of annual Communication and Outreach Plan (COP) for CITIIS 2.0 / ISWM project
- Development of behaviour change communication (BCC) strategy for source segregation and waste reduction
- Coordination with NIUA PMU for compliance with CITIIS 2.0 communication guidelines and branding requirements
- Preparation of CITIIS 2.0 visibility materials incorporating MoHUA / AFD / KfW / EU branding as per PMU guidelines
- Coordination with USCL's four existing IEC agencies to align messaging and avoid duplication

6.1.2 IEC & Community Outreach Activities

- Source segregation awareness campaigns (door-to-door drives, ward-level events)
- Plastic-free / 3R (Reduce, Reuse, Recycle) awareness campaigns
- Zero-waste religious precinct campaigns at Mahakal Lok and Ramghat
- Floral / compost waste management awareness activities
- Community awareness rallies, nukkad nataks, and street plays
- School and college awareness programmes
- SHG / vendor / sanitation worker workshops
- Citizen consultations and stakeholder engagement meets

6.1.3 Creative, Content & Digital Media Services

- Design and production of IEC materials: posters, brochures, pamphlets, standees, infographics
- Wall paintings, murals, and street art for SWM messaging
- Outdoor hoarding / banner design, printing, and installation
- Social media content creation (static posts, creatives, banners)
- Awareness reels / short videos (30–60 seconds) for social media platforms
- Short documentary / AV films on ISWM project outcomes
- Digital campaigns including paid social media promotions
- FM radio jingle production and broadcast campaigns

6.1.4 Media, PR & Documentation

- Press release drafting and distribution for CITIIS 2.0 milestones

- Media coverage facilitation and press conference support
- Photography and videography coverage of field activities
- Preparation of project completion reports and impact documentation
- Monthly reporting: activity summary, social media analytics, media coverage reports

6.2 Part-B: Simhastha 2028 Support Activities (Secondary Scope)

Part-B covers limited PR and IEC support activities related to Simhastha 2028. This is a secondary and supplementary scope. Activities shall be assigned on a need basis by USCL:

6.2.1 IEC & Digital Content

- Pilgrim sanitation and public health awareness materials
- Social media creatives, reels, and digital content for Simhastha-related communications

6.2.2 Event Support & Documentation

- Photography and videography of Simhastha preparatory events and city transformation works
- Event branding, backdrop design, and LED/screen content for pre-Simhastha events

6.2.3 Outreach & Awareness

- Swachhata and pilgrim safety awareness drives in coordination with UMC-SBM unit

Activities indicated under this RFP are indicative in nature. USCL reserves the right to assign any activity to one or more empanelled agencies based on expertise, urgency, geographical coverage, innovation, performance, workload distribution, financial considerations and administrative requirements.

Note: Full-scale Simhastha 2028 branding, marketing, and event management is not within the scope of this assignment. Separate procurement arrangements may be made by USCL/state authorities for the same.

7. COORDINATION WITH EXISTING IEC AGENCIES

USCL has four IEC agencies currently onboard and working closely with the SBM Unit of Ujjain Municipal Corporation. Any empanelled agency assigned the activity:

- (i) Develop a unified messaging framework and campaign calendar integrating all four existing IEC agencies.
- (ii) Provide creative inputs, campaign designs, and communication toolkits to the existing IEC agencies for ground-level deployment.
- (iii) Attend joint review meetings with USCL, UMC-SBM Unit, and existing IEC agencies.
- (iv) Ensure consistent branding and message uniformity across all IEC channels and agencies.
- (v) NOT duplicate or replace the ground-level execution already managed by the four IEC agencies.

The engagement model is complementary: the empanelled agency assigned the activity leads strategy and design, while the existing IEC agencies execute field-level activities.

8. CITIIS 2.0 BRANDING & VISIBILITY COMPLIANCE

All communication materials, IEC content, events, digital campaigns, and outreach activities executed under this contract must comply with:

- CITIIS 2.0 Communication and Branding Guidelines issued by PMU, NIUA.
- Visibility requirements of MoHUA, AFD, KfW, and EU (as specified in the Grant Financing Agreement).
- SBM Urban / AMRUT 2.0 / Smart Cities Mission branding norms as applicable.

Specifically, the agency shall ensure:

- All materials carry logos of CITIIS 2.0, MoHUA, NIUA, USCL, UMC, AFD, KfW, and EU as per placement guidelines.
- CITIIS 2.0 programme attributions are correctly displayed on all project-related IEC materials.
- Geo-tagged photographs and videos are maintained as proof of visibility compliance.
- Quarterly visibility reports are submitted to USCL for onward submission to NIUA PMU.
- Prior approval of all creatives incorporating CITIIS 2.0 branding is obtained from USCL / Domestic Expert.

