



**Request for Proposal (RFP) for Outcome / Impact Assessment of the Public Awareness Campaigns of Reserve Bank of India**

Department of Communication (DoC), Reserve Bank of India, 9<sup>th</sup> Floor, Central Office Building, Shahid Bhagat Singh Marg, Fort, Mumbai – 400001, invites two parts RFP bids applications through e-tendering process from bidders shortlisted during EOI stage for Outcome / Impact Assessment of the Public Awareness Campaigns of Reserve Bank of India.

The shortlisted bidders intending to participate in the tendering process should submit their bids online as per the RFP document, which may be downloaded from 'Tenders' section on RBI website ([https://rbi.org.in/Scripts/BS\\_ViewTenders.aspx](https://rbi.org.in/Scripts/BS_ViewTenders.aspx)) and MSTC website (<https://www.mstcecommerce.com/eprhome/rbi/>).

**Note:** Any further Addenda/Corrigenda/extension of dates, clarifications/ responses to bidders' queries in respect of the above tender shall be posted on Bank's website ([www.rbi.org.in](http://www.rbi.org.in)) only and no separate notification shall be issued in the press.



**Request for Proposal (RFP)  
for Outcome / Impact Assessment of the Public  
Awareness Campaigns of Reserve Bank of India**

**Dated: January 10, 2022**

**Issued by:**

**Reserve Bank of India  
Department of Communication  
9<sup>th</sup> floor, Central Office Building  
Shahid Bhagat Singh Marg  
Fort, Mumbai – 400 001**

## **Disclaimer & Disclosures**

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The information is not intended to be exhaustive. Interested parties are required to make their own inquiries and respondents will be required to confirm in writing that they have done so and they do not rely only on the information provided by RBI in submitting an RFP. The information is provided on the basis that it is non-binding on Reserve Bank of India or any of its authorities or agencies or any of their respective officers, employees, agents or advisors.

This bid document is the property of the Bank & is not transferable. Reserve Bank of India reserves the right not to proceed with the Project or to change the configuration of the Project, to alter the timetable reflected in this document or to change the process or procedure to be applied. It also reserves the right to decline to discuss the matter further with any party expressing interest. No reimbursement of cost of any type will be paid to persons or entities expressing interest. The proposal in response to the RFP should be signed and submitted by a person duly authorised to bind the respondent company to the details submitted in the proposal in response to the RFP. The signatory should give a declaration and through authenticated documentary evidence establish that he/she is empowered by the competent authority to sign the necessary documents and bind the response. All pages of the RFP documents are to be signed by the authorised signatory.

Any clarification sought can be mailed by authorised representative. Clarification can be sought up to date mentioned in the Bid Schedule Document. If a holiday is declared on the dates mentioned in the document, the bids shall be received / opened on the immediate next working day at the same time specified above and at the same venue unless communicated otherwise. No queries will be entertained after the date and time mentioned in this schedule

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## 1.1 Bid Schedule

Name of the Organisation	Reserve Bank of India
E-Tender number / Event No.	RBI/Central Office/DoC/6/21-22/ET/382
Date of publication of e-tender through Procurement Portal and RBI website	January 10, 2022 at 1500 hrs
Date of availability of notice inviting RFP to the bidders for downloading	January 10, 2022 at 1500 hrs
Date of starting of e-Tender for submission of Online bids	January 10, 2022 at 1500 hrs
Submission of Pre-Bid queries on email	January 17, 2022 at 1700 hrs
Last Date and Time for submission of Technical and Commercial bids	February 10, 2022 at 1700 hrs
Cost of the Bid Document	Free of cost
Date & Time of Technical Bid Opening:	February 11, 2022 at 1200 hrs (Note: Commercial bids of eligible parties would be opened on a subsequent date after giving due notice)
Earnest Money Deposit (EMD)	₹5,00,000/- (Rupees five lakh only) to be paid by way of Bank Guarantee. The BG should be submitted at the address of Communication as given below.
Address of Communication	The Chief General Manager Reserve Bank of India Department of Communication 9th floor, Central Office Building Shahid Bhagat Singh Marg Fort, Mumbai – 400 001
Contact Officials	Dr. Shailaja Singh (email: <a href="mailto:shailajasingh@rbi.org.in">shailajasingh@rbi.org.in</a> ), Ms Anjana Shyamnath (email: <a href="mailto:anjanas@rbi.org.in">anjanas@rbi.org.in</a> )
Email ID for correspondence	<a href="mailto:assessmentdoc@rbi.org.in">assessmentdoc@rbi.org.in</a>

### Note:

1. In the event of any unforeseen closure of work/holiday on any of the above days, the same will be opened on the next working day.
2. Bids received after due date and time will not be accepted
3. Bids not complying with the provisions of bidding documents are liable to be rejected.

## 1.2 Important instructions for e-tender:

Bidders are requested to read the terms and conditions of this tender carefully before submitting online tender

S.No.	Process
1.	<p>Process of e-tender:</p> <p>A) Registration: The process involves bidder's registration with MSTC e-procurement portal which is free of cost. Only after registration, the bidder(s) can submit their bids electronically. Electronic bidding for submission of bids will be done over the internet. The bidder should possess Class III signing type digital certificate. bidders are to make their own arrangements for bidding from a computer connected with internet. RBI/MSTC is not responsible for making such arrangements (Bids will not be recorded without Digital Signature).</p> <p><u>SPECIAL NOTE:</u> The bid has to be submitted on-line at <a href="http://www.mstcecommerce.com/eprhome/rbi">www.mstcecommerce.com/eprhome/rbi</a></p> <p>1) bidders are required to register themselves online with <a href="http://www.mstcecommerce.com">www.mstcecommerce.com</a> → e-Procurement → PSU/Government Departments → Select RBI Logo-Register as bidder -- Filling up details and creating own user id and password → Submit.</p> <p>2) bidders will receive a system generated mail confirming their registration through email which has/have been provided during filling the registration form. In case of any clarification, please contact RBI/MSTC (before the scheduled time of the e- tender) (as per the contact details mentioned above).</p> <p>Centralized helpdesk for bidders: 033-23400020/23400021/23400022</p> <p>033 40645207, 033 40609118, 033 40645316, 033 22901004 and 033 22895064.</p> <p>The bidders can also submit their issues vide e-mail at <a href="mailto:helpdesk@mstcindia.co.in">helpdesk@mstcindia.co.in</a></p> <p>Helpdesk at MSTC Mumbai for vendors 022-22870471/22886266</p> <p>Ms. Archana Juneja, Asst. Mgr.</p> <p>Mobile no.- 9990673698</p> <p>Email ID - <a href="mailto:archana@mstcindia.co.in">archana@mstcindia.co.in</a></p> <p>Ms. Rupali Pandey, Asst. Mgr.</p> <p>Mobile no.- 9458704037</p> <p>Email ID - <a href="mailto:rpandey@mstcindia.co.in">rpandey@mstcindia.co.in</a></p> <p>Mr. Abhishek Kr. Kanaujia, Executive</p> <p>Mobile no.- 9953089772</p>

	<p>B) System Requirement:</p> <p>i) Windows 7 or above Operating System</p> <p>ii) IE-7 and above Internet browser.</p> <p>iii) Signing type digital signature</p> <p>iv) Latest updated JRE 8 (x86 Offline) software to be downloaded and installed in the system.</p> <p>To disable “Protected Mode” for DSC to appear in the signer box following settings may be applied:-</p> <ul style="list-style-type: none"> <li>• Tools =&gt; Internet Options =&gt;Security =&gt; Disable protected Mode If enabled- i.e., Remove the tick from the tick box mentioning “Enable Protected Mode</li> <li>• Other Settings: Tools =&gt; Internet Options =&gt; General =&gt; Click On Settings under “browsing history/ Delete Browsing History” =&gt; Temporary Internet Files =&gt; Activate “Every time I Visit the Webpage”.</li> </ul> <p>To enable ALL active X controls and disable ‘use pop up blocker’ under Tools → Internet Options → custom level (Please run IE settings from the page <a href="http://www.mstcecommerce.com">www.mstcecommerce.com</a> once)</p>
2.	The bids shall have to be submitted online at <a href="http://www.mstcecommerce.com/eprochome/rbi">www.mstcecommerce.com/eprochome/rbi</a> . Tenders will be opened electronically on specified date and time as given in the Schedule of Tender.
3.	<p>Special Note towards Transaction Fee:</p> <p>The bidders shall pay the transaction fee using “Transaction Fee Payment” Link under “My Menu” in the bidder login. The bidders have to select the particular tender from the event dropdown box. The bidder shall have the facility of making the payment either through NEFT or Online Payment. On selecting NEFT, the bidder shall generate a challan by filling up a form. The bidder shall remit the transaction fee amount as per the details printed on the challan without making change in the same. On selecting Online Payment, the bidder shall have the provision of making payment using its Credit/ Debit Card/ Net Banking. Once the payment gets credited to MSTC’s designated bank account, the transaction fee shall be auto authorised and the bidder shall be receiving a system generated mail. Transaction fee is non-refundable. A bidder will not have the access to online e-tender without making the payment towards transaction fee.</p> <p><u>NOTE:</u> bidders are advised to remit the transaction fee well in advance before the closing time of the event so as to give themselves sufficient time to submit the bid.</p>
4.	Information about tenders /corrigendum uploaded shall be sent by email only during the process till finalization of tender. Hence the bidders are required to ensure that their corporate email id provided is valid and updated at the time of registration of bidder with MSTC. bidders are also requested to ensure validity of their DSC (Digital Signature Certificate).
5.	E-tender cannot be accessed after the due date and time mentioned in the notice for this tender
6.	Bidding in e-tender:

	<p>a) bidder(s) need to submit necessary EMD, transaction fees to be eligible to bid online in the e-tender. No interest will be paid on EMD. EMD of the unsuccessful bidder(s) will be refunded/returned.</p> <p>b) The process involves Electronic Bidding for submission of the bid.</p> <p>c) The bidder(s) who have submitted transaction fee can only submit their Price bid through internet in MSTC website  <a href="http://www.mstcecommerce.com">www.mstcecommerce.com</a> → e-procurement → PSU/Government Departments → Login under RBI → My menu → Auction Floor Manager → live event → Selection of the live event.</p> <p>d) The bidder should allow running JAVA application. This exercise must be done immediately after opening of Bid floor. Then they will have to fill up Common terms/Commercial specification and save the same. After that click on the Price bid. If this application is not running, then the bidder will not be able to save/submit the Price bid.</p> <p>e) After filling the Technical bid, bidder should click ‘save’ for recording their Price bid. Once the same is done, the Price bid link becomes active and the same has to filled up and then bidder should click on “save” to record their Price bid. Then once both the Price bid have been saved, the bidder can click on the “Final submission” button to register their bid.</p> <p>f) bidders are instructed to use “Attach Doc button” to upload documents. Multiple documents can be uploaded.</p> <p>g) In all cases, bidder should use their own ID and Password along with Digital Signature at the time of submission of their bid.</p> <p>h) During the entire e-tender process, the bidders will remain completely anonymous to one another and also to everybody else.</p> <p>i) The e-tender floor shall remain open from the pre-announced date &amp; time and for as much duration as mentioned in the bid schedule.</p> <p>j) All electronic bids submitted during the e-tender process shall be legally binding on the bidder. Any bid will be considered as the valid bid offered by that bidder and acceptance of the same by the RBI will form a binding contract between RBI and the bidder for execution of the job.</p> <p>k) It is mandatory that all the bids are submitted with digital signature certificate otherwise the same will not be accepted by the system.</p> <p>l) RBI reserves the right to cancel or reject or accept or withdraw or extend the tender in full or part as the case may be without assigning any reason thereof.</p> <p>m) No deviation in terms and conditions of tender document is acceptable.</p> <p>n) Submission of bid in the e-tender floor by any bidder confirms the acceptance of terms &amp; conditions for the tender by him/her.</p>
7.	No deviation to the commercial terms & conditions are allowed.
8.	The tender inviting authority has the right to cancel this e-tender or extend the due date of receipt of bid(s) without assigning any reason thereof
9.	bidders are requested to read the bidder guide and see the video available on the MSTC website.



## **2. Introduction, Purpose and Invitation**

### **2.1 Introduction**

The Reserve Bank of India (RBI) is a statutory body established in the year 1935 under the Reserve Bank of India Act, 1934 and is the central bank of India whose primary function is to manage and govern the financial system of the country. The central bank regulates the issue and supply of the Indian rupee, is the bank of banks, bank of the Government of India as well as of state governments and also regulates the banking sector. And most importantly, the RBI has a key role in the economic development of the country and drives social development agenda.

2. Consumer protection through financial literacy and awareness is also an important function of the Reserve Bank of India. Under the ambit of this function, RBI has undertaken an awareness initiative titled '**RBI Kehta Hai**'. The objective of the initiative is to educate and empower the public about banking regulations as also to make them aware about good and safe banking practices. '**RBI Kehta Hai**' is a multi-media multi-lingual campaign, which disseminates information to members of public using mass media, namely, SMSes, print, television channels, radio, hoardings, websites and social media.

### **2.2 Purpose of the RFP**

The Reserve Bank of India intends to gauge and assess the effectiveness of its public awareness campaigns by conducting comprehensive scientific outcome analysis. The level of awareness generated amongst the target beneficiaries/concerned stakeholders and an in-depth analysis of the effectiveness of the media platforms used is part of the scope of work.

2. For the above purpose, RBI invites applications from entities shortlisted during the EOI stage for carrying out the assessment and outcome analysis. The empanelled entities would be required to work on methodologies and timelines for completion of tasks and submission of reports as prescribed by the RBI.

3. The campaigns are released in 14 languages, namely, Assamese, Bengali, English, Gujarati, Hindi, Kannada, Malayalam, Marathi, Odia, Punjabi, Sindhi, Tamil, Telugu and Urdu with more focus on regional languages. Therefore, it is incumbent on the part of the empanelled entity to cover the 14 languages given above for the proposed outcome / impact assessment of the public awareness campaigns of RBI.

## **2.3 Invitation for the Bid**

The Reserve Bank of India desires to undertake outcome / impact Assessment of its multilingual, pan-India public awareness campaigns with the following objectives:

- i) to assess the effectiveness of the communication channels (media platforms) to reach the masses
- ii) to assess the outcomes of the awareness campaign, subject-wise
- iii) to understand the effectiveness of the messages, language-wise
- iv) to measure direct/ indirect impact on the lives of communities/ people (in terms of changes in financial behaviour, financial attitude and awareness levels and otherwise)

RBI will select and award the work to one agency for the purpose.

## **3. Scope of Work**

### **3.1 Scope of Work**

The successful bidder will be required to customize the tools (questionnaires, FGD guideline, software development on mobile, etc.) for study, pre-testing of the tools and incorporate changes if required, to modify questionnaire, Focussed Group Discussion (FGDs) guideline, depth interview schedules when needed, to conduct training of data collectors/surveyors, to carry out survey and share monthly progress report, to analyse results and prepare draft and final report.

### **3.2 Methodology**

The successful bidder must deploy field interviewers for the task of collection of sample data. In case of pandemic related situation restrictions on travel and in-person meets unfolding in due course, a hybrid model (including virtual mode) for field interviews may be deployed. The sample should be in the range of 75,000. The study needs to cover at least 75 districts across 15 States covering the length and breadth of the country. The percentage of samples collected from rural area and urban area for data collection should be 40% and 60% respectively. The questionnaire must be designed keeping in mind the objective of the proposed study. The successful bidder is required to adopt a cross section survey based mixed research methodology, which should be combination of qualitative and quantitative methods of data collection, using

structured questionnaire. Computer assisted tools are expected to be deployed for data collection as well as analysis.

The data collected through survey needs to be computerised and supervised by a statistic expert and a Team Leader overseeing the entire project.

### **3.3 Survey Strategy**

The formulation of survey strategy should be based on the objective of the proposed study. The survey strategy should be prepared in manner conforming to the rules and regulations laid down by the Reserve Bank.

### **3.4 Designing of Questionnaire**

A standard, concise, questionnaire in English shall be designed by the empanelled bidder in consultation with the Reserve Bank of India. Once approved by the Reserve Bank of India, the questionnaire needs to be translated into 13 regional languages by the bidder. Some of the key areas that needs to be included in the questionnaire, based on the illustrative objectives of the research include:

- Ability to recall the campaigns
- Media on which the campaigns were viewed (TV, Print, Radio, Digital, SMS, hoarding, social media, etc.)
- Saliency of the media campaigns
- Aided and unaided recall of key campaign items
- Whether the campaigns added information that was not known earlier
- Whether any action was taken based on the information from the campaigns
- Whether the respondent had prior experience which changed subsequent to the campaign
- Whether respondent mentioned about the campaign to others (referral)
- The objective of the research could also include outcomes of the campaign and direct/indirect impact.

The above list is only illustrative and not exhaustive.

The bidder awarded the contract would, inter-alia, be responsible for undertaking various activities as enlisted below:

### **3.5 Project Planning**

The bidder shall provide a project plan that identifies anticipated steps, processes, and resources required to complete the impact assessment of the project as described in this RFP. This will include a project schedule, staff requirements and corresponding deliverables. It should also address areas of anticipated risk and associated risk mitigation strategies. The plan should include details on data maintenance, file management, data security, and confidentiality treatments both during data collection and after data is transferred to RBI. The project work will begin immediately after the contract is awarded and the successful bidder is required to submit the deliverables as required by the RBI.

### **3.6 Project Implementation**

The implementation of the project will include the following tasks which should be addressed in the proposal:

#### **3.6.1 Earmarking of Team**

The bidder shall provide the details of their team earmarked for the project including the survey teams in advance.

#### **3.6.2 Translation of Questionnaire & Training**

The successful bidder is expected to translate the English questionnaires after being approved by RBI into 13 languages as mentioned at 2.3 and share it with RBI within 10 days of receipt from RBI. The bidder shall ensure imparting requisite training to the team members for conducting such surveys and study. Training of enumerators may also be conducted under the supervision of RBI. The training should be exhaustive and should include demonstration of how the questions should be administered on the field. Any other activity/(ies) which is incidental to the successful completion of the project would also form responsibility of the bidder.

#### **3.6.3 Data Quality Control**

Regular inspections by RBI may be carried out to secure the overall quality of data. The inspections may be in the form of concurrent or post-survey inspection. If any irregularities are found as a result of these inspections, the bidder needs to rectify the same. The bidder shall be responsible to provide requisite information and facilitate

inspection by RBI officials. RBI's decision in this regard shall be final and binding on the bidder.

