

# **MEDIA ADVISOR**

**ENERGY INFRASTRUCTURE & INVESTMENT, CRDA DEPARTMENT**

**GOVT. OF ANDHRA PRADESH**

**REQUEST FOR PROPOSAL (RFP) FOR SELECTION OF**  
**AGENCY/FIRM FOR ENHANCING THE BRAND IMAGE OF**  
**ENTITIES UNDER ENERGY I&I DEPT THROUGH CREATING**  
**AWARENESS AMONG STAKE HOLDERS ON VARIOUS**  
**DEVELOPMENTAL PROJECTS BEING IMPLEMENTED BY THE**  
**ENTITIES AND ADOPTING BEST COMMUNICATION PROCESS**  
**THROUGH EFFICIENT USE OF **SOCIAL MEDIA****

## **1. Introduction:**

- a. The Govt. of Andhra Pradesh has been undertaking various welfare & developmental activities in the state. It has taken up many noble projects like construction of world class capital city of Amaravathi, Polavaram Project, best infrastructure support for development of industries, agriculture & its supporting sectors, Rural Development, Public health, & education.etc. As a part of the Govt.'s objectives, the Energy Infrastructure & Investment Dept. has been implementing successfully various prestigious projects like 24x7 Power For All, 100% household electrification, Renewable energy & energy efficiency projects, development of Airports, Water Ports, Gas pipe lines, apart from playing active role in development of World class Capital city of Amaravati. These projects are a mirror to the vibrant economic growth in the state & provide a platform for attracting global investments.
- b. The details of various entities under Energy I&I Dept, the basic objectives/nature of activities of the entities are as under:
- (i) APGENCO : Development & maintenance of Hydel, Thermal & natural gas based power generation
  - (ii) APTRANSCO : Transmission of power through laying of dedicated lines & substations
  - (iii) APSPDCL / APEPDCL : Distribution of power to end consumers like Industries, Commercial, Residential.
  - (iv) NREDCAP: Development of Renewable Energy (Solar & wind etc).
  - (v) APERC: Regulatory authority of the power utilities in the state.
  - (vi) INCAP: Develop, facilitate advisory services, monitor, arrange finance for various infrastructure projects in the state.
  - (vii) BIACL: Development of four Greenfield Airports at Bhogapuram (Vizianagaram District), near Visakhapatnam, Kuppam (Chittoor District), Oravakallu (Kurnool District), Dagadarthi (Nellore District).

- (viii) GDC: Distributing the Gas to the consumers by laying the underground pipe lines.
  - (ix) Fibre grid: To make digitalised AP State through the optical fibre technology.
  - (x) Waterways: Developing the ports & canals in order to develop the waterways
- c. As a part of popularizing the developmental activities by the entities under Energy I&I Dept, through multi-pronged communication channels, it was decided to FaceBook, Twitter, Pinterest etc., Social Media accounts for Energy I&I Depts. Effective communication through social media apart from print & electronic media shall enhance dissemination of information among the stake holders on all the initiatives and achievements of Energy, Investments & infrastructure Dept. It also serves to have a meaningful interaction with the stakeholders for formulation of policies, consumer services etc., for further enhancing the performance of organizations under the Dept. In order to build a stronger and healthier consumer relationship and to make them aware of all the schemes and services and the best possible options, it is imperative that Energy I&I Dept keep the social platform alive and vibrant.
- d. In this regard, it is proposed to engage an agency for promoting the brand image of various entities under Energy, I&I, CRDA Dept. and boost up the confidence of common man on AP Govt as a whole.
- e. Interested agencies may submit their tenders in a big sealed cover super scribed as “Open Tender for social media promotion” containing (i) Bank Guarantee / Demand draft of EARNEST MONEY DEPOSIT for Rs.50,000/- (ii) Demand draft towards cost of tender documents / bid application fee for Rs.1180/- including GST (iii) cover super scribed as “ Technical Bid” containing Annexure II & III duly filled in along with supporting documents and (iv)another separate sealed cover superscribed as “Financial bid” containing filled in “Annexure – V”. The tenders should be addressed to the Media Advisor, Energy, I&I, CRDA Dept. & CEO/SECM, 2<sup>nd</sup> Floor, 33/11Kv Indoor Substation, Museum Road, Governor pet, Vijayawada- 5 20002 .