9. ACTIVITY APPROVAL MECHANISM

No activity shall be undertaken without prior written / email approval of USCL. The process is as follows:

Step	Action by USCL	Action by Agency
1	Issue activity brief (scope, quantity, location, timelines)	Acknowledge receipt
2	Review concept note / creative from agency	Submit concept note, cost estimate (at approved rates), and execution timeline
3	Issue Activity-Specific Work Order or written approval Activity-specific work orders may be issued to any empanelled agency at the sole discretion of USCL. Selection of an empanelled agency for a particular activity shall not create any precedent or entitlement for future assignments.	Confirm acceptance and commence execution
4	Inspect / verify execution	Submit completion report, geo-tagged proof, analytics, and billing

10. SCHEDULE OF RATES / BOQ (FINANCIAL BID FORMAT)

Bidders shall quote unit rates against each item listed below. Quoted rates shall be all-inclusive (conceptualization, design, content, printing, fabrication, installation, logistics, transport, manpower, coordination, taxes and duties excluding GST). No additional payments shall be admissible.

For items not covered in this BOQ, rates shall be governed as per Section 14.10 of this RFP, read with the DPR Field Publicity Rate Schedule (Annexure-II).

The Total Evaluated Cost = Sum of (Indicative Quantity × Quoted Unit Rate) for all activities. The bidder quoting the lowest Total Evaluated Cost among technically qualified bidders shall be considered L1.

10.1 PART-A: CITIIS 2.0 / ISWM Activities (Primary Scope)

S.No	Activity Description	Unit	Indicative Qty (3 Yrs)	Unit Rate (Rs)	Amount (Rs)
1	Strategic Communication Plan for CITIIS 2.0 / ISWM	Per plan	2		
2	SWM Awareness Campaign – Concept & Strategy Note	Per campaign	6		
3	Source Segregation Awareness Campaign (door-to-door drive)	Per ward/ activity	150		
4	Plastic-Free / 3R Campaign (design + field activation)	Per campaign	20		
5	Zero Waste Religious Precinct Campaign (Mahakal Lok / Ramghat)	Per activity	90		
6	IEC Poster / Standee Design (including artwork)	Per design	150		
7	Brochure / Pamphlet Design & Print (per 1,000 copies)	Per 1,000 copies	500		
8	Infographic Design (digital/print)	Per design	200		
9	Wall Painting / Mural / Street Art	Per 100 sqft	200		
10	Outdoor Hoarding / Banner Design	Per design	150		

S.No	Activity Description	Unit	Indicative Qty (3 Yrs)	Unit Rate (Rs)	Amount (Rs)
11	Outdoor Hoarding Printing & Installation	Per sqft	2,000		
12	Kiosk / Exhibition Panel Fabrication & Installation	Per unit	80		
13	Social Media Creative / Post (static)	Per post	1,500		
14	Awareness Reel / Short Video (30–60 sec)	Per reel	150		
15	Short Documentary / AV Film	Per minute of finished film	60		
16	Digital Campaign – Paid Promotion (social/digital)	Per campaign	36		
17	FM Radio Jingle (production + broadcast campaign)	Per campaign	36		
18	CITIIS 2.0 Progress/Impact Report (design + printing)	Per report	20		
19	Photography Coverage (field activities)	Per day	180		
20	Videography Coverage (field activities)	Per day	180		
21	Monthly Reporting – Activity Summary & Analytics	Per month	36		
Subtotal – CITIIS 2.0 / ISWM Activities					

10.2 PART-B: Simhastha 2028 Support Activities (Secondary Scope)

S.No	Activity Description	Unit	Indicative Qty (1 Yr)	Unit Rate (Rs)	Amount (Rs)
1	Social Media Creative / Post (Simhastha-themed)	Per post	100		
2	Reel / Short Video (Simhastha – 30-60 sec)	Per reel	30		
3	Pilgrim Sanitation & Safety IEC Material Design	Per design	30		
4	Pilgrim Awareness Drive / Swachhta Campaign	Per event	30		
5	Photography / Videography Coverage	Per day	50		
6	Event Branding & Backdrop Design	Per event	30		
7	LED / Digital Screen Content Design	Per content	30		
Subtotal – Simhastha 2028 Support					

10.3 Summary of Financial Bid

Particulars	Amount (Rs)
Subtotal – CITIIS 2.0 / ISWM Activities (Part-A)	
Subtotal – Simhastha 2028 Support Activities (Part-B)	
Grand Total (Excluding GST)	
GST as applicable	
Grand Total (Including GST)	

11. EVALUATION METHODOLOGY

11.1 Technical Qualification (Pass/Fail)

Bidders must meet the following minimum qualification criteria to be considered technically qualified:

S.No	Criteria	Minimum Requirement
1	Legal status	Registered company / firm / LLP / society/ partnership / proprietorship with valid GST registration
2	Experience – IEC/PR campaigns	Minimum 5 years of experience in IEC, PR, or behaviour change communication campaigns
3	Experience – Government / PSU / Urban sector	At least 2 completed assignments with government / ULB / Smart City / SBM / AMRUT / central/state programmes
4	Experience – SWM / Sanitation IEC	At least 1 assignment specifically involving IEC / outreach for SWM / sanitation / ISWM
5	Annual turnover	Average annual turnover of INR 50 Lakhs or above in the last 3 financial years
6	Project Coordinator	Commitment to deploy a full-time Project Coordinator (PG in Mass Communication / PR / Journalism / Management; min. 5 years' experience)

11.2 Financial Evaluation and Empanelment

- a) Financial bids of all technically qualified bidders shall be opened and evaluated.
- b) The bidder quoting the Lowest Total Evaluated Cost (L1) shall be identified in accordance with the financial evaluation methodology specified in this RFP.
- c) USCL may, at its discretion, invite other technically qualified bidders to match the rates and terms quoted by the L1 bidder.
- d) Technically qualified bidders who provide unconditional written consent to match the L1 rates, terms and conditions within the stipulated time period prescribed by USCL shall be considered for empanelment.
- e) The L1 bidder and all such bidders matching the L1 rates may be empanelled by USCL, subject to approval of the Competent Authority.
- f) In the event a bidder declines to match the L1 rates, submits conditional acceptance, or fails to respond within the stipulated period, such bidder shall not be considered for empanelment.

- g) Empanelment shall not guarantee award of any minimum quantity of work or financial commitment by USCL.
- h) During the empanelment period, USCL may allocate activities among empanelled agencies based on specialization, relevant experience, past performance, innovation, response time, resource availability, workload distribution, urgency of requirement, geographical considerations, administrative convenience, or any other criteria deemed appropriate by the Competent Authority.
- i) USCL reserves the right to assign any activity to one or more empanelled agencies and to obtain specific proposals, concepts, implementation plans, or limited quotations from empanelled agencies wherever considered necessary.
- j) The decision of USCL regarding empanelment, allocation of activities, distribution of work, and selection of agency for any specific assignment shall be final and binding on all bidders.

12. KEY DELIVERABLES

The Agency shall submit the following on completion of each approved activity / periodically as specified:

S.No	Deliverable	Frequency	Submission Mode
1	Annual Communication & Outreach Plan (COP) for CITIIS 2.0	Annually (within 30 days of contract start)	Hard + Soft copy
2	Approved creatives / artwork (editable files)	Per activity	Cloud/email
3	Activity Completion Report with geo-tagged photographs/videos	Per activity	Soft copy / CMP upload if required
4	Social media analytics report	Monthly	Soft copy
5	Media coverage / press clippings report	Per activity / monthly	Soft copy
6	CITIIS 2.0 Visibility Compliance Report	Quarterly	Soft copy (for NIUA PMU)
7	Monthly Summary Report (all activities, billing, pending works)	Monthly (by 5th of following month)	Hard + Soft copy
8	Printing / execution proof, invoices, utilisation certificates	Per billing cycle	Hard copy

13. DESIGNATED SPOC

Each empanelled agency shall nominate one authorized Single Point of Contact (SPOC) for day-to-day communication and coordination with USCL. The SPOC may participate physically or virtually in review meetings as required. No separate payment shall be admissible for such coordination.

14. CONTRACT TERMS

14.1 Intellectual Property

All designs, artwork, AV content, campaign creatives, reports, photographs, videos, and digital assets developed under the contract shall become the sole property of USCL. The Agency shall not use, publish, or license the same for any other purpose without prior written approval of USCL.

14.2 Penalty & Deductions

USCL may impose proportionate deductions or penalties for: delay in execution, inferior quality, incorrect branding, non-compliance with CITIIS 2.0 visibility norms, unauthorized publication, failure to submit deliverables, or failure to provide timely coordination through the designated SPOC. In cases of repeated default, USCL reserves the right to cancel work orders, forfeit performance security, blacklist the agency, and/or terminate the contract.

14.3 Right to Engage Multiple Agencies

USCL reserves the right to empanel multiple agencies, allocate activities selectively, obtain comparative market quotations, execute activities departmentally, and assign specialised works separately. No exclusivity shall be granted to the selected agency.

The empanelment may comprise the L1 bidder and such other technically qualified bidders who agree to match the L1 rates and conditions unconditionally, subject to approval of the Competent Authority.

