

**Mission for Elimination of Poverty in Municipal Areas (MEPMA)**  
Department of Municipal Administration & Urban Development, Govt. of AP.



**Request for Proposal (RFP)**  
**for Selection of Advertisement and**  
**Branding Agency for Designing of**  
**Logo and Branding Material for the**  
**Promotion of “Jagananna Mahila Mart”**  
**under Mission for Elimination of Poverty in**  
**Municipal Areas (MEPMA)**

Ref No: 11022/MEPMA/LH/JMM/2021

Date of Issue: 09-09-2021



**పట్టణ పేదరిక నిర్మూలన సంస్థ (ఆంధ్రప్రదేశ్)**  
**Mission for Elimination of Poverty in Municipal Areas**  
Department of Municipal Administration & Urban Development, Govt. AP

*Mission for Elimination of Poverty in Municipal Areas (MEPMA), 2nd floor, Sahasra Buildings, Opp. Hosanna Mandir, Gorantla, Guntur, 522034.*

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## 1. Inviting Proposals

Mission for Elimination of Poverty in Municipal Areas is inviting tenders through this RFP through eProcurement from eligible advertising and branding agencies for ‘Designing of Logo and Branding Material for the Promotion of “Jagananna Mahila Mart” Program under MEPMA as per the requirements mentioned in this RFP.

The schedule of events is as under:

Item	Reference
RFP Title	Request for Proposal (RFP) for Selection of advertising and branding Agency for Designing of Logo and Branding Material for the Promotion of “Jagananna Mahila Mart” under Mission for Elimination of Poverty in Municipal Areas (MEPMA)
Reference Number	RFP/MEPMA/JAGANNA MAHILA MART/2021-22
RFP Issuing Authority	Mission for Elimination of Poverty in Municipal Areas (MEPMA), Govt. of Andhra Pradesh
RFP Issuing Date	Date: 09-09-2021
Proposal Processing Fee	Rs. 5,000/- (Rupees Five Thousand Only) (non-refundable) in the form of Demand Draft (Please see Section 7)
Earnest Money Deposit (EMD)	Rs. 50,000/- (Rupees Five Thousand Only) (refundable) online in eProcurement portal (Please see Section 8)
Mode of Proposal Submission	Online through AP eProcurement portal
RFP can be downloaded from	<a href="https://tender.apecurement.gov.in">https://tender.apecurement.gov.in</a>
Last date for submission of Pre-Bid queries	Date: 15.09.2021 & Time: 3:00 PM Email ID for pre-bid queries: mdmepma1@apmepma.gov.in
Pre-Bid Meeting Schedule	Date: 15.09.2021 & Time: 3:00 PM Mission for Elimination of Poverty in Municipal Areas (MEPMA), 2nd floor, Sahasra Buildings, Opp. Hosanna Mandir, Gorantla, Guntur, 522034.
Last Date and Time for Proposal Submission on eProcurement portal	Date: 23.09.2021 & Time: 3:00 PM
Last Date and Time for Submission of Demand Draft towards Proposal Processing Fee	Date: 23.09.2021 & Time: 3:00 PM
Proposal Opening Schedule	Date: 23.09.2021 & Time: 3:30 PM
Technical Presentation Schedule	Date: 23.09.2021 & Time: 4:00 PM
Financial proposal Opening Schedule	Date: 24.09.2021 & Time: 2:00 PM
Contact Details	Phone No: 0863-2347302 Email ID: <a href="mailto:mdmepma1@apmepma.gov.in">mdmepma1@apmepma.gov.in</a>
Address of MEPMA Office for Submission of Demand Draft towards Proposal Processing Fee	Mission for Elimination of Poverty in Municipal Areas (MEPMA), 2nd floor, Sahasra Buildings, Opp. Hosanna Mandir, Gorantla, Guntur, 522034.

### **Important Note 1:**

The agencies are requested read all the terms and conditions mentioned in the RFP document and seek clarification, if any, from MEPMA and also requested to remain updated for any notices/amendments/clarifications etc. to the ‘Request for Proposal’ through the <https://tender.apecurement.gov.in>. No separate notifications will be issued for such notices/amendments/clarifications etc. in the print media or individually.

