

REQUEST FOR PROPOSALS (RFP)

National Competitive Bidding (NCB)

PUBLICITY SERVICES FOR CEYLON ELECTRICITY BOARD

TENDER NO: AGM(CS)/DGM(B&OS)/SC/2022/PS

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**Deputy General Manager
(Business & Operational Strategy)
6th Floor, Ceylon Electricity Board
No. 50
Sir Chittampalam A. Gardiner MW,
Colombo 02**

Tel: 011- 2333068

Fax: 011- 2333067

Date: March, 2022

SECTION 1
LETTER OF INVITATION

SECTION 1 – LETTER OF INVITATION

RFP No: **AGM(CS)/DGM(B&OS)/SC/2022/PS**

To Whom It May Concern

Ref: Publicity Services for Ceylon Electricity Board (hereinafter referred to as the Publicity Services)

1. The Ceylon Electricity Board (CEB) now invites proposals to provide the Publicity Services for CEB. More details on the services are provided in the Scope of Publicity Services.
2. A firm will be selected under Quality and Cost Base Selection Method (QCBS) and Procedures described in this RFP.
3. The RFP includes the following documents;
 - Section 1 – Letter of Invitation
 - Section 2 A – Data Sheet
 - Section 2 B - General Conditions of Contract
 - Section 2 C - Special Conditions of Contract
 - Section 3 – Technical Proposal – Sample Forms
 - Section 4 – Financial Proposal – Sample Forms
 - Section 5 – Scope of Publicity Services
 - Section 6 – Sample Forms of Contract
4. Your proposal shall cover in detail the following:
 - (1) The background and experience of your firm in the last three years, including a list of past and present work of a nature similar to the requested Scope of Publicity Services of this RFP.

- (2) The general approach and methodology which you propose for carrying out the services covered in the Scope of Publicity services.
- (3) The name, background and professional experience of each expert staff member to be assigned to the project, with particular reference to his experience of work of a nature similar to that of the proposed assignment. You are requested to cover at least the points specifically mentioned in the Scope of Publicity Services and in this letter.

Yours sincerely

**DEPUTY GENERAL MANAGER
(BUSINESS & OPERATIONAL STRATEGY)
CEYLON ELECTRICITY BOARD**

SECTION 2 A
DATA SHEET

CEYLON ELECTRICITY BOARD

Data Sheet

REQUESTS FOR PROPOSALS (RFP) ARE INVITED FOR:

The Provision of Publicity Services for CEB in the items stated in the Schedule of Prices (Section 4), in accordance with the CEB scope stipulated in Section 5 of RFP Document

RFP Name: Providing Publicity Services for Ceylon Electricity Board

RFP Number:AGM(CS)/DGM(B&OS)/SC/2022/PS

BID SECURITY

Value of the Bid Security is Sri Lanka Rupees Fifty Thousand only (SLRs. 50,000.00). The Bid Bond shall be valid up to and including 120 days from the date of the closing of the RFP

BID VALIDITY

Proposal must remain valid 90 days after the submission deadline date

TIME & DATE OF THE CLOSING OF PROPOSAL SUBMISSION:

at 10:00 hrs on 24th March 2022 (Thursday)

PROPOSALS SHALL BE ADDRESSED TO:

The Chairman, Corporate Strategy Division Procurement Committee, 6th Floor, Ceylon Electricity Board, No.50, Sir ChittampalamA Gardiner Mawatha, Colombo 2, Sri Lanka

OPENING OF PROPOSALS:

Proposals received will be opened immediately after the time of closing of submitting proposals at 10:00 hrs on 2022/03/24, at the Office of Addl.GM(Corporate Strategy), 6th Floor, Ceylon Electricity Board, No. 50, Sir Chittampalam A Gardiner Mawatha, Colombo 2, Sri Lanka.

PLACE OF ACCEPTANCE OF PROPOSALS

Proposals should be submitted to the following address before 10:00 hrs on 24th March 2022

Office of the Deputy General Manager (Business & Operational Strategy)
6th Floor, Ceylon Electricity Board
No.50, Sir ChittampalamA Gardiner MW
Colombo 02, Sri Lanka

DEPUTY GENERAL MANAGER-IN-CHARGE OF THE PROCUREMENT UNIT

Deputy General Manager (Business & Operational Strategy)
Ceylon Electricity Board
No.5, 6th floor
Sir ChittampalamA Gardiner Mawatha
COLOMBO002
Sri Lanka

Telephone : +94-11-2333069, +94-11-2333068 Facsimile : +94-11-2333067
E-mail : dgmbos@ceb.lk

REQUESTING CLARIFICATIONS:

Clarifications may be requested not later than **7 days** before the submission deadline date.
The address for requesting clarifications is:

DGM (Business & Operational Strategy),
Office of the Addl.GM (Corporate Strategy)
Ceylon Electricity Board
No.50, 6th floor
Sir ChittampalamA Gardiner Mawatha
COLOMBO 002
Sri Lanka