### **3.6.4 Database Development**

The bidder shall be responsible for coding and validating the data, factoring in the quality checks and observations of RBI. The database thus developed shall be property of RBI. The bidder would then prepare the final data sets and would be responsible to respond and satisfy any queries raised by RBI team during the finalization of the results.

### **3.6.5 Deliverables**

Deliverables as per the Scope of Work defined has to be delivered to the satisfaction of RBI. Broadly, this shall include:

- Sampling plan
- Survey instruments (Questionnaire in 14 languages as specified in 2.2(3), Software, Source codes, CAPI etc.)
- Survey Database in MS Excel and SPSS
- Soft copies of complete video recordings (25% of respondents in each category during all the rounds)
- Data sets/ Fact sheets and contact details of all respondents
- Reports with results of the outcome/impact assessment and recommendations after conduct of the study

RBI shall have rights to all the deliverables and will have the right to use the same at any later stage in any format and through any medium and through any bidder as desired. Changes may or may not be made to the final product.

### **3.7 Pre-Campaign Survey**

The bidder will be required to carry out the pre-launch surveys 30 days prior to the launch of the campaigns. The necessary groundwork related to collection of data, tabulation of data, submission of reports will be within the overall timeline for conduct of the impact evaluation. Pre-launch survey has to be conducted for campaign pertaining to two topics, which would be conveyed by RBI to the successful bidder/s. Survey results and reports have to be submitted within one month of the completion of the survey.

### 3.8 Post-Campaign Survey

The bidder will be required to carry out the post-launch surveys and arrange for collection of data post the campaign. Post-campaign survey has to be conducted for the same topic on which the pre-campaign survey would be conducted and on the same target group population so as to ascertain the effectiveness of the campaign. Survey results and report have to be submitted within one month of the completion of the survey.

### 3.9 Sampling Plan

For conducting the overall surveys, 75 districts are to be covered, based on a) the banking penetration and b) population of these districts, based on latest census data available.

#### Sample size for pre and post launch survey

S.no.	Sampling Unit	Size	Remarks
1.	Zones	5 zones	North, South, East, West, North East
2.	States	10	2 from each zone
3.	Districts	40	4 from each state
4.	Primary sampling unit	250	Representative sample from each district
5.	Respondents	10,000	10,000 for pre and same 10,000 for post survey

#### 3.10 Sample Size for overall study

S.no.	Sampling Unit	Sample Size	Remarks
1.	Zones	5	North, East, South, West, North East
2.	States	15	3 from each zone
3.	Districts	75	5 from each State
4.	Blocks	300	4 from each district
5.	Primary sampling unit	1,500	5 from each block
6.	Respondents	30,000	20 from each primary sampling unit

7.	Focussed group discussions (FGDs)	75	One from each district (Mix of rural and urban)
8.	In-depth Interviews	30	2 from each State (Mix of rural and urban)

### 3.11 Timeline

The bidder is required to provide a PERT chart in the following indicative format as part of the bid submission.

S. No.	Activity	Indicative Execution Timelines (In weeks)											
		W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12
1	Questionnaire Design												
2	Instrument Design												
3	Feed Survey to Tablet												
4	Testing												
5	Team Recruitment												
6	Training												
7	Sampling												
8	Collection												
9	Research and Analysis												
10	Draft Report												
11	Final report												

### 3.12 Manpower requirement for impact evaluation survey

An indicative manpower requirement for conduct of impact evaluation study of RBI's Public Awareness Campaign is given below. The manpower requirement may vary depending on the geographical coverage of the evaluation study.

S. No.	Name of Position	Number	Educational Qualifications (Minimum)	Work Experience (number of years)
<b>All India Level</b>				
<b>Field Team</b>				

### 3.13 Implementation Schedule

The successful bidder is required to finish the entire work including final report submission within a maximum period of six months from the date of agreement. The bidder shall provide the details of the implementation schedule and the same has to be approved by RBI. Broadly, the bidder would be required to execute the following activities:

- Survey Designing (Includes development of sampling plan, translation of survey instruments in different languages, etc.)
- Survey Administration (Includes earmarking of team and imparting training) and detailed field work, and in case of a lockdown scenario, using online modes (CAPI)
- Development of necessary software for capturing data
- Scrutiny of field work by the survey team
- Detailed scrutiny by the field supervisor
- Data entry
- Data sharing on a near real time basis over the three assessments



- Validation of data and finalization of data sets
- Monthly written update and work progress report
- Preparation and submission of factsheets and reports at the end of conduct of the surveys.
- Final report submission

### **3.14 Payment**

The payment schedule would be drawn up on the basis of milestones identified for the work.

### **3.15 Submission of Report**

After careful analysis of the data obtained through survey, the final report must be submitted within 6 months from the commencement of the work. The report must be comprehensive and should be submitted in Hindi and English in both electronic and physical form. RBI can, if need be, extend the timeline, due to unforeseen circumstances / act of God.

### **3.16 COVID Protocols**

A prior assessment of the COVID situation in the region where survey work is proposed needs to be carried out. All the COVID-19 safety protocols need to be adhered to by the team at the field. Use of masks, sanitizers, social distancing norms must be scrupulously followed. The field surveyors must be trained on all safety and COVID related field protocols before commencement of survey work.

### **3.17 Instructions to bidders**

**Integrity Pact** - The provisions of the Integrity pact, as given in [Annex V](#) will be applicable to the RFP. Bids of only those agencies who sign the Integrity pact will be taken up for further evaluation.

**Errors:** Proposals shall be prepared in indelible ink. It shall contain no interlineations or overwriting, except as necessary to correct errors made by the bidder. Any such corrections must be authenticated by the persons or person who sign(s) the proposal.

### **3.18 Documents to be submitted along with the bid**

The following documents inter-alia have to be submitted by bidders.

- Technical Bid form with irrevocable Bank Guarantee towards EMD and Commercial Bid form.
- Certificate of Incorporation / Registration, as applicable.
- Copy of PAN and registration certificate regarding GST registration and other taxes/ duties applicable.
- Audited Annual report /Balance sheet of last three financial years and CA certificate
- Fulfillment of Eligibility Criteria (As per [Annex I](#))
- All supporting documents evidencing the fulfillment of eligibility criteria.
- Technical Proposal - Compliance of Technical specifications
- No vigilance/blacklisting/court case declaration.
- Certified true copy of Board Resolution/Power of attorney/Authorization letter authorizing the signatory to sign all documents in respect of the bid including the Indicative Commercial Bid.
- Bank details.
- Masked Commercial bid in prescribed format.

The above details are mandatory, without which the bids are liable to be rejected.

**3.19 Authentication of documents:** The authorised signatory should sign every page of the proposal and should have the stamp of the organisation.

#### **4. Bid Validity**

Bids shall remain valid for a period of 180 days after the date of bid opening. RBI may extend the bid validity, if required. RBI holds the right to reject a bid valid for a period shorter than 180 days as non-responsive, without any correspondence.

**5. Prices and Currency:** The prices quoted should be in Indian Rupees.

5.1 The bid price quoted is to be written in words as well as figures and in case of discrepancies between the price written in words and price written in figures, the price written in words shall be considered as correct.

5.2 The price quoted should be exclusive of all taxes, with applicable tax component mentioned separately and should be valid for at least 2 (two) years.

5.3 The price quoted by the bidder shall be firm and binding and cannot be altered or changed due to escalation whatsoever. It should be inclusive of any other charges of whatever nature, current or future.

5.4 **Document fees:** The Request for Proposal (RFP) document fees is NIL.

## **6. Language of Bids**

The bids prepared by the bidder and all correspondence and documents relating to the bids exchanged by the bidder and RBI, shall be in English language. In case of a difference of opinion on the part of the bidder in comprehending or interpreting any clause / provision of the Bid Document after submission of the bid, the interpretation by the RBI and its decision in that regard shall be final, conclusive and binding on the bidder. Once the bidder/s is /are shortlisted, the Agreement will be executed bilingually in Hindi and English. Successful bidder will have to submit the draft agreement in bilingual format.

## **7. Clarification of Bid Document**

Any prospective bidder requiring clarification on the Bid Document may notify RBI in writing at the mailing address indicated earlier. RBI will respond in writing/ publish on its website regarding request for clarification on the Bid Document, received not later than the dates prescribed in Bid Schedule. The response of RBI (including an explanation of the query but without identifying the source of enquiry) will be posted on the official website of RBI.

The bidder shall submit its proposal on MSTC portal and also submit hard copies of the same in a sealed envelope super scribed as 'Technical Bid' for Request for Proposal (RFP) for Outcome / Impact Assessment of the Public Awareness Campaigns of Reserve Bank of India. In case of any discrepancy between the MSTC copy and hard copy, the copy submitted on MSTC would be taken as final and binding.

## **8. General Instructions**

1. bidders must strictly adhere to all the requirements of this RFP. No changes, substitutions or other alterations to the provisions stipulated in this RFP will be accepted unless approved in writing by RBI. However, whilst fully complying with the RFP requirements, bidders are encouraged to provide any suggestions and solutions

that may achieve a more cost-effective value-for-money approach to fulfilment of requirements.

2. Submission of a proposal shall be deemed to constitute an acknowledgement by the bidder that all obligations stipulated by this RFP will be met and unless specified otherwise, the bidder has read, understood and agreed to all the instructions provided in this RFP.

3. Any proposal submitted will be regarded as an offer by the bidder and not as an acceptance of an offer/proposal by RBI. This RFP does not commit RBI to award a contract.

