

*Selection of NGO for Awareness Campaign of Swachh Bharat Mission (SBM)
in Municipal Area under RMC*

**REQUEST FOR PROPOSAL (RFP)
FOR**

**SELECTION OF NGO FOR AWARENESS CAMPAIGN OF SWACHH BHARAT
MISSION (SBM)
IN MUNICIPAL AREA UNDER RANCHI MUNICIPAL CORPORATION**

RANCHI MUNICIPAL CORPORATION

Kutchary Chowk, Ranchi – 834001.

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Disclaimer

The information contained in this request for proposal (hereinafter referred to as ‘RFP’) document provided to the Bidders , by RMC , or any of their employees or advisors , is provided to the Bidder(s) on the terms and conditions set out in this RFP document and all other terms and conditions subject to which such information is provided. The purpose of this RFP document is to provide information to assist the formulation of their proposals. This RFP document does not purport to contain all the information each Bidder may require. This RFP document may not be appropriate for all persons, and it is not possible for RMC, their employees or advisors to consider the business/investment objectives, financial situation and particular needs of each bidder who reads or uses this RFP document. Each bidder should conduct its own research and analysis and should check the accuracy, reliability and completeness of information in this RFP document and where necessary obtain independent advice from appropriate sources. RMC and their employees and advisors, make no representation and warranty and shall incur no liability under any law, statute, rules or regulations as to the accuracy reliability and completeness of the RFP document. RMC may, in their absolute discretion, but without being any obligation to do so, update, amend or supplement the information in this RFP document.

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SCHEDULE OF BIDDING PROCESS

S. No	Particulars	Date & Time
1.	Date of publication of Tender on Website	08.10.2015 at 5:00 pm
2.	Date/ Time for receipts of bids	14.10.2015 at 2:00 pm
3.	Date of Bid opening	14.10.2015 at 4:00 pm
4.	Announcement of Selected Bidder	15.10.2015

Ranchi Municipal Corporation (RMC) invites proposals to provide the following services:

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1. The Background Information and Terms of Reference for the services are provided in Section 5 of the Request for Proposal (RFP)
2. An NGO will be selected upon Quality and Cost Based Selection (QCBS) method and procedures described in this RFP, in accordance with the policies of the Guidelines.
3. The RFP includes the following documents:
Section 1 - Instructions to NGOs (including RFP)
Section 2 - Technical Proposal
Section 3 - Financial Proposal
Section 4 - Terms of Reference
4. The deadline for receipt of proposals shall be 14.10.2015 up to 2:00 pm
5. RMC reserves the right to accept or reject any or all proposals, and to annul the selection process and reject all proposals at any time prior to the award of contract, without thereby incurring any liability or any obligation in any form to the affected firms on any grounds.

Yours sincerely,

Sd/-
Executive Engineer,
WSS, RMC, Ranchi.

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SECTION 1: INSTRUCTION TO NGOS

Definitions

- a) “RMC” means Ranchi Municipal Corporation;
- b) “Employer/Client” means the RMC
- c) “NGO” means any Non Government Organisation registered under Society registration act 21, 1860 that will provide the Services to the RMC under the Contract.
- d) “Contract” means the Contract signed by the Parties and all the attached documents.
- e) “RFP” means such part of the Instructions to NGOs used to reflect specific country and assignment conditions.
- f) “Day” means calendar day.
- g) “Government” means the Government of Jharkhand.
- h) “Instructions to NGOs” means the document which provides shortlisted NGOs with all information needed to prepare their Proposals.
- i) “Personnel” means qualified persons provided by the Consultant and assigned to perform the Services or any part thereof.
- j) “QCBS” means Quality- and Cost-Based Selection.
- k) “Services” means the work to be performed pursuant to the Contract.
- l) “Terms of Reference” (TOR) means the document included in the RFP as Section 5 which explains the objectives, scope of work, activities, tasks to be performed, respective responsibilities of the Client and the NGO, and expected results and deliverables of the assignment.

