



**Government of India
Ministry of Statistics & Programme Implementation
Sardar Patel Bhavan
Parliament Street, New Delhi – 110001**

REQUEST FOR PROPOSAL (RFP)
FOR
ENGAGEMENT OF MEDIA AGENCY

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SECTION I

GENERAL

1. Introduction

The Ministry of Statistics and Programme Implementation (MoSPI) has two Wings viz. Statistics Wing, called National Statistical Office (NSO), and Programme Implementation (PI) Wing. NSO brings out important economic indicators such as Gross Domestic Product (GDP), Index of Industrial Production (IIP) and Consumer Price Index (CPI) and other official statistics to support government decision making and framing of appropriate socio-economic policies/programmes. The Ministry also has a vast network of field offices spread across the length and breadth of the country for conducting nationwide large scale socio-economic surveys on various subjects such as employment, consumer expenditure, housing conditions, debt and investment, land and livestock holdings, education, health, unorganized manufacturing and services etc., on a regular basis for providing insight into various facets of economy and society at large. Being the nodal agency in the country for official Statistics, the Ministry coordinates statistical activities amongst Ministries /Departments of the Government of India as well as with the State/UT Governments. The Ministry monitors the achievement of Sustainable Development Goals (SDGs) for the country and reporting its progress to the concerned International agencies. The Ministry is responsible for collating information on Central Sector Projects costing Rs. 150 crore and above with respect to time and cost overrun and brings out regular reports for tracking the progress of these projects. The Ministry also implements the Members of Parliament Local Area Development Scheme (MPLADS). Indian Statistical Institute (ISI) is an autonomous institute under the Ministry which is devoted to the research, teaching and application of statistics, natural sciences and social sciences.

2. OVERALL OBJECTIVE

The Ministry invites proposals from eligible bidders for appointment of an agency for establishing a dedicated media cell which will advise the Ministry in communication and media related affairs. It will also advise on preparation of media plan, communication strategies, public awareness drives about the activities of the Ministry, social media management and facilitate regular interactions with media and public. It will also assist the Ministry in media analytics and putting in place a

feedback mechanism system for improved functioning of the Ministry. The scope of work to be taken by the agency has been broadly spelt out in Section II.

3. TERMS AND CONDITIONS

- 3.1** Bidding will be conducted through the Competitive Bidding procedures (separate submission of technical and financial bids) as laid down in the General Financial Rules, 2017, and is open to all eligible Bidders as defined in the RFP.
- 3.2** The complete details for the RFP can be downloaded from MoSPI's website <https://www.mospi.gov.in> and Central Public Procurement Portal of Government of India at <https://eprocure.gov.in/epublish/app>. Interested bidders are advised to regularly visit these websites in order to update themselves with regard to any change or additional information related to the RFP.
- 3.3** Bids must be uploaded on Central Public Procurement (CPP) Portal of Government of India at <https://eprocure.gov.in/epublish/app> as specified in the Request for Proposal (RFP) below. Bids received after the stipulated date and time as specified at para 4 will be summarily rejected.
- 3.4** MoSPI will hold a pre-bid meeting with the prospective bidders at Conference Hall, Ground Floor, Sardar Patel Bhavan, Patel Chowk, New Delhi as specified at para 4.
- 3.5** The bidders who do not qualify the eligibility conditions shall forthwith be rejected and their financial bids shall not be opened.
- 3.6** The method of selection is Quality cum Cost Based System (QCBS), Technical – 70% and Financial – 30%.
- 3.7** The Earnest Money Deposit (EMD) of INR 1,92,000/- (INR Rupees One lakh ninety two thousand only) in the form of Bank Draft/Pay Order in favour of Pay and Accounts Officer (P&AO), Ministry of Statistics & Programme Implementation, New Delhi, payable at Delhi. The EMD should be submitted in physical form to Ms. Manvi Agarwal, Deputy Director, CAP Division, MoSPI, 4th Floor, Sardar Patel Bhavan at least one day before opening of technical bids as specified at para 4. Bids without EMD will not be considered.
- 3.8** All bids will remain valid for 180 days from the date of submission.
- 3.9** The MoSPI reserves the right to solicit any additional relevant information from Bidders individually and collectively.
- 3.10** The MoSPI reserves the right not to accept bid(s) from agency (ies) resorting to unethical practices or on whom investigation/enquiry proceedings have been initiated by Government investigating Agencies/Vigilance Cell.
- 3.11** The timeline/schedule of deliverables will be decided as and when the requirement /task

activities arise. Bidder should complete the job/activities as and when asked by the MoSPI.

- 3.12** Bidders in joint venture, consortiums are not eligible to apply.
- 3.13** All information contained in the RFP document, or provided in subsequent discussions or disclosures, is proprietary and confidential. No information may be shared by the bidder with any other organizations /agencies.
- 3.14** The Agency selected will not use its name, logo or any other information/ publicity on content created under the scope of work as spelt out in Section-II of the RFP on media platforms of the MoSPI.
- 3.15** All material, artwork, etc. used in management of Media activities will be property of the MoSPI. Content shared online must not violate laws in force.
- 3.16** All the real and virtual creations will be the right of MoSPI and Intellectual Property Rights (IPR) will vest with MoSPI.
- 3.17** The firm will ensure data protection (secrecy) and ensure that no data is leaked to any person not authorised by the Ministry.
- 3.18** Interested and eligible Bidders may obtain further information/clarification from concerned officer, Ms. Manvi Agarwal, Deputy Director, CAP Division, 4th Floor, MoSPI, Sardar Patel Bhavan, Parliament Street, New Delhi. Email Id: agarwal.manvi@gov.in.

4. SCHEDULE AND CRITICAL DATES

The tentative schedule and critical dates are shown below:

Sr.No.	Event	Date
1	Tentative date of uploading of RFP at E-Tender CPP portal	09.03.2020
2	Pre Bid Meeting	13.03.2020 (04:00 PM)
3	Date for publication of response to the queries raised during pre-bid meeting	23.03.2020
4	Last date of submission of bids	03.04.2020 (6 Pm)
5	Last date of submission of EMD	03.04.2020 (6 Pm)
6	Opening of Technical Bids	07.04.2020

Note: The MoSPI reserves the right to amend the document for RFP, tentative schedule and critical dates. It is the sole responsibility of prospective bidders to go through MoSPI's website: <https://www.mospi.gov.in> from time to time for any updated information.

5. ELIGIBILITY CONDITIONS

The Bidders should fulfill the following eligibility conditions for participating in the Tender/Request for Proposal (RFP). The Bidders should enclose self-certified documentary evidence for fulfilling the eligibility conditions with undertaking that these documents are authentic. It is the sole responsibility of the bidder for the smooth and timely execution of the assigned work.