14.3.1 Allocation of Work Among Empanelled Agencies

Empanelment shall only establish a pool of qualified agencies. Award of specific assignments shall be decided by USCL from time to time. USCL may assign activities to one or more empanelled agencies without assigning reasons. Factors including specialization, innovation, capacity, response time, past performance, geographical reach, quality of deliverables and administrative convenience may be considered while allocating work. The decision of the Competent Authority shall be final and binding.

14.4 Performance Security

The selected agency shall furnish a Performance Security of 3% of the estimated contract value (based on evaluated BOQ amount) within 15 days of issue of Letter of Award, valid through the contract period plus 60 days.

14.5 Covenant of Integrity

As required under CITIIS 2.0 programme norms, all parties contracted under this assignment by the agency (including sub-vendors, contractors, and service providers) shall be required to sign a Covenant of Integrity as per the format prescribed by CITIIS 2.0 / AFD / KfW.

14.6 PAYMENT CONDITIONS

14.6.1 Payment Basis

All payments shall be strictly activity-based. No advance payment, mobilisation payment, or retainer shall be payable except as specifically provided herein. Payments shall be released only against completed, verified, and approved activities.

14.6.2 Advance (Mobilisation)

A one-time mobilisation advance of up to 10% of the estimated annual contract value (computed on the basis of the evaluated BOQ) may be considered by USCL at its sole discretion, subject to:

- Submission of a Bank Guarantee of equivalent amount valid for 12 months;
- Recovery of the full advance through pro-rata deductions from subsequent running bills, at a rate not less than 10% per bill, until fully recovered.

No interest shall be payable on the mobilisation advance.

14.6.3 Running / Activity Bills

The Agency shall raise activity-wise bills on completion of each approved activity, accompanied by:

- Completed Activity Completion Report;
- Geo-tagged photographs / videos as proof of execution;
- Social media analytics (where applicable);
- Media publication / broadcast proof (where applicable);
- Printing / fabrication / execution proof with vendor invoices (where applicable);
- Approval reference (Work Order number or written approval email reference).

Bills submitted without the above shall be returned and the submission clock restarted from the date of resubmission of complete documents.

14.6.4 Payment Timeline

USCL shall process and release undisputed payments within 30 working days of receipt of complete and correct bill with all supporting documents. In case of any dispute regarding a bill, USCL shall communicate objections in writing within 15 working days of receipt. The Agency shall respond within 10 working days. Undisputed portions of a partly disputed bill shall be released within the original 30-working-day cycle.

14.6.5 Deductions at Source

All statutory deductions — including TDS under Income Tax Act and any other applicable deductions — shall be made at source at prevailing rates. GST shall be paid separately at applicable rates against valid GST invoices.

14.6.6 Final Bill

The Agency shall submit its final bill within 60 days of expiry or termination of the contract. Bills submitted after this period shall not be entertained except with written approval of USCL's competent authority.

14.6.7 No Payment for Unapproved Activities

Activities executed without a valid written approval or Work Order from USCL shall not qualify for payment under any circumstances, regardless of the nature or utility of the work done.

14.7 CONTRACT TERMINATION

14.7.1 Termination for Convenience

USCL reserves the right to terminate this contract at any time without cause by giving 30 days' written notice to the Agency. In such a case, the Agency shall be entitled to payment only for activities actually completed and verified up to the date of termination. No compensation for anticipated profits, loss of contract, or consequential loss shall be payable.

14.7.2 Termination for Default

USCL may terminate the contract with immediate effect, with a minimum 15 days' cure notice, upon occurrence of any of the following:

- Persistent failure to execute approved activities within stipulated timelines (three or more instances within any rolling six-month period);
- Submission of fraudulent completion reports, fabricated geo-tags, or false invoices;
- Violation of CITIIS 2.0 / MoHUA / NIUA branding and visibility guidelines, resulting in a formal objection from AFD, KfW, EU, or NIUA PMU;
- Failure to deploy or maintain the mandatory Project Coordinator for a continuous period exceeding 30 days without USCL's written approval;
- Insolvency, winding-up proceedings, or assignment of the contract to a third party without USCL's prior written consent;
- Conviction of the agency or its principal officers for any offence involving fraud, corruption, or moral turpitude;
- Breach of the Covenant of Integrity.

14.7.3 Consequences of Termination for Default

Upon termination for default:

- All pending work orders shall stand cancelled;
- Performance Security shall be forfeited in full;
- USCL may engage another agency to complete the pending works, and any additional cost incurred shall be recoverable from the defaulting agency;
- The agency shall be liable for blacklisting as per applicable USCL / GoI / state government rules.

