



**Request for Proposal**

**for**

**Selection of Communication and Public Relation Agency for**

**Ministry of Human Resources Development**

**Government of India**

**Ministry of Human Resources Development**

**ShastriBhawan,**

**New Delhi110003**

**Submission of Bid:**



## Invitation to RFP

### RFP Notice

**Request for Proposal for the selection of a Communication and Public Relation(PR) agency in the service of the Ministry of Human Resource Development (MHRD).**

1. MHRD invites technical and financial e-bids from bidders for providing communications and P.R. services. The agency shall be responsible for providing all types of services, as mentioned in tender document and scope of work. Interested agencies may download the RFP document from the website <http://mhrd.gov.in/> or from [www.eprocure.gov.in](http://www.eprocure.gov.in). The scope of work is given in para 8 of this bid document. An estimated volume of work is indicated in the financial annexure. However, it is an estimation only. The actual work can vary from the estimated work. Thus, MHRD does not commit any minimum work order of the volume {as quoted in annexure (financial)} will be awarded to the selected agency. That is, the volume of activity indicated in annexure (financial) is to be used for assessment of  $P_{total}$  only. The volume of actual work order will depend on the need as assessed by MHRD. Accordingly, the tender value in the e bid has been shown at a notional value of Rs 1.

1.1 MHRD reserves the sole right for carrying out amendments/modification/changes including any addendum to this tender documents. All bidders who have received this tender document shall be notified of the amendment in writing by email or fax or post, and all such amendment (s) shall be binding on them. Further MHRD reserves the right to call off the bidding process at any stage without assigning any reasons and MHRD will not be liable for reimbursing any cost incurred by bidders in the bidding process.

#### 1.2 Disqualification

MHRD may at its sole discretion and at any time during the evaluation of tender, disqualify any bidder who is found trying to influence the decision making process of this tender.

### 2. Instructions to bidders



**2.1 Bidding process:** Online two bid tender with pre-bid meeting(s) as deemed necessary will be followed. The bidding platform of [www.eprocure.gov.in](http://www.eprocure.gov.in) will be used for invitation of e-bid. Interested bidders are requested to make themselves familiar with the e-bidding process on [www.eprocure.gov.in](http://www.eprocure.gov.in)

(i) A pre-bid meeting will be held to explain the scope of tender and other details.

(ii) *Pre-qualified bidder:* Only DAVP category 'A' empanelled advertising agency (engaged in multi media creative work) as on the date of tender opening will be considered pre-qualified bidders who can participate in the pre-bid meeting. The list of DAVP category 'A' empanelled advertising agency (engaged in multi media creative work) is attached. However, subsequent to publication of this tender notice, if there is any deletion to this list by DAVP, bids from such agencies will not be considered for evaluation at all. Further, if there are additional agencies which have also been empanelled (till the closing date of the technical bid) as category 'A' empanelled agency by DAVP, they must attach documentary evidence of the same failing which their offer will not be considered. Thus only agencies which have a valid category 'A' empanelment by DAVP as on the date of technical bid opening will be considered as prequalified and evaluated further in the bidding process.

(iii) Interested parties may download the current tender document from [www.mhrd.gov.in](http://www.mhrd.gov.in) and [eprocure.gov.in](http://eprocure.gov.in). The final tender document may be suitably modified (at the option of Human Resource Development ministry) after the feedback is received during pre-bid meeting.

(iv) The final tender document will be uploaded on [www.mhrd.gov.in](http://www.mhrd.gov.in) and [eprocure.gov.in](http://eprocure.gov.in) for invitation of two bids.

## 2.2 Important Dates

Sl. No.	Information	Details
1	Pre-bid meeting	29.11.2017, 2017 at 11 am, Shastri Bhawan
2	Uploading of final tender document on <a href="http://www.mhrd.gov.in">www.mhrd.gov.in</a> and <a href="http://eprocure.gov.in">eprocure.gov.in</a>	by 6.12.2017
3	Closing time for submission of e-bids on <a href="http://eprocure.gov.in">eprocure.gov.in</a>	Date: 3 Jan 2018 Time: 11.00 AM
4	Time for opening of technical bid	Place: MHRD, Shastri Bhawan New Delhi – 110001. 4 Jan 2018

**2.3** The technical bids received only from the pre-qualified bidders that is as defined in para 2.1(ii) of the bid document (or as suitably modified in the final tender document) will be technically evaluated by MHRD. As a part of technical evaluation, such bidders will be asked to make a technical presentation. Based on the technical bid submitted and the fulfillment of conditions mentioned in the technical bid