Sr. No.	Broad Criteria	Basic Requirement	Specific Requirement	Documentary Proof to be submitted
1	Registered in India	Legal Entity	<p>i. A company incorporated in India under the Companies Act, 2013 as amended from time to time.</p> <p>ii. Registered with Service Tax Authorities</p> <p>iii. Should have been operating for the last five (5) years in India</p> <p>Bidder must have its core team of key personnel based out of Delhi NCR, and this includes Creative/Strategy/Servicing /Media/Digital, etc.</p>	<p>Copy of certificate of incorporation</p> <p>Copy of registration certificate.</p> <p>Letter from Company Secretary on bidder's letter head for last five years operation.</p>
2	Black listing /No conviction	Mandatory Certifications	<p>i. Bidders should not have been blacklisted by any of the State or Central Government organization.</p> <p>ii. Should not have been found guilty of any criminal offence by any Court of law.</p>	<p>Self-certificate letter undertaking to this effect on company's letter head signed by company's authorized signatory.</p> <p>Bidder must disclose any blacklisting and nature thereof and must provide blacklisting-revocation letter (if applicable). MoSPI reserves the right to accept or reject the Bidder's supporting proof.</p>

Sr. No.	Broad Criteria	Basic Requirement	Specific Requirement	Documentary Proof to be submitted
3	Conflict of Interest	Mandatory certifications from bidder	Bidder should not have a conflict of interest in the assignment as specified in the bidding document. Comply with the code of integrity as specified in the bidding document.	Duly signed Undertaking from the authorized representative of the agency on the agency's letter head.
4	Financial Worth	Turnover	The minimum annual Average turnover of the agency from Media communication services/ creative services/ promotional services in the last three Financial Years 2016-17, 2017-18 and 2018-19 respectively should be Rs. 5 crore.	A certificate in this regard may be given by the chartered accountant clearly specifying the turnover.
5	Profitability	-	<p>i. Bidder should be profit making as per the audited consolidated financial statements in the last 3 financial years (FY 2016-17, 2017-18 and 2018-19).</p> <p>ii. For the purpose of this criterion, profitability of only the bidding entity will be considered. Profitability of any parent, subsidiary, associated or other related entity will not be considered.</p>	Attach Balance Sheets & documents certified by Chartered Accountant.
6	Experience I	Media related experience of working with at least 2 Central Government/PSU clients	The agency must have an experience of working with at least 2 Central Government/PSU clients	Completion Certificate as per the issued work order.

Sr. No.	Broad Criteria	Basic Requirement	Specific Requirement	Documentary Proof to be submitted
7	Experience II	Work Experience in Media Management in a Central Government Department / PSU clients	The agency must have an experience of at least 2 years in Social Media Management for a Central Government Department / PSU clients	Copies of the work order of corresponding activities must be attached. Certificate from the concerned Central Government Agency/ PSU clients /etc.
8	Experience III	Work Experience in organizing press meets, media briefs, public interaction programmes, liaising with press information bureau, print and electronic media, etc.	The agency must have an experience of at least 2 years in organizing press meets, media briefs, etc. for a Central Government Department / PSU clients	Certificate from the concerned Central Government Agency/ PSU clients /etc.
9	Software and Equipment	In-house Tool/ software development & management team	The agency must have an in-house Tools/Applications Software Development and Management Team which has the ability to develop Applications and Apps. The agency must have expertise in providing media analysis in respect of matters that are of importance to MoSPI by way of an integrated dashboard for print/electronic/social media.	Practical demonstration of this integrated dashboard, owned and deployed by the Agency for active clients in Central Government Department / CPSU

Sr. No.	Broad Criteria	Basic Requirement	Specific Requirement	Documentary Proof to be submitted
			design/Animation from a recognized university/ Professional Institutions At least 3 years' experience in graphic design/online designs, visualization in multi-media activities in a reputed organization.	
11.	Media aggregation and analytics	In-house software/dashboard for analytics and aggregation of relevant content	The agency must have in-house media analytics, media scanning and aggregation capability across all mediums (print/electronic/social media) in maximum number of languages.	Practical demonstration of this integrated dashboard owned and deployed by the Agency clearly showcasing the number of languages covered.

6. COMMERCIAL CONDITIONS

Apart from the above, each bidder is required to fulfill the following terms and conditions:

a) Earnest Money & Tender Fee

- (i) Each bidder is required to submit Rs. 1, 92, 000/- (Rupees One lakh ninety two thousand only) as EMD in the form of Bank Draft / Demand Draft in favour of Pay and Accounts Officer (P&AO), Ministry of Statistics & Programme Implementation, New Delhi, payable at Delhi. The EMD should be submitted in physical form to Ms. Manvi Agarwal, Deputy Director, CAP Division, MoSPI, 4th Floor, Sardar Patel Bhavan at least one day before opening of technical bids as specified at para-4.
- (ii) Bids not accompanied with EMD shall summarily be rejected.
- (iii) No bank guarantee will be accepted in lieu of the Earnest Money Deposit.
- (iv) The EMD of the unsuccessful bidders would be returned after award of the contract. No interest shall be payable by the MoSPI for the sum deposited as EMD.
- (v) EMD is not required to be submitted by those bidders who are registered with the Central Purchase Organization and Micro and Small Enterprises (MSEs) with NSIC as defined in MSEs Procurement Policy issued by Department of MSME as per Rule 170 of GFR-2017, for which they shall submit a valid certificate issued by the appropriate authority in this regard.