1. INTRODUCTION

General

- 1.1 Ranchi Municipal Corporation (RMC), Govt. of Jharkhand will select an NGO in accordance with the method of selection specified in the RFP.
- 1.2 NGO should familiarize themselves with local conditions and take them into account in preparing their Proposals. To obtain first-hand information on the assignment and local conditions, NGO are encouraged to visit the project site.
- 1.3 RMC is not bound to accept any Proposal and reserves the right to annul the selection process at any time prior to contract award, without thereby incurring any liability to the NGO.
- 1.4 In preparing their Proposals, NGO are expected to examine in detail the documents comprising the RFP. Material deficiencies in providing the information requested may result in rejection of a Proposal.

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Conflict of Interest

1.5 RMC requires that NGO provide professional, objective, and impartial advice and at all times hold the Client's interests paramount, avoid conflicts with other assignments or their own interests and act without any consideration for future work. NGO shall not be recruited for any assignment that would be in conflict with their prior or current obligations to other clients, or that may place them in a position of not being able to carry out the assignment in the best interest of the RMC.

Proposal

1.6 If an NGO submits or participates in more than one proposal, such proposals shall be disqualified.

Proposal Validity

1.7 The RFP indicates how long the NGO' Proposals must remain valid after the submission date. The Client will make its best effort to complete negotiations within this period. In case of need, the Client may request NGO to extend the validity period of their Proposals. NGO has the right to refuse to extend the validity period of their Proposals.

Bid Security

1.8 Bid Security (Earnest Money Deposit)

- a. The bid security of amount indicated in RFP in favour of "RMC" payable at Ranchi shall be in the form of Demand Draft, or Bank Guarantee from any of the commercial banks in an acceptable form. The bid security is to remain valid for a period of forty-five days beyond the final bid validity period.
- b. The Employer shall reject any bid not accompanied by appropriate bid security, as nonresponsive.
- c. The bid security of the successful Bidder shall be returned as promptly as possible once the he has signed the Contract.
- d. Bid securities of the unsuccessful bidders shall be returned to them at the earliest after expiry of the final bid validity and latest on or before the 30th day after the award of the contract to successful bidder.
- e. The bid security may be forfeited:
 - a) If a Bidder withdraws its bid during the period of bid validity.
 - b) If the successful Bidder fails to execute the contract agreement within 15 days from the date of issue of the LOA by the Client.

2. PREPARATION OF THE PROPOSAL

2.1 NGO's Proposal shall consist of following envelopes:

- (i) Envelope I: Letter containing Application for Bid Proposal and the Technical Proposal, and

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(ii) Envelope II: the Financial Proposal

2.2 Bid Security, Cost of RFP Document, and evidences of proving Bid Eligibility: Bid security as mentioned in clause no 1.13 above shall be placed in Envelope I. In addition, the NGO must enclose all evidences to support the bid eligibility along with the Demand Draft for the cost of RFP Document, if any. If the bid security, cost of RFP document, and evidences supporting bid eligibility are found proper then only technical and financial proposals will be entertained.

2.3 The Proposal should include a cover letter signed by person(s) with full authorization to make legally binding contractual (including financial) commitments on behalf of the NGO.

3. THE TECHNICAL PROPOSAL

General

3.1 The Technical Proposal shall not include any information related to financial proposal and any Technical Proposals containing information related to financial proposal shall be declared nonresponsive.

Technical Proposal Format

3.2 The NGO shall submit technical proposal as per the RFP which indicates the format of the Technical Proposal to be used for the assignment. Submission of the wrong type of Technical Proposal will result in the Proposal being deemed non-responsive.

3.3 The proposal shall contain details on the following

Proposal Type Content	Technical Proposal (TP)
Experience of the NGO	i) introducing the firm's background ii) Relevant completed projects of illustrating firm's relevant experience. iii) firm's turn over details

Technical Proposal Content

3.4 The Technical Proposal shall contain information of experience provided by the NGO.

i). an outline of recent experience of the NGO on related assignments is required for each assignment; the outline should indicate inter-alia, the assignment, contract amount and the NGO's involvement. Information should be provided only for those assignments for which the NGO was legally and directly contracted by the client.

ii). The Technical Proposal shall not include information related to financial proposal. Technical Proposals containing information related to financial proposal shall be declared non responsive.

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iii). The NGO will have to submit the certificate of completion of different types of projects and similar assignments.

