



003/APDCL/RFP – Digital Messenger Service Provider - 01/2022

Request for Proposal (RFP)

For

**Appointment of “Digital Messenger Service Provider” to
ANDHRA PRADESH DIGITAL CORPORATION LIMITED (APDCL)
GOVERNMENT OF ANDHRA PRADESH**

2nd Mar 2022

Subject: Request for Proposal (RFP) for Appointment of Digital Messenger Service Provider with Andhra Pradesh Digital Corporation Limited (APDCL)

In pursuance of the government orders issued in its G.O. Ms. No. 16, Industries and Infrastructure department, dated 31st Dec 2021, APDCL invites Proposals from qualified and experienced agencies for providing Messenger and Conversational AI services to Andhra Pradesh Digital Corporation Limited (APDCL).

Interested Bidders, who qualify as per the criteria mentioned in the RFP document, may submit their proposals through the process prescribed by APDCL. Your application should reach APDCL latest by 4PM on 16th March 2022.

RFP with all the details can be obtained from the websites of I&PR department and AP Digital Corporation Limited.

Sd/-

**Chinna Vasudeva Reddy
Vice Chairman and Managing Director**

Request for Proposal (RFP)

of

**Appointment of “Digital Messenger Service
Provider” to Andhra Pradesh Digital
Corporation Limited (APDCL)**

Andhra Pradesh Digital Corporation Limited

Government of Andhra Pradesh

March 2022

DISCLAIMER

All information contained in this Request for Proposal (RFP) provided/clarified is in the good interest and faith. Though, adequate care has been taken in the preparation of the RFP document, the interested agencies shall satisfy themselves that the document is complete in all respects. The information published in this document is not intended to be exhaustive. Interested Bidders are required to make their own enquiries and assumptions wherever required.

APDCL reserves the right to reject any or all of the proposals submitted in response to the RFP document at any stage without assigning any reasons whatsoever. APDCL also reserves right to withhold or withdraw the process at any stage with intimation to all who have submitted their proposals in response to the RFP. APDCL reserves the right to change/ modify/ amend any or all of the provisions of the RFP document without assigning any reason. Any such change would be communicated to the bidders by posting it on the website of APDCL (<https://apdc.ap.gov.in/>) and/or Andhra Pradesh I&PR Dept. Website (<https://ipr.ap.nic.in/>).

Neither APDCL nor their employees and associates will have any liability to any prospective respondent of the RFP or any other person under the law of contract to the principles or resolution or unjust enrichment or otherwise for any loss, expense or damage which may arise from or be incurred or suffered in connection with anything contained in the RFP document, any matter deemed to form part of the RFP document, the award of the Assignment, the information and any other information supplied by or on behalf of APDCL or their employees and RFP respondent or otherwise arising in any way from the selection process for the assignment. APDCL or its employees and advisers make no representation or warranty and shall have no liability to any person including any Applicant under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this RFP or otherwise, including the accuracy, adequacy, correctness, reliability or completeness of the RFP and any assessments, assumption, statement or information contained therein or deemed to form part of this RFP or arising in any way in this Selection process.

Information provided in this document or imparted to any respondent as part of RFP process is confidential to APDCL and shall not be used by the respondent for any other purpose, distributed to, or shared with any other person or organization.

The Applicant shall bear all its costs associated with or relating to the preparation and submission of its Proposal including but not limited to preparation, copying, postage, delivery fees, expenses with any demonstration or presentation which may be required by the Authority, or any other costs incurred in connection with or relating to its Proposal. All such costs and expenses will remain with the Applicant and the Authority shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by an Applicant in preparation for submission of the Proposal, regardless of the conduct or outcome of the Selection process.

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I. RFP Notice

This document is “RFP for Appointment of agencies for providing Communication, Campaign, Product Development, Marketing and Conversational AI (Chatbot) Solutions” for Andhra Pradesh Digital Corporation Limited, Government of Andhra Pradesh.

The bidder shall be responsible for providing all types of services and updates as mentioned in this Document & Scope of Work.

The bidder, who intends to participate in this bid, is required to follow the below mentioned stages:

- Pre-Bid Conference
 - Technical & Financial Bid Submission
 - Opening of Technical Proposal
 - Evaluation of Technical Proposal
 - Presentation & Proof of Concept (PoC) / Solution Demo on proposed Solution, Approach & Methodology
 - Opening of Financial bids of all qualified bidders
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- Incomplete/conditional proposals will be treated as non-responsive and will be rejected.
 - APDCL reserves the right to reject any or all the proposals in whole or part without assigning any reasons.
 - This RFP document is not transferable.
 - Financial bids of only those bidders who qualify based on evaluation of technical bids will be opened.

II. Data Sheet

No.	Information	Details
1.	Date of Publishing of RFP for appointment of “Digital Messenger Service Provider” to APDCL.	2 nd Mar 2022
2.	Address for Communication and for submitting the bids	Vice-Chairman & Managing Director, Andhra Pradesh Digital Corporation, 5 th Floor, Next Space Building, D. No 7-201, RS No 14/3A Kunchanapalli, Tadepalli Mandal, Guntur - 522501, Andhra Pradesh Ph: +91 99599 88888 Email: vcmd-apdc@ap.gov.in

3.	Last date for submission of written queries (through email only)	7 th Mar 2022 by 4PM
4.	Pre-bid Meeting	9 th Mar 2022 @ 4PM
5.	Last date for submission of RFP	16 th Mar 2022 by 4PM
6.	Tender Validity Period	One (1) year, extendable for further periods of one (1) year at a time
7.	Application Fees	₹5,000/- (Rupees Five Thousand only) in the form of DD from any nationalized bank, in favor of the Chief General Manager - Finance, APDCL
8.	Security Deposit (to be submitted at the time of appointment)	₹2,00,000 (Rupees Two Lakhs only), in the form of a Bank Guarantee.
9.	RFP Document	Available for downloading free of charge from www.ipr.ap.nic.in or www.apdc.ap.gov.in

Note:

- APDCL reserves the right to change any schedule of bidding process. Please visit the websites <http://www.ipr.ap.nic.in> and <http://www.apdc.ap.gov.in> regularly for the same.
- Proposals must be received not later than time, date and venue as mentioned in the Data Sheet. Proposals that are received after the deadline WILL NOT be considered in this bidding process.
- The mode of submission of bid is only through sealed and in the format prescribed.
- Any future Corrigenda/ Information shall be posted only on the websites <http://www.ipr.ap.nic.in> and <http://www.apdc.ap.gov.in>
- Rejected / disqualified bidders would only be intimated post final selection of successful bidder/ completion of Bid process.