b) Performance Bank Guarantee

- (i) The successful Bidder shall at his own expense deposit with MoSPI, within seven (7) working days from the date of issuance of Letter of Intent (LoI), an unconditional and irrevocable Performance Bank Guarantee (PBG) from any scheduled commercial bank to MoSPI, payable on demand, for the due performance and fulfillment of the contract by the bidder.
- (ii) This Performance Bank Guarantee will be for an amount equivalent to 10% of total contract value. PBG shall be invoked by MoSPI in the event the Bidder:
 - fails to perform the responsibilities and obligations as set out in the RFP to the complete satisfaction of MoSPI
 - Misrepresentations of facts/information submitted to MoSPI
- (iii) The performance bank guarantee shall be valid for 180 days post satisfactory completion of the overall engagement/work as stipulated in RFP. In the event of any amendments to Agreement, the Bidder shall within 15 days of receipt of such amendment furnish the amendment to the Performance Guarantee as required.
- (iv) The performance bank guarantee may be discharged/returned by MoSPI upon being satisfied that there has been due performance of the obligations of the bidder under the contract. However, no interest shall be payable on the performance bank guarantee.
- (v) In the event of the Bidder being unable to service the contract for whatever reason, MoSPI would invoke the PBG. Notwithstanding and without prejudice to any rights whatsoever of MoSPI under the contract in the matter, the proceeds of the PBG shall be payable to MoSPI as compensation for any loss resulting from the bidder's failure to perform/comply its obligations under the contract. MoSPI shall notify the bidder in writing of the exercise of its right to receive such compensation within 40 days, indicating the contractual obligation(s) for which the bidder is in default.
- (vi) MoSPI shall also be entitled to make recoveries from the bidder's bills, performance bank guarantee, or from any other amount due to him, an equivalent value of any payment made to him due to inadvertence, error, collusion, misconstruction or misstatement.
In case the project is delayed beyond the project schedule as mentioned in this RFP, the performance bank guarantee shall be accordingly extended by the Bidder.

c) Failure to agree with the Terms & Conditions of the RFP

Without prejudice to above, failure of the successful bidder to agree with the Terms & Conditions of the RFP shall constitute sufficient grounds for the annulment of the award, in which event MoSPI may award the contract to the next best value bidder or call for new proposals. In such a case, MoSPI shall forfeit the EMD of successful bidder.

d) Period of Contract

The initial contract period will be 1 year extendable further on satisfactory performance and on an

escalation of 10% above the existing terms & conditions, subject to review of performance. The contract shall come into effect on the date of signing of the contract or work order (whichever is earlier) hereinafter referred to as the 'Effective Date'.

e) Prices

- (i) All prices must be quoted on unit rate basis in INR along with all applicable charges i.e. professional fee and applicable taxes, duties, etc. (if any).
- (ii) The agency has to ensure that the prices / rates quoted are all inclusive including the manpower support required, procurement of equipment/software for the project execution and continuous support during the entire contract period.

f) Estimated Cost

The estimated cost of the project excluding applicable taxes may be Rs. 8,00,000/- (INR Eight lakh only) per month or Rs. 96,00,000/- (INR Ninety six lakh only) per annum.

g) Amendment of Tender Document

At any time prior to the deadline (or as extended by MoSPI) for submission of bids, MoSPI for any reason, whether at its own initiative or in response to clarifications requested by prospective bidder may modify the RFP document by issuing amendment(s). All bidders will be notified of such amendment(s) by publishing on the website, and these will be binding on all the bidders. MoSPI, at its discretion, may extend the deadline for the submission of proposals.

MoSPI may change the scope after the submission of technical bids by the Bidders. In this case, MoSPI will release a corrigendum/ clarification and ask the Bidders to resubmit their financial bids only.

h) Conflict Of Interest

- (i) The Agency is required to provide professional, objective and impartial advice and at all times hold the MoSPI's interests paramount, strictly avoid conflicts with other assignment/jobs or their own corporate interest and act without any consideration for future work.
- (ii) Without limitation on the generality of the foregoing, Agencies, and any of their affiliates, shall be considered to have a conflict of interest and shall not be recruited, under any of the circumstances set forth below:

Conflicting Activities: An Agency or any of its affiliates, selected to provide consulting assignment/job for this project shall be disqualified from subsequent downstream supply of goods or works or services resulting from or directly related to this project.

Conflicting Assignment/job: An Agency (including its affiliates) shall not be hired for any assignment/job that, by nature, may be in conflict with another assignment/job of the Agency to be executed for the same or for another Employer.

Conflicting Relationships: An Agency that has a business or family relationship with a member of the MoSPI staff who is directly or indirectly involved in any part of the project shall not be awarded the Contract, unless the conflict stemming from this relationship has been resolved in a manner acceptable to the MoSPI throughout the selection process and the execution of the Contract.

Agencies have an obligation to disclose any situation of actual or potential conflict that impacts their capacity to serve the best interest of MoSPI, or that may reasonably be perceived as having this effect. Any such disclosure shall be made as per the forms of technical proposal provided herewith. If the Agency fails to disclose said situations and if the MoSPI comes to know about any such situation at any time, it may lead to the disqualification of the Agency during bidding process or the termination of its contract during execution of the assignment.

i) Payment Schedule

The payment will be released to the agency on quarterly basis on receipt of invoice inclusive of all taxes, based on work achievement and satisfactory performance. The agency will be asked to submit monthly work achievement on Scope of Work as mentioned in Section II of this document for assessment by the MoSPI. No advance payment will be made. All payments shall be made in Indian Rupees. For the avoidance of doubt, it is expressly clarified that the payments shall be deemed to include all ancillary and incidental costs and charges arising in the course of delivery of the Services, including consultancy charges, infrastructure costs, project costs and all other related costs including taxes.

7. Penalty Clause

- (i) The detailed contract/work order will be signed with successful bidder. Any breach in contract/work order will lead to penalty and later termination of the contract. All the documents/ code / application etc. prepared and developed by the bidder will be the property of the MoSPI. All designs, reports, other documents and software submitted by the bidder pursuant to this work order shall become and remain the property of the MoSPI and the bidder shall, not later than upon termination or expiration of this work order, deliver all such documents and software to the MoSPI, together with a detailed inventory thereof.
- (ii) If at any given point of time it is found that the bidder has made a statement which is factually incorrect or if the bidder doesn't fulfil any of the contractual obligations, the MoSPI may take a decision to cancel the contract with immediate effect. Further, performance bank guarantee of the agency may also be invoked if the performance of the agency is not satisfactory.
- (iii) In case of late services / no services on a specific activity, in which the Agency fails to deliver the services thereof within the period fixed for such delivery in the schedule MoSPI may impose a 2% of monthly fees as penalty per day and if the work does not achieve the required levels mentioned in the Contract/work order, in 4 weeks, MoSPI can cancel the contract altogether. The timeline/schedule of deliverables will be reasonable and will be decided as and when the requirement arises.

8. Bid Submission Process

Willing and interested Organisations may submit their two part bid as technical and financial bids as per extant procedure elaborated in this document. The procedure for online submission of bids may be seen below.

(a) Instructions for Online Bid Submission

The bidders are required to attach soft copies of their bids electronically on the CPP Portal, using valid Digital Signature Certificates. The instructions given below are meant to assist the bidders in registering on the CPP Portal, prepare their bids in accordance with the requirements and submitting their bids online on the CPP Portal.