4. The bidder, selected for the work, will have to enter into a contract directly with RBI. The contract will contain various terms and conditions including services to be delivered, payment milestones and penalty for delay in delivery/ performance. All the survey documents, data, recordings and other related literature & information, provided by the bidder will also form a part of the agreement.

5. Bidders are required to complete, sign, and submit in the required number of copies in the formats given in the Submission Checklist as given in [Annex XI](#).

### **8.1 Indemnification**

The successful bidder shall, at its own cost and expenses, defend and indemnify RBI against all third-party claims including those of the infringement of Intellectual Property Rights, including patent, trademark, copyright, trade secret or industrial design rights, arising from use of the Products or any part thereof in India.

If RBI is required to pay compensation to a third party resulting from such infringement, the successful bidder shall be fully responsible therefore, including all expenses and court and legal fees. The bidder shall also be liable to indemnify RBI, at its own cost and expenses, against all losses/ damages, which RBI may suffer because of violation by the successful bidder of any or all national/ international trade laws, norms, standards, procedures, etc.

### **8.2 Earnest Money Deposit**

Bidder will submit a Bank Guarantee from a scheduled commercial bank drawn in favour of Reserve Bank of India payable at Mumbai towards Earnest Money Deposit (EMD) for ₹5,00,000/- (Rupees Five Lakh only), along with bid application (format

given in [Annex III](#)). The EMD of unsuccessful bidders shall be returned within 30 days from the declaration of the disqualification of the respective bidder. No interest shall be paid on the EMD. The EMD of the successful bidder shall be returned after the successful bidder furnishes the Performance Bank Guarantee as required in this bid document. Offers made without the EMD are liable to be rejected. The amount of Earnest Money Deposit would be forfeited in the following scenarios:

1. In case the bidder withdraws the bid during the validity period of the bid for any reason whatsoever.
2. In case the successful bidder fails to accept and sign the contract within the timeline as specified in this document for any reason whatsoever; or
3. In case the successful bidder fails to provide the performance bank guarantee within 30 days from the date of placing the order by the RBI, for any reason whatsoever.

### **8.3 Performance Bank Guarantee**

Performance Bank Guarantee (PBG) should be submitted by successful bidder as a guarantee for the performance of the services mentioned in the RFP and Agreement that the bidder has agreed to deliver. Performance Bank Guarantee (PBG) equal to 10% of total value of the project and should be executed by SCBs on stamp paper (format given in [Annex IX](#)).

- PBG should remain valid up to 6 months after completion of the full project.
- PGB is non-interest bearing.

### **8.4 Authorised Signatory for signing the contract**

The successful bidder shall indicate the authorised signatories who can discuss and correspond with the Bank, about the obligations under the contract. The authorised signatory should give a declaration and through authenticated documentary evidence establish that he/she is empowered to sign the bid documents and bind the bidder. The successful bidder shall furnish proof of signature identification for above purposes as required by the Bank.

## **9. Pre-bid Meeting**

For clarification of doubts of the prospective bidders on issues related to this Bid Document, RBI intends to hold a pre-bid meeting via video conferencing. The date

and time of the pre-bid meeting will be intimated subsequently. The queries of the bidders should reach by e-mail in MS Excel format on or before the stipulated date, as mentioned in this bid document. It may be noted that no queries of any prospective bidder shall be received or entertained after the pre-bid meeting. The clarifications given in the pre-bid meeting will be made available on the official website of RBI. The queries on points / clauses in the bid document are to be mailed / submitted only in the format given in [Annex IV](#).

#### **10. Scrutiny and Opening of bids**

Scrutiny of bids will be done as under:

Bid offers received within the prescribed closing date and time will be opened in the presence of bidders' representatives (physically/ over Video Conference). In case of physical meeting, the bidder's representatives would be required to sign a register of attendance and they should be authorised by their respective companies to do so. A copy of the authorization letter should be brought for verification. Not more than two representatives may be present for each bidder.

#### **11. Eligibility Criteria (Pre-Qualification Criteria):**

The RFP will be floated among the shortlisted bidder at the EOI stage which was floated on October 28, 2020.

The bids should be accompanied with a declaration signed by authorised signatory, mentioning that the documents that were submitted as a part of EOI evaluation would hold good at the RFP stage also, and there is no change whatsoever in the documents that were submitted earlier. In case of any change in the content of any document that was submitted earlier, the bidder should mention the change specifically.

RBI reserves the right to seek fresh set of documents or seek clarifications on the already submitted documents.

The successful bidder shall also submit pre-contract Integrity Pact along with technical bid as prescribed by the Govt. of India ([Annex V](#)) duly signed by the bidder on each page and witnessed by two persons. The agreement shall be stamped as applicable in the State where it is executed. Bid submitted without pre-contract Integrity Pact shall not be considered.

## 11.1 Technical Evaluation Criteria and Scoring

S. No.	Criteria	Details	Marks	Total Marks
1.	Team Structure	Requisite number as per the implementation plan	15 marks	100
2.	Methodology		15 marks	
3.	Sample Size	Upto 40,000 40,001 – 50,000 50,001 – 74,999 75,000 and above	2.5 to 5 marks 5.1 to 7.5 marks 7.6 to 9.5 marks 10 marks	
4.	Time Period	More than 8 months 6 to 8 months 5 to 6 months Less than 5 months	2.5 to 5 marks 5.1 to 7.5 marks 7.6 to 9.5 marks 10 marks	
5.	Language covered	8 to 10 languages 11 to 13 languages All 14 languages	5.1 to 7.5 marks 7.6 to 9.5 marks 10 marks	
6.	Geographical coverage	Less than 11 states 11 to 18 states 19 to 24 states 25 to 29 states	2.5 to 5 marks 5.1 to 7.5 marks 7.6 to 9.5 marks 10 marks	
7.	Presentation		30	

Note: Minimum score for a bidder to qualify the technical evaluation should be 80 %. However, RBI will have the discretion to relax this criteria upto reasonable level if sufficient number of bidders are not shortlisted. *The bidder should submit relevant documentation supporting the eligibility/ qualification criteria. In case of non-compliance with any of the eligibility criteria mentioned above, the bidder shall be liable to be disqualified without any notice and the bids of the bidder may not be processed further. Any additional / irrelevant document enclosed with the bid, may lead to disqualification.*

The minimum score for qualifying in the technical evaluation will be 70%

The price bid of only those bidders who score at least 70% and above will be opened.

## 11.2 Commercial Evaluation

RBI will open and scrutinize the commercial offers of the technically qualified bidders only. The commercial bids will have to be submitted in the format as per [Annex VI](#). Commercial bids should not have any alteration or overwriting. RBI may reject or load

the financial implication of any alteration, if found into the commercial bid submitted by the respective bidder. The calculation arrived by the RBI will be final and will be binding on the bidders. If any cost items in the commercial bid is found to be blank and not filled with any amount, then it shall be considered as zero and the same will have to be offered to the RBI free of any charges. The commercial bid of only those bidders who score 70% or above in technical evaluation will be opened. The bidder who quotes the lowest from among the bidders who qualified in the technical evaluation, will be the successful bidder and will be awarded the work (L1 bidder).

## **12. Terms and Conditions**

1. The successful bidder has to start the work within 30 days from the date of agreement, unless otherwise explicitly permitted by RBI in writing.
2. Successful bidder to carry out the fieldwork, field supervision, quality checks, data scrutiny, coding, data entry, data validation and tabulation of the survey results as required by the RBI.
3. The minimum required qualification (may be verified with the original document) of enumerator & field supervisor/ coordinator for undertaking field investigation/ data collection work is graduation preferably with Economics/ Statistics/ Mathematics as a subject.
4. The minimum work experience for the enumerators is 2 years and minimum work experience for the supervisors is 5 years.
5. The field-work shall be conducted by the successful bidder as per the guidelines provided by Department of Communication, Central Office, RBI, ensuring accuracy and aptness of the responses.
6. To ensure cooperation with female respondents, the survey team should include female staff.
7. At least 25% of the interviews have to be video recorded for a 3-minute duration on a random basis, preferably when the technical questions are being asked and report of the video recording system along with soft version of video recording have to be submitted to RBI.
8. The successful bidder should also submit the contact details of the respondents collected as part of this work.



9. Hardware and relevant software required to be used for survey work has to be arranged/ procured by the successful bidder and RBI will not bear any responsibility in this regard and no separate payment will be made by RBI for the same.
10. The data scrutiny for its correctness/ consistency and data coding/entry as well as compilation are also required to be done by the successful bidder.
11. The successful bidder has to perform thorough / exhaustive quality checks to ensure data quality before submitting to RBI. Successful bidder has to ensure that there is no compromise on the data quality and any lapses will be viewed seriously.
12. After scrutinizing the data, the successful bidder shall submit the entire stratified data to RBI, so that RBI official can verify the data over the phone as well as through physical site-visit.
13. RBI reserves the right to cross-check the quality and accuracy of data through physical verification as well as through telephonic verification. The successful bidder shall ensure that the concerned investigator accompanies officials of RBI for identification of the respondent/ location, at the time of physical verification. In case of any discrepancies found in the data, the partial/whole lot pertaining to concerned investigator may be rejected. Further, if incidences of such discrepancies occur repeatedly, then RBI reserves the right to impose penalty or terminate the contract or both.
14. Time shall be considered as the essence of the contract to be entered into between RBI and the bidder and under no circumstances, extension of time limit shall be allowed. The time frame indicated by RBI requires completion of the complete job within the specified time period and the bidder has to strictly adhere to the same.
15. The successful bidder shall be liable to pay liquidated damages at the rate of ₹10,000/- (Rupees ten thousand) per day for each day of delay in submission of the final report after analysis / after 6 months from the day of commencement of work. However, any delay for more than 5 days will not be permitted in any circumstances. In the event of delay of submission of report beyond 5 days by the bidder, the RBI reserves the right to invoke the Performance Bank Guarantee.
16. Successful bidder has to submit individual survey response data in electronic format on near real time basis by means of adopting automation technique.
17. The data collected shall be the property of RBI and the successful bidder will under no circumstances reveal the details such as information collected, methodology etc., or the findings of the survey to third parties, including press/media. The

successful bidder shall treat all documents, information, data, and communication of and with the Bank as privileged and confidential and shall be bound by the terms and conditions of the Non-Disclosure Agreement to be signed as part of the agreement.