14.7.4 Termination by Agency

The Agency may terminate the contract by giving 60 days' written notice to USCL if USCL fails to make undisputed payments for a continuous period exceeding 90 days and does not remedy the default within 30 days of receiving a written cure notice from the Agency. In such a case, the

Agency shall be entitled to payment for all verified completed activities up to the termination date. No other compensation shall be payable.

14.7.5 Obligations on Termination

On termination for any reason, the Agency shall immediately:

- Cease all activities under the contract;
- Hand over all original files, source files, editable artwork, raw footage, campaign data, and documents to USCL;
- Provide a full account of activities completed, in-progress, and not commenced;
- Vacate USCL premises and return any equipment or material provided by USCL.

14.8 DISPUTE RESOLUTION MECHANISM

14.8.1 Amicable Resolution

Any dispute, difference, or claim arising out of or in connection with this contract — including its formation, validity, performance, breach, or termination — shall first be referred to the Chief Executive Officer (CEO), USCL, and the authorised representative of the Agency for amicable resolution. The parties shall meet and attempt resolution within 30 days of the dispute being formally raised in writing by either party.

14.8.2 Escalation

If the dispute remains unresolved after 30 days (or such extended period as may be mutually agreed in writing), either party may refer the matter to the Managing Director / Board of USCL and the senior management of the Agency for resolution within a further 30 days.

14.8.3 Arbitration

If the dispute is not resolved through amicable means within the periods specified in 14.8.1 and 14.8.2, it shall be finally settled by arbitration conducted in accordance with the Arbitration and Conciliation Act, 1996 (as amended), and the rules made thereunder. The following terms shall apply:

- The Arbitral Tribunal shall consist of a Sole Arbitrator mutually agreed upon by both parties within 15 days of the failure of amicable resolution. If the parties fail to agree on a sole arbitrator within this period, the arbitrator shall be appointed by the competent court as per the Act.
- The seat and venue of arbitration shall be Ujjain, Madhya Pradesh.
- The language of arbitration shall be English or Hindi, as agreed between the parties.
- The arbitral award shall be final and binding on both parties.
- Each party shall bear its own costs of arbitration unless the arbitral tribunal directs otherwise.

14.8.4 Jurisdiction

Without prejudice to the arbitration clause above, the Courts at Ujjain, Madhya Pradesh shall have exclusive jurisdiction over all matters arising out of or in connection with this contract, to the extent that judicial intervention is required or permitted under the Arbitration and Conciliation Act, 1996.

14.8.5 Continuity of Services

The existence of a dispute or the pendency of arbitration proceedings shall not entitle either party to suspend performance of its obligations under the contract. The Agency shall continue to execute approved activities and USCL shall continue to process undisputed payments during the pendency of any dispute resolution proceedings.

14.8.6 CITIIS 2.0 Programme Authority

Notwithstanding the above, any decision of the CITIIS 2.0 Apex Committee or NIUA PMU regarding programme compliance, branding, or technical standards shall be final and binding in so far as it relates to CITIIS 2.0 programme obligations. Such decisions shall not be subject to arbitration between USCL and the Agency.

14.9 FORCE MAJEURE

14.9.1 Force Majeure Events

Neither party shall be liable for delay or failure in performance of its obligations under this contract to the extent such delay or failure is caused by a Force Majeure event — meaning an event beyond the reasonable control of the affected party, including acts of God, war, civil disturbance, epidemic or pandemic declared by competent authority, fire, flood, earthquake, or government-imposed lockdown.

14.9.2 Notification

The affected party shall notify the other party in writing within 7 days of the occurrence of the Force Majeure event, describing its nature and likely duration. Failure to notify within this period shall disentitle the affected party from claiming Force Majeure relief.

14.9.3 Termination and Compensation

If a Force Majeure event continues for more than 60 consecutive days, either party may terminate the contract by 15 days' written notice. In such a case, the Agency shall be entitled to payment for verified completed activities only; no compensation for loss of contract shall be payable.

14.10 NON-SCHEDULED ITEMS: REFERENCE TO DPR FIELD PUBLICITY RATES

14.10.1 Applicability

The Schedule of Rates / BOQ (Section 10) covers the anticipated range of activities under this contract. However, USCL acknowledges that operational requirements may necessitate execution of activities or procurement of publicity materials not explicitly listed in the approved BOQ. Such items shall be termed Non-Scheduled Items.

14.10.2 Reference Rate Schedule

For all Non-Scheduled Items, the rates approved and notified by the Directorate of Public Relations (DPR), Government of Madhya Pradesh — as contained in the *Field Publicity Rates (क्षेत्रप्रचार प्रभाग में विभिन्न प्रचार-प्रसार कार्यों की दरें)* issued by the Directorate of Public Relations, Madhya Pradesh Shasan, Jansamparak Bhawan, Tagore Marg, Baan Ganga, Bhopal — 462003 — shall be treated as the ceiling / reference rates for payment purposes.