(b) Registration

- i. Bidders are required to enrol on the e-Procurement module of the Central Public Procurement Portal (URL: <https://eprocure.gov.in/eprocure/app>) by clicking on the link "Online bidder Enrolment" on the CPP Portal which is free of charge.
- ii. As part of the enrolment process, the bidders will be required to choose a unique username and assign a password for their accounts.
- iii. Bidders are advised to register their valid email address and mobile numbers as part of the registration process. These would be used for any further communication from the CPP Portal.
- iv. Upon enrolment, the bidders will be required to register their valid Digital Signature Certificate (DSC) (Class II or Class III Certificates with signing key usage) issued by any Certifying Authority recognized by CCA India (e.g. Sify / TCS / nCode / eMudhra etc.), with their profile.
- v. Only one valid DSC should be registered by a bidder. Please note that the bidders are responsible to ensure that they do not lend their DSC's to others which may lead to misuse.
- vi. Bidder then logs in to the site through the secured log-in by entering their user ID /password and the password of the DSC / e-Token.

(c) Language:

The bids are to be submitted in either English or bilingually (English and Hindi). In case of any discrepancy, the bids submitted in English will be treated as final.

(d) Searching for Tender Documents

- i. There are various search options built in the CPP Portal, to facilitate bidders to search active tenders by several parameters. These parameters could include Tender ID, Organization Name, Location, Date, Value, etc. There is also an option of advanced search for tenders, wherein the bidders may combine a number of search parameters such as Organization Name, Form of Contract, Location, Date, Other keywords etc. to search for a tender published on the CPP Portal.

- ii. Once the bidders have selected the tenders they are interested in, they may download the required documents / tender schedules. These tenders can be moved to the respective 'My Tenders' folder. This would enable the CPP Portal to intimate the bidders through SMS / e-mail in case there is any corrigendum issued to the tender document.
- iii. The bidder should make a note of the unique Tender ID assigned to each tender, in case they want to obtain any clarification /help from the Helpdesk.

(e) Preparation of Bids

- i. Bidder should take into account any corrigendum published on the tender document before submitting their bids.
- ii. Please go through the tender advertisement and the tender document carefully to understand the documents required to be submitted as part of the bid. Any deviations from these may lead to rejection of the bid.
- iii. Bidder, in advance, should get ready the bid documents to be submitted as indicated in the tender document / schedule and generally, they can be in PDF / XLS / RAR /DWF/JPG formats. Bid documents may be scanned with 100 dpi with black and white option which helps in reducing size of the scanned document.
- iv. To avoid the time and effort required in uploading the same set of standard documents which are required to be submitted as a part of every bid, a provision of uploading such standard documents (e.g. PAN card copy, annual reports, auditor certificates etc.) has been provided to the bidders. Bidders can use "My Space" or "Other Important Documents" area available to them to upload such documents. These documents may be directly submitted from the "My Space" area while submitting a bid, and need not be uploaded again and again.

(f) Submission of Bids

- i. Bidder should log into the site well in advance for bid submission so that they can upload the bid in time i.e. on or before the bid submission time. Bidder will be responsible for any delay due to other issues.
- ii. The bidder has to digitally sign and upload the required bid documents one by one as indicated in the tender document.
- iii. Bidder has to select the payment option as "offline" to pay EMD as applicable and enter details of the instrument.
- iv. Bidder should prepare the EMD as per the instructions specified in the tender document. The original should be deposited in original in person to the concerned official, latest by the last date of bid submission or as specified in the tender documents. The details of the DD/any other accepted instrument, physically sent, should tally with the details available in the scanned copy and the data entered during bid submission time. Otherwise the uploaded bid will be rejected.

- v. Bidders are requested to note that they should necessarily submit their financial bids in the format provided and no other format is acceptable.
- vi. The server time (which is displayed on the bidders' dashboard) will be considered as the standard time for referencing the deadlines for submission of the bids by the bidders, opening of bids etc. The bidders should follow this time during bid submission.
- vii. All the documents being submitted by the bidders would be encrypted using PKI encryption techniques to ensure the secrecy of the data. The data entered cannot be viewed by unauthorized persons until the time of bid opening. The confidentiality of the bids is maintained using the secured Socket Layer 128 bit encryption technology. Data storage encryption of sensitive fields is done. Any bid document that is uploaded to the server is subjected to symmetric encryption using a system generated symmetric key. Further this key is subjected to asymmetric encryption using buyers/bid openers public keys. Overall, the uploaded tender documents become readable only after the tender opening by the authorized bid openers.
- viii. The uploaded tender documents become readable only after the tender opening by the authorized bid openers.
- ix. Upon the successful and timely submission of bids (i.e., after Clicking "Freeze Bid Submission" in the portal), the portal will give a successful bid submission message & a bid summary will be displayed with the bid no. and the date & time of submission of the bid with all other relevant details.
- x. The bid summary has to be printed and kept as an acknowledgement of the submission of the bid. This acknowledgement may be used as an entry pass for any bid opening meetings.

(g) Assistance to Bidders

- i. Any queries relating to the tender document and the terms and conditions contained therein should be addressed to the Tender Inviting Authority for the tender or the relevant contact person indicated in the tender.
- ii. Any queries relating to the process of online bid submission or queries relating to CPP Portal in general may be directed to the 24x7 CPP Portal Helpdesk. The contact number for the helpdesk is 1800 3070 2232. Bidder can also get help at +91-7878007972 & +91-7878007973.
- iii. Detailed information useful for submitting online bids on the CPP Portal may be obtained at: <https://eprocure.gov.in/eprocure/app>.

9. Signing Of Bid

The original and all documents of the Bid shall be e-signed by the Bidder.

10. Method Of Evaluation and Awards Of Contract

Bidders are requested to submit the all requisite documents as per Tender Document along with their bids, failing to which the bids are liable for rejection.

10.1 Evaluation Process

- a. MoSPI will constitute an Evaluation Committee to evaluate the responses of the bidders
- b. The Evaluation Committee constituted by the MoSPI shall evaluate the responses to the RFP and all supporting documents / documentary evidence. Inability to submit requisite supporting documents / documentary evidence, may lead to rejection.
- c. The decision of the Evaluation Committee in the evaluation of responses to the RFP shall be final. No correspondence will be entertained outside the process of evaluation with the Committee.
- d. The Evaluation Committee may ask for meetings with the Bidders to seek clarifications on their proposals
- e. The Evaluation Committee reserves the right to reject any or all proposals on the basis of any deviations.
- f. Each of the responses shall be evaluated as per the criteria and requirements specified in this RFP.

10.2 Tender Validity

The offer submitted by the Bidders should be valid for minimum period of 180 days from the date of submission of Tender.

