



Institute of Actuaries of India

Statutory body established under an Act of Parliament

Unit No. F-206, 2nd Floor, F Wing, Tower II, Seawoods Grand Central,
Plot no R-1, Sector 40, Nerul Road, Navi Mumbai - 400706
+91 22 6243 3333 +91 22 6243 3322

INVITATION FOR EXPRESSION OF INTEREST (EOI) FOR CREATIVE SERVICES



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EXPRESSION OF INTEREST FOR ENGAGEMENT OF AGENCY/INDIVIDUAL FOR CREATIVE SERVICES

Institute of Actuaries of India (IAI) is a statutory body for the regulation of profession of Actuaries in India. The nodal ministry for the Institute is Department of Financial Services, Ministry of Finance (MoF). IAI invites Expression of Interest (EOI) for **ENGAGEMENT OF AGENCY/INDIVIDUAL FOR CREATIVE SERVICES** for Institute of Actuaries of India.

Interested Agency/Individual meeting the eligibility criteria as per terms & conditions of the EOI document may submit their Proposals complete in all respect.

CALENDAR OF EVENTS

The following table enlists important milestones and timelines for completion of EOI activities:

Sr. No	Activity	Date
1.	Release of Expression of Interest (EOI)	14 th March 2024
2.	Last date for submission of queries by Applicant	18 th March 2024
3.	IAI's Response to the Queries	20 th March 2024
4.	Last date for Submission of EOI Response	26 th March 2024

All queries to be sent to rashi@actuariesindia.org



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1. BACKGROUND:

IAI is a statutory body established under The Actuaries Act 2006 (35 of 2006) for regulation of profession of Actuaries in India. The nodal ministry for the Institute is Department of Financial Services, Ministry of Finance (MoF). Actuaries are experts in the field of financial modelling, Risk analysis, Statistics, Investments, Information technology & Data science, and Business. One of the main objectives of IAI is to create awareness, knowledge, education & training of Actuarial Science. The head office of the Institute is located in Mumbai.

Objective:

IAI invites Expression of Interest (EOI) to leverage the creative expertise of an agency/individual to develop impactful visual and written content for various marketing channels.

2. SCOPE OF WORK:

2.1 Marketing Collateral:

2.1.1 Brochures:

- Design and layout of informational brochures, including content organization, use of brand elements, and incorporation of visual aids like charts and graphs.
- Provision for various formats, e.g., digital PDFs for online distribution and print-ready files for physical brochures.

2.1.2 Flyers:

- Creation of eye-catching flyers for specific events, courses, or announcements, with emphasis on key information and call-to-action elements.
- Adaptations for different uses, such as handouts, mailers, or digital posting.

2.1.3 Banners:

- Design of banners for use in digital formats (website headers, online ads) and large-format prints (event backdrops, outdoor advertising).
- Consideration of scalability and readability across various sizes.



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2.1.4 Promotional Materials:

- Development of creative assets for merchandise such as pens, notepads, T-shirts, and other promotional items, ensuring consistent brand representation.
- Design of digital promotional materials such as e-cards, digital badges, or wallpapers.

2.2 Digital Assets

2.2.1 Graphics and Illustrations:

- Custom illustrations for use across digital platforms, enhancing brand storytelling and visual interest.
- Creation of a library of graphic elements aligned with the brand for consistent use in various digital communications.

2.2.2 Social Media Posts:

- Design of templates for social media posts adaptable to different content types (announcements, insights, quotes) and platforms (LinkedIn, Twitter, Facebook) with appropriate dimensions and branding.
- Animated graphics or short video clips for enhanced engagement.

2.2.3 Website Banners:

- Design of rotating homepage banners highlighting key initiatives, events, or announcements, with attention to web standards and loading times.
- Creation of static and dynamic banners for different sections of the website, ensuring they are responsive and mobile-friendly.

2.2.4 WhatsApp and Email Campaigns:

- Design of visually engaging content for WhatsApp broadcasts, considering limitations such as image size and text readability.
- Creation of thematic templates for email campaigns, including headers, footers, and content blocks that are compatible with major email clients and responsive across devices.



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2.3 Event Promotion

2.3.1 Invitations:

- Design of formal and informal invitations for various events, both in digital formats (e-invitations, email blasts) and print (physical invites, RSVP cards).
- Incorporation of event details, branding, and QR codes for easy access to more information or registration pages.

2.3.2 Posters:

- Creation of posters for event advertising, suitable for digital sharing and large-format printing, with clear event details and compelling visuals.
- Versions for different contexts (academic conferences, public seminars, social events) and locales (campus bulletin boards, online forums).

2.3.3 Multimedia Presentations:

- Design of presentation templates for event speakers that align with the event's theme and the institute's branding.
- Development of multimedia elements (videos, animations, interactive slides) to enhance presentations and keep the audience engaged.

2.4 Infographics

2.4.1 Conceptualization and Research:

- Working with subject matter experts to identify key concepts in Actuarial Science that would benefit from visual explanation.
- Research and collection of accurate data and statistics to be included in the infographics.