18. RBI will examine the overall quality of the work done by the bidder to determine whether the same meets the expectations of RBI. Inspections may be conducted by RBI. In case the successful bidder fails to meet the expectations of RBI, RBI will be at liberty to terminate the contract with the successful bidder and award the project to another bidder.
19. The successful bidder is required to submit performance bank guarantee (PBG) for an amount of 10% of the total quoted value of the project cost. The successful bidder is required to submit PBG using the enclosed pro-forma in [Annex IX](#) along with the contract and the PBG should remain valid up to 6 months after completion of the full project.
20. If the successful bidder fails to undertake the work or fails to complete the work within the stipulated time frame to the satisfaction of RBI, the contract will be terminated and the bidder will be blacklisted from undertaking any projects of RBI in future as well as their performance bank guarantee will be invoked.
21. At any stage, the awarding of a project or termination of the contract will be at the discretion of RBI and subject to its satisfaction with regards to the criteria laid down by RBI. The decision of RBI in matter of award or termination of the contract will be final. No dispute shall be raised with regard to the award or termination of the contract and the RBI shall not be liable for any costs or damages or consequences for termination, if any.
22. Adherence to Standards: The successful bidder shall adhere to all applicable laws of land and 'rules, regulations and guidelines' prescribed by various regulatory, statutory and government authorities, e.g., Minimum Wages Act and other labour laws. Successful bidder shall indemnify the Bank in case of any claim or demand, action or proceeding, directly or indirectly resulting from or arising out of any breach or alleged breach of this warranty.
23. Jurisdiction of Courts in case of dispute: All legal suits, actions, proceedings, disputes and differences of any kind arising in this connection shall be subject to jurisdiction of courts at Mumbai only to the exclusion of all other courts.

24. Applicability of Income Tax: In pursuance of the provisions of Section 194C of Income Tax Act, it is obligatory upon RBI to deduct tax at the applicable rate on the amount payable under contract to any person providing service to RBI. If the applicable tax is not payable by the successful bidder, they may produce the required certificate of exemption from the Income Tax Office (ITO) of the circle. RBI shall also deduct any other taxes from the bill as may be applicable at the time of making the payment.
25. RBI will not bear any tax and will not be responsible for payment of any tax, which the successful bidder is liable to pay under any law for the work undertaken under the contract.
26. It shall be the sole responsibility of the successful bidder to arrange, at its own cost and responsibilities, the tools and equipment (hardware and software), if any, which may be required for the demonstration of the benchmarks, performance, technical specifications, etc., if any, for the survey.
27. The bidder would undertake to continuously and unfailingly advise RBI of new technologies (hardware & system software) in regard to the survey.
28. Termination of the Contract to be entered into between RBI and the bidder, either wholly or partly in respect of any survey, will not absolve bidder of any other surviving contractual obligations under the Contract.
29. The successful bidder shall certify that the hardware & system software used for the survey do not violate or infringe upon any patent, copy right, trade secret of other entity. Successful bidder shall indemnify RBI from any claim or demand, action or proceeding, directly or indirectly resulting from or arising out of any breach or alleged breach of this warranty.
30. The successful bidder or RBI shall not be responsible for delays or non-performance of any or all contractual obligations, caused by war, revolution, insurrection, civil commotion, riots, mobilizations, strikes, blockade, acts of god, plague or other epidemics, fire, flood, acts of government or public enemy or any other event beyond the control of either party, which directly, materially and adversely affect the performance of any or all such contractual obligations. If a force majeure situation arises, the bidder shall promptly notify RBI in writing of such conditions and any change thereof. Unless otherwise directed by the Bank in writing, the bidder shall continue to perform his obligations under the contract as far

as possible and shall seek all means for performance of all other obligations, not prevented by the force majeure event.

31. Notwithstanding anything contained in the terms and conditions of the agreement, the successful bidder shall not be liable for damages on termination of agreement for survey for default or non-performance or non-completion or delays and shall be relieved of the performance and the completion of its obligations and liabilities for delays, if such default, non-performance, non-completion or delay in respect of the survey is caused by Force Majeure.
32. Continuation of the performance of terms and conditions of the agreement shall be reviewed by the Parties to the agreement, if the force majeure continues beyond ten days.
33. If any of the terms and conditions of the agreement is held invalid, illegal or unenforceable, that will not affect the validity, legality or enforceability of the other terms and conditions of the agreement.
34. Completion or termination of the Agreement will not absolve either party, either partly or fully, of its surviving contractual obligations under the Agreement, relating to confidential information, title and ownership.
35. If any clause in the agreement is found to be illegal or unenforceable under law, then that clause shall be deemed to have been severed from the agreement and the parties shall, to the maximum extent possible, try to arrive at the closest commercial meaning thereof.
36. Acceptance or Rejection of Bid: The Bank reserves the right not to accept any bid, or to accept or reject a particular bid at its sole discretion without assigning any reason whatsoever.
37. The successful bidder shall take care of any liability/insurance cover to its field investigators/ supervisors, etc. engaged for this survey. RBI will not be responsible for any claim from any of investigators/their legal heir, etc. in case of any loss/damage to their life or property while working for this survey.
38. The successful bidder shall also agree to extend the follow-up survey work at pro-rata basis, if required by RBI.
39. All the documents/communications/deliverables with regard to this project is strictly confidential and property of RBI. These cannot be shared by the survey bidder with any third party including the NGOs.

40. Prevention of Sexual Harassment of Women at Work place: The bidder shall comply with the provisions of “the Sexual Harassment of women at workplace (Prevention, Prohibition and Redressal) Act, 2013”. In the case of any complaint of sexual harassment against its employee within the premises of the Bank, the complaint will be filed before the Internal Complaints Committee constituted by the bidder and the bidder shall ensure appropriate action under the said Act in respect to the complaint. Any complaint of sexual harassment from any aggrieved employee of the bidder against any employee of the Bank shall be taken cognizance of by the Regional Complaints Committee constituted by the Bank. The bidder shall be responsible for any monetary compensation that may need to be paid in case the incident involves the employees of the bidder, for instance any monetary relief to Bank’s employee, if sexual violence by the employee of the bidder is proved. The successful bidder shall be responsible for educating its employees about prevention of sexual harassment at work place and related issues.
41. The successful bidder shall be solely responsible for any violation of provision of the labour laws or any other statutory provisions and shall further keep the RBI indemnified from all acts of omission, fault, breaches and/or any claim, demand, loss, injury and expenses arising out from the non-compliance of the aforesaid statutory provisions. bidder’s failure to fulfil any of the obligations hereunder and/or under the said Acts, rules/regulations and/or any bye-laws or rules framed under or any of these, the Reserve Bank of India shall be entitled to recover any of the such losses or expenses, which it may have to suffer or incur on account of such claims, demand, loss or injury, from the successful bidder’s payment and Security Deposit, if any.
42. The successful bidder shall abide by the provisions of the Child Labour (Prohibition and Regulation) Act 1986, shall not deploy any person in violation of the provisions of the said act.
43. The successful bidder shall comply with the provisions of the Factories Act 1948, Contract Labour (Regulation and Abolition) Act 1970, Child Labour (Prohibition and Regulation) Act 1986, Employees State Insurance Act 1948, Workmen’s Compensation Act 1923, Employees Provident Fund and Miscellaneous Provisions Act 1952, Employees Liability Act, 1938, Employment of Children Act 1938, Minimum Wages Act 1948, Payment of Wages Act 1936, Payment of Bonus Act 1965, Payment of Gratuity Act 1972, Maternity Benefit Act 1961 and the Rules

where under or any other Laws and Rules as may be applicable to the contract workmen from time to time. The successful bidder shall produce registers and records and comply with other directions issued by the Bank for compliance of the statutory provisions.

### **13. Signing of Contract**

13.1. After RBI notifies the successful bidder that its bid has been accepted; the successful bidder should sign the Agreement and complete the execution of all other documents.

13.2. The signing of Agreement should be accompanied by the submission of Performance Bank Guarantee, Non-Disclosure Agreement, and other applicable documents.

13.3. The Contract form and all other documents would be signed at Mumbai only within 30 days of receipt of notification of award of work.

13.4. Payment of stamp duty would be as per applicable laws in the State of Maharashtra.

13.5. The successful bidder shall bear all costs and expenses for the execution, stamp duty and submission of the contract and agreements in English and Hindi (bilingual). RBI/Bank shall not be responsible or liable for reimbursing / compensating these costs and expenses.