4. FINANCIAL PROPOSAL

4.1 All information provided in NGO' Financial Proposal will be treated as confidential.

4.2 The Financial Proposal is to be submitted in the requisite forms enclosed.

4.3 No proposed schedule of payments should be included in NGO' Financial Proposals.

4.4 NGOs shall quote the rates in Indian National Rupees only.

4.5 The rates to be quoted shall be in the format given in RFP and it shall include all costs / expenses and statutory taxes.

5. PROPOSAL EVALUATION

General

5.1 From the time the Proposals are opened till the time the contract is awarded, the NGO should not contact the Client on any matter related to its Technical and/or Financial Proposal. Any effort by an NGO to influence the Client in examination, evaluation, ranking of Proposals or recommendation for award of contract may result in rejection of the NGO's Proposal.

5.2 The eligibility criteria will be first evaluated as defined in Notice Inviting Request for Proposals for each bidder. Detailed technical evaluation will be taken up in respect of only those bidders, who meet with the prescribed eligibility criteria.

5.3 The RMC will be responsible for evaluation and ranking of Proposals received.

5.4 The RMC evaluates and ranks the Technical Proposals on the basis of Proposal's responsiveness to the TOR using the evaluation criteria and points system specified in the RFP. Each Technical Proposal will receive a technical score. **A Proposal shall be rejected if it does not achieve the minimum technical mark of 750 from the maximum of 1,000 points.**

5.5 A Technical Proposal may not be considered for evaluation in any of the following cases:

(i) The NGO that submitted the Proposal was found not to be legally registered or established.

(ii) The Technical Proposal included details of costs of the services; or

(iii) The Technical Proposal reached the Client after the submission closing time and date specified in the RFP.

After the technical evaluation is completed, the Client shall notify NGO who's Proposals did not meet the minimum qualifying technical mark or NGO who's Technical Proposals were considered non-responsive to the RFP requirements, indicating that their Financial Proposals will be returned unopened after completion of the selection process. The Client shall simultaneously notify, in writing NGO whose Technical Proposals received a mark of 750 or higher, indicating

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the date, time, and location for opening of Financial Proposals. (NGOs' attendance at the opening of Financial Proposals is optional)

(iv) EVALUATION OF FINANCIAL PROPOSALS

Following the ranking of Technical Proposals, based on QCBS method, financial proposals shall be opened publicly and read out; and the highest ranked bidder based on cumulative technical and financial evaluation ranking will be invited for contract negotiations.

NOTE:

The weight for Financial Proposal and Technical Proposal has been given 20% and 80% respectively.

The Financial Proposals shall be given scores as follows:

$$Pf = 100 \times Fm/F$$

Where:

- Pf is Financial Score
- Fm is the Lowest Bid Price
- F is the price of the proposal under consideration

The Composite Score from Technical Proposal and Financial Proposal shall be computed as follows:

$$\text{Composite Score} = (Pf \times 0.2) + (Pt \times 0.8),$$

Where:

- Pt is the Technical Score of the proposal under consideration

i) The Eligible NGO getting highest marks would be declared Successful.

ii) In the event that two or more Eligible NGO (s) secures the same overall score, RMC may:

iii) Declaring the Eligible NGO securing highest technical marks amongst the Eligible Bidder(s), as preferred bidder.

6. CONTRACT NEGOTIATION AND AWARD OF CONTRACT

RMC may either choose to accept the Proposal of the Preferred NGO or invite him for negotiations. In case negotiation fails, RMC has the right to invite the next preferred NGO for negotiation.

After completing negotiations the Client shall award the Contract to the selected NGO and notify the other NGOs who could have been invited to negotiate a Contract that they were unsuccessful.

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7. PERFORMANCE SECURITY

The NGO will furnish within 15 days of the issue of Letter of Acceptance (LOA), an Account Payee Bank Draft or Unconditional Bank Guarantee in favour of “Chief Executive Officer , Ranchi Municipal Corporation” payable at Ranchi, Jharkhand, from any nationalized or Scheduled Bank in India for an amount equivalent to 10,00000 (Ten lacks) towards Performance security valid for six months. The Bank Guarantee will be released after six months or after completion of the work whichever is earlier.