10.3 Tender Evaluation

- a. Initial Bid scrutiny will be held and incomplete details as given below will be treated as non-responsive. If proposals;
 - i. Are not submitted as specified in the RFP document
 - ii. Received without the Letter of Authorization (Power of Attorney)
 - iii. Are found with suppression of details
 - iv. Submitted with incomplete information, subjective, conditional offers and partial offers
 - v. Submitted without the documents requested in the checklist
 - vi. Have non-compliance of any of the clauses stipulated in the RFP
 - vii. With lesser validity period
- b. All responsive Bids will be considered for further processing as mentioned below.

- c. MoSPI will prepare a list of responsive bidders, who comply with all the Terms and Conditions of the Tender. All eligible bids will be considered for further evaluation by the Evaluation Committee according to the Evaluation process define in this RFP document. The decision of the said Committee will be final in this regard.
- d. Consortiums are not allowed for this engagement. The bidding entity has to be a single entity duly registered under the applicable laws of country.

10.4 Evaluation Process

The steps for evaluation are as follows:

Stage 1: Technical Evaluation

- a. MoSPI will review the technical bids of the short-listed bidders to determine whether the technical bids are as per the requirements laid down. Bids that are not in accordance with the requirements are liable to be disqualified by MoSPI.
- b. The bidders' technical solutions proposed in the bid document will be evaluated as per the requirements specified in the RFP and technical evaluation framework as mentioned in the Section
- c. Bidders will be asked to give a presentation on the understanding of the requirement of the MoSPI for media campaign and demonstrate the Proof of Concept for comprehensive media campaign for the MoSPI.
- d. Each Technical Proposal will be assigned a technical score out of a maximum of 100 marks. Only the bidders who get a Technical score of 70% or more (prior to normalization) will qualify for financial evaluation stage. Failing to secure minimum marks shall lead to technical rejection of the Bid.
- e. Bidder should also score at least 50% in individual sections of Technical Evaluation as mentioned in Technical Evaluation Framework.

Stage 2: Technical Evaluation Framework

The Bidder's technical solution proposed in the Technical Evaluation bid document will be evaluated as per the evaluation criteria mentioned in the following table.

Sr. No.	Evaluation Criteria	The award of marks will be as under		Maximum Marks
1.	Media related experience of working with at least 2 Central	Experience (in Years)	Marks	10
		2-3 clients	7	

Sr. No.	Evaluation Criteria	The award of marks will be as under		Maximum Marks
	Government/PSU clients	>3 clients	10	
2.	Work experience in organizing press meets, media briefs, public interaction programmes, liaisoning with press information bureau, print and electronic media, etc.	5-10	7	10
		>10	10	
3.	Work Experience of handling print/electronic/social media campaigns handling media Analytics in a Central Government Department/PSU client.	5-10	7	10
		>10	10	
4.	Deployed Manpower Experience (i) Media Advisor	10-15	7	10
		>15	10	
	(ii) Content Writer	5-10	3	5
		>10	5	
	(iii) Graphic Designer	3-5	3	5
		>5	5	
5.	Presentation on the understanding of the scope of work including demonstration of integrated dashboard using the software tools.			30
6.	Media Analytics	2-10 languages	5	10
		11-21 languages	7	
		All 22 languages as per 8th schedule	10	
7.	Scanning relevant content from print/electronic/social media	2-10 languages	5	10
		11-21 languages	7	
		All 22 languages as per 8th schedule	10	

Sr. No.	Evaluation Criteria	The award of marks will be as under	Maximum Marks
	Total		100

** The bidder should ensure that it has experience of media analytics and scanning/aggregating relevant contents for at least two languages Hindi and English.

* The scoring on technical evaluation will be done only for those bidders who fulfill the minimum eligibility criteria as indicated in serial no 1-5 for the table under para-5.

The Final Normalized technical score of the Bidder shall be calculated as follows:

Normalized Technical Score of a Bidder = {Technical Score of that Bidder / Score of the Bidder with the highest technical score} X 100 (adjusted to 2 decimals)

Example:

Bidders	Technical Score	Calculation	Normalised Technical Score
Bidder-1	88	$(88/95)*100$	92.63
Bidder-2	90	$(90/95)*100$	94.73
Bidder-3	80	$(80/95)*100$	84.21
Bidder-4	95	$(95/95)*100$	100.00

Stage 3: Financial Evaluation

- a. All the technically qualified bidders will be notified to participate in Financial Bid opening process.
- b. The financial bids for the technically qualified bidders will then be opened on the notified date and time in the presence of representatives of qualified bidders and reviewed to determine whether the financial bids are in accordance with the RFP requirements. Bids that are not substantially responsive are liable to be disqualified by MoSPI.
- c. The Normalized financial score of the technically qualified bidders will be calculated, while considering the Financial quote given by each of the Bidders in the Financial Bid as follows:

Normalized Financial Score of a Bidder = {Lowest Financial Quote of Bidder / Financial Quote of Bidder under consideration} X 100 (adjusted to 2 decimals)

Example:

Bidders	Financial Quote (In lakhs)	Calculation	Normalized Financial Score
Bidder-1	110	$(110/110)*100$	10.00
Bidder-2	140	$(110/140)*100$	78.57
Bidder-3	160	$(110/160)*100$	68.75
Bidder-4	130	$(110/130)*100$	84.61

- a. The bid price will include all taxes and levies and shall be in Indian Rupees and mentioned separately.
- b. Any conditional bid would be rejected.

Stage 4: Final score calculation through QCBS

The final score will be calculated through Quality and Cost selection method based with the following weight-age:

Technical: **70%**

Financial: **30%**

$$\text{Final Score} = (0.70 * \text{Normalized Technical Score}) + (0.30 * \text{Normalized Financial Score})$$

Example:

Bidders	Normalized technical score	Normalized Financial score	Final Score (70:30)
Bidder-1	92.63	10.00	94.84
Bidder-2	94.73	78.57	89.88
Bidder-3	84.21	68.75	79.57
Bidder-4	10.00	84.61	95.38

- a. The bidder with the highest Final score shall be treated as the Successful bidder. In the above example, Bidder-4 will be treated as successful bidder.

- b. In the event the Final scores are 'tied', the bidder securing the highest technical score will be adjudicated as the Best Value Bidder for award of the Project.

10.5 Negotiations

Normally there should be no post tender negotiations, it would be only on exceptional circumstances, if considered necessary and shall be held only with the Agency as per extant rules that shall be placed as H-1 bidder after combined evaluation of the Technical and Financial bids, as indicated above. This will be subject to Government rules and procedure in the matter. Under no circumstance, the financial negotiation shall result into an increase in the price originally quoted by the Agency.