Telephone : +94-11-2333068, +94-11-233069 Facsimile: +94-11-2333067
E-mail : dgmbos@ceb.lk

PRE-BID MEETING

A Pre-Bid meeting will be held on 16th March 2022 at 09:30 hrs at the

Office of the Addl.GM (Corporate Strategy)
Ceylon Electricity Board
No.50, 6th floor
Sir ChittampalamA Gardiner Mawatha
COLOMBO 002
Sri Lanka

The Clarifications provided at the Pre-Bid Meeting shall strictly relate to any explanations that may be required in relation to the documents issued to the prospective Media firms. The Pre-Bid meeting is not intended to supplement or substitute the due diligence required to be undertaken by each Media firms. However, not attending to this Pre-Bid meeting shall not disqualify a Media firms from furnishing a Proposal. Only those who have purchased this RFP or their authorized representatives shall be permitted to attend this meeting (only two participants per media firms are allowed)

PLACE OF DELIVERY OF PUBLICITY SERVICES

All reports should be submitted to:

Deputy General Manager (Business & Operational Strategy)
Ceylon Electricity Board
No.50, 6th floor
Sir ChittampalamA Gardiner Mawatha
COLOMBO 002
Sri Lanka

DELIVERY SCHEDULE

First: Inception Report should be submitted within One (1) week from the date of Letter of Award

Second: Interim Report should be submitted within Two (2) weeks from the date of Letter of Award

Third: Final Report should be submitted within One (1) month from the date of Letter of Award

VAT REGISTRATION NUMBER OF THE CEYLON ELECTRICITY BOARD

409000010-7000

**SECTION 2 B
GENERAL CONDITIONS OF
CONTRACT**

CEYLON ELECTRICITY BOARD

General Conditions of Contract - NCB

1. SCOPE:

This document covers the General Conditions applicable for procurement of goods, using Ceylon Electricity Board Funds, through National Competitive Bidding (NCB).

2. LANGUAGE OF THE BID & ELEGIBLE BIDDERS:

The language of the Bid and all documents related to the Bid shall be in English language. All Local prospective suppliers/manufacturers of **locally manufactured** Goods are eligible to bid.

3. SUBMISSION OF BIDS:

The bids may be submitted for all or a selected number of items specified in the Schedules of Prices (Appendix VI) of this document. However bids submitted shall be for the full quantities of each item selected. **Bids submitted for partial quantities will be rejected.**

Bids shall be submitted in duplicate using the Schedule of Prices (Appendix VI) attached to this document. The Original and Duplicate copy of the Bid shall be placed in two separate envelopes marked "**Original**" and "**Duplicate**". Both envelopes shall be enclosed in one securely sealed envelope. Name and number of the Contract shall be marked on the top left hand corner of the envelope as indicated in the Data Sheet (page 1) of this document. The Name and Address of the Bidder shall also be clearly marked on the envelope. The Bids shall be addressed to the chairman of the **Applicable Procurement Committee** (hereinafter called "the Procurement Committee) as stated in the Data Sheet (Page 1)

Bids sealed, marked and addressed as aforesaid could be deposited in the Box provided for this purpose at the Place of Acceptance of Bids stated in the Data Sheet (Page 1)

The Bidders shall bear all costs associated with the preparation and submission of the Bid and Ceylon Electricity Board will in no way be responsible or liable for any of those costs.

4. CLOSING OF ACCEPTANCE OF BIDS & OPENING OF BIDS:

The bids shall be accepted only till the Closing Time of the bidding specified in the Data Sheet (page 1 of the bidding document) . **Any Bid received after the Bid closing time will be rejected and returned unopened to the Bidder or to the duly authorized Agent.**

Bids will be opened immediately after the closing time of bidding, at the Place of Opening of Bids stated in the Data Sheet (Page 1). Bidders or their duly authorised representative/s may be present at the time of opening of Bids.

The Chairman Bid Opening Committee (BOC) will open the Bids and read out or cause to be read out the Prices offered, Name and Address of each Bidder, whether Samples (if applicable) and a Bid Security are submitted, the amount of Bid Security and the amount of discount declared if any, as indicated in the original Schedule of Prices (Appendix VI). Detailed Prices, Technical Data, Specifications or other particulars of the Bid will not be divulged.

5. LOCAL AGENTS: - Not Applicable -

6. BID SECURITY:

Each Bid shall be accompanied with a Bid Security to the value as indicated in the Data Sheet (Page 1), undertaking that the Bid will be held valid for the period specified in Clause (8) of this document and that the Bid shall not be withdrawn during that period. Bid Security shall be in the form of a Bank Draft or a Bank Guarantee issued by a commercial Bank Operating in Sri Lanka, approved by the Central Bank of Sri Lanka and payable to the Ceylon Electricity Board. The Bid Security shall be substantially in accordance with the specimen at Appendix III. Failure to submit the Bid Security at the time or before the closing of the bidding and in accordance with above requirements **will result in the Bid being rejected**. Bid Securities from unsuccessful Bidders will be returned after the award is made to the successful Bidder. The Bid Securities of the successful Bidders will be returned only after the receipt of their Performance Securities as stipulated in the clause (12) of this document.