- f. Tender documents regarding details of bidding process, eligibility criteria, Qualifications, Remuneration to the personnel, and other conditions can be downloaded from the websites of AP Power utilities i.e. [www.aptransco.gov.in](http://www.aptransco.gov.in) or [www.apeasternpower.com](http://www.apeasternpower.com) or [www.apspdcl.in](http://www.apspdcl.in) or [www.apgenco.gov.in](http://www.apgenco.gov.in) from 19.07.2017 onwards or through email by sending a request to [ceo.secm@gmail.com](mailto:ceo.secm@gmail.com) .
- g. Sealed Tenders must be put in the Tender Box placed in the Office of CEO/SECM at the address specified above not later than 3.00 P.M on 18<sup>th</sup> August 2017. Tender box will be placed in the Office of CEO/SECM from 19<sup>th</sup> July 2017 from 10.30 A.M. (during office working hours) to 18<sup>th</sup> August 2017 @3.00 P.M. Tenders may also be sent by Post / Courier. The delay of non receipt of the tender prior to the specified date and time is sole responsibility of the tenderer and Media Advisor Energy, I&I, CRDA is not responsible for any kind of delay. The last date/time for the receipt of tender document shall be 18<sup>th</sup> August 2017 @3.00 PM. The tenders will be opened at 4.00 PM on 18<sup>th</sup> August 2017 at SECM Office at the address mentioned above. In case 18<sup>th</sup> August 2017 is declared as a holiday, then the tender will be opened at the same time / place on the next working day.

### **TERMS OF REFERENCE(TOR):**

#### **2. Objectives :**

- To disseminate information online about developmental schemes and maintain positive impact amongst the stakeholders in general and enhance public participation in the schemes.
- To establish and maintain positive impact amongst the stakeholders in general and enhance public participation in the developmental schemes
- Taking care of building a strong and popular brand and revenue enhancement with increase in number of customers through social media promotion, like enhancing participation in Solar roof top, Energy efficient appliances distribution, optical cable etc..
- To engage the audience in conversations about organizations under Energy I&I Dept so as to build positive, futuristic branding and to maintain

sustained interactions with stake holders, and enable them to become ambassadors of AP Power and Infrastructure sector.

- Disseminate information till grassroots about workshops, conferences and other public consultation processes.
- Appropriate crisis management by application of strategies, designed to help the organization. To deal with sudden and significant events by providing proper and convincing messages to the customers through social media platform.

### **3. Scope of the work:**

The scope of work comprises management of social media promotion for different entities under Energy I&I Dept listed above on turnkey basis, having following seven broad activities:-

- A. Formulation of result-oriented comprehensive social media promotion strategy.
- B. Development of Content and Publication or Hosting of Content.
- C. Viral Promotion on the Internet & Continuous Updating of Content.
- D. Response Management.
- E. Submitting Effectiveness Analysis and MIS Reports to Media Advisor, Energy I&I Dept

#### **A. Formulation of result-oriented comprehensive social media promotion strategy:-**

- The agency must determine which social networking sites are most popular social media sites like Facebook, Twitter, Instagram, You Tube etc the basis of parameters like, number of visitors, frequency of visits etc, and submit their suggestions on selection of the sites which will best serve the purpose of enhancing the brand image of entities. The strategy shall be such that the promotional activities reach to atleast One Crore users within one year.
- The agency, after taking approval of Prl. Secretary / Media Advisor, Energy I&I Dept. must formulate a result-oriented comprehensive social media promotion strategy on the selected sites.

- The agency should also advise Energy I&I Dept to remove or add any platform during the project duration, if the popularity of any platform ceases to exist or there is a more popular platform available. However, the final decision regarding adding or removing any of the social media platforms will be taken by Energy I&I Dept.

**B. Development of Content, Videos and Publication or Hosting of Content:**

- The agency must create content that is photo-rich & video-rich, original, engaging and factually & grammatically correct.
- The agency shall involve popular celebrities of film/tv industry etc to produce atleast ten short videos, static Ads, images with their messages promoting schemes of Energy I&I Dept.
- The Agency is expected to undertake creation, management and promotion of high-quality blogging content, including engaging celebrities and high-profile people to write/talk about different Utilities under Energy I&I Dept.
- While developing the content, special effort must be made to develop the content in such a manner that the content is in line with the changing scenario nationally.
- The agency should also gauge the emerging trends in the national power / infrastructure scenario, such as benefits to the end consumers through development of airports, waterways, cost-effective broadband connectivity using fibre grid, smart metering, solar power, energy efficiency, and develop content based on the pulse of the consumers in such a way so as to increase the popularity of organizations.
- The facts and figures must be derived from authentic sources and vetted by Competent Authority of respective Organization under the Dept. However, the solution provider shall be responsible for the delivery of overall content, including any new content that maybe desired.
- The agency should conceptualise and create all the content and then take approval from respective Board before uploading.