Section 2: INSTRUCTIONS TO NGOS

S. No	Instruction															
1.	NGO will submit Technical and Financial Proposals in separate envelopes.															
2.	The NGO will have an option to provide Bid Security in the form of a demand draft from any Nationalized/Scheduled/Commercial Bank in India drawn in favour of Chief Executive Officer, Ranchi Municipal Corporation and payable at the Ranchi. The Bid shall be summarily rejected if it is not accompanied by the Bid Security. The Bid security refundable of Rs. 25,000 (Rupees Fifty Thousand Only) to be submitted with RFP.															
3.	Add the following text: The technical proposal shall also include documents establishing eligibility criteria as defined in Notice inviting Request For Proposal (RFP).															
4.	Technical Proposals shall be evaluated on the basis of following pre-identified criteria: (a) Following Technical criteria that would be considered for selection of preferred bidder:- <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">S. No</th> <th style="text-align: center;">Criteria</th> <th style="text-align: center;">Score Allocated</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">I.</td> <td>Firms General Experience and Experience in Similar Assignments</td> <td style="text-align: center;">500</td> </tr> <tr> <td style="text-align: center;">II.</td> <td>Experience of awareness campaign through different types of medias</td> <td style="text-align: center;">300</td> </tr> <tr> <td style="text-align: center;">III.</td> <td>Annual Turn Over of NGO</td> <td style="text-align: center;">200</td> </tr> <tr> <td colspan="2" style="text-align: center;">Total Score</td> <td style="text-align: center;">1000</td> </tr> </tbody> </table> (b) The RMC will carry out the evaluation of proposals on the basis of their responsiveness to the Terms of Reference, applying the evaluation criteria. Each responsive proposal will be given a technical score. Firms securing 750 and above marks will be held technically responsive by RMC.	S. No	Criteria	Score Allocated	I.	Firms General Experience and Experience in Similar Assignments	500	II.	Experience of awareness campaign through different types of medias	300	III.	Annual Turn Over of NGO	200	Total Score		1000
S. No	Criteria	Score Allocated														
I.	Firms General Experience and Experience in Similar Assignments	500														
II.	Experience of awareness campaign through different types of medias	300														
III.	Annual Turn Over of NGO	200														
Total Score		1000														
5.	Replace with following text: Quality and Cost Based Selection (QCBS) method will be adopted for evaluation and award of this assignment.															

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Appendix-I to RFP

NARRATIVE EVALUATION CRITERIA FOR TECHNICAL PROPOSAL

I. Firm's General Experience and Experience in Similar Assignments (500 Points)

A General Experience of Firm (100 points)

Criteria: The extent and depth of experience of the NGO, if any, in presence at least five districts sanitation awareness campaign according to the requirement of the TOR in terms of Technical parameters, quantum of work and required inputs and financial parameters.

Factors to consider: Each reference project included in the technical proposal will be judged against the criteria established. Higher scores will be given to an NGO, which has experiences of awareness campaign through different types of media.

B .Experience in Similar Assignments (400 points)

Criteria: Extent of experience in number of districts/ ULBs covered.

Factors to consider: Higher scores will be given to an NGO with higher number districts/ULBs covered when awareness campaign had been made.

II. Experience of awareness campaign through different types of Medias (300 points)

Criteria: The extent and depth of experience of the NGO in doing awareness campaign through at least five types of media.

III. Annual Turn Over of NGO (200 points)

Criteria: NGO having annual turn-over of Rs Two crores in three years separately will be given highest marks.

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Appendix-II to RFP

DETAILED MARKING SCHEME FOR TECHNICAL EVALUATION

S. No.	Criteria	Weight (%)	Maximum Marks
1	Firms General Experience & Experience in Similar Assignments	100 %	500
A	General experience of firm	20%	100
i)	2 to 4 Projects		20
ii)	5 to 7 Projects		50
iii)	More than 7 Projects		100
B	Experience in Similar Assignments	80%	400
i)	Up to 2 districts/ULBs		100
ii)	Up to 3 districts/ ULBs		250
iii)	More than 5 districts/ULBs		400
II.	Experience of awareness campaign through different types of medias	100%	300
i)	Two Type		100
ii)	Four Types		200
iii)	More than five Types		300
III.	Annual Turn Over of NGO(min. 3carore)	100%	200
i)	One Year		50
ii)	Two Years		150
iii)	Three Years		200

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TECHNICAL PROPOSAL SUBMISSION FORM

Date

To,

Executive Engineer
WSS, RMC, Ranchi.
Phone: 0651- 2211215
Fax: 0651- 2211777

Dear Sir,

We, the undersigned, offer to provide the services for awareness campaign of Swachh Bharat Mission (SBM) in municipal area under Ranchi Municipal Corporation in accordance with your Request for Proposal dated..... and our Proposal. We are hereby submitting our Proposal, which includes this Technical Proposal, and a Financial Proposal sealed under a separate envelope.