-END -

**Annex I – Proposal for RFP for Outcome / Impact Assessment of the Public Awareness Campaigns of Reserve Bank of India**

Date:

To  
The Chief General Manager  
Reserve Bank of India  
Department of Communication  
9th floor, Central Office Building  
Shahid Bhagat Singh Marg  
Fort, Mumbai – 400 001

Dear Sir,

Re: \_\_\_\_\_ dated \_\_\_\_\_ or Request for proposal Outcome / Impact Assessment of the Public Awareness Campaigns of Reserve Bank of India

I/We.....enclose herewith our proposal for selection of my /our entity for RFP for Outcome / Impact Assessment of the Public Awareness Campaigns of RBI. We also certify that the information/data/furnished in our bid are factually correct and true to the best of our knowledge and abilities and request the Reserve Bank to accept information mentioned herein. The Reserve Bank may, however, verify the facts given by us, with any authority, if required. If it is found at any point of time that the information furnished by us is inaccurate, the Reserve Bank will have the right to disqualify /blacklist us or may initiate any action as it deems fit.

While submitting this bid, we certify that:

- We have not induced nor attempted to induce any other bidder to submit or not submit a bid for restricting competition.
- We agree that the quotes, terms and conditions furnished in this RFP are for the Reserve Bank of India. If our offer is accepted, we undertake, to start the assignment under the scope immediately after receipt of your order.
- We also note that the Reserve Bank reserves the right to cancel the order and order cancellation clause as per terms and condition would be applicable.
- We understand that for delays not attributable to us or on account of uncontrollable circumstances, penalties will not be levied and that the decision of the Reserve Bank will be final and binding on us.

- We also accept that in the event of any information / data / particulars are found to be incorrect, we stand to be blacklisted.

We undertake to comply with the terms and conditions of the bid document. We understand that the Reserve Bank may reject any or all of the offers without assigning any reason whatsoever.

Yours sincerely,

Authorised Signature [In full and initials]:

Name and Title of Signatory:

Name of Company/Firm:

Address



## Annex II – Bidder’s Information

Details of the bidder					
1.	Name of the Entity				
2.	Address of the head office of the entity				
3.	Status of entity (Public Ltd./Pvt. Ltd./ Partnership firm / LLP / Others				
4.	Details of Incorporation	Date:			
		Ref No.			
5.	Valid GST registration no.				
6.	Permanent Account Number (PAN)				
7.	Primary business of the bidding entity				
8.	Years of experience in survey/evaluation business				
9.	Total number of skilled employees engaged and their details				
10.	Financials of the entity for the last three years	Particulars	2018-19	2019 - 20	2020-21
		Turnover			
		Net Profit			
		Net worth			
11.	Name and Designation of the contact person to whom all references shall be made regarding the RFP				
12.	Telephone No. (with STD Code) & Mobile No.				
13.	E-mail of the contact person				
14.	Fax No. (with STD Code)				
15.	Website				
		Year	2018-19	2019 - 20	2020-21
16.	Gross billing from survey/evaluation business				
17.	PAT				

### **Annex III – Earnest Money Deposit**

To,  
The Chief General Manager  
Reserve Bank of India  
Department of Communication  
9th floor, Central Office Building  
Shahid Bhagat Singh Marg  
Fort, Mumbai – 400 001

#### **Subject: Providing an Outcome / Impact Assessment of the Public Awareness Campaigns of Reserve Bank of India**

WHEREAS the Reserve Bank of India (RBI), having its Central Office at Shahid Bhagat Singh Marg, Mumbai has invited RFPs for carrying out an outcome/impact assessment for Public Awareness Campaigns of Reserve Bank of India.

1. It is one of the terms of invitation of RFPs that the bidder shall furnish a Bank Guarantee for a sum of ₹5,00,000/- (Rupees five lakh only) as Earnest Money Deposit.
2. M/s. \_\_\_\_\_, (hereinafter called as bidder), who are our constituents intend to submit their RFP for the said work and have requested us to furnish guarantee to the RBI in respect of the said sum of ₹5,00,000/- (Rupees five lakh only).

#### **NOW THIS GUARANTEE WITNESSETH**

1. We, \_\_\_\_\_ (Bank) do hereby agree with and undertake to the Reserve Bank of India, their Successors, Assigns that in the event of the Reserve Bank of India coming to the conclusion that the bidder have not performed their obligations under the said conditions of the RFP or have committed a breach thereof, which conclusion shall be binding on us as well as the said bidder, we shall on demand by the Reserve Bank of India, pay without demur to the Reserve Bank of India, a sum of rupees mentioned as EMD, i.e., ₹5,00,000/- (Rupees five lakh only) or any lower amount that may be demanded by the Reserve Bank of India. Our guarantee shall be treated as equivalent to the Earnest Money Deposit for the due performance of the obligations of the bidder under the said conditions, provided, however, that our liability against such sum shall not exceed the sum of EMD ₹5,00,000/- (Rupees five lakh only).
2. We also agree to undertake and confirm that the sum not exceeding the EMD amount, i.e., ₹5,00,000/- (Rupees five lakh only) as aforesaid shall be paid by us without any demur or protest, merely on receipt of a demand from the Reserve Bank of India by a notice in writing stating the amount is due to them and we shall not ask for any further proof or evidence and the notice in writing from the Reserve Bank of India shall be conclusive and binding on us and the demand by the Reserve Bank of India by notice in writing shall not be questioned by us in any respect or manner whatsoever. We undertake to pay

the amount claimed by the Reserve Bank of India within a period of one week from the date of receipt of the notice as aforesaid.

3. We confirm that our obligation to the Reserve Bank of India under this guarantee shall be independent of the agreement or agreements or other understandings between the Reserve Bank of India and the bidder.
4. This guarantee shall not be revoked by us without prior consent in writing of the Reserve Bank of India.
5. Reserve Bank of India.
6. We hereby further agree that –
  - a) Any forbearance or commission on the part of the Reserve Bank of India in enforcing the conditions of the said agreement or in compliance with any of the terms and conditions stipulated in the said RFP and/or hereunder or granting of any time or showing of any indulgence by the Reserve Bank of India to the bidder or any other matters in connection therewith shall not discharge us in any way our obligation under this guarantee. Our liability under these presents shall not exceed the sum of ₹4,00,000/- (Rupees four lakh only).
  - b) Our liability under this agreement shall not be affected by any infirmity or irregularity on the part of our said constituents in RFP for the said work or their obligations there under or by dissolution or change in the constitution of our said constituents.
  - c) This guarantee shall remain in force up to 1 year from the last date of submission of bid provided that if so desired by the Reserve Bank of India, this guarantee shall be renewed for a further period as may be indicated by them on the same terms and conditions as contained herein.
  - d) e) Our liability under this presents will terminate unless these presents are renewed as provided herein above on the day when our said constituents comply with their obligations, as to which certificate in writing by the Reserve Bank of India alone is the conclusive proof whichever date is later. Unless a demand by a notice in writing is made by the Reserve Bank of India within six months from that date or any extended period, all the rights of the Reserve Bank of India against us under this guarantee shall be forfeited and shall be released and discharged from all our obligations and liabilities hereunder.

Yours faithfully,

For and on behalf of

---

Bank

Authorised official

**(NB:** This guarantee will require stamp duty as applicable in the State where it is executed and shall be signed by the official whose signature and authority shall be verified).

## Annex IV – Format of Pre-bid Queries

(To be submitted in excel file format)

### RFP for Outcome / Impact Assessment of the Public Awareness Campaigns of Reserve Bank of India

Bidder Name:

Contact Person:

Contact no. and email id:

Alternate contact person:

Contact no. and email ID of alternate contact person:

<b>Sr. No.</b>	<b>RFP Ref Page no.</b>	<b>RFP Clause no.</b>	<b>Clause Details</b>	<b>Clarification Sought</b>

Signature:

Name of the Authorised Person:

Designation:

Company Seal:

## **Annex V – Pre-Contract Integrity Pact**

### **General**

This pre contract Agreement (hereinafter called the integrity Pact) is made on ----- day of the month of ----- 2022, between the Reserve Bank of India acting through Chief General Manager, Department of Communication, Reserve Bank of India (hereinafter called the “PRINCIPAL” which expression shall mean and include, unless the context otherwise requires, his successors in office and assigns) of the First Part and M/s ---- ----- represented by ----- (hereinafter called the “BIDDER” which expression shall mean and include unless the context otherwise requires, his successors and permitted assigns) of the Second Part.

WHEREAS THE PRINCIPAL proposes to procure services in conducting impact assessment study of RBI’s public awareness campaigns and the BIDDER has offered the said services

and

WHEREAS THE BIDDER is a/an \_\_\_\_\_ (please indicate category eg. Individual/Partnership/LLP/Company etc.) Constituted in accordance with the relevant law in the matter and the PRINCIPAL is a statutory body performing its functions under the Reserve Bank of India Act, 1934 and other relevant legislations.

NOW THEREFORE

To avoid all forms of corruption by following a system that is fair transparent and free from any influence/prejudiced dealings prior to during and subsequent to the currency of the contract to be entered into with a view to: -

Enabling the PRINCIPAL to receive the desired services at a competitive price inconformity with the defined specifications by avoiding the high cost and the distortionary impact of corruption on public procurement and

Enabling BIDDER to abstain from bribing or indulging in any corrupt practice in order to secure the contract by providing assurance to them that their competitors will also abstain from bribing and other corrupt practices and the PRINCIPAL will commit to prevent corruption in any form by, its officials by following transparent procedures.