- The ownership of and right to all content/ videos etc shall be of Energy I&I Dept.
- The content/blogs/articles/news shall be hosted at different social media platforms along with domain management.
- The Agency should host the content in such a way that it encourages users on such social media promotion sites to express their views on services provided by the Entities & suggest scope for betterment of the same.
- The Agency must integrate social media with the official portal (web-based) and vice-versa; as well as integrate with each other wherever possible.
- The solution provider shall ensure that the content & activities on the social media platforms do not restrict accessibility of the platform on mobile devices.
- The Agency must mark all electronic content (text, photo, video or otherwise) as Copyright of Energy I&I Dept Or respective Board, wherever applicable; and monitor & report unauthorized use. This responsibility includes but is not limited to the following activities:
  - Content sanitization, formatting, uploading and management.
  - Use of SEO friendly clean permalink structure.
  - Tagging & Categorization of posts and articles.
  - Feedback mechanism to accept & display hierarchical user comments.
  - Develop and update the FAQ bank based on user feedback.

### **C. Viral Promotion on the Internet & Continuous Updating of Content.**

The Agency must formulate and operationalise viral projects for Energy, Infrastructure & Investment Dept. that will provide maximum brand impact in minimal time.

The agency must Regularly and periodically update the pages with respect to the current/upcoming news and event(s).

## **E. Response Management**

- The agency shall provide accurate, complete, polite and prompt feedback to user interactions on the social media sites.
- The agency shall seek input from concerned authority of the Organization, where the feedback requires such information.
- Agency shall respond to the queries/ issues raised by users within twenty four hours. However if the response requires critical information from the concerned organization, the same shall be obtained & posted within a week time. Even in such cases initial response that “reply to your query is under process” or any such response message shall be sent to the user within 24 hours.
- User interactions shall be replied in the English/Telugu languages only.
- The Agency shall also moderate the sites to avoid spam, advertisements and inappropriate content.

## **G. Submitting Effectiveness Analysis and MIS Reports:**

- The agency must submit monthly or as and when required, ‘Effectiveness Analysis and MIS reports’ to Media Advisor, Energy I&I Dept on the effectiveness of the social media as well as viral marketing strategy and if the desired targets are being met. The agency must submit a detailed analysis on the steps undertaken for overall promotion of various entities under Energy I&I Dept on the social media networks and the results achieved monthly or as and when required.

## **4. DELIVERABLES**

The following are the minimum deliverables to be ensured to cover the scope of work.

### **4.1 Professional Executive Support**

(i) The agency has to deploy at least one social media expert at O/o.Media Advisor, Energy I&I Dept in Vijayawada, for exclusive Social Media work of Energy I&I Dept’s entities. He /She has to be available to Media Advisor, Energy I&I Dept during Office Hours. The expert shall be in continuous touch with Media Advisor, Energy I&I Dept& other nominated officials of each organization under the Dept for effective flow of information in social media platforms. The credentials and details of such



personnel being deployed at Office of Media Advisor, Energy I&I Dept must be communicated to the Media Advisor prior to deployment.

(ii) Apart from the above personnel, a senior level professional of the agency, who is experienced in handling such accounts, is to be identified as the project leader for this work, and he/ she should remain as the exclusive single point contact for all the activities related to the execution of this work. The credentials and details of such personnel being nominated as project leader must be communicated to the Media Advisor, Energy I&I Dept and concerned officials of Energy I&I Dept.

**4.2. Facebook:** Two separate accounts / Pages shall be created. One shall cover the entities under Energy sector & the other shall cover entities under Infrastructure & Investment sector. The following acts shall be the minimum deliverables under this platform.

- (i) Profile Creation, Verifying the page& Management of the pages for both sectors.
- (ii) Customizing with Vanity URL
- (iii) Minimum two Updates / Day in each of the sector
- (v) Continuous Engagement
- (vi) Minimum 5000 views / reach per Month for each of the sectors page/account.