10.6 General

- a) Bids once submitted cannot be amended.
- b) Any Bid which does not quote for all items will be determined to be non-responsive and may be rejected.
- c) The Agency shall not assign or sublet the contract or any substantial part thereof to any other agency, without written consent of the MoSPI.
- d) Technical bids and financial bids will be opened, in the presence of Bidders representatives (one for each bidder), who wish to be present.
- e) The bidders shall not include/indicate any financial cost direct/indirect in the proposed technical bid. Proposals indicating financial cost in technical bids shall be rejected at the technical stage only.

11. ARBITRATION

- (i) If any dispute, difference, question or disagreement shall at any time, hereafter arise, between the parties hereto or the respective representatives or assignees in connection with or arising out of the contract, the MoSPI would appoint a sole arbitrator, which shall be accepted by the Agency. The decision of the arbitrator would be final and binding on both the parties.
- (ii) It is also a term of the contract that contractor shall not stop the work under this contract and work shall continue as expected to continue whether the arbitration proceedings have commenced or not.
- (iii) The Venue of the arbitration shall be at New Delhi. Subject to as aforesaid, the provision of the Indian Arbitration Act, 1996 and any statutory modifications or re-enactments thereof and rules made there under and for the time being in force shall apply to the arbitration proceedings under this clause.

12. LABOUR LAWS AND SAFETY MEASURES

Agency gives a binding representation that any legal / semi legal prosecution / penalty befalling any activity undertaken to fulfill this contract shall be the sole responsibility of the Agency, and the MoSPI will not be liable to any direct / indirect prosecution / penalty because it receives services.

13. APPLICABLE LAW AND JURISDICTION

This contract/work order arising out of this bidding process, including all matters connected therewith

with this contract/work order shall be governed by the Indian laws, both substantive and procedural, for the time being in force and shall be subject to the exclusive jurisdiction of Delhi Court, if required.

14. INDEMNIFICATION

- (i) Agency shall at all times indemnify and keep indemnified MoSPI against all claims/ damages etc. for any infringement of any Intellectual Property Rights (IPR) while providing its services under this work order.
- (ii) All claims regarding indemnity shall survive the termination or expiry of the work order.

15. FORCE MAJEURE

- (i) For the Purpose of this contract, "Force Majeure" means an event which is beyond the reasonable control of either party.
- (ii) In the event of either party being rendered unable by force majeure to perform any obligation required to be performed by them under the contract, if any concluded, the relative obligation of the part affected by such force majeure lasts. The terms "Force Majeure" as implied herein shall mean acts of God, War, Civil riots, fire directly affecting the performance of the contract, floods and Acts and Regulations of respective Government of the two parties, namely the Agency. Both upon the occurrence of such cause and upon its termination, the party alleging that it has been rendered unable as aforesaid, shall within seventy two hours of the alleged beginning and ending thereof giving full particulars and satisfactory evidence in support of its claim. If deliveries are suspended by force majeure conditions lasting for more than 2 (two) months, the Organisation shall have the option of cancelling this contract in whole or part at its discretion without any liability on its part.
- (iii) Force Majeure shall not include insufficiency of funds or inability to make any payment required hereunder.

16. FAILURE & TERMINATION CLAUSE

Time and date of delivery and period of execution shall be essence of the contract. If the Agency fails to deliver the services thereof within the period fixed for such delivery in the schedule or at any time repudiates the contract before the expiry of such periods, the MoSPI may without prejudice to any other right or remedy available to him to recover damages for breach of the contract: -

- (i) Recover from the Agency as liquidated damages which will be charged by way of penalty, as specified already at para 7 (Penalty Clause).
- (ii) Cancel the contract or a portion thereof by serving prior notice to the Agency.
- (iii) The MoSPI may take a decision to cancel the contract with immediate effect and / or debar / blacklist the bidder from bidding prospectively for a period of 3 years or as decided by the MoSPI or take any other action as deemed necessary.

17. AGENCY CODE OF CONDUCT AND BUSINESS ETHICS

The MoSPI is committed to its "values & beliefs" and business practices to ensure that Agency, who

provides services, will also comply with these principles.

17.1 Bribery and Corruption:

Agencies are strictly prohibited from directly or indirectly (through intermediates or sub-contractors) offering any bribe or undue gratification in any form to any person or entity and / or indulging in any corrupt practice in order to obtain or retain a business or contract.

Agencies shall maintain high degree of integrity during the course of its dealings with business/contractual relationship with the MoSPI. If it is discovered at any stage that any business/contract was secured by playing fraud or misrepresentation or suspension of material facts, such contract shall be voidable at the sole option of the competent authority of the MoSPI. For avoidance of doubts, no rights shall accrue to the Agency in relation to such business/contract and the MoSPI or any entity thereof shall not have or incur any obligation in respect thereof. The Agency shall indemnify in respect of any loss or damage suffered by the MoSPI on account of such fraud, misrepresentation or suspension of material facts. The agency will be solely responsible for the omission and commission of the employees deployed by them.

SECTION II

SCOPE OF WORK / DELIVERABLE

1.1 INTRODUCTION

On behalf of the MoSPI, Government of India, proposals/bids are invited from professional media agencies for deploying a media adviser, content writer and graphic designer to facilitate utilization of various media platforms for creating awareness, publicity and dissemination of information about the schemes, programmes and activities of the MoSPI. This will involve tasks as mentioned under, but will not be limited to these only.

1.2 SCOPE OF WORK

A. Media Advisory

- (i) Advise MoSPI in planning, developing and implementing an effective and efficient communication and media strategy for the Ministry.
- (ii) Monitor and manage overall media engagement and acts as the primary contact for all media inquiries in consultation with MoSPI to ensure appropriate media responses.
- (iii) Conceptualize and strategize all communications to be disseminated to the media including press notes, press releases, media advisories, briefs, speeches for spokespeople and other communiqués for media communication on all matters concerning MoSPI, as and when required.
- (iv) Supervise and manage Ministry's website content and make regular updates.
- (v) Professional expertise on understanding and dissemination of communication to the expected targets.
- (vi) Media details: Know pattern, impact etc. and accordingly advise the MoSPI.
- (vii) Provide strategic counsel for advertising of MoSPI's various schemes, acts and related activities.
- (viii) Provide media advice and effective communication/media training to MoSPI officials and front-line staff as per the requirement of MoSPI.
- (ix) Understanding and adopting new technologies for the purpose of meeting changing expectations within the framework of the government decision making process.
- (x) Any other activity/duty appropriate within the scope of the Media Advisor role as and when required.