We hereby declare that all the information and statements made in this Proposal are true and accept that any misinterpretation contained in it may lead to our disqualification.

If negotiations are held during the period of validity of the Proposal, we undertake to negotiate on the basis of the proposed personnel. Our Proposal is binding upon us and subject to the modifications resulting from Contract negotiations.

We understand you are not bound to accept any Proposal you receive.

We remain,

Yours sincerely,

Authorized Signature [*In full and initials*]:

Name and Title of Signatory:

Name of Firm:

Address:

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FINANCIAL PROPOSAL SUBMISSION FORM.

Project Title: SELECTION OF NGO FOR AWARENESS CAMPAIGN OF SWACHH BHARAT MISSION (SBM) IN MUNICIPAL AREA UNDER RMC

Name of Services	Description	Rate(in INR) per item
1.Operation and Completion	i) to ready beneficiaries for awareness and completion of work.	
2.Visual media component	i) TV advertisement (30sec) each with celebrity	
	ii) TV advertisement (30sec) each without celebrity	
	iii) short film (5-10Min.)	
	iv) Theme song (3-4 Min.) Mp3	
	v) Documentary (10 Min.)	
3.Audio Media Component	i) Audio CD (songs) MP3 format	
	ii) Audio CD (public announcement) Mp3 format	
	iii) Mobile SMS in standard formats	
4.Outdoor media Ad materials component	i) Hoardings	
	ii) Posters	
	iii) Banners	
	iv) Boards	
	v)Display materials	
	vi) Cut- outs	
	vii) Stall setting design	
	viii) Bus panels	
	ix) wall paintings	
	x) Display Panels	
	xi)Road show vehicles	
5.Print media component	i) Booklet (max.10 pages)	
	ii) Media kits(30-40 pages)	
	iii)Leaflets	
	iv) Stickers	
	v) Calendars	
6.Mid media component	i) Street plays	
	ii) Folk arts	
	iii) Dramas	
	iv) Magic	

Note: The above list is indicative. Actual work may vary.

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SECTION 4: TERMS OF REFERENCE (TOR)

**SELECTION OF NGO FOR AWARENESS CAMPAIGN OF SWACHH BHARAT MISSIN
(SBM) IN MUNICIPAL AREA UNDER RMC**

1. Introduction

RMC is soliciting sealed proposals from eligible NGO for awareness campaign of SBM in jurisdiction of Ranchi Municipal Corporation.

2. Key Communication Objective: key objectives that need to be addressed have been identified as

- i) Sensitive common people on the ill effects and environmental threats of poor waste management.
- ii) Create a conducive mood and environment for adoption and acceptance of waste management solutions.
- iii) Create awareness on the 3 R principle (reduce, reuse, recycle)
- iv) Create awareness segregation at source (household, commercial, public establishments, institutional) for better management of waste at source and in ward level or centralize plants.
- v) Reduction of antagonistic attitude towards waste treatment plants convincing people that common waste treatment facility is a necessity, which when executed properly in a professional way with people participation can never be a nuisance.
- vi) Popularize the need for safe toilets (with proper leach pits/septic tanks) and educate on health hazards due to non usage of safe toilets.

The key target groups identified are:

General public especially:

- a) Kids and children
- b) Adolescents and young
- c) Heads of families
- d) Elderly
- e) Religious leaders
- f) Elected representatives

(Same message should be designed differently for different target groups above)

3. Background: RMC invites detailed proposals (technical and financial) from the NGOs involved in sanitation awareness campaign. Since state faces various new and second generation issues related with health, sanitation, waste management which has to be addressed in time bound manner. Despite many efforts on the part of the government, target could not be achieved. One of the main reasons is lack of knowledge as well as awareness of

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scientific and environmentally sound waste management systems and techniques. Hence RMC plans an effective campaign to educate and popularize various environment friendly measures, create enabling environment to bring about an attitudinal and behavioural change.