**4.3. Blog for** each of above two sectors.:

- (i) Creation & Customization
- (ii) Design Services
- (iii) Four Articles / Month

**4.4. Online videos:**

- (i) Creation, uploading and management of videos/ animations.
- (ii) Testimonials & Interviews
- (iii) Uploading of Event Videos provided by respective organizations
- (iv) Corporate Videos
- (v) One Videos / Month to be created & uploaded by agency

**4.6 Twitter:** Two separate accounts covering the entities under Energy sector & the other shall cover entities under Infrastructure& Investment sector shall be created. The following acts shall be the minimum deliverables under this platform.

- (i) Account Creation, Verifying the twitter page & Management of the accounts for both sectors.
- (ii) Customizing with Vanity URL
- (iii) Minimum two tweets / Day in each of the sector
- (v) Continuous Engagement
- (vi) Minimum 100 followers per Month for each of the sectors account.

#### **4.7. LinkedIn:**

- (i) Profile Creation & Management
- (ii) Engaging the Professional Community
- (iii) Minimum 5 Updates / Month including both sectors

**4.8.** Apart from the above platforms, the agency may be asked to introduce any new social media platform like Instagram, Pin interest or any other and the agency has to take up such work without any additional cost involvement.

**4.9** Relevant provisions of IT Act 2000 and RTI Act must be adhered to under the contract.

**5. Eligibility Criteria for the Firm/Agency:** The prospective Social Media Management organization must conform to all the pre-qualification criteria given below and shall attach documentary proof for each of the qualifying requirements. Bids without adequate supporting documents shall be treated as incomplete.

- a) The agency should have been in the business of providing Social Media Management services in India for a period of at least two financial years as on 31.03.2017. The agency should be a private/public limited company or firm engaged in social media management with track record and domain knowledge.
- b) The agency should have achieved a minimum of Rs. 25 lakh turnover in any of the immediate two financial years from the business of social media management.

- c) Agencies having experience in providing social media services to at least one Central / State Government departments/ PSUs and shall in a position to produce required positive references, shall submit relevant documents without fail.
- d) The core team of the agency should have relevant academic qualifications and practical expertise in the areas of web, social media, photography, media, publishing, imaging and communication with proven track record. Necessary documents along with CV of the officials should be provided to substantiate the claim.
- e) The bidder as applicant should not have been blacklisted by any Central / State Government / PSU/ Public Authority or Organisation. The authorized signatory shall submit the certificate that the agency has not been blacklisted
- f) The applicant agency should not be involved in any major litigation that may have an impact of adversely affecting or compromising the delivery of services as required under this tender and in the execution of the contract.

4. **COST OF BIDDING DOCUMENTS / BID APPLICATION FEE:** Bid Application Fee of **Rs.1,000/- + GST 18% (Rs.1180/-)** to be paid in the form of Demand Draft in favour of “- Media Advisor to Energy, I&I & CRDA” on any Scheduled Bank and shall be enclosed to the Tender schedule. Tenders not accompanied by such drafts towards specification cost will be rejected. The specification cost paid is non-refundable.

**5. Cost of Proposal & Bid Validity Period:**

The agency/firm shall bear all costs associated with the preparation and submission of its RFP, including cost of any clarifications / queries sought. Media Advisor/ Energy I&I, CRDA Dept. will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process. The bids offered shall remain valid for a period of thirty days from the date of scheduled tender opening.

**6. Time period of the contract:**

The agency shall be engaged for a period of One year.

## 7. Earnest Money Deposit:

EMD of Rs. 50,000/- (Rs. Fifty thousand only) needs to be submitted by way of Bank Guarantee / Demand Draft / Pay Order / Banker's Cheque in favour of “- Media Advisor to Energy, I&I, CRDA ”, payable at Vijayawada should be submitted along with the Technical Bid. No other mode of payment is acceptable.

EMD will not carry any interest. EMD in case of unsuccessful bidders will be refunded within 45 days of award of contract. EMD of the successful bidder will be returned without any interest, after receipt of Security Deposit or Bank Guarantee in lieu thereof.

EMD will be forfeited in the event of a bidder withdrawing or modifying his bid after opening of the tenders and till completion of the tender process, and / or in the event of the successful tenderer declining to accept the Contract, or to pay the Security Deposit.