The parties hereto hereby agree to enter into this integrity Pact and agree as follows:

### **1. Commitments of the PRINCIPAL**

1.1 The PRINCIPAL undertakes that no official of the PRINCIPAL, connected directly or indirectly with the contract will demand, take a promise for or accept, directly or through intermediaries any bribe, consideration, gift, reward, favour or any material or immaterial benefit or any other advantage from the BIDDER, either for themselves or for any person, organisation or third party related to the contract in exchange for an advantage in the contract or implementation process related to the contract.

1.2 The PRINCIPAL will, during the pre-contract stage, treat all BIDDERS alike, and will provide to all BIDDERS the same information and will not provide any such

information to any particular BIDDER which could afford an advantage to that particular BIDDER in comparison to other BIDDERS.

1.3 All the officials of the PRINCIPAL will report to the appropriate authority any attempted or completed breaches of the above commitments as well as any substantial suspicion of such as breach.

2. In case any such preceding misconduct on the part of such official(s) is reported by the BIDDER to the PRINCIPAL with full and verifiable facts and the same is prima facie found to be correctly by the PRINCIPAL, necessary disciplinary proceedings or any other action as deemed fit including criminal proceedings may be initiated by the PRINCIPAL and such a person shall be debarred from further dealings related to the contract process. In such a case while an enquiry is being conducted by the PRINCIPAL the proceedings under the contract would not be stalled.

### **Commitments of BIDDER**

3. The BIDDER commits itself to take all measures necessary to prevent corrupt practices, unfair means and illegal activities during any stage during any pre-contract or post contract stage in order to secure the contract or in furtherance to secure it and in particular commit itself to the following: -

3.1 The BIDDER will not offer, directly or through intermediaries any bribe, gift, consideration, reward, favour, any material or immaterial benefit or other advantage, commission, fees, brokerage or inducement to any official of the PRINCIPAL, connected directly or indirectly with the contract, or to any person, organisation or third party related to the contract in exchange for any advantage in the contracting and implementation of the contract.

3.2 The BIDDER further undertakes that it has not given, offered or promised to give, directly or indirectly any bribe, gift, consideration, reward, favour any material or immaterial benefit or other advantage, commission, fees, brokerage or inducement to any official of the PRINCIPAL or otherwise in procuring the Contract or bearing to do or having done any act in relation to the obtaining or execution of the contract or any other contract with the Government for showing or forbearing to show favour or disfavour to any person in relation to the contract or any other contract with the Government.

3.3 BIDDER shall disclose the name and address of agents and representatives

3.4 BIDDER shall disclose the payments to be made by them to agents/brokers or any other intermediary, in connection with this contract.

3.5 The BIDDER either while presenting the bid or during pre-contract negotiations or before signing the contract, shall disclose any payments he has made, is committed to or intends to make to officials of the PRINCIPAL or their family members, agents, brokers or any other intermediaries in connection with the contract and the details of service agreed upon for such payments.

3.6 The BIDDER will not collude with other parties interested in the contract to impair the transparency, fairness and progress of the implementation of the contract.

3.7 The BIDDER will not accept any advantage in exchange for any corrupt practice unfair means and illegal activities.

3.8 The BIDDER shall not use improperly, for purposes of competition or personal gain or pass on to others, any information provided by the PRINCIPAL as part of the business relationship, regarding plans, technical proposals and business details, including information contained in any electronic data carrier. The BIDDER also undertakes to exercise due and adequate care lest any such information is divulged.

3.9 The BIDDER commits to refrain from giving any complaint directly or through any other manner without supporting it with full and verifiable facts.

3.10 The BIDDER shall not instigate or cause to instigate any third person to commit any of the actions mentioned above.

3.11 The BIDDER shall not lend to or borrow any money from or enter into any monetary dealings or transactions, directly, or indirectly with any employee of the PRINCIPAL.

#### **4. Previous Transgression**

4.1 The BIDDER declares that no previous transgression occurred in the last three years immediately before signing of this integrity Pact, with any other company in any country in respect of any corrupt practices envisaged hereunder or with any Public Sector Enterprise in India or any Government Department in India that could justify BIDDER exclusion from the contract/empanelment.

4.2 The BIDDER agrees that if it makes incorrect statement on this subject, BIDDER can be disqualified from the empanelment or the contract, if already awarded can be terminated for such reason.

#### **5. Earnest Money**

While submitting the Bid in the main tender, the BIDDER shall deposit an amount as may be specified by the PRINCIPAL in the main tender (as Earnest Money/Security Deposit) with the / PRINCIPAL through instruments, the detail of which along with the amount will be notified by the PRINCIPAL in the main tender.

#### **6. Sanctions for Violations**

6.1 Any breach of the aforesaid provisions by the BIDDER or any one employed by it or acting on its behalf (whether with or without the knowledge of the BIDDER) shall entitle the PRINCIPAL to take all or any one of the following actions wherever required:

-

(i) To immediately call off the pre-contract negotiations without assigning any reason or giving any compensation to the BIDDER. However, the proceedings with the other BIDDER (s) would continue.

(ii) The Earnest Money Deposit (in pre-contract stage) shall stand forfeited either fully or partially, as decided by the PRINCIPAL and the PRINCIPAL shall not be required to assign any reason therefore.

(iii) To encash the advance bank guarantee and performance bond/warranty bond, if furnished by the BIDDER, in order to recover the payments, already made by the PRINCIPAL, along with interest.

(iv) To immediately cancel the contract, if already signed without giving any compensation to the BIDDER.

(v) To cancel all or any other Contracts with the BIDDER. The BIDDER shall be liable to pay compensation for any loss or damage to the PRINCIPAL resulting from such cancellation/rescission and the PRINCIPAL shall be entitled to deduct the amount so payable from the money(s) due to the BIDDER.

(vi) To debar the BIDDER from participating in future bidding processes for a minimum period of five years, which may be further extended at the discretion of the PRINCIPAL.

(vii) To recover all sums paid in violation of this Pact by BIDDER to any middlemen or bidder or broker with a view to securing the contract.

6.2 The PRINCIPAL will be entitled to take all or any of the actions mentioned above as an offence, as defined in Chapter IX of the Indian Penal Code, 1860 of Prevention of Corruption Act, 1988 or any other statute enacted for prevention of corruption.

6.3 The decision of the PRINCIPAL to the effect that a breach of the provisions of this Pact has been committed by the BIDDER shall be final and conclusive on the BIDDER. However, the BIDDER can approach the Independent Monitor(s) appointed for the purposes of this Pact.

## **7. Fall Clause**

7.1 The BIDDER undertakes that it has not supplied/is not supplying similar product/systems or subsystems at a price lower than that offered in the present contract in respect of any other Ministry/Department of the Government of India or PSU and if it is found at any stage that similar products/systems or sub systems was supplied by the BIDDER to any other Ministry/Department of the Government of India or a PSU at a lower price, than that very price, with due allowance for elapsed time, will be applicable to the present case and the difference in the cost would be refunded by the BIDDER to the PRINCIPAL, if the contract has already been concluded.

## **8. Independent Monitors**

8.1 The PRINCIPAL has appointed two Independent Monitors (hereinafter referred to as Monitors) for this Pact. Shri Vishwanath Giriraj, IAS (Retd), A Wing, Flat 1001, Landmark Towers, GD Ambedkar Marg, Opp Wadala Telephone Exchange, Naigaon, Dadar East, Mumbai – 400014 and Shri Divya Prakash Sinha, IPS (Retd) 01, Ground Floor, Tower A, Amrapali Sapphire, Noida – 201301, Uttar Pradesh.

8.2 The task of the Monitors shall be to review independently and objectively, whether and to what extent the parties comply with the obligations under this Pact.

8.3 The Monitors shall not be subject to instructions by the representatives of the parties and perform their functions neutrally and independently.



8.4 Both the parties accept that the Monitors have the right to access all the documents relating to the project/procurement, including minutes of meetings.

8.5 As soon as the Monitor notices or has reason to believe a violation of this Pact he will so inform the Authority designated by the PRINCIPAL.

8.6 The BIDDER accepts that the Monitor has the right to access without restriction to all Project documentation of the PRINCIPAL including that provided by the BIDDER. The BIDDER will also grant the Monitor upon his request and demonstration of a valid interest unrestricted and unconditional access to his project documentation. The same is applicable to Subcontractors. The Monitor shall be under contractual obligation to treat the information and documents of the BIDDER /Subcontractors(s) with confidentiality.

8.7 The PRINCIPAL will provide to the Monitor sufficient information about all meetings among the parties related to the Project provided such meetings could have an impact on the contractual relations between the parties. The parties will offer to the Monitor the option to participate in such meetings.

8.8 The Monitor will submit a written report to the designated Authority of PRINCIPAL /Secretary in the Department/within 8 to 10 weeks from the date of reference or intimation to him by the PRINCIPAL /BIDDER and, should the occasions arise, submit proposals for correcting problematic situations.

## **9. Facilitation of investigation**

In case of any allegation of violation of any provisions of this Pact or payment of commission, the PRINCIPAL or its agencies shall be entitled to examine all the documents including the Books of Accounts of the BIDDER and the BIDDER shall provide necessary information and documents in English and shall extend all possible help for the purpose of such examination.

## **10. Law and Place of Jurisdiction**

This Pact is subject to Indian Law. The place of performance and jurisdiction is the seat of the PRINCIPAL.