A copy of the applicable DPR Field Publicity Rate Schedule is enclosed as Annexure-II to this RFP and shall form part of the contract.

14.10.3 Payment for Non-Scheduled Items

Payment for Non-Scheduled Items shall be processed as follows:

- Where the item and its rate are directly available in the DPR Field Publicity Rate Schedule, the DPR rate shall be the maximum admissible rate. The Agency may be paid at or below the DPR rate, as negotiated and approved by USCL's competent authority.
- Where the item is not covered in the DPR rate schedule either, the Agency shall submit a detailed market rate justification and cost break-up. USCL may obtain independent comparative quotations. Payment shall be at rates approved by USCL's competent authority, which shall not be deemed to set a precedent for future activities.
- In all cases, execution of Non-Scheduled Items shall be undertaken only after prior written approval of USCL. No retrospective approval shall be granted.

14.10.4 GST & Additional Charges

All rates under the DPR Field Publicity Schedule are exclusive of GST. GST shall be payable additionally at applicable rates against valid GST invoices. For exhibitions or activities organised outside Madhya Pradesh, an additional 25% on DPR rates may be considered, consistent with DPR norms, subject to USCL's written approval.

14.10.5 Precedence

For items covered in both the BOQ (Section 10) and the DPR rate schedule, the BOQ / contracted unit rate shall prevail. The DPR rate schedule applies only as a reference and ceiling for Non-Scheduled Items not covered in the BOQ.

14.10.6 Acknowledgement by Bidder

By submitting a bid under this RFP, the bidder acknowledges having read and understood the DPR Field Publicity Rate Schedule enclosed as Annexure-II and confirms acceptance of its applicability for Non-Scheduled Items as described above.

15. BID SUBMISSION REQUIREMENTS

15.1 Envelope 1 – Technical Bid

- Covering letter with company profile
- Certificate of incorporation / registration
- GST registration certificate
- PAN card
- Audited financial statements (last 3 years) showing annual turnover
- Credential letters / work orders / completion certificates for qualifying assignments
- Portfolio of IEC / SWM / sanitation / BCC campaigns (minimum 2 case studies with measurable outcomes)
- Details of Authorized SPOC/Nodal Officer
- Proposed methodology and approach for CITIIS 2.0 / ISWM communication strategy
- Declaration of non-blacklisting / Covenant of Integrity (signed)

15.2 Envelope 2 – Financial Bid

- Completed Schedule of Rates / BOQ as per the format in Section 8 above
- Unit rates to be quoted for each activity/item in Part-A and Part-B
- All rates shall be in Indian Rupees, exclusive of GST
- Rates shall include all costs: manpower, creative, design, printing, logistics, execution, and incidentals
- Grand Total (excluding and including GST) as per Summary Table

15.3 General Instructions

- Bids shall be submitted in sealed physical envelopes as well as uploaded on the designated portal (if applicable) by the deadline specified in the RFP cover page.
- Late submissions shall not be entertained.
- USCL reserves the right to cancel, re-tender, or modify the RFP at any stage without assigning reasons.
- Conditional bids or bids not conforming to the prescribed format shall be liable for rejection.

16. CONTACT & CLARIFICATIONS

For any queries regarding this RFP, bidders may contact:

Nodal Officer	Sandeep Shiva
Designation	Chief Executive Officer
Organization	Ujjain Smart City Limited (USCL), Ujjain, M.P.
Email	ujjainsmartcity@mpurban.gov.in citiis.uscl@mpurban.gov.in
Phone	+91-734-2525856
Queries to be submitted by	01/07/2026

17. ANNEXURES

17.1 ANNEXURE-I: BIDDER'S DECLARATION

I/We, the undersigned, hereby declare that:

1. All information furnished in this bid is true and correct to the best of our knowledge.
2. We have read and understood the terms and conditions of this RFP and agree to abide by them.
3. We have not been blacklisted or debarred by any government authority.
4. We agree to comply with CITIIS 2.0 Communication and Branding Guidelines as issued by NIUA / MoHUA.
5. We understand that USCL does not guarantee any minimum volume of work under this rate contract.
6. All parties engaged by us as sub-vendors shall execute the CITIIS 2.0 Covenant of Integrity.