2.4.2 Design and Layout:

- Creation of engaging and informative infographics that simplify complex actuarial concepts using visuals, charts, and minimal text.
- Adaptation of infographics for various uses, such as educational materials, social media posts, and website content.



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2.4.3 Accessibility and Inclusivity:

- Ensuring that infographics are accessible to a diverse audience, including considerations for color blindness and readability.

2.5 Email Templates

2.5.1 Announcements and Communications:

- Design of email templates for various types of communications, such as newsletters, event announcements, membership updates, and educational content.
- Inclusion of branded elements, social media links, and contact information, ensuring templates are mobile-responsive and compatible with a range of email clients.

2.5.2 Customization and Variability:

- Provision for customizable sections within templates to accommodate different types of content (text, images, CTAs) and varying lengths of messages.
- Creation of a style guide or instructions for using and customizing the email templates to maintain consistency across communications.

3. CONDITIONS UNDER WHICH THIS EOI IS ISSUED:

3.1 EOI Nature and IAI's Rights

This EOI serves solely as a request for expressions of interest and does not constitute a binding offer or contract. IAI reserves the unrestricted right to modify, withdraw, or cancel this EOI at any point without prior notice. Additionally, IAI holds the authority to disqualify any applicant at any stage should it be deemed necessary for the integrity of the selection process.

3.2 Timing and Event Sequence

The schedule and sequence of activities ensuing from this EOI, including any deadlines, evaluations, and subsequent procedures, will be determined and announced by IAI at its discretion.

3.3 Communication and Agreements

Only written communications and agreements formally issued by IAI shall have any legal standing in relation to this EOI. Verbal discussions or informal agreements with



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IAI officials, agents, or employees will not be considered binding nor alter the terms of this EOI. Any formal agreement resulting from this EOI process will supersede prior communications.

3.4 Liability and Claims

Applicants shall not hold IAI, or any of its officials, agents, or employees, liable for any claims, damages, or expenses arising from this EOI process, except as explicitly stated in a signed service agreement pursuant to this EOI.

3.5 Ethical Conduct

"IAI maintains a strict policy against unethical practices. Any attempt by applicants to unduly influence the selection process, whether through canvassing, bribery, or other forms of corruption, will lead to immediate disqualification and potential legal action.

3.6 Responsibility for Creative Assets

Applicants are responsible for all costs associated with the development of their proposals, including the procurement of any images, music, voiceovers, or other creative elements. IAI will not reimburse these expenses, and no claims related to the development of proposal materials shall be entertained against IAI.

3.7 Intellectual Property Rights

Upon selection, all creative concepts, designs, artworks, and other materials developed and submitted by the agency/individual will become the exclusive property of IAI. IAI reserves the right to use, modify, and distribute these materials as it sees fit. The agency/individual relinquishes any rights to use these materials for any other purpose, barring explicit written consent from IAI.

3.8 Panel Inclusion and Business Guarantee

"Being included in IAI's panel of agencies/individuals does not guarantee any minimum volume of work or business. Assignments will be allocated based on IAI's requirements and in accordance with its procurement policies.

3.9 Scope of Requests

While this document outlines the primary scope of work, it is not exhaustive. IAI may, at its discretion, request additional services or variations from the selected agency/individual in alignment with its evolving communication and marketing needs.



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4. PROPOSAL REQUIREMENTS:

The Proposal should be sent to the following address:

Ms. Rashi Kapoor- Chief Manager -Marketing
Institute of Actuaries of India
Unit no. F-206, 2nd Floor, 'F' Wing, Tower 2, Seawoods Grand Central, Plot no R-1,
Sector 40, Seawoods
Near Seawoods Railway Station
Navi Mumbai - 400 706
Contact details- rashi@actuariesindia.org / 9326405130

Applicants are requested to submit their responses for the EOI in 2 parts, clearly labelled according to the following categories:

Part I - Covering Letter

Covering Letter from the Applicant as per the format provided in Annexure I

Part II - Details filled in Annexure II & Annexure III

5. REVISION AND CLARIFICATION CLAUSE:

The Institute of Actuaries of India (IAI) recognizes the importance of clear communication and understanding of the EOI document by all potential applicants. To this end, IAI provides the opportunity for applicants to seek clarifications or request revisions related to the content and requirements of this EOI.

5.1 Request for Clarifications:

- Applicants may submit written requests for clarification on any aspect of the EOI document that may be ambiguous or unclear. Such requests should be concise, specific, and structured to facilitate clear responses.
- All requests for clarification must be submitted via email to [specified email address] with the subject line "EOI Clarification Request: [Applicant Name/Organization]".
- The deadline for submitting clarification requests is [specific date], no later than [specific time] [time zone]. Requests received after this deadline may not be addressed.



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5.2 IAI's Response:

- IAI will compile all received queries and, where appropriate, issue a consolidated document of Questions and Answers (Q&A). This document will be made available to all potential applicants to ensure equal access to information.
- Responses to clarification requests will be provided by [specific date], allowing sufficient time for applicants to incorporate any necessary adjustments into their proposals.
- IAI reserves the right to amend the EOI document based on pertinent questions raised by applicants. Any such amendments will be communicated through an Addendum to the EOI, which will be sent to all entities that have expressed interest or submitted clarification requests.