III. About the Government

Government of Andhra Pradesh is the administrative and ruling authority for the State of Andhra Pradesh, under the federal structure of constitution of the Country of India (the government for the Indian state of Andhra Pradesh). The Government of Andhra Pradesh is a democratically elected body, with 175 MLAs elected to the Legislative Assembly for a 5-year term, that governs the State of Andhra Pradesh, India. The state government is headed by the Governor of Andhra Pradesh as the nominal head of the state, with a democratically elected Chief Minister as the head of the executive.

IV. About APDCL

Government of AP has established Andhra Pradesh Digital Corporation Limited (APDCL) for strategically leveraging the Digital Media platforms by building direct communication with the people, to propagate the vision of the government, and to drive AP Digital Mission to achieve the desired objectives. The government's aim here is to publicize the information about welfare and development schemes through visual content and messaging via Digital Media platforms, including websites.

APDCL will be the Nodal agency for all State Government Ministries / Departments / Public Undertakings / Corporations / Societies / Government Institutions / Local Bodies etc. for all digital advertising and messaging through the appointed and empaneled agencies. This includes all the paid digital outreach campaigns, chatbots, AI-based messenger applications, and social media outreach. All the releases of such advertisements/messages/notices shall be through APDCL.

APDCL shall undertake state government's uniform communication strategy through Digital Media, as per the instructions of the government, from time to time.

V. Need for Policy Guidelines

1. Staying relevant by adapting to the changes in the way information is consumed by people today is of paramount importance. The affordability and usage of Communication Technologies like the Smart Phones, Wireless Communication and Broadband has changed the way people consume essential information. A major share of the Indian population is presently active on various social/digital media platforms and these numbers are increasing every day. People consume news, information, and entertainment through digital platforms. Nowadays, most of the people access even popular print media through their website and mobile app versions instead of printed newspapers. The increasing ease of access to digital media through hand-held devices and ubiquity of internet has further enhanced the reach of digital media.
2. With the increasing number of people (especially youth) spending time on digital media platforms, these platforms may provide avenues for communication and outreach. Government messages and important announcements also need to change their way of communication as digital AI-based conversation is more efficient in reaching out to the citizens. For instance, COVID-19 safety messages can be sent directly to the citizens through WhatsApp Business Tools and a chatbot can facilitate the relevant standard information.
3. Cost Efficiency of AI-based Messenger: Proven to be economical worldwide, typically a well-designed conversation framework through any messenger app can be a one-point information center for a large population without any human interface, thus reducing the cost at multiple fronts. Through proper usage of technology and existing infrastructure of government communication, Government of Andhra Pradesh can optimize its costs while increasing the effectiveness of the public relations messaging.

4. Capability of Conversational AI to provide Feedback Mechanisms for continuous improvement of the Messaging Effectiveness: Unlike the conventional government notices, Conversational AI can provide feedback to the messenger about various KPIs and Metrics inherent to the framework. A well-designed messenger infrastructure can further help in making data-driven, fact-based decisions right from budgeting, cost per engagement, relevant information flow, to knowledge center processing.
5. Media Intelligence and Analytics Capabilities: The development in the field of Data Science like Deep Learning helps the messenger to understand the effectiveness of engagement and relevance of the messages. The KPIs and Metrics can provide powerful and actionable insights when they are further analyzed using the same Analytics methods and Tools. The Government and the Public can greatly benefit from such insights since they can improve the way government communicates with the people. For instance, customized conversation can be designed for women safety related initiatives, that can offer relevant information when prompted or simple notifications can be sent to the beneficiary of a particular scheme through a single message.
6. Flexibility and the capability of using multiple content formats: Unlike conventional media buying, Digital Media Buying and the Ad Platforms can accommodate various types of content in AI-based conversation. For instance, the customized COVID-19 Safety messaging with relevant links, information, and guidance in various formats in a single chat with specific prompts can be sent.

Hence, there is a definite need for policy guidelines for appointment of Conversational AI, so that the assured reach may be attained on all relevant government messaging for beneficial initiatives.

In view of the above benefits derived from the capabilities, APDCL realizes that the Conversational AI / Messenger should be treated differently with a focused approach right from Communication Strategy. Agencies/Companies providing Messenger services face different market realities when compared to the Conventional Media Agencies. They need to have digitally focused capabilities since the agglomeration of the effectiveness of an AI-based infrastructure is governed by the Algorithms and server-based architecture. Appreciating these facts, APDCL is looking forward to going through unique proposals of such service providers to work with the best agency in the market.

VI. Definitions

1. “Applicable Law” means the laws and any other instruments having force of law in India from time to time.
2. “Proposal/bid” means proposal submitted by bidders in response to the RFP issued by Andhra Pradesh Digital Corporation for the Service Provider.
3. “Competent Authority” means the Andhra Pradesh Digital Corporation.

4. "Committee" means committee formed by the Andhra Pradesh Digital Corporation for the purposes of processing and evaluation of this bid.
5. "Contract Value" means the price payable to the selected firm/company under the Contract for the complete and proper performance of its contractual obligations.
6. "Service Provider" / "Agency" means any private or public entity, which will provide the services to Andhra Pradesh Digital Corporation under the contract.
7. "Contract" means the Contract signed by the parties along with the entire documentation as specified in the RFP.
8. "Day" means Working day. A period of 24 hours running from midnight to midnight and the calendar day applicable to India.
9. "Effective date" means the date from which the contract comes into force and effect.
10. "Government" means State Government of Andhra Pradesh.
11. "APDCL" means Andhra Pradesh Digital Corporation, Vijayawada - Andhra Pradesh.
12. "Intellectual Property Rights" means any and all copyright, moral rights, trademark, patent and other intellectual and proprietary rights, title and interest, world-wide, whether vested, contingent or future, including without limitation all economic rights and all exclusive rights to reproduce, fix, adapt, modify, translate, create, derivative works form, manufacture, introduce into circulation, publish, distribute, sell, license, sublicense, transfer, rent, lease, transmit or provide access electronically, broadcast, display, enter computer memory or otherwise use any portion or copy in whole or in part, in any form, directly or indirectly, or to authorize or assign others to do so.
13. "Services" means the work to be performed by the agency pursuant to the selection by APDCL and to the contract to be signed by the parties in pursuance of any specific assignment awarded to them by APDCL.