Authorised Signatory: _____

Name: _____

Designation: _____

Company Name & Seal: _____

Date: _____

Place: _____

17.2 ANNEXURE-II: DPR Field Publicity Rate Schedule

Directorate of Public Relations, MP Govt. (rate card attached below)

जनसंपर्क संचालनालय
मध्यप्रदेश शासन
जनसंपर्क भवन, टैगोर मार्ग
बाणगंगा, भोपाल - 462003

क्षेत्रप्रचार प्रभाग में विभिन्न प्रचार-प्रसार कार्यों की दरें

क्र.	कार्य का नाम	मान्य दर
प्रचार रथ		
1.	एल.ई.डी. वीडियो वॉल मोबाईल वैन प्रदर्शनी आयशर केन्टर, टाटा एलपीटी या समकक्ष वाहन पर जनरेटर एवं कम्प्लीट साउंड सिस्टम	
	एल.ई.डी वीडियो वॉल 6'X4' के साथ	99500/-
	एल.ई.डी वीडियो वॉल 8'X10' के साथ	370000/-
	एल.ई.डी वीडियो वॉल 10'X16' के साथ	400000/-
2.	प्रचार रथ - आयशर केन्टर, टाटा एलपीटी या समकक्ष एल.ई.डी टीवी साईज 55" जनरेटर एवं कम्प्लीट साउंड सिस्टम	178000/-
3.	प्रचार रथ - टाटा 407 एल.ई.डी टीवी साईज 49" जनरेटर एवं कम्प्लीट साउंड सिस्टम	130000/-
4.	मैजिक वाहन एल.ई.डी टीवी साईज 32" जनरेटर एवं कम्प्लीट साउंड सिस्टम	107000/-
फ्लेक्स बैनर (दर वर्गफीट में)		
1.	260 जीएसएम	6.00/-
2.	300 जीएसएम	6.50/-
3.	340 जीएसएम	7.00/-
4.	स्टार फ्लेक्स	11.00/-
5.	ब्लेक आउट फ्लेक्स	12.00/-

विनायल (दर वर्गफीट में)		
1.	सुपर क्वालिटी	24.00/-
2.	मीडियम	19.00/-
3.	लो क्वालिटी	17.00/-


 (सुनील बर्मा)
 उप संचालक (का.) जनसंपर्क

4.	साधारण	16.00/-
विनायल पेस्टिंग (फोरेक्स शीट पर) (दर वर्गफीट में)		
1.	3 एम.एम. शीट	36.00/-
2.	5 एम.एम. शीट	65.00/-
एल.डी फॉम बैनर (दर वर्गफीट में)		
क्र.	कार्य का नाम	मान्य दर
1.	1000 से 10000 तक	3.50/-
2.	10001 से 25000 तक	3.00/-
3.	25001 से 50000 तक	3.00/-
4.	50001 से 100000 तक	2.95/-
5.	100001 से अधिक	2.80/-
एल.डी.फॉम, फलेक्स बैनर भेजने की दर (परिवहन वर्गफीट में)		
1.	जिला स्तर	0.28/-
2.	ब्लॉक स्तर	0.25/-
3.	पंचायत स्तर	0.27/-
ऑटो रिक्शा के पीछे प्रचार		
1.	ऑटो रिक्शा के पीछे प्रचार-प्रसार कार्य विनायल मुद्रण एवं पेस्टिंग	489/-
दीवार लेखन		
1.	आई.एस.आई. मार्क आईल पेंट द्वारा बेस के साथ तीन विभिन्न रंगों में ग्राफिक सहित लेखन कार्य	8.50/-
2.	आई.एस.आई. मार्क आईल पेंट द्वारा बेस के साथ तीन विभिन्न रंगों में लेखन कार्य	7.50/-
3.	डिजिटल वॉल पेटींग (विनाईल पेस्टिंग के साथ)	18.00/-
4.	वाटर कलर/सामान्य कलर से केवल एक रंग में वॉल राईटिंग - संदेश - नारे लेखन (बिना बेस पेटींग) का कार्य	3.00/-


 (सुनील वर्मा)
 उप संचालक (का.) जनसंपर्क

(प्रदर्शनी आर्केपन, थीम डिजाइनिंग, ग्राफिक्स, बुडन वाल पैनल, बुडन फ्लोर, सीलिंग, थीम कॉन्सेप्ट अनुसार सजावट, विद्युत सज्जा, प्रदेश द्वार निर्माण, फ्लैक्स, विनायल के माध्यम से फोटोग्राफ्स/राईटप का प्राकृतिकरण, फूलों तथा गमलों की सजावट तथा प्रदर्शनी सामग्री का परिवहन तथा सुरक्षा व्यवस्था सहित)

आउटडोर प्रदर्शनी की दर

फ्लैक्स शीट डिजिटल पैनल पर आधारित प्रदर्शनी की दर

प्रदर्शनी का प्रकार	प्रदर्शनी अवधि	दर 15 वॉल पैनल्स	दर 25 वॉल पैनल्स	दर 40 वॉल पैनल्स	दर 40 वॉल से अधिक
आउटडोर प्रदर्शनी	एक से तीन दिवस	28125/-	46875/-	66000/-	82500/-
	एक सप्ताह (7 दिवस तक)	28125/-	46875/-	66000/-	82500/-
	15 दिवस	29250/-	48750/-	75000/-	93750/-
	एक माह तक	29250/-	48750/-	75000/-	93750/-