(annexure) of this bid document, and also the presentation made by the bidder, MHRD will then shortlist bidders who are considered to have been technically qualified for the next round of bidding which will be the financial bid. **For certain parameters in the financial bid, DAVP has fixed rates payable which are shown in the annexure (financial) of this bid document. For such parameters if bidders quote a higher rate than what is fixed by DAVP (as applicable on the time of bid opening), their offer will be considered unresponsive and such offers will be summarily rejected.**

The financial bids of only technically qualified bidders will be opened. The details about technical and financial bid opening are given below:

1	Place of making technical presentation	Place: MHRD, ShastriBhawan New Delhi – 110001. Date and time will be intimated to the bidders shortlisted for technical presentation.
2	Place of opening of financial proposal	Place: MHRD, ShastriBhawan New Delhi – 110001. Date and time will be intimated to the bidders shortlisted for opening of financial bid.
Officer in-charge for correspondence and address for communication		Shri N. C. Ragtah, Deputy Secretary, Media Cell, MHRD, ShastriBhawan, New Delhi-110001. Phone No. 23074080.

3. MHRD reserves the right to reject any or all the Proposals in whole or part without assigning any reasons.

4. **Bid Validity: 120 days. Bids with lesser days of validity will be considered unresponsive and will be summarily rejected.**

5. **EMD:** The bidder must submit Rs.3,00,000/- towards Earnest Money Deposit (EMD) amount along with the tender. Bids received without EMD will be considered unresponsive and will be summarily rejected. EMD can be in the form of Bank Guarantee or Demand Draft. This must be in the name of "Drawing and Disbursing Officer, MHRD, New Delhi" only, along with the covering letter, with a validity of 120 days. Other instruments like Fixed Deposit (FD) will not be accepted. The EMD will be forfeited if any bidder withdraws its bid before expiry of its validity or if a successful bidder does not submit security deposit as per section 9.1 of the bid document. Government rules as applicable for waiver of EMD will however be applicable. A prospective bidder is nevertheless requested to satisfy itself that it is indeed eligible for waiver

of EMD. In case, it is concluded by the tender committee of Min of HRD that a bidder has incorrectly assessed itself to be eligible for waiver of EMD and accordingly has not submitted the EMD, its offer will be summarily rejected. The decision of MHRD in this respect will be final and binding.

**6. Pre-Qualification:** This will be as per para 2.1(ii) of the bid document.

**7. Content of Bids** The e-bids will be in two parts

- (a) Technical Bid and
- (b) Financial bid.

**7.1 Methodology and Criteria for Bid evaluation**

(i) The technical bid is to be given in the annexure (technical) and the financial bid is to be given in annexure (financial) of the e-bid. Bids wherein the technical and financial bids are submitted together will be summarily rejected.

(ii) **Technical evaluation:** Among the bidders considered to be fulfilling the pre-qualification criteria as given in para 6 of the bid document, such bidders will be further shortlisted as technically eligible if it fulfills the eligibility criteria given in the Table in the annexure (technical) para 'A'. The bidders considered technically eligible will be asked to submit a presentation which should deal with the following aspects. The presentation will be of roughly 10 minutes. The presentation made will be assessed on the aspects mentioned below and score given to each aspect as per the Table shown below:

Aspect	Maximum score	Score awarded by the Tender Evaluation Committee
Media strategy proposed for MHRD	20	
Social media	25	
Audio visual media	25	
Print media	20	
TOTAL	90	Score B1

\* The presentation for social media, print media and audio visual media will also incorporate works already done, concept and samples of proposed work

(iii) The eligible vendors will also be evaluated based on their total value of payment received or work order executed from GOI/State Ministries /Departments/Autonomous Bodies/PSUs (in the period from current financial year upto preceding three 3 financial years prior to the date of tender opening in the field of communication and multi media) based on the Table below:

Payment received or work order executed (in the period from current financial year upto preceding three 3 financial years prior to the date of tender opening in the field of communication and multi media). In case of difference between the value of 'payment received' and value of 'work order executed' the higher value will be considered for the purpose of scoring provided the same is	Score
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certified by a chartered accountant as mentioned in Annexure: Technical (sr no 2) of the bid document	
Rs. 3 crore upto Rs. 10 crore	2
More than Rs.10 crore upto Rs.20 crore	5
More than Rs.20 crore upto Rs. 30 crore	7
More than Rs. 30 crore	10

The score thus given will be called Score B2.

Total composite score will be calculated as  $B_{\text{composite}} = B1+B2$ .

The top six bidders based on  $B_{\text{composite}}$  will be considered as technically qualified for the financial evaluation.