VII. Eligibility Criteria for Appointment

1. The Agency/Company must be at least TWO years old and must be continuously in operation under the same name for a minimum of two years. The period shall be calculated backwards from the date on which the Agency/ Company sends in the bid against this RFP.
2. The agency must have experience working with a State Government, the Central Government or the Subsidiary Government Agencies, Corporations or Departments through direct engagement in the past (from within India). APDCL will do thorough background checks based on the information provided by the proposer.

3. Once appointed with APDCL, the service provider must define guidelines with regards to message flow, infrastructures, data security, analytics, and ownership of the processes. A dedicated team must be appointed by the service provider to APDCL for technical and administrative support.
4. Only the companies that are incorporated or registered in India will be considered for appointment. However, agencies owned by foreign companies/origin may be eligible if such agencies have a wholly owned company registered and operating in India, which looks after their Indian operations. In such a case, the Indian branch of the foreign company must be at least TWO years old.
5. This bid is open to only agencies who are the official partners with WhatsApp, Facebook Messenger or any other digital messaging services.
6. The bidder must use only licensed software and custom-made applications, recognized by the service providers.
7. Different agencies belonging to one company/group can send their bids, provided they separately/individually fulfill the Tender criteria. In such cases, separate applications for each agency shall have to be submitted along with the applicable fee.
8. The Company/Agency undertakes to comply with the rules and regulations stipulated in the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rule, 2021 and Information Technology Act, 2020, and other extant laws of the land.
9. APDCL reserves the right to decline the proposals of any agency if it is found to be involved in any activity of anti-national/obscene/indecent/anti-social/violative nature, harming communal harmony and national integrity etc., or deemed objectionable in any form as determined by the competent Committee, or if the company/ agency acts in violation of the extant Cyber Laws of India.
10. Only the applications submitted directly by companies owning and operating in the sphere of AI-based Communication shall be entertained. In other words, no intermediary agency is eligible to apply on behalf of a service provider.
11. The Company/Agency should not have been barred by any department of Government of India, any State Government/UT, PSU, etc. in the last 5 years. No complaint should be pending with any Government or its agencies. An affidavit, to this effect, in this regard should be submitted by the Company/Agency. The Company/Agency further agrees to inform APDCL if they are blacklisted/suspended subsequently within 3 days of receiving the suspension order.

12. Real time dashboard with web interface which shows the actual quantified outcome of the messages/engagement, in the format prescribed/approved by APDCL, at any given point of time as well as the dated reports must be provided. The consolidated execution report should also be provided in the format prescribed/approved by APDCL once any work-order is completed.
13. The Service Provider should give complete access to the data obtained through the campaigns, and handover all the data gathered during the campaigns.
14. Service Provider, once appointed, shall have to promptly reply to all the enquiries, execute orders as per the order terms of APDCL and inform APDCL of new products/developments/innovative ideas that shall help reduce the cost and improve quality, reliability, etc.
15. The entire Data and the Intellectual property generated from the activity will be owned fully by APDCL. All the real and virtual creations will be the property of APDCL, and Intellectual Property Rights will vest with APDCL.
16. Service Provider shall inform APDCL in case any change takes place in their official address, bank account details, ownership, etc., within seven (7) days from any such change. In case such information is withheld, APDCL may take necessary punitive actions as deemed fit in the circumstances.
17. Authorized personnel shall be designated by the Company/ Agency for any communication with APDCL. In case there is a change in the authorized representative or his/her email ID or phone number or other such details, the same shall be communicated to APDCL, within seven (7) days from any such change.
18. Company/Agency is required to provide professional, objective, and impartial service and always hold the Andhra Pradesh Government's interest's paramount, without any consideration for further work, and strictly avoid conflicts with other assignments or their own corporate interests.
19. The Service Provider shall apply for the Tender along with notarized relevant documents and ISO certificate under name, signature, and seal of authorized signatory, stating that the information submitted by them is correct and that they will abide by all the Terms and Conditions.

VIII. Commercial Bid:

1. APDCL will evaluate the technical bids first. The financial bids of only those bidders shall be opened who will qualify the technical evaluation. Bids found non-compliant in technical evaluation are liable to be rejected. APDCL will open the financial bid of the technically qualified bidders in the presence of a committee formed by APDCL. The representatives of technically qualified bidders who want to be present at the opening of

the financial bid may present themselves. The selection of Bidder will be done based on Least Cost Selection (L1 Bidder). APDCL may offer and allocate the work to more than one bidder (Maximum two bidders) on the final discovered L1 rates. However, the bidders will work on the basis of work orders from APDCL.

2. For the discovery of specific rates, the services will be categorized into Categories A, B and C, depending on their service categories, the prices need to be mentioned.

Category	Services
A	SMS Text messages / Cost per Message
B	WhatsApp Business Tool (Video, Audio, Image, Text) / Cost Per Message
C	Chatbot through a framework on WhatsApp API / Cost per engagement

3. The service provider should quote separate rates for the different services (as given in Performa at **Annexure VII**) as per the respective Category.

A. SMS Text Messages:

Rates are to be quoted in Rs. per message delivered:

- i. Infrastructure cost to be added
- ii. If any processing fee is involved, that to be mentioned

B. WhatsApp Messages:

The service provider must offer cost per message as per WhatsApp business tool along with any infrastructure/processing fee involved.

C. Chatbot Cost:

APDCL will also be interested to evaluate prices of AI-based chatbots and conversational infrastructure. Cost per engagement and process costs along the way must be provided.

4. The lowest price quoted for a particular message category shall be the base rate for that respective category.
5. To avoid multiplicity of panels, the L1 rates will be taken into consideration for each category.

6. APDCL reserves the right to reject the lowest rate quoted in a category, as the base rate of that category, if it is apparent that such a rate is higher in comparison with the base rate available in the market.

7. Bid Price and Currency:

- a. The Bidder shall indicate prices for each product/service of theirs in the prescribed format
 - b. The prices indicated must include Taxes, or any other cost that might be a component of the price
 - c. A detailed pricing is preferred
 - d. The Price quoted must include all the licensed software cost, that might be required to run the product/service
 - e. All the prices should be mentioned in Indian Rupees Only
8. All rates quoted will be final (net rates). However, applicable Service Tax shall be paid by APDCL.
9. The service provider will have to submit bills ONLINE and the physical bills along with a work order report that will mention the quantified analytics generated.
10. The service provider shall sign a Non-Disclosure Agreement and a Data Privacy document before starting any further process after appointment.
11. The service provider should comply with extant rules and regulations as prescribed by the Government.
12. There will be no change in rates once offered to and accepted by a service provider for the entire period of the contract. The Service Provider's bid shall ensure that the rates quoted are all inclusive and that no deviation in any of the conditions would be made nor would any increase in rates be allowed during the contract period.
13. The cost of all the technical requirements, such as adapting the framework format provided by APDCL to the infrastructure's format, shall be borne by the service provider.