B. Creation & Maintenance of Social Media Platforms for MoSPI

- (i) Creation and/or Maintenance of Official accounts/pages of the Ministry on Twitter, Facebook, YouTube, Blogs and other relevant social media platforms which may emerge in the future.
- (ii) Creation of relevant blogs and forums wherein the participation of targeted audience can be

invoked.

- (iii) Developing e-Books on Content shared by the MoSPI.
- (iv) Give all Social Media Platforms a new look every month (if required) by putting up new creative features, theme lines, links, etc.
- (v) Daily informative and promotional updates in the form of relevant text, pictures, audio, unique & interactive content, interviews, news, quiz etc.
- (vi) Help publicize all festivals, cultural events, National, International and Ministerial events suggested by the MoSPI, using these social media platforms.
- (vii) All queries received on all platforms which need not require inputs from MoSPI must be replied to within 24 hours and all queries which require a consultation with the MoSPI should be answered within two working days.
- (viii) Moderation of all platforms with a frequency of 3 times a day in order to deal with spam, unauthorized advertisements, inappropriate content etc.
- (ix) Content shared online must be copyright protected.
- (x) Take all MoSPI events Live across social media platforms on Content shared with the Agency, on given a feed.
- (xi) Enhance audience engagement on all Social Media channels through contests, surveys, campaigns & promotions, etc. for generating awareness and buzz about Ministry's activities and engage citizens over Ministry's initiatives.
- (xii) 24/7/365 monitoring of MoSPI / related entities for updating, analyzing and intervention.
- (xiii) Ensure response is done under supervision of designated MoSPI's official. Prepare a weekly update on activities, including that of events etc. as related to the issues dealt by the MoSPI.
- (xiv) Should have credible contingency plan to effectively handle crisis and emergencies.
- (xv) Enhancement of the reach of content through organic promotion on various social media platforms.
- (xvi) Design backdrops, direction panels, and other awareness creating content for various workshops/meetings/conferences/trainings organized by MoSPI.

C. Media Aggregation

- (i) Scan and aggregate relevant Print/TV/Social Media/Web content through Media Intelligence on one integrated Dashboard.
- (ii) Relevant content to be scanned and aggregated from all major newspapers across all major centres as mutually agreed to.
- (iii) In print and TV data news to be scanned in English, Hindi, Tamil, Telugu, Kannada, Marathi, Malayalam, Urdu, Gujarati, Assamese, Punjabi and Bengali.
- (iv) Deliver all Content / Analysis through a comprehensive online platform / Mobile App
- (v) Capability of customizing period on the dashboard for trend analysis
- (vi) Word search capability for all past and present data across mediums.
- (vii) Basic gist of the media content from all 22 languages (as mentioned in the 8th schedule of the Constitution of India) TV and Newspapers to be provided in English.

- (viii) Video & Message recording, populating, publishing and updating the content as and when required on 24X7 basis. The frequency of information will be on a continuous and daily basis.
- (ix) Increase the social media followers by 5% every month.

D. Media Analytics:

1. Daily Monitoring: TV / Web / Print / Social Media across the following verticals:

- (i) Hon'ble Minister of State (I/C), for Statistics and Programme Implementation, Secretary (S&PI) & Chief Statistician of India and MoSPI's authorized spokespersons;
- (ii) Information relating to National Accounts such as Gross Domestic Product (GDP), State Gross Domestic Product (SDP), GVA, etc.
- (iii) Information relating to Consumer Price Index (CPI), Wholesale price Index (WPI), Purchasing power parity (PPP), Spatial Index, International Comparison Programme (ICP, Retail Inflation and such related topics;
- (iv) Index of Industrial Production and related information of Industry, Annual Survey of Industries;
- (v) National Sample Survey Office (NSSO), National Sample Surveys and other surveys conducted by the Ministries/Departments of Government of India and States/UTs;
- (vi) Information related to Sustainable Development Goals (SDG)- National and international;
- (vii) Environmental Economic Statistics, Economic Census, Population Census, etc;
- (viii) Environmental Economic Accounting (EEA), System of National Accounts (SNA);
- (ix) Press conferences and Cabinet /CCEA decisions;
- (x) Workshops and Training organized by MoSPI, Conference of Central and State Statistical Organisations (COCSSO), Statistics Day, etc;
- (xi) Issues/topics pertaining to Indian Statistical Institute and National Statistical Commission;
- (xii) Information related to Member of Parliament Local Area Development Scheme (MPLAD) Funds – Projects, fund releases;
- (xiii) Information on Infrastructural Central Sector Projects amounting more than Rs. 150 cr.;
- (xiv) Collection of Statistics Act;
- (xv) Surveys under and data published by other Ministries /Departments of Central Government, States/UTs, NITI Aayog and other institutes both private and public, when related to MOSPI related topics;
- (xvi) PMO/ Budget speech/Presidential Address relevant to MOSPI related topics;
- (xvii) National/International Journals which provide information on various Statistics pertaining to Health, Women and Child, Economy, Industry, etc. will be pre-defined by MOSPI ;
- (xviii) Reports and publications of MoSPI, NSC, NITI Aayog, other Central Ministries/Departments, States/UTs and other reputed institutions pertaining to MOSPI related topics;
- (xix) Web portal of relevant international organizations/agencies like UNSD, ESCAP, ILO etc in order to appropriately leverage international best practices and standards and be informed about the statistical products in fields like national accounts, price statistics, industrial

statistics, etc.

2. Media Analytics Delivery structure:

- (i) Sentiment analysis across mediums.
- (ii) Spokesperson analysis of all stake-holders like Ministry, Departments, who directly or indirectly affects the MOSPI. Create trend analysis on each topic.
- (iii) Influencers detail on all thinkers, policy makers/officials/leaders/Researchers/Third party commentators.
- (iv) Key messaging: trends from messages by keyword/theme/region/functionary.
- (v) Geography wise analysis: analyse locations coverage, response and impact; Map based data scan.
- (vi) Vertical wise slotting of info/analytics.
- (vii) Create backgrounders on Institutions, Movements and other recommended issues affecting MoSPI.
- (viii) Interactive web and mobile based Dashboard with a customized Online delivery
- (ix) Capability to Favourite / Share / Email / WhatsApp / Tweet / Re-tweet (RT) / PDF / clip, etc.
- (x) Single dashboard for all mediums
- (xi) Capability of graphs to have drill down facility to access primary Content.
- (xii) Capability to give conditional limited access to different set of people.