(iii) **Financial evaluation:** Bids only from bidders which are technically qualified will be considered. The contract will be awarded to the lowest technically qualified bidder. The calculation of lowest price ( $P_{\text{total}}$ ) amongst technically qualified bidder will be based on the formula indicated in the Annexure (Financial). To avoid any error, bidders must read the conditions given in the Annexure (Financial) of the bid document before quoting in the BoQ at [www.eprocure.gov.in](http://www.eprocure.gov.in). For certain parameters in the financial bid, DAVP has fixed rates payable which are shown in the annexure (financial) of this bid document. For such parameters if bidders quote a higher rate than what is fixed by DAVP (as applicable on the time of bid opening), their offer will be considered unresponsive and such offers will be summarily rejected.

(iv) MHRD does not however commits any minimum work order of the volume as indicated in annexure (financial) will be awarded to the selected agency. That is, the volume of activity indicated in annexure (financial) is to be used for assessment of  $P_{\text{total}}$  only. The volume of work order will depend on the need as assessed by MHRD.

(v) In case of offers from MSME bidders (who are otherwise considered pre qualified and eligible based on its credentials): If in the opinion of tender committee, the MSME firm is eligible for preferential treatment, the same will be allowed as per extant government rules.

**7.2 Excluded item in finance bid:** The price quoted for rendering the Communication and PR service (as quoted in the finance bid) does not include the costs of conducting events (press conferences, events, exhibitions, performances, shows).

## 8. Scope of Work

### 8.1 Background

8.1.1 The Ministry of Human Resource Development carries out the most critical function in the development of a new age India, i.e. to convert the country's demographic advantage into a tangible, productive demographic dividend through a robust education & skill development system throughout the country. More than 3 crore students are addressed and encompassed

by the Higher Education system spread over 38000 colleges & Universities, apart from the 25 crore children nurtured through the school education network of about 15 lakh schools across the country. The Ministry executes the key function of transforming impressionable & eager minds into a productive workforce that could leap frog the country towards global benchmarks in growth, while striving to achieve international benchmarks in the education system itself through a mix of quality instruction, outreach, technology, autonomy and adoption of modern best practices.

8.1.2 Policy measures, reform measures and capacity building initiatives are being undertaken across all disciplines and segments of the educational system, be it school or higher education at a rapid pace. The results are being seen in the growth of institutions of excellence, expansion and modernisation of school system, increase in enrolment ratios, greater international cooperation in practices, greater autonomy to premier institutions, a simplified but focused regulatory mechanism etc. A basket of new measures have been undertaken in the last one year to scale up the relevance of the educational system to the changing needs of both the growth process as well as social relevance.

8.1.3 However, in the area of communication and dissemination of the achievements of the Ministry, generation of awareness on the various knowledge seeking options available for the student community, the projection of the larger social role being played by the Ministry of HRD and its level of communication with the public is currently very limited and restricted. The utilisation of all forms of communication, advertising and different outreach measures are not being exploited in an optimal manner. It is essential to catapult the visibility of the Ministry of HRD to the next level so that knowledge in respect of the fundamental components of its functioning are disseminated and communicated in the most widespread manner possible. This would ensure greater information flow to citizens, familiarise them with the scope of the education system and create a vibrant atmosphere for a transparent and interactive mode of functioning of the most crucial delivery system for nation building. The broad strategy and components of a communication strategy for the Ministry of HRD are elaborated in the paragraphs to follow.

## 8.2 Work Objectives

### (a) Strategy

The agency will be expected to develop an strategy for effective adoption of different media options, media tools and media content in the background of the information provided in para 8.1 and also as will be provided after the agency is engaged. Presently in the MHRD, the print media, i.e., newspaper advertisements is the most dominant method of reaching its target





audience. To a certain extent social media and SMS messages are also being utilized. There is a need to evolve a strategy to decide both the content of publicity as well as the appropriate medium for the same. The objective would be to maximise the exposure for the Ministry of HRD in the country using print, electronic, outdoor and social media, highlight its programmes and achievements effectively and secure continuous coverage for ministry functionaries, messages, functions etc where important policy announcements are made or critical issues explained for the benefit of the listeners, which deserve wider dissemination.

The Ministry requires an experienced communication and public image management organization to effectively propagate and publicize its activities and initiatives. It will be the Communication and PR Agency's role to provide and ensure the objectives spelt out in the above paragraph. In order to facilitate this, the ministry will expect the selected agency to develop the following types of communication and outreach:

### **8.3. Types of Communication & Outreach**

- (i) **Print Media** – Newspaper advertisements at specific instances and on specific items in a year
- (ii) **Social Media** – use of Twitter, Whatsapp, Facebook etc. to achieve huge numbers in dissemination in a personalised manner and to convey the gist or essence of any development with no time lag
- (iii) **Creation of small videos** – of events, conveying policy matters or new developments in a concise manner, capturing any field or technological innovation or best practice and dissemination through videos sent on email or other media
- (iv) **Hoardings** – major campaigns and information for public knowledge regarding schools, college or courses details, new programmes of Government, timelines etc. can achieve great penetration to rural areas through hoardings at crucial junctions
- (v) **Radio/Television**– very effective media tools for mass dissemination of certain kinds of programmes requiring public participation or knowledge and vital information which could be missed in normal course
- (vi) **Outdoor Publicity** - through display in school and college buses, cinema theatres etc. which are relatively cheaper and offer continuous visibility on a day to day basis.