एल.ई.डी पैनल पर आधारित प्रदर्शनी की दर

प्रदर्शनी का प्रकार	प्रदर्शनी अवधि	दर 15 वॉल पैनल्स	दर 25 वॉल पैनल्स	दर 40 वॉल पैनल्स	दर 40 वॉल से अधिक
आउटडोर प्रदर्शनी	एक से तीन दिवस	187200/-	312000/-	441600/-	552000/-
	एक सप्ताह (7 दिवस तक)	403200/-	672000/-	925000/-	1050000/-
	15 दिवस	535680/-	950000/-	1281440/-	1338440/-
	एक माह तक	642816/-	1147392/-	1513728/-	1588728/-

(सनील वर्मा)

2

इंडोर प्रदर्शनी की दर

फ्लैक्स शीट डिजिटल पैनल पर आधारित प्रदर्शनी की दर

प्रदर्शनी का प्रकार	प्रदर्शनी अवधि	दर 15 वॉल पैनल्स	दर 25 वॉल पैनल्स	दर 40 वॉल पैनल्स	दर 40 वॉल से अधिक
इंडोर प्रदर्शनी	एक से तीन दिवस	29250/-	48750/-	75000/-	93750/-
	एक सप्ताह (7 दिवस तक)	29250/-	48750/-	75000/-	93750/-
	15 दिवस	30375/-	50625/-	78000/-	97500/-
	एक माह तक	30375/-	50625/-	78000/-	97500/-

एल.ई.डी पैनल पर आधारित प्रदर्शनी की दर

प्रदर्शनी का प्रकार	प्रदर्शनी अवधि	दर 15 वॉल पैनल्स	दर 25 वॉल पैनल्स	दर 40 वॉल पैनल्स	दर 40 वॉल से अधिक
इंडोर प्रदर्शनी	एक से तीन दिवस	165600/-	276000/-	422400/-	528000/-
	एक सप्ताह (7 दिवस तक)	369600/-	616000/-	850000/-	975000/-
	15 दिवस	880000/-	900000/-	1252800/-	1327800/-
	एक माह तक	622080/-	1100000/-	1450000/-	1560000/-

(सनील वर्मा)

दर प्रस्ताव वर्गीकृत में

क्र.	कार्य	मान्य दर (प्रति वर्गफिट में)
1.	वेकड्राप (दर प्रस्ताव वर्गीकृत में)	45/-
2.	गेट (दर प्रस्ताव वर्गीकृत में)	45/-
3.	2" आयरन फ्रेमिंग बोर्ड (फ्लेक्स, परिचालन एवं इन्स्टालेशन सहित)	80/-
4.	2.5" आयरन फ्रेमिंग बोर्ड (फ्लेक्स, परिचालन एवं इन्स्टालेशन सहित)	90/-
5.	प्लाइवुड काटआउट (दर प्रस्ताव वर्गीकृत में)	35/-
6.	फियोस्क (दर प्रस्ताव वर्गीकृत में)	35/-
7.	फ्लेक्स शीट डिजिटल पैनल "5X3", "8X8", "8X4", "8X8", "12X8" (पृथक-पृथक दरें वर्गीकृत में)	85/-
8.	एल.ई.डी. पैनल "5X3", "8X8", "8X4", "8X8", "12X8" (पृथक-पृथक दरें वर्गीकृत में)	100/-
9.	एल.ई.डी. बोर्डिंग बोल	119/-

नोट-

- उपरोक्त प्रचार-प्रसार कार्य में जीएसटी अतिरिक्त देय होगा।
- मध्यप्रदेश के बाहर आयोजित प्रदर्शनी में पञ्चवीस प्रतिशत व्यय अतिरिक्त शामिल किया जा सकेगा।
- समस्त प्रदर्शनी के प्रत्येक वार नवीनतम फोटोग्राफ्स/फ्लेक्स/विनायल उपयोग करना होंगे।
- आवश्यकतानुसार 24 घंटे की समय-सीमा में प्रदर्शनी आयोजन व्यवस्था सुनिश्चित की जाना होगी। इसके लिए पृथक से अतिरिक्त राशि देय नहीं होगी।
- पैनल का आकार 8X4 वर्गफुट (औसत 32 वर्गफुट) होगा।

(सुनील शर्मा)
उप संचालक (का.) जनसंचार

— End of RFP Document —

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