The Bid Security shall be unconditionally encashable, on the receipt of first written demand of the Ceylon Electricity Board. No alternate offers will be accepted under one Bid Security.

- (c) – Not Applicable -
- (d) – Not Applicable –
- (e) Lists of Directors vide Clause (33).
- (f) - Not Applicable-

10 POWER TO ACCEPT OR REJECT BIDS AND INTIMATION OF ACCEPTANCE:

CEB reserves the right to reject any or all bids, without adducing any reasons. The CEB may accept any or all items of the bids and reserves the right to increase or decrease the quantity of goods, provided this does not exceed 25% of the total quantity at prices indicated in the Schedule of Prices.

The decision of the Procurement Committee on the award of the contract to the **Lowest Evaluated Substantially Responsive Bid** will be final. The notice of acceptance of Bid will be sent by registered post to the successful Bidder as soon as possible, after the decision of the Procurement Committee is made. Intimation of the acceptance of bid may alternatively be made by Facsimile if circumstances so require, and such intimation should be considered as sufficient notice for acceptance.

11 METHOD OF EVALUATION OF BIDS :

The Ceylon Electricity Board may seek in writing, clarifications or additional information on any bid. In the absence of any response from the Bidder within the specified period, the Ceylon Electricity Board reserves the right to make its own decision.

All responses to requests for clarifications or additional information shall be in writing and no change in the bid price shall be sought, offered or permitted.

The offers received shall be evaluated item wise and for the purpose of the determination of lowest evaluated substantially responsive bid out of the bids received, the bid evaluation process would be carried out as follows: i.e. **(i) Bid Examination (ii) Bid Evaluation.**

(i) Bid Examination

- (a) All bids opened will be examined to determine the eligibility of bidders responded and to determine the substantial responsiveness of the bids received commercially.
- (b) During the bid examination process in respect of commercial aspect, the bids will be checked to see whether they are complete, any computational errors have been made, required Bid Securities have been furnished, all the documents have been properly signed, the bids are generally in compliance with the requirements stipulated in the Bidding document and bids are generally in order. All deviations observed during the bid examination would be noted. Bids with deviations such as incomplete bids, non compliance with the specified delivery schedule, inclusion of price escalation when fixed priced bids are called, proposal of subcontracting when subcontracting is not allowed, absence of bid security, lack of proper signature on the form of bid, lack of critically important supporting documents, shall be rejected and shall not be taken for further evaluation as those bids are considered to be substantially non responsive.

(ii) Bid Evaluation

(a) General Principle

All the bids determined as commercially responsive during the bid examination stage shall be evaluated for technical compliance and ranked in the lowest cost basis. The lowest ranking bid shall then be selected as the lowest evaluated substantially responsive bid.

(b) Correction of Errors

During detailed bid evaluation, if there is a discrepancy between the unit rate and the line item total resulting from multiplying the unit rate by the quantity, the unit rate will govern. However, if the total bid price increases due to this correction, the unit rate will be adjusted within the total bid price. If the bidder does not agree for such adjustment, his bid will be rejected without affecting his bid security.

11.1 EVALUATION CRITERIA

The Total evaluated Cost shall be the sum of_

- Total Ex-works/Ex -Show Room Cost (excluding VAT)
- Cost of delivery to the CEB Stores(excluding VAT)

16. PACKING, IDENTIFICATION AND MARKINGS:

- (a) In addition to specific packing required as per Technical Specification, the Bid price shall include the cost of all necessary packing including cases, packing materials and labour. The Supplier is responsible for the adequate packing and handing over of Goods to the CEB Stores in good condition
- (b) All packages should be marked and addressed legibly fairly in large characters in indelible ink as follows:

CEYLON ELECTRICITY BOARD , COLOMBO

AWARD NO:

PACKAGE NO : OF PACKAGES

DESCRIPTION OF CONTENTS :

GROSSWT:.....NETWT:.....CUBIC MEASUREMENTS:.....