IX. Other Terms and Conditions:

1. The Service Provider will submit a notarized certificate under name, signature, and seal of authorized signatory, stating that the information submitted by them is correct and that they will abide by all the Terms & Conditions of APDCL contract as well as the decision of APDCL regarding their appointment. In case, the information submitted by the agency/company is found to be false/incorrect in any manner, the agency/company can be suspended and/or debarred from engagement or application for tender for the next three years.

2. Unit contract rates finalized shall be valid until 31st March 2023 or until the next rate panel is prepared, whichever comes earlier, and will likely be renewed based on the performance.
3. Every year APDCL will review the performance of the service provider with analytics of each work order. Based on the performance, a decision can be taken for any further engagement or termination. The decision of the VC and MD, APDCL, will be final in this regard.
4. The service providing agency/company may be debarred from contracts for the remaining period if it refuses to accept and carry work orders issued by APDCL on behalf of Ministries/Departments of the Government of AP, PSUs and Autonomous Bodies or all the Government Institutions.
5. The decision of VC and MD, APDCL is final in case there is a disagreement over any of the provisions mentioned above for Messenger service providers and their rates and other terms and conditions. The appeals, if any, lies with the Government.

X. Scope of Work

Activities to be taken up, across all digital/social media platforms, are as listed below

- Promoting Govt's flagship programs, welfare schemes & development programs.
- Promoting daily events and engagement activities from various departments and ministries.
- Live streaming of Hon'ble Chief Minister's and other important programs.
- Running social media engagement campaigns Pre & Post important programs/events.
- Influencer engagement and promotional campaigns.
- Improving the reach and engagement of official social media handles.
- Comments seeding and filtration of social media platforms and reporting on the same.
- Running social media Listening and Reporting tools.
- Analyzing trends and reporting on quantitative analytics.
- Running both organic and inorganic digital/social media campaigns.

Chatbot and Messaging AI Solutions

Services/Activities to be taken up, through messenger services are listed below:

- Digital App based messaging and notifications: Send out periodic updates to beneficiaries of specific schemes.
- Chatbots: Working Chatbot for general information & automated responses to public.
- Integrating all major schemes and departmental information with a single chatbot on WhatsApp
- Improving message dissemination and ensuring delivery of important Government updates to public
- Developing a robust digital kiosk for grievance redressal and reporting fake news.

- Push or Pull Message bots
- Multi-lingual support
- Rich Text and Multimedia support
- Secured environment messaging
- Dashboard for the quick analytics
- User Agent Management
- Case Management
- Knowledge Management
- Tutorial to use the application
- Encryption & Security
- Easy integration
- Instant response/ AI based conversation

XI. Clarification of Financial Proposals

During evaluation of Proposals, APDCL may, at its discretion, ask the Bidder for a clarification of its bid. APDCL may also ask for rate analysis of any or all items and if rates are found to be unreasonably low or high, the bid shall be treated as non-responsive and hence liable to be rejected. The request for a clarification and the response shall be in writing and no change in prices or substance of the bid shall be sought, offered or permitted.

XII. Preliminary Examination

- APDCL will examine the bids to determine whether they are complete, whether any computational errors have been made, whether the documents have been properly signed, and whether the bids are generally in order.
- Prior to the detailed evaluation, APDCL will determine the substantial responsiveness of each bid to the bidding documents. For purposes of these clauses, a substantially responsive bid is one, which confirms to all the terms and conditions of the bidding documents without material deviation.
- If a Bid is not substantially responsive, it will be rejected by APDCL and may not subsequently be made responsive by the Bidder by correction of the non- conformity.
- Conditional bids are liable to be rejected.

XIII. Evaluation Process

APDCL will constitute a committee (Proposal /Bid Evaluation Committee) to evaluate the responses of the Bidders. The Bid Evaluation Committee constituted by APDCL shall evaluate the responses to the RFP and all supporting documents / documentary evidence. Inability of a Bidder to submit requisite supporting documents / documentary evidence within a reasonable time provided to it, may lead to the Bidder's Proposal being declared invalid.

The decision of the Bid Evaluation Committee in the evaluation of responses to the RFP shall be final. No correspondence will be entertained outside the process of negotiation/

discussion with the Purchase Committee. The Bid Evaluation Committee may ask for meetings with the Bidders to seek clarifications on their proposals.

The Bid Evaluation Committee reserves the right to reject any or all Proposals on the basis of any deviations contained in them. Each of the responses shall be evaluated as per the criteria and requirements specified in this RFP.

XIV. Process of Engagement

1. The Company/Agency shall apply in the prescribed format to APDCL, which in turn, will process the applications based on the eligibility criteria and the contract. The application form can be found in Annexure II.
2. The Company/Agency will have to enter into an agreement/contract with APDCL. The broad terms of agreement are at Annexure IV.
3. Without such agreement/contract on the part of the Company/Agency, APDCL shall not consider them for government outreach campaigns.
4. Appointment does not confer any right to place work orders. Work orders will be released as per needs and requirements of the Government.
5. Payment schedules shall be as per Government norms / work orders.

XV. Review and Monitoring of Agency's Work

Any invoice raised for payment from APDCL, must undergo a review for the quality and compliance of work. The Agency's work will be monitored by designated authority as decided by APDCL. The authority shall regularly review and monitor the performance of the Agency. The Agency is also required to submit the weekly progress in connection to the Milestones as mentioned in Work Orders.

The APDCL will carry out the quarterly monitoring and performance review of Agencies against the monthly formulated reports submitted by the agencies.

XVI. Work Orders

The work order is an agreement between APDCL and an empaneled agency during the implementation phase. Work Order defines the responsibility of the Agency in ensuring the performance of the given project.