The Technical Bid would be rejected if it has been received without EMD or proof of submission or the EMD has been submitted in a mode other than as specified above, or a valid proof of exemption from submission of EMD has not been provided.

## 8. Terms of Payment:

<b>Commencement of the Study:</b>	5% of the Amount of Letter of Intent (LOI)
<b>Monthly payments after submission of invoices with proof of meeting deliverables</b>	90% of Amount of Letter of Intent (LOI) in 12 equal divided payments
<b>After certification of satisfactory performance</b>	5% of the amount of LOI

Payment by means of DD/crossed cheque / RTGS will be made on submission of monthly bills of claim by the firm/agency for the job performed during the preceding month. However, taxes at the rate applicable which are as per the rules shall be deducted at source from monthly payment.

**9. Subletting**

The agency shall not sublet, transfer or assign the contract or any part thereof to other party. In the event of the agency contravening this condition, Media Advisor, Energy I&I Dept. shall be entitled to terminate the contract and get the work done through other party at the risk & cost of the awarded agency. In such case the EMD / performance guarantee of the awarded agency will be forfeited.

**10 Liquidated damage**

Delay at any stage in execution of the contract due to reasons solely attributed to successful agency/firm beyond the time schedule as agreed or any extension thereof granted by the DEPT shall attract Liquidated Damages at the rate of 5 % of the total contract value per month of delay subject to maximum of 50 % of the total contract value.

**10. Jurisdiction**

The parties hereby irrevocably consent to the sole jurisdiction of the Courts of Andhra Pradesh/Hyderabad only in connection with any actions or proceedings arising out or in relation to this TENDER.

**11. Performance Guarantee:**

The agency to whom the task is entrusted is required to pay 5% of the Contract value in the form of bank guarantee as Contract Performance Guarantee, within 15 days of award of contract failing which the contract is deemed to be terminated.

The performance security will be valid for a period of 60 days beyond the validity of the contract, with a claim period of 6 months above the validity period of performance security.

Earnest Money Deposit will be refunded to the successful Applicant on receipt of performance security.

**12. Termination of Contract**

The Energy I&I dept shall have the right to terminate the contract of the agency at any time during the tenure of the work, if the performance of the agency is



**ANNEXURE-II**

**TENDER VALIDATION CERTIFICATE**

**(to be submitted on the letter head of firm/agency under signatures of the authorised signatory)**

Full Name and address of the applicant in addition to address and other relevant information needed for the complete Address:-

From:-

To

The Media Advisor, Energy, I&I, CRDA Department  
Govt. of AP,  
2nd Floor, 33/11KV Indoor substation,  
Museum Road, Governorpet  
Vijayawada,  
Andhra Pradesh – 520 002

Sir,

1. I / we have read all the particulars regarding the general information and other terms and conditions of the contract for enhancing the brand image of entities under Energy, I&I dept. through creating awareness among stake holders and implementing best communication process through efficient use of social media for Media Advisor to Energy , I&I, CRDA Department Andhra Pradesh and agree to provide the services as detailed in schedule herein or to such portion thereof as you may specify in the acceptance of the TENDER at the rates given in Annexure V . I / we agree to hold this offer open till One year from the date of entering a job contract with Media Advisor Energy , I&I, CRDA Department . I / we shall be bound by a communication acceptance despatched within the prescribed time.

2. I / we have understood the terms and conditions for the contract and shall provide the best services strictly in accordance with these requirements.

3. The following pages have been added to and from a part of this TENDER. The documents to accompany this TENDER are at page Nos.

4. Every page so attached with this TENDER bears my signature and the official seal.

5. The Offer shall remain valid for acceptance for a minimum period of 60 days from the date of Technical bid (opening).

Signature & Seal of Applicant with date

Address

Name & Signature of witness

Address

**ANNEXURE -III - TECHNICAL AND EXPERIENCE DETAILS OF FIRM**

**(To Be Submitted On The Letter Head Of Firm/Agency Under Signatures Of The  
Authorised Signatory)**

1. Name of the Firm/Agency & Address

(with telephone/fax/e-mail/website)

2. Name and Full Address of their Bankers

3. Value of Solvency Certificate issued by their bankers

4. Registration Number of the firm

5. ESI No. of Firm

6. EPF No. of Firm

7. GST Registration of Firm

8. PAN Number

9. Experience in no. of years (Name and address of client departments may be indicated.)  
(Enclose copy of contract, details of satisfactory performance report/ work completion from  
their clients from Govt./PSUs if any. )