### **8.4 Work Details**



8.4.1 In order to help shape media highlights on various public initiatives of MHRD, the Agency shall perform, inter - alia, in consultation with the MHRD, the following task:

**(i). Content generation and media interface:**

- Creating PR plan and schedule with timelines.
- Creating resources Bank: Assisting in the preparation of media kits, newsletters, brochures and other printed material that will be made available to key stakeholders. However, the printing of the media kit, newsletter, brochure and other printed material are outside the scope of the contract. The agency will provide only the content.
- The Agency shall produce and circulate a monthly newsletter to inform the media, citizen's groups and other target communities about the latest developments in the MHRD arena.
- Arrange for two press briefings per month. It can be one to one meets or press conferences, as advised by the concerned officers.
- Make all arrangements necessary for the media coverage of any event, involving dignitaries or otherwise, by the Ministry.
- A separate newsletter for schools & higher educational institutions – develop a network and use schools & colleges as agents – for dissemination of the initiatives of the Ministry, Organize Workshops / training programme to familiarize teachers with key issue related to education.
- Designing material for exhibitions/conferences/seminars/workshops etc both visual and text based on themes, which may include backdrop design, hoarding/banner/standees, stationery customization,

**(ii) Social media engagement**

Promoting MHRD events on the online platform-leveraging the news points in PR wires, newsgroups, Blogs, social networks and online medium

- Inter link all social media profiles: This will help netizens to flow through the various social media platforms of the ministry
- Blogger engagement will be useful medium to create visibility about the key initiatives/developments of the Ministry amidst its target audience. The agency will be expected to identify and target blog writers (with maximum reach and with the right kind of following ) for interactions with the Ministry officials.

**(iii) Creatives and advertisements**



- Messages based on important government schemes under key topics would be incorporated into both below the line advertising and above the line advertising.
- Conceptualize and design advertisements for placement in print media, television and radio, other forms of publicity for conferences, seminars, events, celebration of special days, etc.

The appropriate nature of publicity based on – content generation and media interface, social media engagement and creatives and advertisements to help create awareness for MHRD initiatives and attain the desired goals.

The aforementioned measures together, should be able to supplement each other's work and have a much greater impact in advancing MHRDs agenda in creating the right kind of image and public perception.

8.5 For the areas of work mentioned from para 8.2 to 8.4 above, no separate direct payment will be made. However, since these activities will entail cost for the engaged agency, lumpsum payment at the end of the year will be made as fixed cost as explained in para xi of the financial bid. Accordingly, bidders are required to indicate the value of "Z". As shown in the financial bid, fixed cost spread over the entire year for the work will be treated as Z% of the sum of actual work order placed on the agency in the entire year and will be paid only at the end of the year.

#### 8.6 Manpower requirements

To depute four (4) persons at MHRD (New Delhi) premises.

- English content person will create English news content and messaging related to important announcements and developments for communication.
- Hindi content person will create Hindi news content for messaging related to important announcement and developments for communication in the Hindi speaking belt.
- Media Coordinator will be in charge of news, dissemination and all kinds of coordination with the media so as to enhance PR and visibility amidst the relevant stakeholders.
- Social media expert will be in charge of dissemination of news and extend/expand the reach of Min of HRD in the realm of social media.

The personnel deployed in the Ministry and those stationed within the agency shall be professionally qualified in mass communication, advertising, publicity etc. from reputed institutions and possess at least three to 5 years experience in handling all sorts of media and publicity for large organizations.



The selected agency will be required to deploy the required manpower, both in MHRD premises or in its subordinate organizations, as decided by MHRD within three weeks of signing of agreement.

## **9. Security deposit and Payment terms.**

**9.1 Security deposit:** The successful bidder will have to submit a security deposit for a value equal to 10% of the value of its price bid within 21 days of issue of letter of acceptance. If the security deposit is not received in this period, MHRD will be at its liberty to forfeit the EMD from the L1 bidder and offer the contract to the next higher bidder by counter offering the L1 price to L2 bidder.

**9.2 Payment:** The Agency shall be paid on a quarterly basis for its services at the completion of each quarter. The payment will be based on rates finalised (based on the price bid or as subsequently negotiated) for the award of contract to the successful agency and the volume of work given in the work order.