17. INSPECTION OF GOODS:

- (a) Prior to delivery, the goods may be inspected by an Engineer appointed by the CEB for the purpose of obtaining the certificate of quantity and quality.
- (b) Within 30 days of the receipt of the firm order, the Supplier shall give notice of the tentative date on which any particular item/items will be ready for test and inspection at works to enable the Ceylon Electricity Board, to appoint the Inspector/s deemed necessary for tests. Items shall not be packed for dispatch until inspected, tested and approved by the Engineer. In the event the CEB inspection is waved off the supplier shall arrange to witness the acceptance test by an independent inspector and the goods will be acceptable with the test certificate signed by an independent inspector acceptable to the CEB certifying that the product has passed the acceptance test satisfactory.
- (c) The Supplier, shall afford the Inspector all proper and reasonable facilities for examining, inspecting, testing or gauging of item/s ordered and shall also supply free of charge such apparatus, materials, tools, gauges, labour and assistance as may be required from time to time for the purpose of such examinations, inspections, tests or gauging. Goods will be subjected for inspection both in the course of manufacture and at the time of acceptance.
- (d) The inspection carried out by the Engineer appointed by the CEB and the certification issued by the Engineer **shall not relieve the Supplier** from the liabilities to supply the goods in correct quantities and in accordance with the specifications stipulated.
- (e) The Purchaser's rights during the period of warranty to inspect, test and, where necessary, reject the Goods after the delivery to the CEB Stores, shall in no way be limited or waived by reason of Goods having previously been inspected, tested and passed by the Purchaser or its representatives prior to delivery of Goods.
- (f) Nothing in this Clause (17) shall in any way release the Supplier from any warranty or other obligations under the Contract.

18 SHIPMENT: - Not Applicable -

19. INSURANCE:

If considered necessary, the Supplier will be called upon to insure the goods from the Manufacturers work to the CEB Stores. Such Insurance should be effected with a Government approved Insurance Company in Sri Lanka and should be in the name of the General Manager, CEB. The cost of such Insurance will be paid in Sri Lanka Rupees by the CEB to the Insurance Corporation/Company on production of their invoices.

20. DELIVERY WITHIN AGREED PERIOD AND DAMAGES FOR DELAY :

- (a) Should the Supplier anticipate at any time during the execution of the order that he will be unable to deliver the items within the time specified in the Letter of Award, the supplier shall at once give notice accordingly in writing to the General Manger, CEB, Colombo, explaining the cause for the delay. In the case of delay, the General Manager **or the officer authorized by him** shall have the option of either granting an extension or terminating the award, ruling the case as default of contract. If the extension is granted, the supplier shall effect delivery within the extended period, but will in addition to any other liabilities incurred by him under this contract, be subject to a deduction from the contract sum and/or the amount covered by the Performance Security for liquidated damages hereto (and not as a penalty) of point one percent (0.1%) of the value of each item delivered late for each and every complete day, that may lapse between the contracted date of delivery and actual date of delivery, subject to a maximum of 10% of the total contract value unless the liquidated damages is waived or reduced by the CEB in view of any special circumstances.

- 29. BIDS TO BE ON OFFICIAL DOCUMENTS :**
Offers will be rejected if Bidders fail to submit their bids on the official bidding documents and/or if the conditions laid down hereto have not been strictly fulfilled.
- 30. BIDDER'S STANDARD CONDITIONS :**
Bidder's Standard Conditions of sale, usually printed on the reverse side of the Pro forma Invoice or in a separate format, will not be accepted. The Conditions of bid of the CEB shall prevail.
- 31. SAMPLES:**
Samples offered shall be furnished as indicated in the CEB Specification (Appendix V of the bidding document), to the DGM-in-charge of the Procurement Unit stated in the Data Sheet (page 1) on or before the Time & Date stated in the Data Sheet (page 1).

If the samples are not required to be submitted, it shall be stated in the Data Sheet (Page 1)
- 32. DEFAULTED CONTRACTORS :**
A Bid is liable to be rejected forthwith if it is submitted by a Contractor who has, in the past, failed to perform contract obligation satisfactorily in accordance with the terms and conditions of this contract with the CEB.
- 33. DECLARATION OF DIRECTORS:**
When forwarding bids, Private Companies should declare the names of the Current Directors and the Share Holders of the Company. In the case of Public Companies, the Current Directors of such Public Company should be declared.
- 34. TAXES AND LEVIES:**
Notwithstanding anything specified in the conditions of Contract, all taxes and levies as and when imposed or imposable by the Government will be taken into account for evaluation / payment purposes.
- 35. VALUE ADDED TAX AND NATION BUILDING TAX (If applicable)**
- 35. (a) VALUE ADDED TAX :**
If the Bidders are registered for the purpose of VAT, they should indicate the amount of VAT claimed separately in the bid documents, along with the VAT registration number. Declaration of VAT registration number is a mandatory requirement for determination of Bidders and any Bidder who does not declare his/her VAT registration number will be liable for rejection of the Bid. If any Bidder is not registered for VAT he/she should obtain a letter from the Commissioner of Inland Revenue Department certifying that the company has not been registered for VAT, which should be attached to the Bid.
- 35. (b) NATION BUILDING TAX :**
If the NBT is included in the bid price it will be taken for bid evaluation as part of total cost. If the NBT is not charged the bidder shall clearly indicate as "NBT is not applicable" in the price schedule.
- 36. FURTHER INFORMATION:**
Any further information and clarifications shall be sought, one (1) week before the Date of the closing of bidding, in writing from the DGM-in-charge of the Procurement Unit stated in the Data Sheet(Page 1)

General Manager,
Ceylon Electricity Board.