A. Creative designing and repackaging:

Creative content generation, recreate, convert or repackage the available content The content may be of various forms such as graphics, smart art, animations, story board etc. based on Government schemes and programs and policies etc.

B. Comprehensive 24 / 7 / 365 support for Content:

- (i) Social Media Listening: 24/7/365 operations
- (ii) Television Listening: 24/7/365 operations
- (iii) Web Listening: 24/7/365 operations
- (iv) Print / E Paper: 24/7/365 operations

C. Remote News input tool:

- (i) MOSPI has multiple offices, Officials can input local news on this platform so that all central officers as well as Branch officers can access relevant news.
- (ii) Graded access rights to be given to offices

D. Unlimited archives:

- (i) All data is tagged, accessible by word search

- (ii) Unlimited Archives for perpetuity for Analysed Data, Analytics tables / graphs etc.
- (iii) Effective Digital Rights Management (DRM)
- (iv) MoSPI to get access to all analysis data dump at the end of the arrangement

E. Online Media Catalogue / Dissemination Management tool:

Online cataloguing that enables intelligent archiving of all photographs, videos and audios, categorized into events, occasion, dates etc. It also enables sharing of media in multiple resolutions.

F. Other Deliverables: Assistance to be provided by the MoSPI would be as under:

- (i) Provide timely information on events of importance to the MoSPI, from time to time.
- (ii) The various Divisions of the MoSPI will provide relevant (basic information/pictures/approvals) content as available from time to time.
- (iii) Provide all the necessary information such as logo of Ministry / event / press releases issued for traditional media and updates etc.
- (iv) Assist in obtaining any other permissions / information as required.

K. Storage and submission of Content:

- (i) Storage of raw footages/ content and processed content (video packages) etc. for the purpose of archiving in digital formats, and submission of same in easily retainable format to the MoSPI whenever asked for.
- (ii) Content Archives to be handed over whenever asked for.

L. Manpower Requirement:

Three persons (Media Advisor, Content Writer, Graphics Designer) shall be stationed in the MoSPI for day to day coordination during working hours and also during the emergent exigencies. Even before and after the working hour or during weekend and holidays. The other team member for managing media activities may be deployed off site by the agency.

M. Terms of Services:

A. Performance Review

The agency will submit a suggested process of Performance Review on monthly basis before signing of contract. This will be appropriately and suitably amended (if required) by the Ministry and implemented.

B. Reporting:

- i. The agency must submit weekly, "Effectiveness Analysis and Management Information System (MIS) Reports to MoSPI on the effectiveness of the social media strategy. The agency must

submit a detailed analysis on the steps undertaken for overall promotion of MoSPI on the Social Media Platforms and the results achieved.

- ii. The agency should suggest the no. of reports eliciting periodicity, format and content of such report which should help the management of this Ministry to know the exact position of the efforts undertaken.

C. Data Security and Prevention of Fraud

The agency will undertake that all process and standards are being followed to ensure that the data is secure and is immune to any fraudulent activity. In case of any such leak /breach of data, the entire legal, financial and other consequences will be borne by the firm/agency.

D. Legal matter, including copy-right of content

Agency will have the responsibility of ensuring that all content featured/published on the basis of this assignment is free of legal encumbrances including of copy-right issues. The MoSPI will not have any responsibility in this matter. IPR of all content will solely vest with MoSPI.

Technical Bid Format

Sr. No.	Particulars	To be filled by the Tenderer
1.	Name of the Bidder (Agency)	
2.	Whether brief profile of the agency is enclosed (max 2-3- pages)	
3.	Address of the Bidder (Agency)	
		Telephone
		E-Mail
4.	Year of establishment	
5.	Type of Company (Proprietorship / Public Sector Unit/ Private Limited /Public Limited)	
6.	Number of fulltime employees handling services asked for in this Notice in the agency as on 31st December, 2019 for at least 1 year	
7.	Registration Details: PAN No. (Copy to be enclosed)	
8.	Registration Details: GSTIN (Copy to be enclosed)	
9.	The agency must have expertise of running media campaigns as per requirement of experience in the RFP. (copies of contract/orders in support of Minimum 5 years and more should be attached)	
10.	The agency must have in-house production facilities for production and editing of contents in all forms. (Self-certification on letter head).	
11	The agency must have an in-house Software Development & Management Team which has the ability to develop Applications and Apps and media Management tools	

Sr. No.	Particulars	To be filled by the Tenderer	
	supporting documents, screen shots and live URL of all medium integrated Media Management tools and application and details (A Self-certification on letter head too).		
12	Details of EMD Amount Draft No. Date Issuing Bank		
13	Whether the firm is blacklisted by any Government Department or any criminal case is registered against the firm or its owner/partners anywhere in India (If no, attach an undertaking to this effect on letter head)		
14	All other documents supporting the eligibility of the bidder indicating the fulfillment of requirements of requirements of the Ministry as in the RFP.		
15	A brief write-up on the understanding of the Media requirements of the Ministry to be attached.		
16	Name, Designation and address of the officer to whom all references shall be made regarding this Tender.		
		Tel:	Mobile:
		Fax:	Email:

Apart from the above, all the requisite papers mentioned in the tender document are also enclosed. Authorized Signature [In full and initials] Name & address and Title of Signatory

Date:

(Seal)

Financial Bid Format

To

The Deputy Director General,
CAP division, MoSPI,
Sardar Patel Bhavan, Parliament Street,
Patel Chowk, New Delhi-110001

Madam/Sir,

We, the undersigned on behalf of (name of the firm), offer to respond to (title of project) in accordance with your Tender document dated (insert Date). Our **Financial Bid** against the **Scope for work in Section – II as well as details defined in the tender document** is as mentioned below. Break-up of the cost, taxes & other charges are as under:-

Sr. No.	Description of Items	Cost per month (exclusive of taxes & other charges) (in INR)	Taxes & Other charges (in INR)	Total Cost per month inclusive Of all taxes & other charges) (in INR)	Total Cost for one Year (inclusive of all taxes & other charges) (in INR)
		(A)	(B)	(C)	(D)
1.	Consolidated cost for Services, Solution, Installation and Maintenance of all Medium Analytics dashboard, Online Media Archive cum Dissemination platform, Recruitment and training of required manpower, as detailed under scope of work/deliverables including Charges for deployment of Services and Manpower on a full time basis with requisite qualifications & skill-set in MoSPI for one year.				

Our bid shall be binding upon us up to period of validity as indicated in note above. We understand you are not bound to accept any bid you receive.

Date:

Yours sincerely,

Authorized Signatory (In full and Initials)

Name and Title of the Signatory Name & Address of firm

(Seal)
