

Form 4A: Financial Proposal Submission Form

[Location, Date]

To

Adviser (Communications),
Room No. 204, NITI Aayog
Sansad Marg
New Delhi-110001

Dear Sir,

Subject: Services for [name of assignment].

We, the undersigned, offer to provide the services for [name of assignment] in accordance with your Request for Qualification - cum - Request for Proposal dated [date] and our Proposal. Our attached Financial Proposal is for the sum of [amount(s) in words and figures].

Our Financial Proposal shall be binding upon us subject to the modifications resulting from arithmetic correction, if any, up to expiration of the validity period of the Proposal, i.e. [date].

We undertake that, in competing for (and, if the award is made to us, in executing) the above assignment, we will strictly observe the laws against fraud and corruption in force in India namely "Prevention of Corruption Act 1988".

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

Yours sincerely,

Authorized Signature [In full and initials]:

Name and Title of Signatory:

Name of Firm:

Address:

Financial Proposal: Summary of costs

Sl.No.	Item	Per Unit Cost	Indicative Quantity	Total Cost	Total Cost Including GST
1	Print Ads (Quarter Page)		2		
Audio-visual					
2	Videos for TV (up to 45 seconds)		1		
3	Videos for TV (up to 30 seconds)		1		
4	Adaptation of Videos for TV (up to 15 seconds)		2		
5	Animation video on specific themes up to 60 seconds		3		
6	15 Second adaptation of 60 second thematic videos		5		
7	Animation Videos up to 45 seconds		1		
8	Animation Videos up to 30 seconds		1		
9	Animation Videos up to 15 seconds		1		
Banners/Web-banners					
9	Full banner 468x60		8		
10	Pop-up 550x480		5		
11	Pop-up 500x350		5		
12	Leaderboard 728x90		2		
13	Skyscraper 160x600		1		
14	Half Banner 234x60		1		
15	Square 336x280		1		
16	Button 120x90		1		
17	Outdoor campaign services <u>Hoardings, Signages, Standees, Podium, Backdrop etc.</u>		5		
Creatives					
18	Book/Report/Cover/Master Brochure Designing		6		
19	Flipbook		1		
20	Adaptations of master brochure in web banners		10		
21	Design for web portal/apps		1		
22	Social media community management		12 months		
Total cost of Financial Proposal (Inclusive of GST @ ____%) (*Mention rate of GST here)					

Note:-

- The payment, to the selected agency, will be made on monthly basis in 12 equal installments with the monthly creative fee not exceeding 1/12th of the total cost of financial proposal inclusive of GST.
- The agency must submit, along with its monthly bill, Certificates of Satisfactory Completion of works by the Verticals/Divisions concerned and monthly Work Reports.
- The fixed annual fee will cover all the administrative and creative costs/expenses of the agency for undertaking the assignment. No extra payment for any amount of work indicated in the scope of work will be made. The scope of work also includes any other work of Creative nature which may crop up/arise in future with the advancements in technology or any other reason catering to the needs of NITI Aayog.
- The annual quantity of work mentioned in the table above is merely indicative and can vary depending upon the needs of the authorities concerned. The Creative Agency will be hired for a period of one year and the contract of the agency will be further extendable for another two (2) years subject to satisfactory rendition of services and approval of the competent authority in NITI Aayog.
- 5% escalation will be allowed on the Total Cost of Financial Quotation for the previous year.
- GST would be payable at the applicable rates as may be in force from time to time.