10. Turnover of last 3 years. (Certified copy be attached)

(i.e.FY : 2014 -15, 2015-16, 2016-17)

**(All the above information must be accompanied with the certified copies of the  
documents, failing which the TENDER will be liable to be rejected.)**

I/We hereby submit that the information submitted hereby are correct & best of my/our  
knowledge & belief. My/Our agency has not been debarred by any Govt. department/PSUs  
for providing services during last 3 years. In case of any information/documents found to be  
false, fake or incorrect, Media Advisor Energy, I&I, CRDA Department is free to take action

against my/our agency as deemed fit by them. I/we, \_\_\_\_\_ do also hereby  
declare that I/we are not engaged in any activity, which conflicts directly or indirectly with  
the proposed assignment. I/we further declare that during the currency of the contract,  
I/we will not engage in any such conflicting activity.



(Signature of the Authorised person with seal)

Name and seal of the bidder

**Note: A signed copy of the tender documents as acceptance of all terms and conditions of the tender is to be enclosed with the technical proposals.**

ANNEXURE-IV

**BID SECURITY FORM**

**(Applicable in case of submission of Bid Security in the form of Bank Guarantee)**

Whereas ..... (here in after called "the bidder") has submitted its bid dated (date of submission of bid) for the supply of ..... (name and / or description of the materials / equipment) (hereinafter called "the bid")

KNOW ALL PEOPLE by these presents that WE ..... (name of bank) having our registered office at ..... (address of bank) (hereinafter called "the bank") are bound unto ..... (name of purchaser) (hereinafter called "the purchaser") in the sum of ..... For which payment well and truly to be made to the said purchaser, the bank binds itself, its successors, and assigns by these presents. Sealed with the common seal of the said bank this ..... day of .....200

THE CONDITIONS of this obligation are:

1. If the bidder
  - a) withdraws its bid during the period of bid validity specified by the bidder on the bid form; or
  - b) does not accept the correction of errors in accordance with the bid specification, or
  
2. If the bidder having been notified of the acceptance of its bid by the purchaser during the period of bid validity;
  - a) Fails or refuses to furnish the performance security, in accordance with the bid specification.
  - b) Fails or refuses to execute the contract form if required; or

We undertake to pay the purchaser up to the above amount upon receipt of its first written demand, without the purchaser having to substantiate its demand, provided that in its demand the purchaser will note that the amount claimed by it is due to it, owing to the occurrence of one or both of the two conditions, specifying the occurred condition or conditions.

This guarantee will remain in force upto and including forty five (45) days after .....  
(Specification date) the period of the bid validity and any demand in respect thereof should  
reach the bank not later than the above date.

.....

(Signature of the bank)

Note : This will be executed on a Rs.100/- non-judicial stamp paper issued by a scheduled  
bank.

**ANNEXURE –V - FINANCIAL OFFER**

(TO BE SUBMITTED ON LETTER HEAD OF FIRM/AGENCY UNDER SIGNATURES OF THE AUTHORISED AGENCY)

To  
The Media Advisor Energy, I&I,  
Govt. of AP,  
2nd Floor, 33/11KV Indoor substation,  
Museum Road, Governorpet,  
Vijayawada,  
Andhra Pradesh – 520 002.

I/ We wish to submit our Tender for providing services to enhance the brand image of entities under Energy, I&I dept. through creating awareness among stake holders and implementing best communication process through efficient use of social media to Media Advisor Energy, I&I Govt. of AP against their Bid : Media Advisor/TENDER NO.1/ Dated: \_\_\_July, 2017 for the following Fixed Percentage through out the period of the Contract

<b>Providing services to Media Advisor Energy, I&amp;I , CRDA Department for efficient use of social Media as per the terms and conditions mentioned in the specification</b>			
<b>Description</b>	<b>Period</b>	<b>Amount to be paid, excluding taxes</b>	
		<b>(In figures)</b>	<b>(In Words)</b>

The rates quoted will be valid for a period of one year from the date of acceptance of the rates.) We have carefully read the terms and conditions and agree to abide by these in letter and spirit.

**SIGNATURE OF THE TENDERER :**

**NAME :**  
**(IN BLOCK LETTERS)**

**SEAL :**

Place & Date