The Agency shall be responsible for 24x7x365 management of all the systems as per the Work Order. APDCL is open for use case implementation of relative and subjective milestones, provided regular review will be done and the agency must provide a full-time consultant to work with APDCL during the time of the implementation of the work order.

xvii. Period of Engagement:

The duration of the contract of the company/agency shall be for a period of one (1) year, extendable for further periods of one (1) year or more at a time, as decided by APDCL.

xviii. Completeness of Response:

1. The Companies/Agencies are advised to study all the instructions, forms, terms, requirements, and other information in the document carefully.
2. Submission of the proposal shall be deemed to have been done after careful study and examination of the document with full understanding of its implications.

xix. Preparation Costs and Related Issues:

1. The Company/Agency is responsible for all the costs incurred in connection with participation in this process, including but not limited to, costs incurred in conduct of informative and other diligence activities, participation in meetings/discussions/presentations, preparation of the document, in providing any additional information required by the nodal agency to facilitate the evaluation process, or “conduct of due diligence”, where required.
2. APDCL will in no case be responsible or liable for these costs, regardless of the conduct or outcome of the process.
3. All materials submitted by the participant will become the property of APDCL and may be returned completely at its sole discretion.

xx. Security Deposit

1. Successful bidder, at the time of appointment, shall furnish a security deposit of ₹2,00,000 (Rupees Two Lakh only) to Andhra Pradesh Digital Corporation Limited, as compensation for the Agency’s failure to complete its obligations under the contract.
2. Security Deposit shall be in the form of Bank Guarantee from any Nationalized Bank or any large and reputed, scheduled commercial Bank, valid for one (1) year and extendable till the completion of the contract.
3. The security deposit will be discharged by Andhra Pradesh Digital Corporation Limited and returned to the service provider not later than thirty (30) days following the date of completion of all the formalities under the contract.
4. The Bid security may be forfeited at the discretion of APDCL, on account of one or more of the following reasons, if:

- The Bidder withdraws their Bid during the Bid validity period.
- Bidder does not respond to requests for work orders.
- Bidder fails to deliver the work order, as per the agreed terms.
- Bidder is found to be involved in fraudulent and corrupt practices or any other prohibited actions listed in this document.

xxi. Penalty

The selected agency shall perform its obligations in a professional manner. In case of delay in execution of the assigned work by the agency, APDCL may impose a penalty of 0.5% of the project value per day or part thereof of delay (subject to maximum of 10%).

If the delay is beyond stipulated time then APDCL may annul the work order and shall be free to get it done from other agencies at the risk and costs of the appointed agencies. APDCL may debar and blacklist the agencies for applying in future also.

XXII. Pre-Bid Meeting

A prospective Bidder requiring any clarification of the bidding documents may seek clarifications of his/her queries submitted on or before date mentioned in section. APDCL will discuss the queries received from the interested bidders in the pre-bid meeting and respond the clarifications by uploading on the website, if deemed necessary. No further clarification whatsoever will be entertained after the pre- bid meeting date.

The pre-bid meeting will be conducted online through video conferencing with only short-listed bidders. Serious bidders are hereby advised to send their queries as per the following format preferably in Excel File, (before the pre-bid meeting) to the email address vcmd-apdc@ap.gov.in

Bidders Information		
Name of the Organization	Name & Position of the Official requesting clarification	Address of the Organization with Phone & Email

Bidders Request for Clarification			
Sl. No	Bidding Document Reference	Content of RFP Requiring Clarification	Any Specific Information Required
1			
2			
3			
4			

XXIII. Amendment to RFP

- At any time prior to the deadline for submission of bids, APDCL may, for any reason, whether on its own initiative or in response to a clarification request by a prospective bidder, modify the bidding documents.
- All prospective bidders who have received the bidding documents will be notified of the amendment through website and such amendments will be binding on them.
- In order to allow prospective bidders reasonable time to consider the amendments while preparing their bids, APDCL at its discretion, may extend the deadline for the submission of bids.

XXIV. Authorized Signatory:

- A Proposal should be accompanied by an appropriate board resolution or power of attorney in the name of an authorized signatory of the Bidder stating that he is authorized to execute documents and to undertake any activity associated with the Bidder's Proposal.
- Authorized Signatory from the APDCL side would be the VC & MD of the APDCL.

xxv. Confidentiality:

Information relating to the examination, clarification and comparison of the proposals shall not be disclosed to any bidder or any other persons not officially concerned with such process until the selection process is over. The undue use by any bidder of confidential information related to the process may result in rejection of its proposal. Except with the prior written consent of APDCL, no party, shall, at any time communicate to any person or entity any confidential information acquired in the course of the Contract.

xxvi. Indemnity:

In the event of a third-party claim of intellectual property infringement, Bidder may, at its sole option

- Obtain for Customer the right to continue using the Services,
- Modify the services so that the services are non-infringing,
- Replace the services with a functionally equivalent, non-infringing service, or
- APDCL may so notify the vendor and terminate such infringing Services at will.

The vendor shall indemnify the APDCL and user departments against all third-party claims of infringement of patent, trademark/copyright or industrial design rights arising from the use of the supplied items and related services or any part thereof. APDCL / User department stand indemnified from any claims that the vendor's manpower may opt to have towards the discharge of their duties in the fulfillment of the work orders.

xxvii. Force Majeure:

1. Neither party will be liable with respect to the failure to fulfil its obligations, if the said failure is entirely due to Act of God, Governmental restrictions or instructions, natural calamities or catastrophes, epidemics, or disturbances in India.
2. Force Majeure shall not include:
 - a. Any event which is caused by the negligence or internal action of a party or by or of such party's agents or employees, nor
 - b. any event which a diligent party could reasonably have been expected to both consider at the time of being assigned the work and avoid or overcome with utmost persistent effort in the carrying out of its obligations as per the agreement.
 - c. Insufficiency of funds or manpower or the inability to make any payment required for execution of services in the contract.
3. A party affected by any event of Force Majeure shall immediately notify the other party of such event, providing sufficient and satisfactory evidence of the nature and cause of such event, and shall similarly give a written notice of the restoration of normal conditions as soon as possible.

xxviii. Dispute Resolution:

- APDCL and the selected Bidder shall make every effort to resolve amicably by direct informal negotiation, any disagreement or dispute arising between them under or in connection with any work order, delivery or quality issue.

- If any dispute of any kind whatsoever arises between APDCL and the selected bidder in connection with or arising out of the work order or any documentation, including without prejudice to the generality of the foregoing, any question regarding its existence, validity or termination, the parties shall seek to resolve such dispute or difference by mutual consultation.
- If the parties fail to resolve such a dispute or difference by mutual consultation, the same shall be referred to a Sole Arbitrator to be mutually agreed upon and appointed by both the Parties. The arbitration shall be held at Vijayawada only. The award as passed by the Sole Arbitrator will be binding on the Parties and the same shall not be challenged on the ground of jurisdiction of the Arbitrator.