5.3 Confidentiality of Clarifications:

- To maintain the integrity of the EOI process, the identity of the applicant requesting clarification will not be disclosed in the Q&A document.

5.4 Binding Nature of Responses:

- Clarifications and amendments issued by IAI in response to applicant queries shall become an integral part of the EOI document. Applicants must acknowledge and incorporate these clarifications and amendments in their proposals.

6. ELIGIBILITY CRITERIA

- IAI will select the agency or individual based solely on the competency demonstrated through various assignments given to the vendor, in addition to the evaluation of details outlined in Annexure II and Annexure III.

7. PAYMENT TERMS

- 7.1 The payment will be done after the successful delivery/completion of the assignment and submission of the invoice. IAI will settle the bill within 30 days from the receipt of the bill. However, for delayed payment, the Agency/individual will not charge any penalty or interest to IAI.



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- 7.2** The payment under this agreement shall be made on satisfactory completion of job contract services, through NEFT/RTGS/IMPS (online transfer). The final payment shall, however, be made only after adjusting all the dues / claims of the IAI.
 - 7.3** Bill to be made in the name of Institute of Actuaries of India. GST No, Pan No and account details should be clearly mentioned on the bill.
 - 7.4** No advance payment will be made under any circumstances.
 - 7.5** The provisions of the Income Tax Act, 1961 regarding the deduction of tax at source shall be applicable. IAI shall deduct withholding tax (TDS) as per the Income Tax Act, 1961.
 - 7.6** All parties to the agreements shall be responsible for completing all compliance requirements applicable to them under the taxation laws prevailing in India.
 - 7.7** Goods and Service Tax (GST) shall be paid in accordance with the prevailing GST laws or any amendments thereto applicable in India.
 - 7.8** The vendor will submit E-invoices to the IAI as required under the GST laws in India. Additionally, if the IAI requests any hard copies of the invoices, they shall be provided by the vendor.



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ANNEXURE I

COVER LETTER (on letterhead)

To,

Ms. Rashi Kapoor- Chief Manager Marketing

Institute of Actuaries of India

Unit no. F-206, 2nd Floor, 'F' Wing, Tower 2, Seawoods Grand Central, Plot no R-1, Sector 40,
Seawoods

Near Seawoods Railway Station

Navi Mumbai - 400 706

Dear Sir,

Ref: Expression of Interest for creative services

Having examined the Expression of Interest (EOI), the receipt of which is hereby duly acknowledged, I, undersigned, intend to submit a proposal in response to the Expression of Interest (Eoi) for Selection of applicant (Organization/Institute/Individual) for providing creative services.

I attach hereto the response as required by the EOI, which constitutes our proposal.

I confirm that the information contained in this response or any part thereof, including its exhibits, and other documents delivered or to be delivered to IA is true, accurate, verifiable and complete.

This response includes all information necessary to ensure that the statements therein do not in whole or in part mislead the department in its short-listing process.

I fully understand and agree to comply that on verification, if any of the information provided here is found to be misleading the short-listing process, I am liable to be dismissed from the selection process or termination of the contract during the project, if selected to do so.

I agree for unconditional acceptance of all the terms and conditions set out in the EOI document.

Dated this Day of YYYY

(Signature)

(Name)



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ANNEXURE II

1.	Name of the Individual/Agency		
2.	Address		
3.	Contact Number		
4.	Email		
5.	Experience in relevant field (credentials/ case studies should be attached)		
6.	i.	Whether any project /Assignment carried out for Govt. Dept/Institution/Education institute	Yes No
	ii.	If yes, specify with details of assignment, department, year (Maximum 5 Nos) Separate sheet may be attached, if necessary.	1. 2. 3.
	iii.	Last Three-year works Details (attach work done)	
	Total years of experience		
7.	GST registration Number		
8.	PAN details		
9.	Relevant documents regarding expertise in undertaking creative works for Government departments (work order, creative items in soft copy format)		
10.	Details of awards / rewards if any from the Govt. Department/agencies / Institutions or any recognized agencies		



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ANNEXURE III

Name of Agency/Individual		
Sr No.	Name of Work	Rate/work (exclusive of all Taxes)
1.	Social media poster/banner	INR...../ Design
2.	Website banner/poster	INR/ Design
3.	Digital Video	INR (INR/Sec)
4.	2D Video	INR (INR/Sec)
5.	3D Video	INR (INR/Sec)
6.	Brochure designing	INR/ page
7.	Poster	INR.....(as per size)
8.	Flyer	INR...../ page
9.	Emailer (static)	INR...../ Design
10.	Emailer (GIF)	INR...../ Design
11.	Presentation template	INR...../ Design
12.	Merchandise designing	INR...../ Design/Merchandise

Please include additional work details, and if necessary, provide cost estimates in accordance with the provided scope of work.

Date:

Name & Signature