**SECTION 2 C
SPECIAL CONDITIONS OF
CONTRACT**

CEYLON ELECTRICITY BOARD

Special Conditions of Contract (SCC)

The following Special Conditions of Contract (SCC) shall supplement the General Conditions of Contract in this RFP. Whenever there is a conflict, the provisions herein shall prevail over those in the General Conditions.

1. Scope

Procurement of Publicity Services

2. Language

English & Sinhala

3. Preparation & Submission of Bids

Technical Proposal:

The Technical Proposal shall be prepared as per the Section 3 of the RFP. The Technical Proposal shall not include any financial information. A Technical Proposal containing financial details will be declared as non-responsive and the proposal will be rejected.

Financial Proposal:

The Financial Proposal shall be prepared as per the Section 4 of the RFP. The Media Firms shall price all items of the corresponding Technical Proposal. The CEB shall read the prices during the public opening of Financial Proposals.

Format, Sealing, marking and Submissions of Proposals:

The Technical Proposal shall be marked as “Technical Proposal-Original” and “Technical Proposal-Copy”. The original and one copy of the Technical Proposal shall be placed in a one sealed envelope clearly marked as “**Technical Proposal**” as given below.

PUBLICITY SERVICES FOR CEB	TECHNICAL PROPOSAL
Bid No: AGM(CS)/DGM (B & OS)/SC/2022/PS	
MEDIA FIRM	
FULL NAME AND ADDRESS.....	

The original Financial Proposal shall be placed in a sealed envelope clearly marked “**Financial Proposal**” followed with a warning “Do Not Open with the Technical Proposal”

PUBLICITY SERVICES FOR CEB	FINANCIAL PROPOSAL
	(Do Not Open with the Technical Proposal)
Bid No: AGM(CS)/DGM (B & OS)/SC/2022/PS	
MEDIA FIRM	
FULL NAME AND ADDRESS.....	

The proposal containing all three documents: Technical Proposal (One Original & One Copy), Financial Proposal (One Original) [Collectively referred to as “Proposal”] shall be delivered together in a one sealed package.

The package shall also be clearly labelled as specified below giving the Media firms name and

PUBLICITY SERVICES FOR CEB	PROPOSAL
Bid No: AGM(CS)/DGM (B & OS)/SC/2022/PS	
MEDIA FIRM	
FULL NAME AND ADDRESS.....	

address

4. Closing of Acceptance of Proposals and Opening Proposals

Technical Proposal for this Service will be opened soon after the RFP closing time at 10:00 hrs on 24th March 2022. You or your authorized representative may attend the opening of the proposals.

Opening of Financial Proposals of bidders who have secured 75 points in technical evaluation will be notified later.

7. Schedule of Prices

Section 4 – Financial Proposal Forms

9. Documents and Details to Accompany the Proposal

The following documents shall be submitted with the Bid. **Failure to furnish the following documents and details with the offer shall result in the offer being rejected.**

- (b) Dully signed “**Form of Bid**” (Appendix II) and Duly signed “**Technical Submission Form**” (Section 3) and duly signed “**Financial Submission Form**” (Section 4) of this document.
- (d) Duly completed and signed “Schedule of Prices” (Section 4) of the bidding document
- (e) Not Applicable
- (f) Not Applicable
- (g) Not Applicable
- (h) Not Applicable
- (i) Not Applicable
- (j) Documents in proof of ability referred to in Clause (23). And documents of showing relevant experience, customer reference, appreciations etc.
- (k) Any other document stated in the CEB Scope and specification given in Section 5, as required to be submitted
- (o) Certification of registration under Public Contracts Act No. 3 of 1987 shall be submitted with the offer

9.2 (a), (b), (c), (d), (f) are not applicable

11. Method of Evaluation of Proposals

Quality Cost Base Selection (QCBS) under the single stage two envelope method. The weights given to the Quality is 80% & Cost is 20%

Evaluation of the Technical Proposal

The evaluation committee shall evaluate the Technical Proposals for each Package on the basis of their responsiveness to the Scope of Services, apply the evaluation criteria, sub-criteria, and point system specified below and will arrive at the Evaluated Technical Proposal Score (St).

Criteria, sub-criteria, and point system for the evaluation are:

Points

- (i) Experience in the field of Creative & Publicity services & media: 10
- (ii) Experience of projects on similar works (Scope & Size) 30
- (iii) Adequacy of proposed concept/theme 60
(Presentation need to be presented to CEB)

Total points for **criterion :100**

The minimum technical score (St) required to pass is: 75 Points

Financial proposals of bidders who have obtained technical score of 75 points in technical evaluation will only be opened and evaluated further.