## **11. Other Legal Actions**

The actions stipulated in this integrity Pact are without prejudice to any other legal action that may follow in accordance with the provisions of the extant law in force relating to any civil or original proceedings.

## **12. Validity**

12.1 The validity of this integrity Pact shall be from date of its signing and extend upto 2 years or the complete execution of the contract to the satisfaction of both the PRINCIPAL and the BIDDER, including warranty period, whichever is later.

12.2 Should one or several provisions of this Pact turn out to be invalid, the remainder of this Pact shall remain valid. In this case the parties will strive to come to an agreement to their original intentions.

13. The parties hereby sign this integrity Pact at on DD/MM/YYYY.

PRINCIPAL

BIDDER

The Chief General Manager  
Reserve Bank of India  
Department of Communication  
9th floor, Central Office Building  
Shahid Bhagat Singh Marg  
Fort, Mumbai – 400 001

Witness

Witness

1. \_\_\_\_\_

1. \_\_\_\_\_

2. \_\_\_\_\_

2. \_\_\_\_\_

**Annex VI – Format for Commercial Bid**  
**(to be entered in MSTC portal in the excel provided)**

To

The Chief General Manager  
Reserve Bank of India  
Department of Communication  
9th floor, Central Office Building  
Shahid Bhagat Singh Marg  
Fort, Mumbai – 400 001

**Sub: RFP for Outcome / Impact Assessment of the Public Awareness Campaigns of Reserve Bank of India**

Dear Sir,

We the undersigned, offer to execute the project, in accordance with your RFP..... we are quoting a total all-inclusive cost of ₹XXXXXXXX (in figures and words)

2. Amounts quoted above are inclusive of all costs along with the cost of making deliverables and taxes, duties, cess, levies, transportation, salaries and incidental expenses, GST etc. Any change in the GST rates after date of submission of the Bids will be reimbursed at actual.

3. Our Financial Bid shall be binding upon us for a period until the project gets executed. We understand that RBI reserves right to reject any or all the proposals received in response to this RFP without assigning any reasons.

Yours faithfully,

Signature and Seal of bidder

Name:

Date:

Signed in the capacity of.....

Duly authorised to sign Bids for and on behalf

of.....

## Annex VII – Details of Survey Staff

To  
The Chief General Manager  
Reserve Bank of India  
Department of Communication  
9th floor, Central Office Building  
Shahid Bhagat Singh Marg  
Fort, Mumbai – 400 001

Sub: **Outcome / Impact Assessment of the Public Awareness Campaigns of Reserve Bank of India**

S.No.	Name of the surveyor	Age	Educational Qualification	Field Experience

Signature:

Name of the Authorised Person:

Designation:

Company Seal:

**Annex VIII - Write-up on understanding of the public awareness campaign  
survey**

(The write-up in about two pages)

**Understanding**

1. Objective of the Survey
2. Methodology of Execution
3. Strategies to Ensure Sampling Plan (Skipping of households as per norms and ensuring interviews in high profile areas)
4. Capturing GPS co-ordinates of Place of Interview
5. Others

**Quality Control**

1. Sampling Strategy for Quality Control Check
2. Verification Process (Audio, Telephonic, Field Visit, etc.)
3. Dashboard Facility - Availability of Data on Real-time Basis

## **Annex IX – Pro-forma of Performance Bank Guarantee**

(For successful financial bidder)  
(Submitted along with the formal agreement)

To

The Chief General Manager  
Reserve Bank of India  
Department of Communication  
9th floor, Central Office Building  
Shahid Bhagat Singh Marg  
Fort, Mumbai – 400 001

Dear Sir,

WHEREAS \_\_\_\_\_ (Name of the successful bidder) hereinafter called “Successful bidder” has undertaken, Contract No. \_\_\_\_\_ dated \_\_\_\_\_, 2022 to \_\_\_\_\_ (Description of Surveys) hereinafter called “the Contract” in pursuance of Request for Proposal Document dated \_\_\_\_\_

AND WHEREAS it is one of the terms and conditions of the RFP document that the successful bidder has to submit a performance bank guarantee by a scheduled bank for entering into a contract.

AND WHEREAS it has been stipulated by you in the said contract that the successful bidder shall furnish you with a bank guarantee by a schedule bank for the sum specified therein as security for the compliance with the successful bidder performance obligations in accordance with the contract.

AND WHEREAS we have agreed to give guarantee for the successful bidder.

THEREFORE WE here by affirm that we are guarantors and responsible to you up to a total sum of ₹ \_\_\_\_\_ only and we undertake to you, upon your first written demand declaring the successful bidder to be in default under the contract and without demur cavil or argument, any sum or sums within the amount as aforesaid, without your needing to prove or to show the grounds or reason for your demand or the sum specified therein.

2. A letter from your office that the successful bidder has committed default in the due and faithful performance of all or any of its obligations under and in accordance with the contract shall be conclusive, final and binding on us. We further agree that you shall be the sole judge as to whether the successful bidder is in default in due and faithful performance of its obligations under the contract and your decision that he is in default shall be final and binding on us notwithstanding any differences between you and successful bidder or any disputes between you and him pending before an Arbitrator or any other court or tribunal or authority.

3. In order to give effect to this guarantee you shall be entitled to act as if we are the principal debtor and any change in our constitution or that of successful bidder shall not, in any way, or manner affect our liability or obligation under this guarantee.

4. You shall have liberty, without affecting in any manner our liability under this guarantee, to vary at any time, the terms and conditions of the contract or to extend the time or period for the compliance or to postpone for any time the exercise of any of your rights or enforce or forebear from enforcing any of the terms and conditions of the contract and we shall not be released from our liability or obligation under this guarantee by any exercise of such liberty by you or other forbearance, indulgence, act or omission on your part.

5. We undertake not to revoke this guarantee during its currency.

6. Any notice by way of request, demand or otherwise hereunder may be sent by the post addressed to us at the above referred branch, which shall be deemed to have been duly authorised to receive such notice and to effect payment thereof forthwith, and if sent by post it shall be deemed to have been given at the time when it ought to have been delivered in due course of post and in proving such notice, when given by post, it shall be sufficient to prove that the envelope containing the notice was posted and a certificate signed by any of your officers that the envelope was so posted shall be conclusive.

7. This guarantee shall come into force with immediate effect and shall remain in force and effect up to 6 months after completion of the full project or until it is released by you pursuant to the provisions of the contract.

Signed and sealed this day of .....2022 at

SIGNED, SEALED AND DELIVERED

For and on behalf of

By:

(Signature)

(Name)

(Designation)

(Address)

**Annex X - Undertaking / Declaration / Certificate by the bidder regarding country sharing land border with India**

(To be submitted by bidders on their letter head duly sealed and signed by the authorised signatory)

To,  
The Chief General Manager  
Reserve Bank of India  
Department of Communication  
9th floor, Central Office Building  
Shahid Bhagat Singh Marg  
Fort, Mumbai – 400 001

**Name of Work: Outcome / Impact Assessment of the Public Awareness Campaigns of Reserve Bank of India**

I / We ..... (Name and address, including Country of location of bidder) have read and understood the contents of the Office Memorandum (OM) F. No. 6/18/2019-PPD dated July 23, 2020 and its subsequent orders / revision issued by Public Procurement Division, Department of Expenditure, Ministry of Finance, Government of India regarding the restrictions on procurement from a bidder of a country which shares a land border with India.

2. I / We certify that..... (Name of the bidder)

- i. is not from a country sharing land border with India, or
- ii. is from a country sharing land border with India and has been registered with the Competent Authority, the certificate of which is enclosed, or
- iii. is from a country sharing land border with India where Government of India has extended lines of credit, or
- iv. is from a country sharing land border with India where Government of India is engaged in development projects.

(strikeout whichever of the above is not applicable).

3. I / We further certify that ..... (Name of bidder) fulfils all requirements in this regard and is eligible to be considered under the provision of the above referred office Memorandum and its subsequent orders / revision. I / We also undertake that even in case of contracts where we are permitted by the Bank/RBI to sub-contract I / We..... (Name of bidder) will not sub-contract any work to a contractor from country(ies) sharing land border with India, unless such contractor fulfils all the requirements contained in the above referred office memorandum / order.

4. I / We know and understand that, if this undertaking / Declaration / Certificate submitted by us is found to be false, the Bank shall be free to reject / terminate our tender / Work Order and that the Bank shall also be free to initiate any legal action in accordance with law including forfeiting of Earnest Deposit / Performance Bank



Guarantee / Security Deposit and / or debarring us from participating in tenders invited by the Bank in future.

Signature and name of the authorised signatory of the bidder

With rubber stamp

Date:

Place:

### Annex XI – Response to RFP – List of Documents

Documents, other than the commercial bids, must be submitted in the following order as part of the response to the RFP.

S. No.	Documents to be submitted	Submitted (Yes/No)
1	EMD	Yes / No
2	Technical Bid form	Yes / No
3	bidder's profile along with supporting documents	Yes / No
4	Eligibility fulfilment accompanied by all the supporting documents	Yes / No
5	Technical Proposal (Including <a href="#">Annex VIII</a> )	Yes / No
6	Pre-contract Integrity Pact	Yes / No
7	Signed copy of the RFP	Yes / No
8	Authorization for signing of RFP Document (Certified true copy of Board Resolution/Power of attorney/Authorization letter.)	Yes / No
9	Bank details	Yes / No
10	Details of Survey Staff	Yes / No
11	Masked Commercial bid format	Yes / No