## 2. Introduction

### 2.1 About MEPMA

The “Mission for Elimination of Poverty in Municipal Areas (MEPMA)” is a Government of AP Society formed in 2007 under the Department of Municipal Administration & Urban Development. MEPMA is working towards formulating strategies to implement poverty reduction programs in urban areas through promoting, strengthening, and nurturing self-sustainable institutions of the poor, and through them. MEPMA address all poverty related issues like access to credit, financial freedom, health and vulnerability etc.

Around 24 lakh poor families will have improved quality of life by accessing services from all organizations through their own strong self-reliant and self-managed institutions.

### 2.2 About “Jagananna Mahila Mart”

With the objective of strengthening urban poor women, MEPMA proposed a new program called ‘Jagananna Mahila Mart’ that enables women from Self-Help Groups (SHGs) to establish, operationalize and run retail stores in all urban local bodies across the state of Andhra Pradesh.

This initiative will contribute to promote sustainable livelihoods and develop entrepreneurial skills among women belonging to Self-Help Groups (SHGs). Encouraged by the success of the pilot implementation in Pulivendula ULB, MEPMA now seeks to expand the ‘Jagananna Mahila Mart’ initiative to all ULBs across the state in a phased manner.

These marts will operate with an objective to sell quality products with fair prices. These marts will sell wide range of products such as food products, non-food products, FMCG products and SHG products across the state.

## 3. Scope of Work

The agency shall provide the creative vision for branding of “Jagananna Mahila Mart” in the identified local markets to enhance the overall image of the program and also MEPMA. The broad Scope of Work for the project shall include the following key items, but not limited to.

### 3.1 Logo Design

- The agency shall design a logo for “Jagananna Mahila Mart” program.
- The logo should communicate the role and objectives of the “Jagananna Mahila Mart” program and essence of the MEPMA clearly and precisely.

### 3.2 Space Design

- Each “Jagananna Mahila Mart” will be established/organized in different areas ranging from 750 sft to 2,500 sft.
- The agency shall prepare Internal Civil Drawings for the space of 2,500 sft.

### 3.3 Branding for 2500 sft shop with 3D design

- External Branding
- Internal Branding

### 3.4 Promotional Videos

- 3D Animated walk through with voice over 4-minute video on “Jagananna Mahila Mart”.
- Another promotional videos with voice over for 1 and 2 minutes on “Jagananna Mahila Mart”.

### 3.5 Other Collateral Designs

- The agency shall also prepare/design the following collaterals for internal and external branding to promote the “Jagananna Mahila Mart” program based on the directions/instructions of MEPMA like Carry bags, Uniforms, Outdoor hoardings, Name boards and placements, Brochures, Flyers, and Leaflets (A4/A5)

### 3.6 Trademark Registration

- The agency shall be responsible for Trademark for the “Jagananna Mahila Mart”.

#### **Important Note 2:**

- *The scope of work is indicative. The actual quantum of work may be higher or lower than the mentioned scope of work above.*
- *MEPMA may increase the scope of engagement/provide a separate work order to the selected agency for similar branding assignments during the course of the contract, provided the terms and conditions are agreeable to both parties.*
- *All open files for the completed tasks/assignments (post-final approvals) have to be provided to MEPMA in an appropriate storage device.*

## 4. Deliverables & Timelines

### 4.1 Project Deliverables

The below are the project deliverables as per the scope of work defined in this RFP. These deliverables may vary at the time of project execution subject to the variation in quantum of work assigned to the successful agency.

1. Logo Design
2. External and Internal Branding for 2500 sft shop with 3D design
3. Promotional Video
4. Civil Drawings for 2,500 sft. Space
5. Other Collateral Designs
6. Trademark Registrations

### 4.2 Project Timelines

The successful agency shall submit all the deliverables within one (1) month duration from the date of signing of the contract with MEPMA.

## 5. Payment Terms

The payment to the agency will be made as per the following payment schedule, subject to furnishing of relevant documents mentioned.