Evaluation of the Financial Proposal

The evaluated Financial Proposal (Sf) for each package will be determined at this stage. The calculation of Evaluated Financial Proposal excludes non-competitive components (i.e. Tax)

The price offered by the lowest substantially responsive bidder will receive the maximum score of 100 marks as the Sf for its proposal. The Sf of all other will be computed as follows:

Bid price of the lowest substantially responsive bid (Fm)

$(Sf) = x 100\% \frac{\text{Bid price of the lowest substantially responsive bid (Fm)}}{\text{Total bid price of the bidder being evaluated (F)}}$

Total bid price of the bidder being evaluated (F)

Total Evaluated bid Score

Total evaluated bid score (TEBS) is the combination of the evaluated technical proposal score (St) and evaluated Financial proposal score (Sf) after applying the 80%, 20% weights for quality and cost as stated earlier.

$TEBS = (0.8 \times St + 0.2 \times Sf)$

Every bidder is required to score a TEBS of above 75%

The bidder who has the highest TEBS will be selected as the successful bidder (provided his TEBS is over 75%)

12.1 Performance Security

The performance security shall be in favor of the General Manager, Ceylon Electricity Board, Colombo and shall be valid for Ninety days from the date of letter of award.

15. Payment Method

The following payment terms will be applied for this assignment:

20% of the total contract sum will be paid after successful completion of Inception Report within one week from the date of letter of award.

30% of the total contract sum will be paid after successful completion of interim report within two weeks from the date of letter of award

50% of the total contract sum will be paid after successful completion of Contract within one month from the date of letter of award

Note: 5% of each above payment will be retained as the retention and will be released after receiving the completion certificate from DGM (B&OS)

SECTION 3
TECHNICAL PROPOSAL SAMPLE FORMS

SECTION 3 – TECHNICAL PROPOSAL – SAMPLE FORMS

Form TECH-1: Technical Proposal Submission Form

[Location, Date]

To: The Chairman
Divisional Procurement Committee
(Corporate and Strategy Division)
Ceylon Electricity Board
6thFloor, Head Quarters
No. 50, Sir Chittampalam A Gardiner Mawatha
Colombo 02
Sri Lanka

Dear Sirs:

We, the undersigned, offer to provide the Publicity services for Ceylon Electricity Board in accordance with your Request for Proposal dated2022. We are hereby submitting our Proposal, which includes this Technical Proposal, and a Financial Proposal sealed under a separate envelope.

We are submitting our Proposal for your consideration. We hereby declare that all the information and statements made in this Proposal are true and accept that any misinterpretation contained in it may lead to our disqualification.

If negotiations are held during the period of validity of the Proposal, we undertake to negotiate on the basis of the proposed methodology, work plan and personnel. Our Proposal is binding upon us and subject to the modifications resulting from Contract negotiations.

We undertake, if our Proposal is accepted, to initiate the publicity services related to the assignment not later than the date indicated in Clause Reference 1.18 of the Data Sheet.

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

We remain,

Yours sincerely,

Authorized Signature [*In full and initials*]: _____

Name and Title of Signatory: _____

Name of Firm: _____

Address: _____

**Form TECH-2-A: Firm's Organization Structure and Overall
Experience in the field of creative / publicity services &
media**

[Provide here a brief (two pages) description of the background and organization structure of the Firm.]

Form TECH-2-B –Firm’s Experience of projects on similar works (scope & size)

[Using the format below, provide information on each assignment for which your firm and for this assignment, was legally contracted either individually as a corporate entity or as a lead firm or one of partners within a joint venture, for carrying out creative services similar to the ones requested under this assignment.]

Assignment name:	Approx. value of the contract (in currency Rs.):
Country: Location within country:	Duration of assignment (months):
Name of Client:	Total N ^o of person-months of the assignment:
Address:	Approx. value of the services provided by your firm under the contract (in currency RS.):
Start date (month/year): Completion date (month/year):	
Narrative description of Project:	
Description of actual services provided in the assignment:	

Firm’s Name: _____

Form TECH-3: Comments and Suggestions on the Scope of Publicity Services

A - On the Scope of Services

*[Present and justify here any modifications or improvement to the Scope of Services
\\Reference you are proposing to improve performance in carrying out the assignment (such
as deleting some activity you consider unnecessary, or adding others, or proposing a
different phasing of the activities). Such suggestions should be concise and to the point,
and incorporated in your Proposal.]*

Form TECH-4: Description of Approach, Methodology and Work Plan for Performing the Assignment

[Technical approach, methodology and work plan are key components of the Proposal. You are suggested to present your Technical Proposal divided into the following three chapters:

- a) *Technical Approach and Methodology,*
- b) *Work Plan, and*
- c) *Organization and Personnel,*

a) *Technical Approach and Methodology.* *In this chapter you should explain your understanding of the objectives of the assignment, approach to the services, methodology for carrying out the activities and obtaining the expected output, and the degree of detail of such output. You should highlight the problems being addressed and their importance, and explain the technical approach you would adopt to address them. You should also explain the methodologies you propose to adopt and highlight the compatibility of those methodologies with the proposed approach.*

b) *Work Plan.* *In this chapter you should propose the main activities of the assignment, their content and duration, phasing and interrelations, milestones (including interim approvals by the Client), and delivery dates of the reports. The proposed work plan should be consistent with the technical approach and methodology, showing understanding of the Scope of services and ability to translate them into a feasible working plan. A list of the final documents, including reports, drawings, and tables to be delivered as final output, should be included here. The work plan should be consistent with the Work Schedule.*

c) *Organization and Personnel.* *In this chapter you should propose the structure and composition of your team. You should list the main disciplines of the assignment, the key expert responsible, and proposed technical and support personnel.*

FormTECH-5: Work Schedule

N°	Activity ¹	Months ²			
		1	2	3	4
1					
2					
3					
4					
5					
n					

- 1 Indicate all main activities of the assignment, including delivery of reports (e.g.: inception, interim, and final reports), and other benchmarks such as Client approvals. For phased assignments indicate activities, delivery of reports, and benchmarks separately for each phase.
- 2 Duration of activities shall be indicated in the form of a bar chart.

SECTION 4
FINANCIAL PROPOSAL SAMPLE FORMS

Form FIN-1: Financial Proposal Submission Form

[Location, Date]

To: The Chairman
Divisional Procurement Committee
(Corporate Strategy)
Ceylon Electricity Board
5thFloor, Head Quarters
No. 50, Sir ChittampalamA Gardiner Mawatha
Colombo 02
Sri Lanka

Dear Sirs:

We, the undersigned, offer to provide the publicity Services for Ceylon Electricity Board accordance with your Request for Proposal dated2022 and our Technical Proposal. Our attached Financial Proposal for providing publicity services to CEB is for the sum [*insert amount(s) in words and figures*¹]

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

We remain,

Yours sincerely,

Authorized Signature [*In full and initials*]: _____
Name and Title of Signatory: _____
Name of Firm: _____
Address: _____

Form FIN-2: Summary of Costs

Publicity Services for Ceylon Electricity Board

Description	Amount (SLRs.) In Figures	Amount (SLRs.) In Words
Publicity Services		
NBT		
VAT		
Total		

.....
Name of Bidder

.....
Bidder's Signature

.....
Witness Signature

Name of Signatory.....

Name:.....

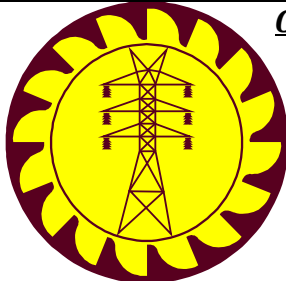
SECTION 5
SCOPE OF PUBLICITY SERVICES

SECTION 5 –SCOPE OF PUBLICITY SERVICES

1. Introduction

The Ceylon Electricity Board (CEB) is a body corporate established in Sri Lanka by Act of Parliament No. 17 of 1969 and having its Head Office at No. 450, Sir ChittampalamA Gardiner Mawatha, in Colombo 02.

CEB has been established by the Government for the development and coordination of the electrical energy requirements of the country and is presently engaged in the generation, transmission, distribution and sale of electrical energy in Sri Lanka.

<ul style="list-style-type: none"> • <i>Our Vision</i> 	<p>Enrich Life Through Power</p>															
<ul style="list-style-type: none"> • <i>Our Mission</i> 	<p>To develop and maintain an efficient, coordinated and economical system of electricity supply to the whole of Sri Lanka, while adhering to our core values</p>															
<ul style="list-style-type: none"> • <i>Core Values</i> 	<ul style="list-style-type: none"> ✓ Quality ✓ Service to the nation ✓ Efficiency and effectiveness ✓ Commitment ✓ Safety ✓ Professionalism ✓ Sustainability 															
<ul style="list-style-type: none"> • <i>Our Goals</i> 	<ul style="list-style-type: none"> ✓ Making CEB Financially Stronger ✓ Enhancement of low-cost energy generation ✓ Electricity to entire country at an affordable price ✓ High quality electricity supply and services to customers ✓ Stronger relationship with external stake holders ✓ Enhance employee development ✓ Operational excellence with state of art technology ✓ Optimizing integration of green energy 															
<ul style="list-style-type: none"> • <i>Our Logo</i> 	<div style="text-align: center;">  <p><i>ColourCodes;</i></p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th></th> <th>MAROON</th> <th>YELLOW</th> </tr> </thead> <tbody> <tr> <td>C</td> <td>30</td> <td>0</td> </tr> <tr> <td>M</td> <td>100</td> <td>0</td> </tr> <tr> <td>Y</td> <td>50</td> <td>100</td> </tr> <tr> <td>K</td> <td>50</td> <td>0</td> </tr> </tbody> </table> </div>		MAROON	YELLOW	C	30	0	M	100	0	Y	50	100	K	50	0
	MAROON	YELLOW														
C	30	0														
M	100	0														
Y	50	100														
K	50	0														

2. Objective of the Media / PR campaign

- Educate public on Electrical Energy Conservation
- Educate public on efficiently use of electrical appliances

3. Scope of Publicity Services

The objective of this is to develop a corporate theme for Ceylon Electricity Board in order to conserve electricity in the country. The country faces severe power outages in recent times due to the drought situation and fuel shortages in the country.