In this campaign, it is intended to use very catchy creative ideas and materials in the field of sanitation, waste management (degradable, non-biodegradable, liquid wastes), slaughter house, and septage management in order to convey the right message to the people. The campaign should take into account the most effective strategy and approach focusing on bringing each and every enabling person within the formal system with citywide similar level of basic amenities, redressing the benefits of community toilets and personal toilets

- 4. Scope:** All creative are expected to be very catchy (attention inviting) with huge component of entertainment, evoking emotional response as well as moral conscience towards responsible waste management at individual level.

Scope of work will include:

- i) Production of creative designs (for advertisements, publicity materials with hard and soft copy for print and outdoor media campaign in Hindi.
- ii) Production of themes, storylines, scripts for street play, dramas, lyrics, folk music, folk songs, magic etc.
- iii) Designing exhibition stalls, road show vehicles, hoardings, billboards.
- iv) Design of publicity collateral materials such as posters, brochures, folders, maps, leaflets, gift items stickers, and calendars, name slips etc.
- v) Production of short documentary and/ or feature film on related themes of health, communicable diseases, sanitation, waste management, slaughter house and septage management etc.
- vi) Creative name for campaign and the volunteers.

Environment building through organising consultative workshops / meetings with concerned stakeholders to explain the objectives of sanitation programmes and Identification of different Stakeholders for making city clean.

Conduct stakeholders' workshop to present salient features of complete sanitation, discuss programme objectives, methodology, the roles and responsibilities between State government, ULB, and slum communities.

5. Payment to NGO

This section is specifically prepared to assure the selected NGO about payment for their services on timely basis and without any hassles against running bill.

- 4.1** In the event of a force majeure, which restricts the agency from performing their services, the agencies shall be entitled to payments under the terms of this contract, as well as to be reimbursed for additional costs reasonably and necessarily incurred by them such period for the purposes of the services and in reactivating the service after the end of such period.

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4.2 Following provisions shall form part of the Contract/ Agreement between the selected NGO and the RMC:-

5. Complaints and Corrective Action

Team Leader of the selected NGO will be responsible to resolve any allegations of irregularity/illegal action of any person on behalf of the NGO. He will be bound to give his response in writing to RMC on any alleged irregular or illegal actions taken by the NGO within 7 days of receipt of such complain.

6. Penalties for Non-Performance

Termination of Contract

The contract of engaged NGO will be terminated, as decided by RMC

- If the performance of the engaged NGO is found to be delayed and non-satisfactory.

The engaged NGO will be given a warning, in writing, and asked to improve performance. If performance is not improved within three months, RMC can replace such engaged NGO after serving a written notice for termination of contract.

7. Responsibility of the RMC: To provide required related data to the selected NGO.

8. General Terms & Conditions

- a) The engaged NGO or their representatives shall be held personally responsible for any risks while pursuing the assignment under this RFP.
- b) Any serious complaint against the NGO or their representatives that is substantiated shall result in immediate cancellation of the contract including black listing of the NGO for future business with RMC, forfeiture of the security deposit. RMC shall be free to take any action (including legal recourse) as deemed fit against the NGO for its failure to follow the terms and conditions of the contract.
- c) The engaged NGO or their representatives, Employees shall be jointly and severally responsible and liable to the RMC for any loss arising out of any misappropriation / embezzlements / misuse or for any omission or for any act of negligence by NGO or their representatives shall indemnify RMC for the same.
- d) Neither the NGO nor any of the personnel engaged by them for the purpose of the services whether owner, director, partner, employee, shall have employee and employer relationship with the RMC.
- e) The NGO shall never assign/ outsource the rights and obligation under the NGO agreement.

9. Force Majeure: Force majeure means an event beyond the control of the agency and not involving the agency's fault or negligence and which was not foreseeable. Such events may include wars or revolutions, fires, floods, epidemics, quarantine, restrictions and freight embargos. The decision of the RMC, regarding force majeure will be final and binding on the agencies.