<b>Deliverable</b>	<b>Payment Percentage</b>
Advance	20% of total contract value
After successful completion of the work to the satisfaction of MEPMA	80% of total contract value

## 6. Eligibility Criteria

The agencies who submit their proposal in response to RFP shall be qualified as per the eligibility criteria mentioned below:

<b>Eligibility Criteria</b>	<b>Required Documents to be submitted</b>
The agency shall be in operations for a period of minimum two (2) years as on the date of publishing of this RFP.	○ Supporting document to that effect shall be produced.
The agency shall have valid PAN and GST	○ Copy of PAN ○ Copy of GST
The agency shall have an average annual turnover of minimum Rs. 1 crores in the last two financial years.	○ Annual Turn Over Statement for the last 2 Financial Years certified by chartered accountant
The agency shall have successfully completed/executed minimum 2 projects of similar nature.	○ Supporting document to that effect shall be produced.
The agency shall not have been blacklisted or under a declaration of ineligibility for fraudulent or corrupt practices by any government agency/PSU	○ Undertaking on the agency’s letterhead for not being blacklisted
The agency shall have a registered office in Andhra Pradesh/ Telangana	○ Undertaking on the agency’s letterhead confirming the address of the offices in State of Andhra Pradesh/Telangana

## 7. Proposal Processing Fee

- All agencies shall pay a non-refundable proposal processing fee of Rs. 5,000/- (Rupees Five Thousand only) in the form of demand draft Payable to ‘Mission Director, Mission for Elimination of Poverty in Municipal Areas (MEPMA)’ payable at Guntur, drawn on any scheduled commercial bank along with the technical proposal (hardcopy).
- The Original Demand Draft (DD) towards proposal processing fee shall be reach MEPMA office as per the “Last Date and Time for Submission of Demand Draft towards Proposal Processing Fee” mentioned at ‘Section 1”.
- Proposals submitted without proposal processing fee shall be summarily rejected.

## 8. Earnest Money Deposit (EMD)

- All agencies shall pay refundable Earnest Money Deposit of Rs. 50,000 (Rupees Fifty Thousand only) in the form of demand draft Payable to ‘Mission Director, Mission for Elimination of Poverty in Municipal Areas (MEPMA)’ payable at Guntur, drawn on any scheduled commercial bank along with the technical proposal or through online in eProcurement portal prior to uploading the Technical Proposal.
- Proposals submitted without EMD shall be summarily rejected.
- EMD of all unsuccessful agencies would be refunded by MEPMA within one month from the announcement of successful agency without any accrued interest on it.
- EMD of the successful Agency shall be returned post completion of all contractual obligations of the agreement.

- The EMD may be forfeited,
  - if an agency withdraws or amends or impairs or derogates its proposal during the period of proposal validity.
  - Termination of contract due to breach of any of the terms and condition of the agreement will entail forfeiture of EMD.

## **9. Preparation of Proposals**

The agencies are required to prepare Technical Proposal and Financial Proposal as specified below.

### **a. Technical proposal**

The agencies shall submit the Technical Proposal as per the forms/formats mentioned under Section 14 to 17. The Technical Proposal shall contain the following documents as per the eligibility criteria defined in this RFP:

- Letter of Technical Proposal Submission as per ‘Section 14’.
- Online Payment of Proposal Processing Fee on eProcurement portal.
- Online Payment of Proposal Earnest Money Deposit (EMD) on eProcurement portal.
- Brief Profile of the Agency as per ‘Section 15’
- Copy of supporting document mentioning its existence for 2 yrs shall be produced.
- Copy of PAN and Copy of GST.
- Annual Turn Over Statement for the last 2 Financial Years certified by chartered accountant
- Undertaking on the agency’s letterhead for not being blacklisted as per ‘Section 17’
- Any other supporting documents as per the eligibility criteria under this RFP.

### **b. Financial Proposal**

While preparing the Financial Proposal, the agencies are expected to take into account the requirements and conditions outlined in the RFP document.

The Financial Proposal shall be submitted as per format given at ‘Section 18’.

- Financial Proposal Submission Form along with complete project cost.
- The cost quoted will be firm and fixed for the duration of performance of the contract. At no point of time will any deviation from the quoted rate be entertained by MEPMA.
- The Financial Proposal shall not include any conditions attached to it and any such conditional financial proposal shall be summarily rejected.