Due to depletion of water level in hydro reservoirs, limitation in supply of fossil fuels to thermal power plants, and increasing demand of electricity due to dry weather conditions, the need for electricity conservation has become a national requirement. As the construction of new power plants will take considerable time, it is necessary drive an electricity conservation campaign as a national program to change the mindset of the people how to save electricity in the country (This should be a publicity campaign to keep continuous awareness of public)

Today, the development of any country depends on a great extent on the availability and usage of energy. Electrical energy is the driving force for the economic development of any country. It is therefore natural that we all would be utilizing the available electrical energy for industrial production, commercial activities, urban & rural development and personal requirements.

Conservation of electrical energy means the reduction in energy consumption but without making any sacrifice of quantity & quality of production. This insists for use efficiently thus decreasing the cost of production to some extent by the way of reduction in the electrical energy bill.

Electrical Energy today has become an indispensable component of industrial production, agriculture, employment & economic growth. Its shortages have caused economic chaos in the present and in the recent past. Electrical energy available for the future focuses a lot of attention on the use of energy efficient equipment, adoption of energy conservation techniques & switching over to new energy technologies.

The scope should cover electrical energy conservation, electrical energy efficiency and effectiveness of electrical energy use.

Basic mode of publicity or Approach

It is required to hold series of advertising campaigns in;

1. Print media
2. Electronic media (TV & Radio)
3. Social media / SMS
4. YouTube
5. Outdoor advertising
6. Awareness programs competitions

To be successful, advertising must attract viewer attention and address the viewer's interests and concerns.

Any clarification and more detailed information can be requested at the pre-bid meeting.

IMPORTANT NOTE: Cost of Publicity Services should only include the development cost of the proposal as per the scope stipulated in this document. CEB will directly pay the cost for executing successful bidder proposal to relevant executing agencies such as Newspaper, TV, Radio, Advertising etc. firms at the time of implementation

SECTION 6
SAMPLE FORM OF CONTRACT

SECTION 6 – SAMPLE FORMS OF CONTRACT

CONTRACT FOR PUBLICITY SERVICES

Between

CEYLON ELECTRICITY BOARD

and

[Name of the Firms]

Dated: -----

I. Form of Contract

This CONTRACT (hereinafter called the "Contract") is made the [day] day of the month of [month],[year], between, on the one hand, CEYLON ELECTRICITY BOARD (hereinafter called the "Client") and, on the other hand, [name of Firms] (hereinafter called the "Contractor").

WHEREAS

- (a) the Client has requested the Contractor to provide certain creative services as defined in this Contract (hereinafter called the "Services");
- (b) the Contractor, having represented to the Client that it has the required professional skills, and personnel and technical resources, has agreed to provide the Services on the terms and conditions set forth in this Contract;

NOW THEREFORE the parties hereto hereby agree as follows:

1. The following documents attached hereto shall be deemed to form an integral part of this Contract:
 - Appendix A: Description of Services
 - Appendix B: Reporting Requirements
 - Appendix C: Summary of Cost Estimates
2. The mutual rights and obligations of the Client and the Consultant shall be as set forth in the Contract, in particular:
 - (a) the Contractor shall carry out the Services in accordance with the provisions of the Contract;
 - (b) the Client shall make payments to the Contractor in accordance with the provisions of the Contract;
 - (c) Notwithstanding any other provisions of this Contract, payments under this Contract shall not exceed [amount] in local currency. Except as otherwise agreed between the Client and the Contractor.
 - (d) Payment will be made after successful completion of the contract for creative services to Ceylon Electricity Board.

IN WITNESS WHEREOF, the Parties hereto have caused this Contract to be signed in their respective names as of the day and year first above written.

For and on behalf of [*name of Client*]

[*Authorized Representative*]

For and on behalf of [*name of Contractor*]

[*Authorized Representative*]

1. Witness

2. Witness

Appendices

Appendix A – Description of Services

Note: *This Appendix will include the final Scope of services worked out by the Client and the Contractor during technical negotiations, dates for completion of various tasks, place of performance for different tasks, specific tasks to be approved by Client, etc.*

Appendix B – Reporting Requirements

Note: *List format, frequency, and contents of reports; persons to receive them; dates of submission; etc. If no reports are to be submitted, state here “Not applicable.”*

Appendix C– Summary of Cost Estimates