

**Digital India Corporation (DIC)**

**Ministry of Electronics & Information Technology  
Electronics Niketan Annexe,  
CGO Complex, Lodhi Road New Delhi – 110003**

**RFP NO. DIC/2(49)/PR/02**

**Tender ID: 2021\_DIT\_637992\_1 (<https://eprocure.gov.in/eprocure/app>)**

**Request for Proposal (RFP) for Selection of Service Provider for Public Relation  
(PR) and Social Media Communication**

## **Disclaimer**

This Request for Proposal ("RFP") is issued by Digital India Corporation (DIC), Ministry of Electronics & IT (MeitY), Govt. of India.

The sole objective of this document is to solicit Technical & Financial bids from parties interested in taking part in the scope of work as mentioned in this document. While this document has been prepared in good faith, no representation or warranty, expressed or implied, is or will be made, and no responsibility or liability will be accepted by DIC or any of their Employees, Advisors or Agents as to or in relation to the accuracy or completeness of this document and any liability thereof is hereby expressly disclaimed.

Interested Parties may carry out their own studies / analysis/ investigations as required before submitting their proposals.

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Some of the activities listed to be carried out by DIC subsequent to the receipt of the responses are indicative only. DIC has rights to continue with these activities, modify the sequence of activities, add new activities or remove some of the activities, as dictated by the best interests of DIC.

## FACT SHEET

Date of publication of RFP document	09.07.2021 at e-procurement site / DIC site / NeGDsite/ MeitY site
Last date of submission of queries	16.07.2021 at 1800 hrs. through email <a href="mailto:gauravt@digitalindia.gov.in">gauravt@digitalindia.gov.in</a>
Pre-bid Meeting	19.07.2021 at 1500hrs. to be held at Conference Room, DIC, Electronics Niketan Annexe, CGO Complex, Lodhi Road, New Delhi- 110003  OR Meeting Link for online participants will be shared on request
Last date & time for Bid submission	28.07.2021 at 1800 hrs.
Evaluation Criteria	The bidders who score 60% marks in Technical Evaluation shall be considered for financial bids by DIC
Cost of the RFP document	Nil
Bid Availability	RFP can be Downloaded from the eProcurement portal <a href="https://eprocure.gov.in/eprocure/app">https://eprocure.gov.in/eprocure/app</a> , (Tender ID: 2021_DIT_637992_1) DIC site <a href="https://dic.gov.in/index.php/notification/tender">https://dic.gov.in/index.php/notification/tender</a> or MeitY site <a href="https://www.meity.gov.in/tenders">https://www.meity.gov.in/tenders</a>
Bid Submission	The bidders must submit their Technical & Financial bids on eProcurement portal only
Address for Communication	Digital India Corporation Electronics Niketan Annexe, CGO Complex, Lodhi Road, New Delhi 110003 Phone: 011 –24360199 / 24303500 / 24303555 e-mail: <a href="mailto:gauravt@digitalindia.gov.in">gauravt@digitalindia.gov.in</a>

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## 1 INTRODUCTION

- a) Digital India Corporation (DIC) is a not for profit Company set up by Ministry of Electronics and Information Technology (MeitY), Govt. of India, under Section 8 of Companies Act 2013. The vision of DIC is to bring the benefits of innovative solutions for socio-economic upliftment at the grass root level of the society with the mission to bring the benefits of Information & Communication Technologies (ICT) in certain focused areas viz. Healthcare, Education, Livelihood Enhancement (Agriculture, Crafts, MSMEs) and Empowerment of Persons with Disabilities (Divyangjans). The division works on the paradigm of collaborative research in its task of developing technologies and bringing them to the daily lives of people.
- b) DIC has created a niche for itself in the area of taking technologies from lab to land and “IT for Masses”. It has 16+ years of experience in understanding the needs of the field in its focused areas, conceptualization, project formation, development & deployment of technologies / products & services. Keeping the same in view, the projects undertaken are based on the grass-root requirements and relevant to its cause with the objective to empower Citizens in General and Minorities, Farmers, Artisans, Tribes, Persons with Disabilities (Divyangjans) etc., in particular through innovative ICT applications. The Company has demonstrated decent capabilities in identifying the potential of certain technologies reasonably early. The technologies, developed by the Division, have received recognition as evident from the National & International awards it has received.
- c) In addition to its core activities, it is also implemented a flagship program of MeitY, viz.: Visvesvaraya PhD Scheme in Electronics and IT.
- d) DIC invites responses from agencies for selection of Public Relation (PR) and Social Media Communication Agencies. The selection shall be done as per the evaluation mechanism provided in this RFP.

## 2 OBJECTIVES / SCOPE

Effective communication is key to the successful design & delivery of Government projects & services. PR and Social Media strategy is essential to regularly convey information about the activities & projects implemented / managed by DIC and its Divisions to diverse stakeholders and create awareness, through direct & indirect engagement. It plays an important role in helping all stakeholders to understand their roles & responsibilities in project life cycle. Historically, it has been found that many of the good programs of the Government did not produce the desired impact on account of very low acceptance by citizens, lack of consistency in communicating the right messages and unplanned use of media channels.

Awareness & Communication programs help in ensuring that the relevant information reaches the right persons at the right time, attracts attention of the users, create awareness about issues and finally influences the behaviour of all concerned in the desired direction. An effective awareness & communication program results in changes in the attitude and habits of the people. In short, the objectives are as follows:

- a. Brand building for DIC through a comprehensive Public Relation Plan and Social Media Communication Strategy
- b. Continuous visibility of DIC projects & activities, its target areas (Healthcare, Education, Livelihood Enhancement and Empowerment of Divyangjans) and beneficiaries in various print, electronics and social media handles
- c. Popularizing, measuring & managing the perception of DIC among stakeholders and in public

### **3 SELECTION TERMS**

1. DIC will select an Agency initially for a period of **1 (one) year**, but is extendable at same rate and terms & conditions at the sole discretion of DIC. The decision of DIC on this shall be final.
2. The work under this RFP is not assignable by the Selected Agency. The selected agency shall not assign its contractual authority to any other third party. The agency should not assign or sublet the work or any part of it to any other agency in any other form than defined in this RFP. If found doing so, shall result in termination of selection / work order and forfeiture of the Security Deposit. However the required services can be obtained by the Agency.
3. In case the Selected Agency is found in breach of any condition(s) of the RFP, at any stage, legal action as per rules / laws, shall be initiated against the Agency and Security Deposits shall be forfeited, besides being liable to be debarred and blacklisted for at least three (3) years.
4. No commitment of any kind, contractual or otherwise shall exist unless and until a Formal Written Contract / Work Order has been executed by DIC. DIC may cancel this RFP / Tender at any time.
5. DIC, without assigning any reason can reject any bid / RFP, in which any prescribed condition(s) is/are found incomplete in any respect and at any processing stage.
6. The decision of DIC arrived during the various stages of the evaluation of the bids is final & binding on all bidders.
7. Conditional bids are not acceptable and shall be summarily rejected.
8. The onus of providing the correct information / documents lies on the Bidders. The Bidders shall ensure that all information / documents submitted by it are correct. Upon verification, evaluation / assessment, if in case, any information furnished by the Bidder is found to be false / incorrect, their total bid maybe summarily rejected.
9. DIC will not be responsible for any misinterpretation or wrong assumption by the Bidders, while responding to this tender / RFP.

10. DIC may terminate the RFP process at any time and without assigning any reason. DIC may, by written notice send to the selected Agency; terminate the Work Order in whole or in part at any time of its convenience. The notice of termination will specify, the extent to which performance of work under the Work Order and /or the contract is terminated, and the date upon which such termination becomes effective. DIC reserves the right to cancel the remaining part and pay the Selected Agency the amount for partially completed services by it.
11. Selected Agency to agree with DIC for honoring all aspects of fair trade practices in executing the Work Order.
12. In the event of Selected Agency or the concerned Division of the Agency being taken over / bought over by another Agency, all the obligations and execution responsibilities under the agreement with DIC, should be passed on for compliance by the new agency in the negotiation for their transfer.
13. In case if Selected Agency is found in breach of any condition(s) of RFP / Work Order, at any stage during the course of service, appropriate action as per rules/laws, may be initiated against the Agency and Security Deposit shall be forfeited, besides debarring and blacklisting the Agency concerned for at least three (3) years, for any further dealings with DIC.
14. The Selected Agency shall be solely responsible for discharge of all the legal obligations/ statutory requirements under various labor legislations as may be in force from time to time so far as the workmen engaged by him for this work are concerned. Such engaged Manpower or the Agency will have no right or claim of any kind from DIC.
15. Manpower of the Agency must carry their Identity Cards issued by the Agency while on duty at DIC. Be it private or public areas, the Manpower / Employees may be frisked/ checked by the Security Personnel, both while entering and leaving the premises.
16. DIC will not reimburse any amount towards Provident Fund, Employees Insurance or Bonus or any other funds/contribution in the scheme which Government may make it mandatory or introduced in future. These issues must be settled between the Selected Agency and the Manpower engaged by them from time to time as per the Government rules & regulations.
17. The responsibility of fulfilling the requirements of EPF, ESIC and other allowances of the engaged Manpower shall be of the Selected Agency. DIC shall remain indemnified of any conflict of such nature arising between the Agency and its Manpower. DIC may ask the Selected Agency to submit documentary proofs of such nature as & when needed.
18. Outsourcing / Consortiums / Sub-contracting is not allowed for the purpose of participating in this RFP. However the required services can be obtained by the agency.

19. DIC shall remain the owner of all the content conceptualized, created, and implemented by the Selected Agency under this RFP. All intellectual property rights in the content whether in tangible or intangible form shall belong to DIC and the Selected Agency has no rights to assign, license, sell, or use any content conceptualized, created and implemented under this RFP and / or accompanying Master Service Agreement to any third party under any circumstances. All the content conceptualized, created and implemented by the Selected Agency whether in tangible or intangible form shall bear relevant copyright notices in the name of DIC. The Selected Agency shall take all such appropriate legal actions to safeguard violation of DIC's intellectual property rights, if any.

#### 4 INSTRUCTIONS TO BIDDING AGENCIES

##### 4.1 Availability of RFP Document

The RFP document is available at Gol's e-procurement site <https://eprocure.gov.in/eprocure/app>, DIC site <https://dic.gov.in/index.php/notification/tender> or MeitY site <https://www.meity.gov.in/tenders>.

Prospective bidding Agencies desirous of participating in this RFP may view and download the RFP documents free of cost from the above mentioned websites.

At any time prior to the last date for receipt of the bids / expression of interest, DIC may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective bidder, modify the RFP documents by an amendment/corrigendum. Any such corrigendum shall be deemed to be incorporated into this RFP.

The amendment/corrigendum will be notified at the above mentioned websites, which will be binding on the prospective bidders to consider for quoting.

DIC reserves the right to cancel this RFP or modify the requirement at any stage of RFP process cycle without assigning any reasons. DIC will not be under obligation to give clarifications for doing the aforementioned.

##### 4.2 Compliant Proposals / Completeness of Response

1. The bidders are expected to examine all instructions, forms, terms, project requirements and other information in the RFP documents. **Failure to furnish all information required as mentioned in the RFP documents or submission of a proposal not substantially responsive to the RFP documents in every respect will be at the bidder's risk and may result in rejection of the proposal.**
2. Failure to comply with the requirements of this paragraph may render the Proposal noncompliant and the Proposal may be rejected. Bidders must:
  - a. Include all documentation specified in this RFP;
  - b. Follow the format of this RFP and respond to each element in the order as set out in this RFP



c. Comply with all requirements as set out within this RFP.

3. Undertaking for subsequent submission of any of the required documents will not be entertained under any circumstances

#### 4.3 Pre-Bid Meeting

1. DIC shall hold a pre bid meeting with the prospective bidders as per the schedule mentioned in the “**FACT SHEET**”.
2. The queries should be sent to DIC in the following format (preferably in an excel file) through email at **gauravt@digitalindia.gov.in**.

Agency'sName		M/s.		
Sr. No.	RFP Page No.	Relevant Section / Annexure of RFP	Relevant Content from RFP	Vendor's Query / Comment

3. DIC shall not be responsible for ensuring that the Bidders' queries have been received by them. Any requests received for clarifications after the indicated date & time may not be entertained by DIC.
4. DIC will endeavor to provide a complete, accurate, and timely response to all queries raised by the bidders. However, DIC makes no representation or warranty as to the completeness or accuracy of any response, nor does DIC undertake to answer all the queries that have been posed by the bidders and bidders shall not assume that their unanswered queries have been accepted by DIC.

#### 4.4 Time Schedule

As per “**FACT SHEET**”.

No bid will be accepted after the expiry of the mentioned time schedule.

In order to allow bidders a reasonable time to take the amendments/corrigendum(s) into account in preparing their bids, DIC, at its discretion, may extend the deadline for the submission of the bids.

#### **4.5 Bidding Cost**

The bidder shall bear all costs associated with the preparation and submission of their bids. DIC will, in no case, be responsible or liable for those costs, regardless of the outcome of the RFP / Tendering / Bidding process

#### **4.6 Right to Terminate the Process**

DIC reserves the right to accept or reject any proposal, and to annul the bidding process and reject all proposals at any time prior to award of Work Order, without thereby incurring any liability to the affected Bidder or Agencies or any obligation to inform the affected bidder or Agencies of the grounds for actions taken by DIC.

DIC makes no commitments, expressed or implied, that this process will result in a business transaction with anyone.

#### **4.7 Fraud & Corruption**

DIC requires that the Applicants (Agencies) engaged through this process must observe the highest standards of ethics during the performance and execution of the awarded project(s) / work order(s). DIC will reject the bid, if the Applicant (Agency) has been determined by DIC to having been engaged in corrupt, fraudulent, unfair trade practices, coercive or collusive. These terms are defined as follows:

1. "Corrupt practice" means the offering, giving, receiving or soliciting of anything of value to influence the action of DIC or any personnel during the tenure of work order.
2. "Fraudulent practice" means a misrepresentation of facts, in order to influence a procurement process or the execution of a contract, to DIC, and includes collusive practice among Applicants (prior to or after the proposal submission) designed to establish proposal prices at artificially high or non-competitive levels and to deprive DIC of the benefits of free & open competition.
3. "Unfair trade practices" means supply of services different from what is ordered on, or change in the Scope of Work which was agreed to.
4. "Coercive practices" means harming or threatening to harm, directly or indirectly, Persons or their property to influence their participation during the period of bidding.
5. "Collusive practices" means a scheme or arrangement between two or more Applicants with or without the knowledge of DIC, designed to establish prices at artificial, non-competitive levels.

DIC will reject an application for award, if it determines that the Applicant recommended for Work Order has, directly or through an Agent, engaged in corrupt, fraudulent, unfair trade, coercive or collusive practices in competing for Work Order.

#### **4.8 Language of the Bid**

The Bid prepared by the Bidders, as well as all correspondence and documents relating to the Bid exchanged by the Bidders and DIC shall be written in English. Supporting documents and printed literature furnished by the Bidders may be in another language provided they are accompanied by an accurate translation of the relevant pages in English. For the purposes of interpretation of the bid, the translation shall govern. Information supplied in another language without proper translation shall be rejected.

#### **4.9 Rights to the content of the Bids**

All bids and accompanying documentation of the proposal will become the property of DIC and will not be returned after bid opening. DIC is not restricted in its rights to use or disclose any or all of the information contained in the proposal to Experts / Consultants engaged in the evaluation of bid responses / any Law Enforcement Agency if required and can do so without compensation to the Bidders. DIC shall not be bound by any language used by the Bidders in the proposal indicating the confidentiality of the proposal or any other restriction on its use or disclosure.

#### **4.10 Validity of the Bids**

1. The bids shall be valid for a period of not less than **180 days** from the last date of bid submission. A proposal valid for a shorter period shall be rejected as non-responsive.
2. On completion of the validity period, DIC may (if required) request the Bidder(s) for an extension of the period of the validity. The validity of the Bid Security Declaration and other expired documents as requested should also be suitably extended if called upon to do so by DIC. The request and the responses thereto shall be made in writing.

#### **4.11 Earnest Money Deposit (EMD) / Bid Security**

As per Rule 170 of General Financial Rules (GFRs) by Government of India and Office Memorandum No. F.9/4/2020-PPD dated Nov 12, 2020 by Procurement Policy Division, Department of Expenditure, Ministry of Finance, all applicants are exempted from submission of EMD / Bid Security. However all the bidders are required to submit **Bid Security Declaration** accepting that they will not withdraw or modify their bids during validity period (180 days). Bids received without Bid Security Declaration may be rejected. On violation of the declaration, a bidder may be suspended for a maximum period of a year.

#### **4.12 Mode of Submission**

Submission of bids has to be in accordance with the instructions given in “**ANNEXURE 2 - BID SUBMISSION PROCEDURE**”

#### **4.13 Consortium & Sub-Contracting**

Consortium and sub-contracting is not allowed for this engagement. The bidding agency has to be a single entity duly registered under the applicable laws of country. However the required services can be obtained by the Agency.

### **5 RFP / BID OPENING AND EVALUATION**

#### **5.1 Bid Opening Sessions**

1. DIC reserves the rights at all times to postpone or cancel a scheduled bid opening.
2. The bids will be opened, in two sessions, one for Eligibility & Technical Bids of the Bidders and second Financial Bids of those who qualify the Eligibility & Technical Bids, on the specified date & time by Proposal / Bid Evaluation Committee (PEC) constituted by DIC.

#### **5.2 Evaluation Process**

1. DIC will constitute Proposal / Bid Evaluation Committee (PEC) to evaluate the responses of the Bidders. The Committee shall evaluate all the responses to the RFPs and all supporting documents / documentary evidence. Inability to submit requisite supporting documents / documentary evidence, may lead to rejection.
2. The decision of the PEC in the evaluation of responses to the RFP shall be final. No correspondence will be entertained outside the process of negotiation / discussion with the PEC.
3. DIC may seek clarifications from the Bidders (as per requirements) on their Eligibility & Technical Bids.
  - i. DIC may seek any specific clarifications to meet the RFP requirement during the eligibility & technical evaluation stage. Irrespective of date of issuance of such documents, the documents submitted under clarification should be complying with the RFP conditions before last date of submission of the bids. If there is any lack of clarity in the submitted documents, the PEC may ask concerned Bidder representatives to be present physically to prove their eligibility.
  - ii. DIC may call for clarifications from the Bidders and give them reasonable time period i.e. not exceeding more than 7 days. If a Bidder fails to respond within the stipulated time period or the clarification(s) submitted is non-conforming to requirement of RFP conditions, no further time will be given for submitting the clarification(s) and the bid will be summarily rejected.
  - iii. The request for clarifications shall be in writing and no change in quoted prices or substance of the bid shall be sought, offered or permitted. No post bid clarification at the initiative of the Bidder shall be entertained.

- iv. All such clarifications will be sent to the contact person of the Bidder indicated in their proposal by email. All the bidders shall share the additionally asked clarifications via e-mail on or before the particular date & time as mentioned in the e-mail seeking clarification. All clarifications received up to particular date & time shall be considered as a part of the offer and evaluated along with the RFP / tender. No document / clarification shall be accepted after the particular date & time as mentioned in the email.

## 6 CRITERIA FOR EVALUATION

DIC shall open the bids received for Public Relation (PR) and Social Media Communication.

### 6.1 Prequalification / Eligibility and Technical Evaluation Criteria

DIC shall open the Prequalification / Eligibility and Technical Bids / Proposals. In case the Bidders does not meet any one of the eligibility conditions or not pass the minimum criteria in Technical Evaluation, the Bidder will be disqualified. The prequalification criteria are as mentioned below. The bidder needs to provide supporting documents for each criteria. The Pre-Qualification criteria have been divided into 6 (six) parts.

#### Pre-Qualification Criteria

#	Basic Requirement	Specific Requirements	Documents required
1.	Legal Entity	1. Should be a company registered under the provisions of the Indian Companies Act or a partnership firm registered under the Indian Partnership Act or the Limited Liability Partnerships Act, 2008 and should be operating for at least three (3) years. 2. Registered with the Income Tax Authorities 3. Registered with GST Network 4. The Bidder, shall be an agency/entity essentially involved in Public Relation (PR) and Social Media Communication works.	1. Certificate of Incorporation 2. Copy of PAN Card 3. Copy of GST Registration Certificate 4. Copy of Memorandum and Article of Association (MoA&AoA)
2.	Net worth and Profitability	The Bidders should have positive net worth during the last three (3) financial years(2018-19,2019-20,2020-21) and	Audited financial statements for the last three (3) financial

	(Preferably from the relevant works – Public Relation and Social Media Communication)	should be profit making as per the audited financial statements in the last three Financial Years.  For the purpose of this criterion, turnover of only the bidding agency will be considered. Turnover of any parent, subsidiary, associated or other related Agency (ies) will not be considered.	years (2018-21).  OR  Certificate from the Statutory Auditor
3.	Blacklisting	Bidders should not be blacklisted by Central Government / any State Government / Autonomous Bodies / Government Organizations / PSUs as of date of submission of this bid.	Self-certified letter by the authorized signatory of the applicant Agency
4.	Technical Capabilities	Bidder must have successfully completed at least five projects (preferably awarded by Central Government / any State Government / Autonomous Bodies / Government Organizations / PSUs) of the similar nature in last three financial years of the value of at least Rs. 3.00 lakhs each.	Completion Certificates from the respective Clients  OR  Work orders + Self Certificate of Completion (Certified by the Statutory Auditors)
5.	Production Capability	The Bidders must have in-house Public Relation (PR) and Social Media Communication capabilities with a minimum of 10 full time Employees	Self-certified letter by the Authorized Signatory of the bidding Agency
6.	Presence in NCR	The Bidder must have a fully function office in National Capital Region (NCR) of Delhi during the last 3 financial years (2018 - 21)	Self-certified letter by the Authorized Signatory

**Notes:**

Startups, registered with Department for Promotion of Industries and Internal Trade (DPIIT) are exempted from prior turnover / experience.

**6.2 Technical Evaluation Criteria**

1. DIC shall evaluate the “Technical Proposals” of the Bidders who meet the Pre-Qualifications / Eligibility requirements.

2. DIC 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 at DIC's discretion.
3. Each Technical Proposal will be assigned a technical score out of a maximum of 100 marks. Only the Bidders who get an **overall technical score of 60% or more will qualify** for selection. Failing to secure minimum marks shall lead to rejection of the bids and the Bidders.
4. The Technical Qualification criteria are as mentioned below. The Technical evaluation criteria has been divided into 6 (six) parts:

Sr. No.	Description	Supporting Documents	Maximum Marks
1.	<b>Experience of working on projects of similar nature in last 3 (three) financial years (FY 2018-19, 2019-20, 2020-21)</b>	<ul style="list-style-type: none"> <li>• Completion Certificates from the Clients</li> <li><b>OR</b></li> <li>Work order + Self Certificate of Completion (Certified by the Statutory Auditors)</li> <li>• Ongoing projects which have completed at least twelve (12) months and cost is more than Rs. 3.00 Lakhs for the period completed will be considered.</li> <li>• Should be submitted as per format given (ANNEXURE 7)</li> </ul>	<b>15</b>
	Project cost between 3 – 5 lakhs, 3 marks for each project		
	Project cost between 5 – 10 lakhs, 5 marks for each project		
	Project cost more than 10 lakhs, 6 marks for each project		
2.	<b>Experience of working on projects of similar nature with Government of India / State Government / Government Organizations / PSUs in last 3 (three) financial years (FY 2018-19, 2019-20, 2020-21)</b>	<ul style="list-style-type: none"> <li>• Completion Certificates from the Clients</li> <li><b>OR</b></li> <li>Work Orders + Self Certificate of completion (Certified by the Statutory Auditors)</li> <li>• Ongoing projects which have completed at least twelve (12) months and cost is more than Rs. 2.00 Lakhs for the period completed will be considered.</li> <li>• Should be submitted as per format given (ANNEXURE 7)</li> </ul>	<b>10</b>
	Project cost between 2 – 3.99 lakhs, 2.5 marks for each project		
	Project cost between 4 – 5.99 lakhs, 5 marks for each project		
	Project cost more than 6 lakhs, 10 marks for each project		
3.	<b>Turnover – Average Annual Turnover of last 3 (three) financial years (FY 2018-19, 2019-20, 2020-21)</b>	<ul style="list-style-type: none"> <li>• Audited financial statements for the last three financial years.</li> <li><b>OR</b></li> <li>Certificate from the Statutory</li> </ul>	<b>5</b>
	25 Lakhs – 1 Crore, 3 marks		

	Between 1 – 3 crores , 4 marks	Auditors	
	Above 3 crores, 5 marks		
4.	<b>Manpower on role with PR, Social &amp; Digital Media, Creative Designs capabilities</b>	<ul style="list-style-type: none"> <li>• Certificate from the HR Head / Authorized Signatory of the Bidding Agency along with the list of the Personnel (Name, Age, Sex, Qualification &amp; Relevant Experience)</li> <li>• Should be submitted as per format given (ANNEXURE 8)</li> </ul>	10
	Between 10 - 30 personnel, 6 marks		
	Between 30 - 50 personnel, 8 marks		
	Above 50 personnel, 10 marks		
5.	<b>Proposed Plan</b> <b>Problem Statement:</b> Create a Public Relation (PR) & Social Media Communication / Outreach Plan and Strategy for DIC	<ul style="list-style-type: none"> <li>• Innovative Approach &amp; Methodology Document / Presentation, its Scalability and Reporting Mechanism</li> </ul>	40
6.	<b>Experience of the Professionals to be deployed for the work (Marks are per Professional – Minimum score required for each Professional)</b>	<ul style="list-style-type: none"> <li>• Certificate from the HR Head / Authorized Signatory of the Agency along with the list of the Personnel (Name, Age, Sex, Qualification &amp; Relevant Experience)</li> <li>• Should be submitted as per format given (ANNEXURE 9)</li> </ul>	20
	2-5 years – 2 marks		
	5-10 years – 4 marks		
	Above 10 years – 5 marks		

Registered Start-ups (whether Micro & Small Enterprises or otherwise) are exempted for marks for serial no. 1 (Experience of working on projects of similar nature), serial no. 2 (Experience of working on projects of similar nature with Govt. of India) and serial no. 3 (Turnover) as per OM No.F.20/2/2014-PPD(Pt.) dated Sep 20, 2016 of Procurement Policy Division, Department of Expenditure, Ministry of Finance. **They will be marked out of seventy (70) instead of hundred (100).**

### 6.3 Financial Evaluation

The bidders will submit their financial bids through Centralized Public Procurement Portal (eProcurement) only in prescribed format (**ANNEXURE 6**).

### 6.4 Selection

It is **Quality Cost-Based Selection (QCBS)** with 70% weightage to Technical and 30% weightage to Financials submitted by the bidding Agencies.

## 7 Scope of Work

A Public Relation (PR) & Social Media Communications strategy is essential to convey information about DIC to diverse stakeholders and create awareness, through direct and indirect engagement. In order to formulate a PR and Social Media Communications



strategy and to implement Public Relation Campaign activities through Print, Electronics & Social Media, services of a PR agency are required, for the period of 1 year. The agency will manage PR and Social Media handles on various DIC activities and projects with appropriate creatives / posts (Texts/ Images / GIFs / Videos etc.). This will involve tasks as mentioned under, but will not be limited to these only.

## 7.1 Key Activities:

- a. Conceptualization and dissemination of relevant information of DIC activities and projects to build brand image.
- b. Creating buzz about DIC by providing Coverage on “favourable” (positive / neutral) news. To achieve this, selected agency may use different methods like Media briefing, One to One interaction, Q&A, Press Releases, Articles, Reports, Testimonials, News & Sector Analysis, Social Media Posts etc. More types may be suggested in the proposal. This will also include countering any negative news, managing perception and handling crisis if any emerges.

- i. Strategy and Roadmap for creating buzz and momentum about DIC activities and its projects.
- ii. Online presence in media on latest announcements and events (Media interactions)
- iii. Constant update of news in media
- iv. Media Stories in Print Media / Periodicals / Magazines / TV / Radio / Websites, Social Media/ any others
- v. Press Releases on events convened by DIC
- vi. Media Evaluation with respect to coverage / positioning etc.
- vii. Monitoring of media reports from inputs available in India in physical form or available via Internet
- viii. Coordination with Press Information Bureau (PIB) wherever necessary.
- ix. Preparation of content strategy and calendar for the DIC activities (Pre-event, during and Post event)
- x. Content research to be done by the agency in terms of –
  - o Latest relevant content updates
  - o Ministry / DIC specific updates
  - o Keeping a check on trending news and updates to flow in content calendar on a daily basis
  - o Measuring page followers count
  - o Increase overall reach of social media posts
  - o Increase in mentions, shares and retweets
- xii. A weekly report and a holistic coverage report to be shared of performance to be submitted on the deliverables.
- xiii. Posts / announcements in the form of Creatives / GIFs / Curated Videos / Testimonials for the handles of DIC:
  - o **Facebook:** <https://www.facebook.com/DigitalIndiaCorporation>
  - o **Twitter:** <https://twitter.com/DigitalIndiaCrp>

Other Social Media Handles (Instagram, LinkedIn, Koo and others) to be created & managed.

**Note: All communication / information going out to public domain including Press Releases, Snippets, Interviews, Testimonials, and Creatives, Social Media Posts etc. must be approved by the concerned Officers of DIC**

## **7.2 Proposed Tasks & Timelines for PR & Social Media Activities**

- a. Keeping a check on trending news and updates and plan Coverage, the Agency will submit a plan for DIC activities and projects as per timelines
- b. Create quality visuals and creative design strategy - it is expected to have a **consistency in terms of creative designs**, themes, color schemes and content display.
- c. Maintain internal procedures that ensure budget control, prompt billing and quality control.
- d. Agency to provide monthly report on the work in progress of the pendency from the plan. This submission may be followed by a meeting with DIC to discuss and take inputs / develop details.
- e. Agency to maintain close liaison with Correspondents, Reporters, Editors, Photographers, Think-tanks, Critics, Trend-setters and other such Opinion Leaders and will make all arrangements necessary for the media coverage, arrange media invitation, prepare press releases, research based analytical articles, backgrounder, signage/ directions, manage registration desk, translation in local languages (English, Hindi, Assamese, Bengali, Tamil, Telugu, Malyalam, Kannada, Marathi, Gujarati, Oriya, Punjabi, Urdu and Kashmiri/ any other language as required) interpreter, wherever is required.
- f. Agency will get all the press releases, articles, invitation, signage approved by DIC, prior to release.
- g. Agency will also maintain a record of all the coverages and posts (Text, Images, GIFs, Videos etc.)
- h. Agency will coordinate with DIC Website Team for giving updates, newsfeeds, blogs, etc. on a regular basis.
- i. Agency will coordinate with concerned stakeholders of DIC (Ministries / Departments / State Governments / Universities / Institutions / NGOs etc.) for DIC related newsfeeds, updates, posts, blogs etc. on regular basis.
- j. Agency to deploy **four (4) full time dedicated Professionals (2 for Public Relation and 2 for Social Media activities)** out of which two (2) Professionals (1 for Public Relation and 1 for Social Media activities) are required to be deployed at DIC Delhi office and the other two (2) Professionals (1 for Public Relation and 1 for Social Media activities) to work from the Service Provider's Office in NCR. Professionals deployed should have experience and adept to handle end to end Social Media and Public Relation Activities respectively. All four (4) Professionals need to be present in DIC Office as & when required (during all Events and important Meetings). In addition, there should be **resources such as Graphic Designers, Video Editors, Data Analysts etc. with the Agency to provide the support as & when required.**

- k. Resources (Professionals) proposed / deployed shall not be changed in the first six (6) months. **In case, any Resource is replaced within first six (6) months, there will be a penalty of two percent (2%) of the total cost per such Resource.** In case they are to be replaced after six (6) months, they should be replaced with someone having similar qualifications & experience. CVs of all four (4) Resources proposed are required to be attached.

### 7.3 Deliverables

Upon selection, the Agency will submit a detailed PR & Social Media Communication plan within 1 (one) week with the following deliverables as well as CVs of the Professionals to be deployed for this activity:

#### **PR & Social Media Activity coverage during the year:**

Minimum deliverables per month are as follow:

- a. Four (4) unique press releases of around 800 words each.
- b. Four (4) unique press releases of around 500 words each.
- c. Four (4) unique YouTube live / Facebook videos.
- d. Eighty (80) unique social media posts (on an average 4 posts per working day) that can be shared among platforms with tags / GIFs / videos / creatives.
- e. Four (4) unique testimonials / interview videos to be shot using mobile phones or video conferencing tools.

All these five (5) deliverables as mentioned above carry equal weightage and payments will be made subject to their satisfactory completion and the same will be evaluated on a quarterly basis. In case, there will be any shortfall in any particular deliverable category, grace time of maximum two (2) months may be given to makeup the shortfalls before levying penalties.

**The above mentioned deliverables are indicative and it will be expected that regular coverage is ensured every month, and is done in Hindi, English and in regional languages (Assamese, Bengali, Tamil, Telugu, Malayalam, Kannada, Marathi, Gujarati, Oriya, Punjabi, Urdu and Kashmiri) wherever relevant.**

No travel is normally expected. For outstation interviews, DIC will help in getting videos on mobile phones from remote locations. Agency will be required to do editing and releasing.

### 7.4 Target Audience

Primary Audience for the activities are Citizens, Center and State Governments / Departments, Industries, Businesses and Academia.

## 7.5 Geographical Coverage of the Project

All India

## 7.6 Technical Approach & Methodology

The Agencies shall explain understanding of the objectives of the project, approach and methodology for carrying out the project activities. Expertise and Organizational Experience in the area of conducting PR and Social Media campaigns / activities and in the Governance Sector / Public Policy / Advocacy / Multilateral Organizations is required to be mentioned.

## 8 PERFORMANCE BANK GUARANTEE (PBG)

All incidental charges whatsoever such as premium; commissions etc., with respect to the Performance Bank Guarantee (PBG) shall be borne by the Agency. The PBG may be discharged/ returned by DIC upon being satisfied that there has been due performance of the obligations of the Agency under the Work Order. However, no interest shall be payable on the security deposit or PBG. The bidder shall submit PBG within 15 days from the issue of Work Order. The PBG should remain **valid for a period of 18 months** from the date of issue of the Work Order. The PBG will be 3% (three percent) of the value of the Work Order.

The selected Agency shall be responsible for extending the validity date and claim period of the PBG as & when it is due on account of non-completion of the Work Order. In case the selected Agency fails to submit PBG within the time stipulated, DIC at its discretion may cancel the Work Order placed on the selected Agency without giving any notice. DIC shall invoke the PBG in case the selected Agency fails to discharge their Work Order obligations during the period.

## 9 TERMINATION OF CONTRACT

DIC may, terminate Work Order by giving the Selected Agency a 30 (Thirty) day prior and written notice indicating its intention to terminate the contract under the following circumstances:

- a. DIC is of the opinion that there has been such event of default on the part of the Selected Agency which would make it proper and necessary to terminate this Contract and may include failure on the part of the Selected Agency to respect any of its commitments with regard to any part of its obligations under Work Order.
- b. The Selected Agency has failed to commence the provision of Services, or has without any lawful excuse under these conditions suspended the work for 30 consecutive days.
- c. In the event of the quality of the Staffing Personnel and/or services as per the Scope of Work under the work order not found acceptable by DIC.

- d. The Selected Agency has neglected or failed to observe and perform all or any of the terms acts, matters or things under work order to be observed and performed by it.
- e. The Selected Agency has acted in any manner to the detrimental interest, reputation, dignity, name or prestige of DIC.
- f. The Selected Agency has been declared insolvent/bankrupt.

## **10. Consequences of Termination**

- a. DIC shall have the right to carry out the unexecuted portion of work either by itself or through selecting another Agency.
- b. In the event of termination of this Contract, DIC shall be entitled to impose any such obligations and conditions and issue any clarifications as may be necessary to ensure an efficient transition and effective business continuity which the Selected Agency shall be obliged to comply with.
- c. In the event that the termination of the Contract / Work Order is due to the expiry of the terms of this Work Order, a decision not to grant any (further) extension by DIC, or where the termination is prior to the expiry of the stipulated term due to the occurrence of any event of default on the part of the Selected Agency, the Selected Agency herein shall be obliged to provide all such assistance to the Successor or any other Person as may be required by DIC.
- d. Where the termination of the Contract / Work Order is prior to its stipulated term on account of a default on the part of the Selected Agency or due to the fact that the survival of the Selected Agency as an independent corporate entity is threatened/has ceased, DIC shall pay the Selected Agency for that part of the Services which have been authorized by DIC and satisfactorily performed by the Selected Agency up to the date of termination. Without prejudice on any other rights, DIC may retain such amounts from the payment due and payable by DIC to the Selected Agency as may be required to offset any losses caused to DIC as a result of any act/omissions of the Selected Agency.
- e. DIC may take possession of the works and all deliverables of the Selected Agency and use or employ the same for completion of the work or employ any other Selected Agency or other Person to complete the works. The Selected Agency shall not in any way object or interrupt or do any act, matter or thing to prevent or hinder such actions, other selected Agencies or other Persons employed for completing and finishing or using such deliverables.
- f. When the Contract / Work Order is terminated by DIC for all or any of the reasons mentioned above, the selected Agency shall not have any right to claim compensation on account of such termination.

## 11. PRICE VARIATIONS

In the event of lowering of Government levies subsequent to the finalization of the selection, the bidder shall automatically pass on the benefits to DIC, and in the event of increasing of government levies subsequent to the finalization of the selection; DIC shall consider the case on merit and the pro-rata benefits to the selected Agency may be considered if full reference with documentary evidence is submitted.

## 12. PENALTY

1. The selected Agency shall perform its obligations in a professional manner. In case of delay in execution of the assigned works by the Agency, DIC may impose a penalty of 0.5% of the project value per day or part thereof of delay (subject to maximum of 10%). If the delay is beyond stipulated time then DIC may annul the Work Order and shall be free to get it done from other agencies at the risk and cost of the selected Agency. DIC may debar and blacklist the selected Agency for applying in future also.
2. If any of the services performed by the selected Agency fails to conform to the specifications of the assigned works or in the event of failure of the works due to indifferent (such as inadequate interactions with DIC), negligent (such as quality of deliverables not up to the mark), non-supportive attitude (such as non-engagement of adequate resources in the prescribed time frame), of the selected Agency and DIC decides to abort the Contract / Work Order because of such failure, then a sum up to 50% of the value of the Contract / Work Order may be recovered from the selected Agency. This shall be without prejudice to other remedies available under law and this agreement with DIC.

## 13. PAYMENT TERMS

Payments will be made on **quarterly** basis on satisfactory completion of the deliverables i.e. to the satisfaction of DIC. Payments shall be subject to deductions of any amount for which the supplier is liable under the Work Order conditions. Further all payments to the selected Agency will be made subject to deduction of applicable penalty and TDS (Tax deduction at Source) as per the income Tax Act / GST, and other taxes, if any, as per Government of India rules. All payments will be made through NEFT / RTGS only on receipt of the Invoices.

## 14. CONFIDENTIALITY AND SECURITY

1. The selected Agency and its Personnel will not, either during the term or after expiration of this contract, disclose any proprietary or confidential information relating to the services, contract or business or operations of DIC or its clients without the prior written consent of DIC.
2. The selected Agency will ensure that no information about the software / hardware / policies of DIC etc., is taken out in any form including electronic form or otherwise, by the manpower posted by them.

3. Additionally, the selected Agency shall keep all the details and information confidential with regards to the projects, including systems, facilities, operations, management and maintenance of the systems/facilities.
4. DIC shall retain all rights to prevent, stop and if required take the necessary punitive action against the selected Agency regarding any forbidden disclosure.
5. For the avoidance of doubt, it is expressly clarified that the aforesaid provisions shall not apply to the following information:
  - a. Information already available in the public domain;
  - b. Information which has been developed independently by the selected Agency;
  - c. Information received from a third party who had the right to disclose the aforesaid information;
  - d. Information which has been disclosed to the public pursuant to a court order.
6. Any handover of the confidential information needs to be maintained in a list, containing at the very minimum, the name of the Providers, Recipients, dates of generation and handing over of the data, modes of information, purposes and signatures of both the parties.
7. Notwithstanding anything to the contrary mentioned hereinabove, the selected Agency shall have the right to share the Letter of Intent / Work Order provided to it by DIC in relation to this Agreement, with its prospective purchasers solely for the purpose of and with the intent to evidence and support of its work experience under this agreement.

## **15. INDEMNIFICATION & LIMITATION OF LIABILITY**

1. The selected Agency (the "Indemnifying Party") shall undertake to indemnify, hold harmless DIC, (the "Indemnified Party") from and against all claims, liabilities, losses, expenses (including reasonable attorneys' fees), fines, penalties, taxes or damages (Collectively "Loss") on account of bodily injury, death or damage to tangible personal property arising in favor of any person, corporation or other entity (including the Indemnified Party) attributable to the Indemnifying Party's negligence or willful default in performance or non-performance under this agreement.
2. If the Indemnified Party promptly notifies Indemnifying Party in writing of a third party claim against Indemnified Party that any Service provided by the Indemnifying Party infringes a copyright, trade secret or patents incorporated in India of any third party, Indemnifying Party will defend such claim at its expense and will pay any costs or damages, that may be finally awarded against Indemnified Party.
3. Indemnifying Party will not indemnify the Indemnified Party, however, if the claim of infringement is caused by

- a. Indemnified Party's misuse or modification of the service;
- b. Indemnified Party's failure to use corrections or enhancements made available by the Indemnifying Party;
- c. Indemnified Party's use of the service in combination with any product or information not owned or developed by Indemnifying Party;

However, if any service, information, direction, specification or materials provided by Indemnified Party or any third Party contracted to it, is or likely to be held to be infringing, Indemnifying Party shall at its expense and option either

- a. Procure the right for Indemnified Party to continue using it
- b. Replace it with a non-infringing equivalent
- c. Modify it to make it non-infringing.

The foregoing remedies constitute Indemnified Party's sole and exclusive remedies and Indemnifying Party's entire liability with respect to infringement.

4. The indemnities set out above, shall be subject to the following conditions:
  - a. The Indemnified Party as promptly as practicable informs the Indemnifying Party in writing of the claim or proceedings and provides all relevant evidence, documentary or otherwise;
  - b. The Indemnified Party shall, at the cost of the Indemnifying Party, give the Indemnifying Party all reasonable assistance in the defense of such claim including reasonable access to all relevant information, documentation and Personnel provided that the Indemnified Party may, at its sole cost and expense, reasonably participate, through its attorneys or otherwise, in such defense;
  - c. If the Indemnifying Party does not assume full control over the defense of a claim as provided in this article, the Indemnifying Party may participate in such defense at its sole cost & expense, and the Indemnified Party will have the right to defend the claim in such manner as it may deem appropriate, and the cost and expense of the Indemnified Party will be included in losses;
  - d. The Indemnified Party shall not prejudice, pay or accept any proceedings or claim, or compromise any proceedings or claim, without the written consent of the Indemnifying Party;
  - e. All settlements of claims subject to indemnification under this clause will:
    - i. be entered into only with the consent of the Indemnified Party, which consent will not be unreasonably withheld and include an unconditional release to the Indemnified Party from the claimant or plaintiff for all liability in respect of such claim; and



- ii. include any appropriate confidentiality agreement prohibiting disclosure of the terms of such settlement;
  - f. The Indemnified Party shall account to the Indemnifying Party for all awards, settlements, damages and costs (if any) finally awarded in favor of the Indemnified Party which are to be paid to it in connection with any such claim or proceedings;
  - g. The Indemnified Party shall take steps that the Indemnifying Party may reasonably require to mitigate or reduce its loss as a result of such claims or proceedings;
  - h. In the event that the Indemnifying Party is obligated to indemnify an Indemnified Party pursuant to this Article, the Indemnifying Party will, upon payment of such indemnity in full, be subrogated to all rights and defenses of the Indemnified Party with respect to the claims to which such indemnification relates; and
  - i. If a Party makes a claim under the indemnity set out above in respect of any particular loss or losses, then that Party shall not be entitled to make any further claim in respect of that loss or losses (including any claim for damages).
5. The liability of either Party (whether in contract, tort, negligence, strict liability in tort, by statute or otherwise) for any claim in any manner related to agreement, including the work, deliverables or services covered by this agreement, shall be the payment of direct damages only which shall in no event exceed one time the total contract value payable under agreement. The liability cap given under this clause shall not be applicable to the indemnification obligations set out above.
6. In no event shall either party be liable for any consequential, incidental, indirect, special or punitive damage, loss or expenses (including but not limited to business interruption, lost business, lost profits, or lost savings) nor for any third party claims (other than those set-forth in above) even if it has been advised of their possible existence.
7. The allocations of liability in this section represent the agreed and bargained-for understanding of the parties and compensation for the services reflects such allocations. Each party has a duty to mitigate the damages and any amounts payable under an indemnity that would otherwise be recoverable from the other party pursuant to this agreement by taking appropriate and commercially reasonable actions to reduce or limit the amount of such damages or amounts.

## **16. FORCE MAJEURE**

If at any time, during the continuance of the work order, the performance in whole or in part by either party of any obligation under the selection is prevented or delayed by reasons beyond the control of a party such as war, hostility, acts of public enemy, civil commotion, sabotage, fires, floods, explosions, epidemics quarantine restrictions,

strikes, natural calamities, lockouts, acts of state or acts of God (hereinafter referred to as "events"), provided notice of happenings of any such event is duly endorsed by the appropriate authorities/chamber of commerce in the country of the party giving notice, is given by party seeking concession to the other as soon as practicable, but within 21 days from the date of occurrence and termination thereof, neither party shall, by reason of such event, be entitled to terminate the work order /contract, nor shall either party have any claim for damages against the other in respect of such nonperformance or delay in performance, and deliveries under the work order /contract shall be resumed as soon as practicable after such event has come to an end or ceased to exist, provided further, that if the performance in whole or in part or any obligation under the selection is prevented or delayed by reason of any such event for a period exceeding 60 days, DIC may at its option, terminate the work order. Neither Party shall be liable for any failure or delay in the performance of its obligations under the contract or Work Orders hereunder to the extent such failure or delay or both is caused, directly, without fault by such Party, by reason of such event. DIC shall however, be responsible to pay the selected Agency for the services successfully rendered to the satisfaction of DIC under the Work / Purchase Orders issued pursuant to the contract.

## **17. DISPUTE RESOLUTION**

The Bidder / Agency and DIC shall endeavor their best to amicably settle, by direct negotiation, all disputes arising out of or in connection with the selection Work Order.

In case any dispute between the Parties, does not settle by negotiation, the same may be resolved exclusively by arbitration and such dispute may be submitted by either Party for arbitration. Arbitration shall be held in New Delhi and conducted in accordance with the provisions of Arbitration and Conciliation Act, 1996 or any statutory modification or re-enactment thereof. Each Party to the dispute shall appoint one arbitrator each and the third to be appointed by the Ministry of Electronics & Information Technology (MeitY), Government of India.

The "Arbitration Notice" should accurately set out the disputes between the Parties, the intention of the aggrieved Party to refer such disputes to arbitration as provided herein, the name of the Person it seeks to appoint as an Arbitrator with a request to the other party to appoint its Arbitrator within 45 days from receipt of the notice. All notices by one Party to the other in connection with the arbitration shall be in writing and be made as provided in this RFP document.

Each Party shall bear the cost of preparing and presenting its case, and the cost of arbitration, including fees and expenses of the Arbitrators, shall be shared equally by the Parties unless the award otherwise provides. The Bidder shall not be entitled to suspend the service/s or the completion of the job, pending resolution of any dispute between the parties and shall continue to render the service/s in accordance with the provisions of the Contract/Agreement/Work Order notwithstanding the existence of any dispute between the Parties or the subsistence of any arbitration or other proceedings.

## **18. APPLICABLE LAW**

The contract/work-order(s) will be governed by the laws & procedures established by the Govt. of India within the framework of applicable legislation and enactment made from time to time concerning such commercial dealings/processing. All disputes in this connection shall be settled in Delhi jurisdiction only.

## ANNEXURE 1 - COVERING LETTER FOR THE BID

(To be submitted on the letterhead of the bidder)

To

**The Managing Director & Chief Executive Officer,**  
**Digital India Corporation (DIC),**  
Electronics Niketan Annexe, CGO Complex,  
Lodhi Road, New Delhi-110003

**Subject: Submission of Bid for RFP / Tender No. <<>>**

Sir,

This is to notify that our company is submitting bid in response to RFP / Tender No..... for **Selection of Agency for Public Relation and Social Media Communication Management**. Primary & Secondary contact for our company are as follows:

	Primary Contact	Secondary Contact
Company Name		
Name		
Title		
Address		
Phone / Mobile		
E-Mail		

We are responsible for communicating to the DIC in case of any change in the Primary or/and Secondary contact information mentioned above. We shall not hold DIC responsible for any non-receipt of bid process communication in case such change of information is not communicated and confirmed with DIC on time.

By submitting the proposal, we acknowledge that we have carefully read all the sections of this RFP / tender document including all forms, schedules and appendices hereto, and are fully informed to all existing conditions and limitations. We also acknowledge that the company is in agreement with terms and conditions of the RFP and the procedure for bidding, evaluation and selection.

We have enclosed the Bid Security Declaration as per the RFP conditions and I/We understand that on violation of the declaration, I/We may be penalized with suspension for participation in future for a period of up to one year in accordance with the provisions of RFP / tender documents.

We confirm that information contained in this response or any part thereof, including documents and instruments delivered or to be delivered to DIC are true, accurate, verifiable and complete. This response includes all information necessary to ensure that the statements therein do not in whole or in part mislead DIC in its evaluation process.

We fully understand and agree that on verification, if any of the information provided here is found to be misleading the evaluation process or results in unduly favors to our company in evaluation process, we are liable to be dismissed from the selection process or termination of the contract during the work order with DIC.

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

It is hereby confirmed that I / We are entitled to act on behalf of our corporation / company / firm / organization and empowered to sign this document as well as such other documents, which may be required in this connection.

**Yours sincerely,**

On behalf of [bidder's name]

Authorized Signature [In full and initials]:

Name & Title of signatory:

Name of Firm:

Address:

Seal/Stamp of bidder:

Place:

Date:

## ANNEXURE 2 - BID SUBMISSION PROCEDURE

Bids must be correct and complete in all aspects. DIC will evaluate the bid based on its clarity, correctness and completeness of its response to the requirements of the project as outlined in this RFP. Bidders must keep in mind the following points mentioned below regarding the bids –

1. This RFP process will be administered through the Central Public Procurement Portal (URL: <https://eprocure.gov.in/eprocure/app>). The bidders are required to submit soft copies of their proposals electronically on the CPP Portal, using valid digital signature certificates of Officer duly authorized to submit the bid. The instructions given below are meant to assist the Bidders in registering on the CPP Portal, preparing their proposals in accordance with the requirements defined in this RFP and submitting their proposals on the CPP Portal. More information for submitting the Bids online on the CPP Portal may be obtained at <https://eprocure.gov.in/eprocure/app>
2. The Bidders are required to enroll on the e-procurement module of the Central Public Procurement Portal (URL: <https://eprocure.gov.in/eprocure/app>) by clicking on the link. Enrolment on the CPP Portal is free of charge. As part of the enrolment process, the Bidders will be required to choose a unique username and a password for their accounts. Upon enrolment, the Bidders will be required to register their valid Digital Signature Certificate (Class III certificates with signing key usage) issued by any Certifying Authority recognized by the Controller of Certifying Authorities, India with their profile. Only one valid DSC should be registered by a Bidder. The DSC should be in the name of the person duly authorized by the Bidding entity to do all acts necessary for submitting the Proposal and execution of work under this RFP. The Bidders are responsible to ensure that only the authorized persons may use the DSCs. The Bidder then logs in to the site through the secured log-in process by entering the user ID Password and the Password of the DSC eToken.
3. The Bidder should try to submit the Bid well before the last date & time to avoid any inconvenience at the last moment. The Bid submission date & time are mentioned in the “Fact Sheet” of this RFP. **The Bidders will not be allowed to submit the Bids after the Bid submission time.** The Bidders have to digitally sign and upload the required bid documents one by one under the respective options for Pre-qualification & Technical Bids and Financial Bids as indicated in this RFP. DIC will not accept any bid where any part of the bid is mis-classified or mis-uploaded.
4. Upon successful and timely submission of the bids, the portal will give a successful bid submission message and a bid summary will be displayed with the bid number and the date & time of submission of the bid with all other relevant details.
5. The Bidders are allowed to re-submit their bids and related bid documents before the last date & time of bid submission. The bids can be re-submitted as many times as required by the Bidders, within the indicated timelines. The last version of the bids submitted by the Bidders before the bid submission date & time will be considered for bids evaluation.
6. The Bidders are permitted to withdraw their bids before the last date & time of the bid submission through the CPP Portal. The Bidders should provide the supporting reasons for withdrawal of bid and attach the supporting letter to the Purchaser.

7. Any queries relating to this RFP document and the terms & conditions contained therein should be addressed to the RFP Inviting Authority and the relevant contact person indicated in this RFP. Any queries relating to the process of online bids submission or queries relating to the CPP portal in general may be directed to the 24\*7 CPP Portal Helpdesk. For any other queries or help related to the portal please visit:

<https://eprocure.gov.in/eprocure/app?page=FrontEndContactUs&service=page>

8. Eligibility/Technical proposal should not contain any financial or other irrelevant information.
9. If any Bidder does not qualify in eligibility criteria, the technical & financial proposal of that Bidder shall not be considered for evaluation.
10. All the pages of the bids being submitted must be sequentially numbered by the bidders.
11. DIC will not be responsible for any delay on part of the bidders in obtaining the terms & conditions of the RFP / tender notice or online submission of the bids.
12. Bids submitted by the Bidders shall comprise the following:
  - a. Prequalification & Technical Bid
  - b. Financial Bid

### ANNEXURE 3 - FORMAT FOR BID SECURITY DECLARATION

To,

**The Managing Director & Chief Executive Officer,  
Digital India Corporation (DIC),**  
Electronics Niketan Annexe, CGO Complex,  
Lodhi Road, New Delhi-110003

Whereas <<Name of the Bidder>> (hereinafter called 'the Bidder') has submitted the bid for submission of RFP # <<RFP Number for <<Name of the assignment>> (hereinafter called "the Bid") to DIC (hereinafter called 'the Purchaser').

I/We, hereby, accept that I/We will not withdraw or modify our bid during the bid validity period (180 days). I/We understand that on violation of this declaration, I/We may be penalized with suspension for participation in future for a period of up to one year.

(Authorized Signatory/ies of the Bidding Agency)

Seal:

Date:



**ANNEXURE 4 - FORMAT FOR SUBMISSION OF PRE-QUALIFICATION BIDS**

**Pre-Qualification Bid Covering Letter**

<Location, Date>

To,  
**The Managing Director & Chief Executive Officer,**  
**Digital India Corporation (DIC),**  
Electronics Niketan Annexe, CGO Complex,  
Lodhi Road, New Delhi-110003

**Subject:** Submission of the pre-qualification bid for selection of agencies for Public Relation (PR) and Social Media Communication Management.

Sir,

The undersigned, on behalf of [give the name of firm], offers to provide services for [Insert title of Assignment] in accordance with your Request for Proposal (RFP) dated [Insert Date] and our Proposal. We are hereby submitting our pre-qualification proposal.

We hereby declare that all the information and statements made in this pre-qualification bid are true and accept that any misinterpretation contained in it may lead to our disqualification.

We agree to abide by all the terms and conditions of all the volumes of this RFP document. We would hold the terms of our proposal valid for 180 days as stipulated in the RFP document.

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

Yours sincerely,

(Authorized Signatory)  
(Name, Designation, Address, Contact Details, Seal, Date)

**Pre-Qualification checklist for common criteria**

<b>S. No.</b>	<b>Description</b>	<b>Supporting Documents</b>	<b>Compliance (Yes / No)</b>	<b>Reference in Proposal</b>
1	Legal Entity			
2	Net worth and Profitability			
3	Blacklisting			
4	Technical capabilities			
5	Production capabilities			
6	Presence in NCR			

**ANNEXURE 5 - FORMAT FOR SUBMISSION OF TECHNICAL BIDS**

**Technical Bid Covering Letter**

<Location, Date>

To,  
**The Managing Director & Chief Executive Officer,**  
**Digital India Corporation (DIC),**  
Electronics Niketan Annexe, CGO Complex,  
Lodhi Road, New Delhi-110003

**Subject: Submission of the technical bid for selection of Agency for Public Relation (PR) and Communication Management.**

Sir,

The undersigned, on behalf of [give the name of firm], offers to provide services for [Insert title of Assignment] in accordance with your Request for Proposal dated [Insert Date] and our Proposal. We are hereby submitting our technical proposal.

We hereby declare that all the information and statements made in this Technical bid are true and accept that any misinterpretation contained in it may lead to our disqualification.

We agree to abide by all the terms and conditions of all the volumes of this RFP document. We would hold the terms of our proposal valid for the number of days as stipulated in the RFP document.

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

Yours sincerely,

(Authorized Signatory)  
(Name, Designation, Address, Contact Details, Seal, Date)

### Technical Qualification Checklist

Sr. No.	Description	Supporting Documents	Maximum Marks	Marks Obtained
1.	<b>Experience of working on projects of similar nature in last 3 (three) financial years (FY 2018-19, 2019-20, 2020-21)</b>	<ul style="list-style-type: none"> <li>• Completion Certificates from the Clients</li> <li><b>OR</b></li> <li>Work order + Self Certificate of Completion (Certified by the Statutory Auditors)</li> <li>• Ongoing projects which have completed at least twelve (12) months and cost is more than Rs. 3.00 Lakhs for the period completed will be considered.</li> <li>• Should be submitted as per format given (ANNEXURE 7)</li> </ul>	<b>15</b>	
	Project cost between 3 – 5 Lakhs, 3 marks for each project			
	Project cost between 5 – 10 Lakhs, 5 marks for each project			
	Project cost more than 10 Lakhs, 6 marks for each project			
2.	<b>Experience of working on projects of similar nature with Government of India / State Government / Government Organizations / PSUs in last 3 (three) financial years (FY 2018-19, 2019-20, 2020-21)</b>	<ul style="list-style-type: none"> <li>• Completion Certificates from the Clients</li> <li><b>OR</b></li> <li>Work Orders + Self Certificate of completion (Certified by the Statutory Auditors)</li> <li>• Ongoing projects which have completed at least twelve (12) months and cost is more than Rs. 2.00 Lakhs for the period completed will be considered.</li> <li>• Should be submitted as per format given (ANNEXURE 7)</li> </ul>	<b>10</b>	
	Project cost between 2 – 3.99 Lakhs, 2.5 marks for each project			
	Project cost between 4 – 5.99 Lakhs, 5 marks for each project			
	Project cost more than 6 Lakhs, 10 marks for each project			
3.	<b>Turnover – Average Annual Turnover of last 3 (three) financial years (FY 2018-19, 2019-20, 2020-21)</b>	<ul style="list-style-type: none"> <li>• Audited financial statements for the last three financial years.</li> <li><b>OR</b></li> <li>Certificate from the Statutory Auditors</li> </ul>	<b>5</b>	
	25 Lakhs – 1 Crore, 3 marks			
	Between 1 – 3 crores , 4 marks			
	Above 3 crores, 5 marks			

4.	<b>Manpower on role with PR, Social &amp; Digital Media, Creative Designs capabilities</b>	<ul style="list-style-type: none"> <li>• Certificate from the HR Head / Authorized Signatory of the Bidding Agency along with the list of the Personnel (Name, Age, Sex, Qualification &amp; Relevant Experience)</li> <li>• Should be submitted as per format given (ANNEXURE 8)</li> <li>•</li> </ul>	10	
	Between 10 - 30 personnel, 6 marks			
	Between 30 - 50 personnel, 8 marks			
	Above 50 personnel, 10 marks			
5.	<b>Proposed Plan</b> <b>Problem Statement:</b> Create a Public Relation (PR) & Social Media Communication / Outreach Plan and Strategy for DIC	<ul style="list-style-type: none"> <li>• Innovative Approach &amp; Methodology Document / Presentation, its Scalability and Reporting Mechanism</li> </ul>	40	
6.	<b>Experience of the Professionals to be deployed for the work (Marks are per Professional – Minimum score required for each Professional)</b>	<ul style="list-style-type: none"> <li>• Certificate from the HR Head / Authorized Signatory of the Agency along with the list of the Personnel (Name, Age, Sex, Qualification &amp; Relevant Experience)</li> <li>• Should be submitted as per format given (ANNEXURE 9)</li> </ul>	20	
	2-5 years – 2 marks			
	5-10 years – 4 marks			
	Above 10 years – 5 marks			

**ANNEXURE 6 - FORMAT FOR SUBMISSION OF FINANCIAL BID**

<b>Financial Bid for Request for Proposal (RFP) for Selection of Service Provider for Public Relation (PR) and Social Media Communication</b>	
<b>Details</b>	<b>Cost in (INR)</b>
<b>Service Charge for Managing/ Handling Public Relation &amp; Social Media Communication activities as per Scope of Work</b>	
<b>Taxes/GST</b>	
<b>Total Cost</b>	
<b>Total Cost (In Words)</b>	

**ANNEXURE 7 - Experience of working on projects of similar nature in last three  
(3) financial years (FY 2018-19, 2019-20, 2020-21)**

**For Government of India / State Governments / Government Organizations / PSUs of  
Government of India / State Governments / Government Organizations / PSUs**

Sr. No.	Name of the Work / Project	Name of the Client	Duration		Amount	Documents Attached  <Please also specify the page nos.>
			Start Date	End Date		
1.						
2.						
3.						
4.						
5.						

**Others (UN & its Bodies, Private Companies / Organizations, Embassies, NGOs etc.)**

Sr. No.	Name of the Work / Project	Name of the Client	Duration		Amount	Documents Attached  <Please also specify the page nos.>
			Start Date	End Date		
1.						
2.						
3.						
4.						
5.						

**ANNEXURE 8 - Manpower on role with PR, Social & Digital Media, Creative Designs capabilities**

<b>Sr. No.</b>	<b>Name of the Professionals</b>	<b>Age</b>	<b>Sex</b>	<b>Qualification</b>	<b>Relevant Experience</b>
1.					
2.					
3.					
4.					
5.					



**ANNEXURE 9 - Manpower / Professionals proposed to be deployed for DIC work**

Sr. No.	Name of the Professionals	Age	Sex	Qualification	Relevant Experience
<b>Public Relation (PR) Professional</b>					
1.					
2.					
<b>Social Media Professionals</b>					
1.					
2.					

**Please attached CVs of the all four (4) Professionals**

## **SUMMARY OF THE DOCUMENTS NEED TO BE SUBMITTED**

### **Pre-Qualification & Technical Bid:**

- a. Covering Letter with Contact Details (Annexure - 1)
- b. Bid Security Declaration (Annexure - 3)
- c. Pre-Qualification Bid with all Supporting Documents referring their page nos. (Annexure - 4) (Company Registration Certificate, DPIIT Registration Certificate in case of Start-ups, GST Certificate, MoA, AoA, PAN Card, Finance Statements for last 3 years, Blacklisting Declaration, Proof of having Functional Office in Delhi NCR etc.)
- d. Technical Bid (Annexure - 5) along with Experience Details (Annexure – 7) and Manpower Details (Annexure 8 & 9) including all supporting documents (Work Orders, Completion Certificates, CVs etc.)

### **Financial Bid**

As per Annexure - 6 (To be submitted separately)

**Failure to furnish all information required as mentioned in the RFP document or submission of a proposal not substantially responsive to the RFP document in every respect will be at the bidder's risk and may result in rejection of the proposal.**