All payments are subject to TDS.

**9.2.1** Travel/accommodation/food for the PR Agency representative or any other expenses incurred in the arrangement of events will be as per government rules as applicable for level of government employees who entitled for travel by 2AC and will be based on approval of competent Authority in MHRD. The reimbursements of such bills shall be made by the Department concerned in the MHRD.

However, the price quoted by the bidder will deem to include travel outside Delhi upto 200 kilometers and no reimbursement will be made for that.

**Reimbursement of Actuals for journey beyond 200 kms:** Journey could be undertaken by rail (First Class/AC-2) or by road upto 800 kms, and by air (economy class) beyond 800 kms. The agency, may, however, obtain permission of MHRD for undertaking such journey and should submit supporting documents for reimbursement. Further, for undertaking plane journey for distance less than 800 km, *prior* approval of MHRD will be specifically required.

**9.2.2** For the areas of work mentioned from para 8.2 to 8.4 above, no direct payment will be made. However, since these activities will entail cost for the engaged agency, lumpsum payment at the end of the year will be made as fixed cost as explained in para xi of the financial bid. Accordingly, bidders are required to indicate the value of "Z". As shown in the financial bid, fixed cost spread over the entire year for the work will be



treated as 2% of the sum of actual work order placed on the agency in the entire year and will be paid only at the end of the year.

- 9.2.3 If activities not mentioned in the price bid are undertaken by MHRD, they will be paid to the extent at the rate as applicable by DAVP. However no separate payment will be made for activities for which DAVP does not have a rate even if they are undertaken by the bidder as a part of its work in MHRD.
- 9.2.4 Attainment of minimum 1 lakh reach per blog campaign will be required (with documentary evidence) at the time of claiming payment for each blog campaign, otherwise payment will not be made for that particular blog campaign.

## **10. Period of Contract**

The Contract would be assigned for a period of one year.

### **10.1. Extension of Contract**

The contract may be extended on year to year basis subject to satisfactory performance or mutual agreement.

**10.2. Timely executions of work:** For each work/ group of works, a work order will be placed by MHRD on the selected agency at the rate quoted in the annexure (Financial) or as subsequently negotiated.

### **10.3 Delivery of activities**

As per the time schedule agreed between MHRD and empanelled Creative Agency for specific work order given to the empanelled Agency from time to time, the Agency shall submit all the work on due date as per the delivery schedule given in the work order. During execution of contract, the schedule given for delivery of various work as mentioned in work order is to be strictly adhered to. Any unjustified and unacceptable delay in delivery shall render the bidder liable for liquidated damages @2 percent (of the work order) per week or part there of and thereafter the Ministry hold the option for cancellation of the order for pending activities and complete the same from any other agency. The Ministry may deduct such sum from any money in their hands due or to become due to bidder. The payment or deduction of such sums shall not relieve the bidder from his obligations to complete the process of commissioning or from his other obligations and liabilities under the contract. In addition, the security amount or part thereof shall also be forfeited. On the aspect of whether the delay in delivery of various



activities has taken place on account of reasons attributed to the bidder, the decision of the authority placing the order, shall be final.

**10.4** The agencies will abide by the terms and conditions laid down herewith and any other condition prescribed by MHRD from time to time in fulfilment of its objective of serving the Ministry.

**10.5** The advertisements and other creative work so produced in consultation with the Ministry would be released only through DAVP to the print and other publicity media.

**10.6** MHRD shall retain the absolute copyright and all such related rights including the rights for adaptations/ translation, reproduction, alteration and archiving without any restriction of time period of all such creatives and their inputs which might be produced by the agency for executing a work/campaign. Such creatives could be used in any such future campaigns that the MHRD may consider appropriate. The Agency shall not without MHRD's prior written consent, disclose the contract, drawings, specifications, plan, pattern samples to any person other than an entity authorized by the MHRD for the performance of the contract. In case of termination of the contract, all the documents used by agency in the execution of project shall become property of MHRD.

**10.7 Release of the Advertisement**

All the media release of the Ministry shall be routed only through DAVP.

**10.8 Payment schedule**

Payment will be made for the selected/ approved final design/ artwork, visuals, script, etc. For all kinds of production jobs no advance payment shall be made. Payments will be made only after satisfactory completion of each job and on submission of authenticated bills.

**10.9 Approvals**

The Agency shall seek written approval of all visuals, artworks, copy, script, etc. and the agency shall not proceed further with any work until approval of related documents by MHRD.

**10.10 Agency personnel**

The agency shall employ and provide such qualified and experienced personnel as may be required to perform the services under the specific work order assigned by MHRD and it is desirable for the Agency to deploy the personnel, who have adequate experience in the domain related with the work order.