## 10. Submission of Proposals through eProcurement

- The agencies shall submit their proposals through e-Procurement portal only at <http://www.aeprocurement.gov.in> or <https://tender.aeprocurement.gov.in> before last Date and Time for Proposal Submission.
- The agencies would be required to register on the e-procurement marketplace <http://www.aeprocurement.gov.in> or <https://tender.aeprocurement.gov.in> for submission of their proposal online.
- The agencies shall submit their Technical and Financial Proposals as per the eligibility criteria of the RFP and as per the forms/formats along with required supporting documents given in this RFP or eProcurement website.
- The agencies shall upload the scanned copies of all the relevant certificates, documents, etc. in support of their eligibility criteria/technical bids and other certificates/ documents in the eProcurement website.
- The agencies shall sign on the statements, documents, certificates, uploaded by them, owning responsibility for their correctness/authenticity.
- For registration and online bid submission bidders may contact HELP DESK on [www.aeprocurement.gov.in](http://www.aeprocurement.gov.in) or <https://tender.aeprocurement.gov.in>

## 11. Evaluation of Proposals

1. The method of evaluation for selection of agency is Quality cum Cost Based System (QCBS), where technical proposal score will be given a weightage 80% and financial proposal score will be given a weightage of 20%.

### 11.1 Technical Evaluation:

- MEPMA shall evaluate the proposals submitted on each criterion separately and satisfy itself beyond doubt on the agency’s ability to meet the criteria.
- Technical Evaluation consists of Document Based Evaluation and Technical Presentations.
- The agencies shall be given technical scores (Ts) as per the ‘Technical Evaluation Scoring Matrix’ defined under Section 12.
- The agencies who secure minimum 70 marks out of 100 marks shall be qualified for next round of evaluation, i.e., Financial Evaluation.
- The agencies who secure score less than 70 out of 100 marks will be rejected and their financial proposals will not be opened.

### 11.2 Financial Evaluation

- The financial proposal of technically qualified agencies shall only be opened for evaluation.



## 12. Technical Evaluation Scoring Matrix

SN	Criteria	Max Marks
1	<b>Operations:</b> Agency’s existence or operations as on the date of publishing of this RFP Minimum 2 to 3 years - 10 Marks More than 3 years - 15 Marks	15 Marks
2	<b>Financial Capability:</b> Agency’s average annual turnover in the last two years. Minimum Rs. 1 to 3 crores - 10 Marks More than Rs. 3 to 5 crores - 15 Marks More than Rs. 5 crores - 20 Marks	20 Marks
3	<b>Previous Experience:</b> Agency’s previous experience in successful completion/execution of projects of similar nature. Minimum 2 to 3 projects - 10 Marks More than 3 projects - 15 Marks	15 Marks
4	<b>Technical Presentation</b>	50 Marks
<b>Total Score</b>		<b>100 Marks</b>

## 13. General Terms & Conditions

### 13.1 General Instructions

- The proposals shall be submitted within the dates mentioned at ‘Section 1’ through e-Procurement platform only (online).
- The proposal shall be signed by the Authorized signatory of the agency on all pages with official seal.
- They are expected to examine all instructions, terms etc. in the RFP document. Failure to furnish all information as stipulated in the RFP or submission of a proposal not in compliance to the bidding documents will be at the agency’s risk and may result in rejection of its proposal.

### 13.2 Proposal preparation cost

- The agencies shall bear all the costs associated with the preparation and submission of the proposal. MEPMA will not be responsible and liable for any costs, regardless of the conduct or outcome of the bid process.
- All papers submitted with the proposal are neither returnable nor claimable.

### 13.3 Right to accept and reject any or all the proposals

- Notwithstanding anything contained in this RFP, MEPMA reserves the right to accept or reject any proposal and to annul the bidding process and reject all the proposals, at any time without any liability or any obligation for such acceptance, rejection or annulment, without assigning any reason.
- MEPMA reserves the right to reject any proposal if:
  - The agencies do/does not respond promptly and diligently to requests for information required for the evaluation of proposals, or
  - The agency does not adhere to the conditions of the RFP while furnishing the required information/details.

#### **13.4 Pre-Bid Meeting**

- The Interested and eligible bidders are recommended to attend the pre-bid meeting. The amendments (if any) will be published on MEPMA’s website, i.e., <https://apmepma.gov.in/>.