XXIX. Right to terminate the process:

1. APDCL, reserves the right to accept or reject any proposal, and to annul the tendering process and reject all proposals at any time prior to award of control, without thereby incurring any liability to the affected vendor(s) or any obligation to inform the affected vendor(s) of the grounds for such action.
2. APDCL makes no commitments, explicit or implicit, that this process will result in a business transaction with anyone. Further, empanelment does not constitute an offer by APDCL.
3. In case of any due negligence or willful misconduct is found in any of the work orders or mutual processes, APDCL has every right to act against the concerned vendor.

XXX. Termination:

- **Termination for Default:** APDCL may, without prejudice to any other remedy for breach of contract, by written 30 days' notice of default sent to the concerned empaneled agency, terminate the Contract in whole or part.
 - If it is found in contravention of any of the criteria listed in this document.
 - If an empaneled agency fails to deliver any or all the services within the period(s) specified in the Contract, or within any extension thereof granted by APDCL pursuant to conditions of contract clause or if the agency fails to perform any other obligation(s) under the Contract.
 - If any claims for payment are made based on false/incorrect information.
- **Termination for Insolvency:** APDCL may at any time terminate the Contract by giving a written notice of at least 30 days to any empaneled agency if the agency becomes bankrupt or otherwise insolvent. In such event, termination will be without compensation to the agency, provided that such termination will not prejudice or affect any right of action or remedy that has accrued or will accrue thereafter to APDCL. If the contract is terminated, the Supplier shall be entitled to receive: the outstanding balance of the Contract value of the Services performed up to the effective date of such termination.

- **Termination for Convenience:** APDCL, by 30days' written notice sent to the empaneled agency may terminate the Contract, in whole or in part, at any time for its convenience. The notice of termination shall specify that termination is for APDCL's convenience, the extent to which performance of the empaneled agency under the Contract is terminated, and the date upon which such termination becomes effective. However, any undisputed payment to the invoices of the task accomplished by the agency would be paid by APDCL.
- All rights are vested with APDCL only for the repeal/change/cancellation of the whole process of proposal without assigning any reasons there for.

XXXI. Consequences of Termination:

1. APDCL shall have the right to carry out the unexecuted portion of work either by itself or through selecting another Agency.
2. In the event of termination of this Contract, APDCL shall be entitled to impose any such obligations and conditions and issue any clarifications as may be necessary to ensure an efficient transition and effective business continuity which the Selected Agency shall be obliged to comply with.
3. In the event that the termination of the Contract / Work Order is due to the expiry of the Terms of this Work Order, a decision not to grant any (further) extension by APDCL, or where the termination is prior to the expiry of the stipulated term due to the occurrence of any event of default on the part of the Selected Agency, the Selected Agency herein shall be obliged to provide all such assistance to the successor or any other person as may be required by ADCL.
4. Where the termination of the Contract / Work Order is prior to its stipulated term on account of a default on the part of the Selected Agency or due to the fact that the survival of the Selected Agency as an independent corporate entity is threatened / has ceased, APDCL shall pay the Selected Agency for that part of the Services which have been authorized by APDCL and satisfactorily performed by the Selected Agency up to the date of termination. Without prejudice any other rights, APDCL may retain such amounts from the payment due and payable by APDCL to the Selected Agency as may be required to offset any losses caused to APDCL as a result of any act / omissions of the Selected Agency.
5. APDCL may take possession of the works and all deliverables of the Selected Agency and use or employ the same for completion of the work or employ any other Selected Agency or other person or persons to complete the works. The Selected Agency shall not in any way object or interrupt or do any act, matter or thing to prevent or hinder such actions, other selected Agencies or other persons employed for completing and finishing or using such deliverables.
6. When the Contract / Work Order is terminated by APDCL for all or any of the reasons mentioned above, the Selected Agency shall not have any right to claim compensation on account of such termination.

xxxii. Legal:

In case of any dispute, efforts would be made to resolve it amicably. However, if the dispute is not resolved amicably, all disputes will lie in the jurisdiction of Courts within Vijayawada only.

xxxiii. Contract Document:

- The Contract document shall be obtained free of cost, from the Office of The Vice-Chairman and Managing Director, APDCL, 5th Floor, Next Space Building, Kunchanapalli, Tadepalli Mandal, Guntur - 522501, Andhra Pradesh or it can be downloaded from www.ipr.ap.nic.in or www.apdc.ap.gov.in .
- For the downloaded contract document, the applicant should give a declaration for not having tampered the downloaded RFP document.
- Feel free to furnish any extra details in a white paper, along with the Bid Document, in case the Bid document format is limiting your portfolio.

xxxiv. Details of Fee:

The Applicant must submit their application by paying ₹5,000 (Five Thousand Rupees only, Nonrefundable) in the form of DD from any nationalized bank in favor of the “Chief General Manager - Finance, APDCL” with the checklist of documents listed in ANNEXURES.

xxxv. Submission of Tender and The Last Date:

All the bid documents must be submitted via post with the required processing fee to
Vice-Chairman and Managing Director
APDCL, 5th Floor
Next Space Building
Kunchanapalli, Tadepalli Mandal
Guntur - 522501, Andhra Pradesh

The last date of submission of tender would be 16th Mar 2022, by 4PM.

SIGNATURE OF THE APPLICANT:

NAME IN BLOCK LETTERS:

DESIGNATION:

COMPANY SEAL:

DATE:

ADDRESS:

BID SUBMISSION PROCEDURE

SUB: Appointment of Digital Messenger Service Provider to APDCL–Reg

Ref: RFP Notice 003/APDCL/RFP – Digital Messenger Service Provider - 01/2022 Dated 2nd Mar 2022

1. The bids shall be **accepted only in two bid system** consisting of **Technical Bid** and **Financial Bid**.
2. **One large envelope** superscribed "**Bid for Appointment of Digital Messenger Service Providers with APDCL**" must contain separate sealed envelopes for the Technical Bid and the Financial Bid.
3. The large envelope should indicate the following clearly:
 - Name of the company
 - Name / Contact Number /Email ID of the authorized signatory
 - Address of the company
4. **The large envelope should contain** the following **three separate envelopes** bearing the following superscripting:
 - I. **Non-Refundable processing fee:** This envelope should contain a Demand Draft of ₹5,000/- in the name of "Chief General Manager - Finance, APDCL" which is non-refundable.
 - II. **Financial Bid:** Annexure VII – “Financial Bid - Ad Types and Quotes” goes in this envelope.
 - III. **Technical Bid:** All other documents go in this envelope.
5. The applicants should submit their completed bids within the stipulated time to the following address either by Speed Post/ Registered Post / Courier or by hand:

Vice-Chairman & Managing Director,
APDCL, 5th Floor, Next Space Building,
Kunchanapalli, Tadepalli Mandal
Guntur - 522501,
Andhra Pradesh

Phone: +91 95509 74387

APPLICATION FORM

DATE:

To,
The Vice-Chairman & Managing Director,
APDCL, 5th Floor, Next Space Building,
Kunchanapalli, Tadepalli Mandal,
Guntur - 522501
Andhra Pradesh

SUB: Appointment of Digital Messenger Service Provider to APDCL–Reg

Ref: RFP Notice 003/APDCL/RFP – Digital Messenger Service Provider - 01/2022 Dated 2nd Mar 2022

1. With reference to your tender notice, we, having examined all the relevant documents and understood their contents, hereby submit our Application for Appointment of our company's digital messenger service.
2. We acknowledge that APDCL will be relying on the information provided in the Application and the documents accompanying the Application for agreement, and we certify that all the information provided in the Application and in the Appendices are true and correct, nothing has been omitted which renders such information misleading; and all documents accompanying such Application are true copies of their respective originals.
3. This statement is made for the express purpose of agreement of our company with APDCL.
4. We shall make available to APDCL any additional information it may deem necessary or require for supplementing or authenticating the Application.
5. We declare that:
 - (a) We have examined and have no reservations to the documents, including any Addendum(s) issued by APDCL.
 - (b) Our Team handling APDCL does not have any conflict of interest as mentioned in the Documents.
 - (c) We have not directly or indirectly or through an agent engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice, or restrictive practice with respect to any tender or request for proposal issued by or any agreement entered with Authority or any other public sector enterprise or any government, Central or State; and

- (d) We have taken steps to ensure that in conformity with the provisions of this proposal, no person acting for us or on our behalf will engage in any corrupt practice, fraudulent practice, coercive practice, undesirable practice, or restrictive practice.
6. We understand that you may cancel the tender process at any time and that you are neither bound to accept any Proposal that you may receive nor to select the service provider, without incurring any liability to APDCL in accordance with the document.
7. We further certify that regarding matters relating to security and integrity of the country, we have not been charge-sheeted or convicted by any agency of the Government or by a Court of Law for any offence committed by us or by any of our Associates.
8. We agree and understand that the application is subject to the provisions of the RFP document. In no case, shall we have any claim or right of whatsoever nature if the work order is not awarded to me/us or our application is not opened or rejected.
9. In the event of my/our firm being selected as digital messenger service provider, we agree and undertake to provide the services in accordance with the provisions.
10. We have studied all the documents carefully, we understand that we shall have no claim, right or title arising out of any documents or information provided to us by APDCL or with respect to any matter arising out of or concerning or relating to the Selection Process including the award of work.
11. We agree and undertake to abide by all the terms and conditions of the Document. In witness thereof, we submit this Application under and in accordance with the terms of the Document.
12. We enclose the following documents:
- a. Contract document duly signed in each page and enclosed in token of accepting the contract conditions.
 - b. DD no. _____ for ₹5,000/- (Rupees Five Thousand only), towards empanelment process fee.
 - c. Application Form (Annexure II)
 - d. Details of the Applicant (Annexure III)
 - e. Agreement (Annexure IV)
 - f. Declaration for not having black-listed either by APDCL or by any other Government agencies (as per Annexure-V)
 - g. Declaration for not having tampered the tender document downloaded from the website www.ipr.ap.nic.in or www.apdc.ap.gov.in (Annexure-VI)

- h. The copy of certificate of incorporation/registration and copy of Memorandum and Articles of Association in case of Private/Public Limited Companies. Copy of LLP registration or registered partnership deed in case of Partnership Firm
- i. Copy of the PAN allotment Certificate / PAN Card issued by Income Tax Department in case of Indian Company
- j. Copy of GST Registration certificate

SIGNATURE OF THE APPLICANT:

DATE:

NAME IN BLOCK LETTERS:

DESIGNATION:

ADDRESS:

SEAL OF THE APPLICANT COMPANY:

Details of the Applicant

(Certified by a Chartered Accountant):

SUB: Appointment of Digital Messenger Service Provider to APDCL–Reg

Ref: RFP Notice 003/APDCL/RFP – Digital Messenger Service Provider - 01/2022 Dated 2nd Mar 2022

S. No	Particulars	Details
1.	Company Name	
2.	Name of the Proprietor / Partners / Directors	
3.	Registered Office Address	
4.	Telephone No.	
5.	Email ID	
6.	Date of Establishment	
7.	Date of Launch of Business	
8.	Top references of past projects	
9.	Is the Company India-based (Yes/No)	
	If the answer to the above question is no, does the Company have wholly owned company registered and operating in India, which looks after its Indian business. If yes, the details thereof:	
10.	PAN No.	

Appointment of Digital Messenger Service Providers

11.	GSTN No.	
12.	Bank account details Account holder name: Name of the bank: Branch: IFSC: Account Number:	
13.	Details of contact person who will work with APDCL	
14.	Name of Authorized Signatory: Position: Telephone: Mobile: Email:	

PLACE:

DATE:

SIGNATURE OF THE BIDDER:

NAME:

DESIGNATION:

COMPANY SEAL:

SIGNATURE OF CHARTERED ACCOUNTANT:

(with seal, membership no. and address)

UDIN generated by registering the:
certificate attested/certified by CA

Annexure IV

Terms of agreement for engagement with Andhra Pradesh Digital Corporation Limited (APDCL):

SUB: Appointment of Digital Messenger Service Provider to APDCL–Reg

Ref: RFP Notice 003/APDCL/RFP – Digital Messenger Service Provider - 01/2022 Dated 2nd Mar 2022

AGREEMENT

This agreement is made onday of..... by and between Andhra Pradesh Digital Corporation Limited (APDCL), 5th Floor, Next Space Building, Kunchanapalli, Tadepalli Mandal, Guntur - 522501, Andhra Pradesh, (herein after referred to as APDCL) of the ONE PART through its Vice Chairman and Managing Director and
.....
(name and registered office address of the Digital Messenger Service Provider), (herein after referred to as Vendor which expression shall, unless it be repugnant to the context or meaning thereof, be deemed to mean and include its representative/successors/executors, administrators and assignees), represented by.....
.....
on the OTHER PART.

AND whereas AP Digital Corporation Limited (APDCL), is the Nodal agency for all State Government Departments / Public Undertakings / Corporations / Societies/ Local Bodies etc. for advertising and messaging (paid and unpaid) through advertisement and all forms of digital messaging, within the uniform communication strategy of the Government.