### **10.11 Assignments**

The agency shall not assign the work order to any other agency, in whole or in part, to perform its obligation under the contract, without the MHRD's authorized representatives's prior written consent.

### **11. FORCE MAJEURE:**

If a Force Majeure situation arises, the agency shall promptly notify Ministry in writing of such condition, the cause thereof and the change that is necessitated due to the conditions. Until and unless otherwise directed by the Ministry in writing, the Agency shall continue to perform its obligations under the Contract as far as is reasonably practical, and shall seek all reasonable alternative means for performance not prevented by the Force Majeure event.

The agency shall advise Ministry in writing, the beginning and the end of the above causes of delay, within seven days of the occurrence and cessation of the Force Majeure conditions. In the event of a delay lasting for more than one month, if arising out of causes of Force Majeure, Ministry reserve the right to cancel the order without any obligation to compensate the agency in any manner for what so ever reason.

### **12. Arbitration**

The Ministry and the agency shall make every effort to resolve amicably, by direct negotiation, any disagreement or dispute arising between them under or arising from or in connection with the contract. Disputes not so resolved amicably within 30 days of receipt of notice of such a dispute shall be resolved by a sole arbitrator nominated by the Secretary, Department of Legal Affairs, Government of India, New Delhi. The arbitration proceedings shall be governed in all respects by the provision of the Indian Arbitration and Conciliation Act, 1996 and the rules there under any statutory modification or re-enactment, thereof. The arbitration proceedings shall be held in New Delhi, India.



**B. Forms**

**Form1: Bid Proposal and general information form**

Date:

Tender No.:

To

Sir/Madam

Having, examined the bidding documents, the receipt of which is hereby duly acknowledged, we, the undersigned, offer to provide services for handling the Communication and PR activities of the Ministry of Human Resource Development (MHRD), in conformity with the said bidding documents for the same as per the technical and financial bid.

If our bid is accepted, we undertake, to render the services in accordance with the clauses and conditions which are specified in the contract document that we will sign. If our bid is accepted, we will obtain the guarantee of a bank for a sum equal to the value of security deposit for the due performance of the contract, in the form prescribed by the MHRD.

We agree to keep the bid valid for a period of 120 days after the date fixed for bid opening as mentioned under the instruction to Bidders and it shall remain binding upon us and may be accepted by MHRD at any time before the expiration of that period. This bid, together with your written acceptance thereof and your notification of award shall constitute a binding Contract between us.

Name: \_\_\_\_\_

Address:

\_\_\_\_\_

We understand that you are not bound to accept the lowest or any bid you may receive.

Dated this \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_\_\_\_

Signature  
(in the capacity of)

Duly authorized to sign Bid for and on behalf of





Kindly furnish the following details for general information:

Sr. No.	Details
1.	Submit bid and supporting documents on the e bid platform eprocure.gov.in.
2.	Name and Address of the firm, Tel/Fax/Email
3.	Date of Establishment of Agency (enclose evidence)
4.	Is your agency a Proprietorship / Partnership or registered under the Companies Act Please give details and enclose Certificate
5.	Details of Income Tax Registration: (Enclose copy of PAN card)
6.	GSTN Details: (Enclose photocopy copy)



## Annexure: Technical

**Technical evaluation:**A.Among the bidders considered to be fulfilling the pre-qualification criteria as given in para 6 of the bid document, only such bidders will be further shortlisted as technically eligible if it fulfills the eligibility criteria given in the Table in the annexure (technical).

Sr. No.	Eligibility Criteria	Supporting Document Required
1	The agency should have been in the business of providing Communication and multi media services in India to the Government ministries/PSU during any of the preceding 3 financial years prior to the date of tender opening	Proofs like work orders/ vouchers that mentions the name of government body or PSU to which the Communication and multi media service has been rendered.
2	The bidder should have executed at least one tender of Rs 3cr in the period from current financial year upto preceding three 3 financial years prior to the date of tender opening in the field of communication and multi media. The field covered should be preparing Communication Need Assessment reports, Newsletters, Content Development for print media, audio visual media and Social Media, conducting workshops, design of Creatives.	(i)As a proof of having executed tender of Rs 3 cr, copies of contract in the field of communication and multi media from GOI/State Ministries /Departments/Autonomous Bodies/PSUs and a certificate from chartered accountant of the bidder (about having received payment or executed work order of at least Rs 3 cr) should be attached. The certificate given by the chartered accountant of the bidder will specifically indicate the value of payment received or work order executed (in the period from current financial year upto preceding three 3 financial years prior to the date of tender opening in the field of communication and multi media) as this value will be used in the evaluation process as further indicated in para B(ii) below.



B. (i) The bidders considered technically eligible as per above will be asked to submit a presentation which should deal with the following aspects. The presentation will be of roughly 10 minutes. The presentation made will be assessed on the aspects mentioned below and score given to each aspect as per the Table shown below:

Aspect	Maximum score	Score awarded by the Tender Evaluation Committee
Media strategy proposed for MHRD	20	
Social media*	25	
Audio visual media*	25	
Print media*	20	
TOTAL	90	Score B1

\* The presentation for social media, print media and audio visual media will also incorporate works already done, concept and samples of proposed work

(ii) The eligible vendors will also be evaluated based on their total value of payment received or work order executed from GOI/State Ministries /Departments/Autonomous Bodies/PSUs (in the period from current financial year upto preceding three 3 financial years prior to the date of tender opening in the field of communication and multi media) based on the Table below:

Payment received or work order executed (in the period from current financial year upto preceding three 3 financial years prior to the date of tender opening in the field of communication and multi media)In case of difference between the value of 'payment received' and value of 'work order executed' the higher value will be considered for the purpose of scoring provided the same is certified by a chartered accountant as mentioned in Annexure: Technical (sr no 2) of the bid document	Score
Rs. 3 crore upto Rs. 10 crore	2
More than Rs.10 crore upto Rs.20 crore	5
More than Rs.20 crore upto Rs. 30 crore	7
More than Rs. 30 crore	10

The score thus given will be called Score B2.

Total composite score will be calculated as  $B_{\text{composite}} = B1 + B2$ .

The top six bidders based on  $B_{\text{composite}}$  will be considered as technically qualified for the financial evaluation.

## Annexure : Financial

### Financial bid

Bids only from bidders which are declared technically qualified as mentioned in the technical evaluation part above will be considered for financial evaluation. The value of financial bid parameters (Y1 to Y10 and Z) will be submitted by the bidder on the [www.eprocure.gov.in](http://www.eprocure.gov.in) but the evaluation of their total rate will be separately done by MHRD as per formula detailed below. Also, For certain parameters (shown as Y<sup>s</sup>), DAVP has fixed rates payable. For such parameters if bidders quote a higher rate than what is fixed by DAVP (as applicable on the time of bid opening), their offer will be considered unresponsive and such offers will be summarily rejected.

### Financial Bid Form

Sr. No.	Details	work	Expected Volume of work (per year)	Bid in Rupees (For One Year) excluding taxes and duties	Total price work wise	
1.	Cost of the PR services to be provided by the selected agency  Note: (i) This does not include the costs of conducting events (press conferences, events, exhibition, performances, shows, and the expenses like transport/stay/food provided to the media persons. It will be paid as actual and with prior	<b>(i) Print Media creatives</b>				$P1=120 \times Y1 + 40 \times 3Y1 + 40 \times 4Y1 = 400 \times Y1$
		(a) upto 150 sq cm	120 nos	Y1 each <sup>s</sup>		
		(b) between 150 sq cm to 350 sq cm	40 nos	This rate will be treated as =3xY1		
		(c) above 350 sq cm	40 nos	This rate will be treated as =4xY1		
		<b>(ii) Social Media</b>				
	(a) no	8000	Y2 each	$P2=(8000+8000) \times Y2 = 16000 \times Y2$		

<p>approval of the competent authority in MHRD.</p> <p>(ii) However, the cost quoted will deem to include travel outside Delhi upto 200 kilometers and no reimbursement will be made for that. Reimbursement of Actuals for journey beyond 200 kms: Journey could be undertaken by rail (First Class/AC-2T) or by road upto 800 kms, and by air (economy class) beyond 800 kms. The agency, may, however, obtain prior</p>	<p>of tweets on twitter in a year</p>	nos			
	<p>(b) no of message on facebook in a year</p>	8000nos			
	<p>(iii) Hoardings of 10ftx5 ft (bigger hoarding of 20ftx10ft upto 15 nos may be needed depending on situation for which pro-rata higher payment w.r.t. Y3 will be made).</p>	100 nos	Y3 for each hoarding of 10ftx5ft		P3=100xY3
	<p>(iv) Radio spot upto 30 secs (These have only words/speech, and do not involve composition of original music)</p>	12 nos	Y4 each <sup>\$</sup>		P4=12xY4
	<p>(v) Radio jingle/song/signature tune upto 60 secs (radio creatives which are partially or fully music based, with original composition)</p>	12 nos	Y5 each <sup>\$</sup>		P5=12xY5

<p>permission of MHRD for undertaking such journey and should submit supporting documents i.e.</p> <p>The expenses on the shows, performances, exhibitions, conducted by the selected agency will be paid as per approved rates.</p>	<p>(vi) sponsored radio programme upto 15 min</p>	5 nos	Y6 each <sup>\$</sup>	P6=5xY6
	<p>(vii) Video Spot upto 60 secs</p>	10 nos	Y7 each <sup>\$</sup>	P7=10xY7
	<p>(viii) Documentaries / Spots/ Telefilms from 2 to 5 mins.</p>	6 nos	Y8 each <sup>\$</sup>	P8=6xY8
	<p>(ix) Cost of four manpower* at Delhi (as per para 8.6 of bid document)</p>	4	Y9 (cost to be quoted per month per person wise)	P9=4x12xY9
	<p>(x) Cost of blog campaigns<sup>&amp;</sup></p>	30	Y10	P10=30xY10
	<p>(xi) Fixed cost (to be paid once at the end of the year) will be Z% of the sum of above cost.</p>			<p>Z=</p> <p>P11= (Z/100)x(P1+P2+P3+P4+P5+P6+P7+P8+P9+P10)</p> <p>Note: Bidders are required to indicate the values of parameters Y1 to Y10 and Z. These parameters will be used to calculate P<sub>total</sub> as shown below.</p>
2.	<p><b>Total (P<sub>total</sub>)</b> (Applicable GST will be paid extra.)</p>			<p>P<sub>total</sub>=P1+P2+P3+P4+P5+P6+P7+ P8+ P9+P10 +P11.</p>
<p>*The personnel deployed in the Ministry shall be professionally qualified in mass communication, advertising, publicity etc. from reputed institutions and possess at least three to 5 years experience in handling all sorts of media and publicity for large</p>				



organizations.

& Attainment of minimum 1 lakh reach per blog campaign will be required (with documentary evidence) at the time of claiming payment for each blog campaign, otherwise payment will not be made for that particular blog campaign.

^For the areas of work mentioned in para 8.2 to 8.4 of the bid document, no separate direct payment will be made. However, since these activities will entail cost for the engaged agency, lumpsum payment at the end of the year will be made as fixed cost. Accordingly, bidders are required to indicate the value of "Z". Fixed cost spread over the entire year for the work will be treated as Z% of the sum of actual work order placed on the agency in the entire year and will be paid only at the end of the year.

\$ For certain parameters above, DAVP has fixed rates payable which are shown below. For such parameters if bidders quote a higher rate than what is fixed by DAVP (as applicable on the time of bid opening), their offer will be considered unresponsive and such offers will be summarily rejected.

Parameter	DAVP rate	DAVP letter No.
Y1	For creative and design rate is as follows – Rs. 5000/- .  The rates above do not allow any third party costs like acquiring special/ specific photographs or pictures, etc. The third party costs shall be paid in actual, on submission of bills.	Dir(RR)/Rate Fixation Creative agencies/DAVP/2009 dated 08.07.2010
Y2	No DAVP rate available	
Y3	No DAVP rate available	
Y4	Rs.10,000 for Master version	(a) DAVP letter No.22204/11/09-AV (Part-2) dated 18.05.2012.
Y5	Rs.30,000 for Master version	
Y6	Rs.15,000 for Master version	
Y7	Rs.3,50,000 for Master version	
Y8	Rs.3,50,000 for Master version	
		(b) For Language version, Re-recording and Shorter version or Re-editing of old spots/ jingles/song/tuner,

*DM*

		dubbing, etc.pro-rata payment based on the price quoted for the Master version will be made on the same ratio as indicated between Master version and other versions in DAVP rates.	
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Remark: 1. MHRD does not however commit any minimum work order of the volume {as quoted in annexure (financial)} will be awarded to the selected agency. That is, the volume of activity indicated in annexure (financial) is to be used for assessment of  $P_{total}$  only. The volume of actual work order will depend on the need as assessed by MHRD.

2. The tender value shown in the bid document is only for notional purpose as Rs 1.

**Note 1. In case of print media creatives:**

(a) The rates do not include any 3<sup>rd</sup> party costs like acquiring special photographs. The 3<sup>rd</sup> party costs shall be paid extra in actual. Prior permission of acquiring the 3<sup>rd</sup> party photograph will be taken from MHRD.

(b) **For translation of the print media:** For translation of creatives in upto 2 languages, no extra payment will be made. For translation into languages more than 2, for each translation into 3<sup>rd</sup>, 4<sup>th</sup> etc language, a payment of 2% of the master creative will be made.

This is to certify that I have read and understood the enclosed brief and other Terms and Conditions and all the supporting documents have been enclosed, and the information given by me is true to the best of my knowledge.

**Authorised representative of the bidder**





\*\*\*\*\*

A handwritten signature in black ink, consisting of a stylized, cursive-like mark.