#### **13.5 Evaluation Committee/s**

- MEPMA will constitute a committee to evaluate the proposals submitted.
- The committee shall evaluate the proposals and all supporting documents received in response to the RFP.
- The decision of the committee in the evaluation of proposals received in response to this RFP shall be final. No correspondence will be entertained outside the process of negotiation/discussion with the committee.
- The committee or MEPMA reserves the right to reject any or all proposals on the basis of any deviations.

#### **13.6 Proposal validity period and extension**

- The proposal shall remain valid for a period of Thirty (30) days from the proposal submission date ("Proposal Validity Period"). MEPMA reserves the right to reject any proposal, which does not meet this requirement.

#### **13.7 Confidentiality**

- No information relating to the examination, clarification, evaluation and comparison of proposals and recommendations concerning the award of contract shall be disclosed to agencies, their representatives, and any person not officially concerned with the process, if any.

## 14. Letter of Technical Proposal Submission

*[to be submitted on the letterhead of the agency]*

To,  
The Mission Director,  
Mission for Elimination of Poverty in Municipal Areas (MEPMA),  
2nd floor, Sahasra Buildings,  
Opp. Hosanna Mandir,  
Gorantla, Guntur, 522034.

**Subject:** Submission of proposal in response to the RFP for Designing of Logo and Branding Material for the Promotion of “Jagananna Mahila Mart” under Mission for Elimination of Poverty in Municipal Areas (MEPMA)

Ref No: 11022/MEPMA/LH/JMM/2021 Dt: 09-09-2021

Dear Sir/Madam,

1. Having examined the RFP document, I/We, the undersigned, herewith submit our proposal in response to your 11022/MEPMA/LH/JMM/2021 Dt: 09-09-2021 for Designing of Logo and Branding Material for the Promotion of “Jagananna Mahila Mart” under Mission for Elimination of Poverty in Municipal Areas (MEPMA)
2. We have read the provisions of the RFP document and confirm that these are acceptable to us. We further declare that additional conditions, variations, deviations, if any, found in our proposal shall not be given effect to. We further confirm that the offer is in conformity with the terms and conditions as mentioned in the RFP and all required information.
3. We understand that we shall comply with scope of work and requirements as specified intender terms and conditions completely and there are no deviations/recommendations of any manner and/or sort and/or kind in this regard from my/our side. We agree to abide by this proposal, consisting of this letter.
4. We would like to declare that we are not involved in any major litigation that may have an impact affecting or compromising the delivery of services as required under this assignment and we are not under a declaration of ineligibility for corrupt or fraudulent practices.
5. We would like to declare that there is no conflict of interest in the services that we will be providing under the terms and conditions of this RFP.
6. We hereby declare that all the information and statements made in this proposal are true and correct.
7. We understand that you are not bound to shortlist/accept any or all proposal you receive.
8. We hereby declare that we qualify and fulfil all the eligibility criteria as mentioned at section 6.

9. Our correspondence details with regards to this proposal are

<b>Information</b>	<b>Details</b>
Name of the agency	
Complete address of the agency	
Name, Designation and Address of the contact person to whom all references shall be made regarding this RFP	
Mobile no. of the contact person	
Email of the contact person	

<b>Details of Proposal Processing Fee</b>
Name of the Bank: -----
DD Date: -----
Amount: -----

10. We hereby declare that our proposal submitted in response to this RFP is made in good faith and the information contained is true and correct to the best of our knowledge and belief.

Sincerely,  
Name of the Authorized Signatory:  
Designation:  
Signature:  
Date:  
Name and address of firm with seal:

## 15. Brief Profile of the Agency

[to be submitted on the letterhead of the agency]

Details of the Agency	
Item	Details
Name of the Agency	
Registered Office Address	
Telephone:	
Email:	
Website:	
Status of the firm (Proprietary/Public Limited Company/Private Limited Company/ Partnership)	
Details of existence of the firm	
Details of Commencement of Business	
GST Registration no.	
Permanent Account Number (PAN)	
About Organization: <i>Provide a brief description of the firm’s background. The brief description should include ownership details, place of incorporation of the firm, objectives of the firm etc.</i>	

Sincerely,  
Name of the Authorized Signatory:  
Designation:  
Signature:  
Date:  
Name and address of firm with seal:

## 16. Turnover Certificate

*[declaration by Chartered Accountant on Letterhead with his/her Signature and Seal]*