AND whereas to improve the Digital Media outreach of Government, APDCL has engaged the Messenger service based on various criterions, terms and conditions and processes.

AND whereas, the Vendor has agreed to provide the service as required by APDCL. THE PARTIES HERETO agree to abide as under:

I. TERMS OF AGREEMENT:

1. The Vendor confirms that it is not suspended/ blacklisted or under the period of suspension by APDCL or any Central / State Government/ Public Sector Undertaking / Semi Government organizations in India. The Vendor further agrees to inform APDCL if they are blacklisted / suspended subsequently within 3 days of receiving the suspension order.
2. The Vendor undertakes to make sure that their content is not anti-national / obscene / indecent / antisocial / violative of communal harmony and national integrity etc., or deemed objectionable in any form, or in violation of the extant Cyber Laws of India (Section 67 of the IT Act, 2000 of the Government of India and any other provisions made from time-to-time). Further, since the content on digital media platforms includes user-based content, the Vendor undertakes to moderate/delete the content if it is found to be anti-national / obscene / indecent / antisocial / violative of communal harmony and

national integrity etc., or in violation of the extant Cyber Laws of India (Section 69 of the IT Act, 2000 of the Government of India and any other provisions made from time-to-time).

3. Whenever the company/agency's contract is cancelled/suspended/debarred by APDCL, the company/ agency will forfeit the security deposit.

II. PAYMENT TERMS

1. The final payments shall be released only after completion of the work-order, on submission of the final statement of work having been executed as per the approved outreach plan. No claim will be made for the advance payment.
2. The Vendor agrees to provide/submit the real time as well as dated execution report of the campaign activity along with the quantified outcome of the campaign in the format prescribed by the APDCL.
3. The Vendor agrees to submit the bills/invoice for the activity in the form prescribed by APDCL.
4. The parties agree that the body of the bill should certify the following:
 - a. The amount claimed in the bill is against the completed activity as per the campaign approved by APDCL.
 - b. The amount claimed in the said bill has not been claimed in the past and there is no duplication of the claim.
5. Third Party Evaluation: Performance of the service provider in all aspects, shall be evaluated through a third party for authentication of reports. The cost of its evaluation shall be borne by the vendor only.
6. A committee constituted by APDCL will scrutinize and evaluate the statement of works and commercial estimates received from the vendor.
7. APDCL also reserves the right to recover any dues from the bidder, which is found on later date, during audit/excess payment, after the final settlement is made to them. The bidder is liable to pay such dues to APDCL immediately on demand, without raising any dispute/protest.

SIGNATURE OF THE BIDDER:
(With Seal)

NAME:
DATE:

BUSINESS ADDRESS:

NOTARY SIGNATURE:

DECLARATION
(of not having been blacklisted)

Ref: RFP Notice 003/APDCL/RFP – Digital Messenger Service Provider - 01/2022 Dated 2nd Mar 2022

To,
The Vice-Chairman & Managing Director,
APDCL, 5th Floor, Next Space Building,
Kunchanapalli, Tadepalli Mandal,
Guntur - 522501
Andhra Pradesh

SUB: Appointment of Digital Messenger Service Provider to APDCL–Reg

Certified that M/s...../ the firm /company / agency or its partners / shareholders have not been blacklisted as on the date of bid submission by APDCL or by any other State or Union Government Agencies / Departments in India.

SIGNATURE OF THE BIDDER:
(With Seal)

NAME:

DATE:

BUSINESS ADDRESS:

Annexure VI

DECLARATION

(of not having tampered the empaneled document)

Ref: RFP Notice 003/APDCL/RFP – Digital Messenger Service Provider - 01/2022 Dated 2nd Mar 2022

To,
The Vice-Chairman & Managing Director,
APDCL, 5th Floor, Next Space Building,
Kunchanapalli, Tadepalli Mandal,
Guntur - 522501
Andhra Pradesh

SUB: Appointment of Digital Messenger Service Provider to APDCL–Reg

I/We _____ having our office at _____
_____ do declare that I/We have carefully read all
the conditions of contract document released by APDCL, for the engagement of a
company/agency as the Digital Messenger Service Provider.

I/We have downloaded the tender document from the internet site www.ipr.ap.nic.in or
www.apdc.ap.gov.in and I/We have not tampered with / modified the application document in
any manner. In case, if the same is found to be tampered with / modified, I/We understand that
my/our application will be summarily rejected, and application will be forfeited, and I/We am/are
liable to be banned from doing business with APDCL or prosecuted.

SIGNATURE OF THE BIDDER:
(With Seal)

NAME:

DATE:

BUSINESS ADDRESS:

Financial Bid - Message Types And Quotes

SUB: Appointment of Digital Messenger Service Provider to APDCL–Reg

Ref: RFP Notice 003/APDCL/RFP – Digital Messenger Service Provider - 01/2022 Dated 2nd Mar 2022

Category A	SMS Text messages / Cost per Message	
	Message Size / Format	Rate (in Rs.)
Category B	WhatsApp Business Tool (Video, Audio, Image, Text) / Cost Per Message	
	Message Size / Format	Rate (in Rs.)
Category C	Chatbot through a framework on WhatsApp API / Cost per engagement	
	Message Size / Format	Rate (in Rs.)

CHECKLIST OF DOCUMENTS

SUB: Appointment of Digital Messenger Service Provider to APDCL–Reg

Ref: RFP Notice 003/APDCL/RFP – Digital Messenger Service Provider - 01/2022 Dated 2nd Mar 2022

S. No.	Checklist	Enclosed (Yes / No)	Comments (if any)
1.	Application Form (Annexure II)		
2.	Details of the Applicant (Annexure III)		
3.	Agreement (Annexure IV)		
4.	Declaration of not having been blacklisted (Annexure V)		
5.	Declaration of not having tampered with the empaneled document (Annexure VI)		
6.	Contract document duly signed and stamped in each page (in token of accepting all the included contract conditions)		
7.	Financial Bid - Message Types and Quotes (Annexure VII)		
8.	Filled in Checklist of Documents (Annexure VIII)		
9.	Demand Draft of ₹5,000 towards bid processing fee.		
10.	Relevant Experience with Supporting Documents		
11.	Company / Agency Incorporation / Registration Document		
12.	Copy of Memorandum and Articles of Association / Registered Partnership Deed in case of Partnership firm.		
13.	Copy of GST Certificate		
14.	Copy of PAN Card		