### **To whomsoever it may concern**

On the basis of audited financial statements, we hereby certify that <<Name of the Agency>> having registered office at <<Address of the Agency>> has an average annual turnover of <<Amount(s) in words & figures>> during last three (3) financial years i.e., FY 2017-18, 2018-19, and 2019-20. The details of annual revenue are mentioned below:

<b>SN</b>	<b>Financial Year</b>	<b>Annual Revenue of the firm (in INR)</b>
<b>1</b>	FY 2017-18	
<b>2</b>	FY 2018-19	
<b>3</b>	FY 2019-20	

*Copies of Balance Sheets and P&L Statement are attached*

(Chartered Accountant):

Signature

Name

Registration No

Contact No.

Date

Seal

## 17. Self-declaration for not being blacklisted

*[to be submitted on the letterhead of the agency]*

To,  
The Mission Director,  
Mission for Elimination of Poverty in Municipal Areas (MEPMA),  
2nd floor, Sahasra Buildings,  
Opp. Hosanna Mandir,  
Gorantla, Guntur, 522034.

**Subject:** Submission of proposal in response to the RFP for Designing of Logo and Branding Material for the Promotion of “Jagananna Mahila Mart” under Mission for Elimination of Poverty in Municipal Areas (MEPMA)

Ref No: 11022/MEPMA/LH/JMM/2021 Dt: 09-09-2021

Dear Sir/Madam,

I/We hereby declare that our organization <<Name of the Agency>> is having unblemished past record and was not declared blacklisted or ineligible to participate for bidding till the time of submission of response to this RFP by any State/Central Govt. or PSU due to unsatisfactory performance, breach of general or specific instructions, corrupt/fraudulent or any other unethical business practices.

It is hereby confirmed that I/We are entitled to act on behalf of our company/ corporation/ firm/ organization and empowered to sign this document as well as such other documents, which may be required in this connection.

MEPMA shall have the right to take appropriate action against us, in case any of the above information is found to be false or incorrect.

Sincerely,  
Name of the Authorized Signatory:  
Designation:  
Signature:  
Date:  
Name and address of firm:

## 18. Financial Proposal Submission Form

[to be submitted on the letterhead of the agency]

To,  
The Mission Director,  
Mission for Elimination of Poverty in Municipal Areas (MEPMA),  
2nd floor, Sahasra Buildings,  
Opp. Hosanna Mandir,  
Gorantla, Guntur, 522034.

**Subject:** Submission of proposal in response to the RFP for Designing of Logo and Branding Material for the Promotion of “Jagananna Mahila Mart” under Mission for Elimination of Poverty in Municipal Areas (MEPMA)

Ref No: 11022/MEPMA/LH/JMM/2021 Dt: 09-09-2021

Dear Sir/Madam,

We, the undersigned, offer for Designing of Logo and Branding Material for the Promotion of “Jagananna Mahila Mart” under Mission for Elimination of Poverty in Municipal Areas (MEPMA) in accordance with your Request for Proposal 11022/MEPMA/LH/JMM/2021 Dt: 09-09-2021, and our attached Financial Proposal is for the sum of <<Insert amount(s) in words and figures>>. This amount is exclusive of taxes

SN	Particulars	Total Amount (in INR)
1	Charges for Designing of Logo,Space Design, Branding for 2500 sft, 3D walkthrough Promotional Videos, Other Collateral Designs, Trademark Registration for the Promotion of “Jagananna Mahila Mart” under Mission for Elimination of Poverty in Municipal Areas (MEPMA)	

Our Financial Proposal shall be binding upon us subject to the modifications resulting from Contract negotiations, up to expiration of the validity period of the Proposal i.e., 30 (Thirty) days from the date of opening of proposal.

We are aware that any conditional financial offer will be rejected by MEPMA and reserves the right to accept or reject any or all proposals without assigning any reasons thereof.

I/We understand that you are not bound to accept the lowest or any proposal you may receive. I/We agree to the Terms & Conditions mentioned in the RFP document. Further, we confirm that we will abide by all the terms and conditions mentioned in the Request for Proposal document.

We remain,  
Sincerely,  
Name of the Authorized Signatory:  
Designation:  
Signature:  
Date:  
Name and address of firm: