

REQUEST FOR PROPOSAL (RFP)
FOR
SELECTION OF MEDIA & PUBLIC RELATIONS AGENCY
FOR
ALL INDIA COUNCIL FOR TECHNICAL EDUCATION
(AICTE)



NELSON MANDELA MARG, VASANT KUNJ,
NEW DELHI-110070

PART 1

1. **AICTE - The organisation** All India Council for Technical Education (AICTE) was set up in November 1945 as a national-level apex advisory body to conduct a survey on the facilities available for technical education and to promote development in the country in a coordinated and integrated manner. Through an Act of Parliament (52 of 1987) and called the All India Council for Technical Education Act 1987, the AICTE was vested with following statutory powers:
 - a. Statutory authority for planning, formulation, and maintenance of norms & standards.
 - b. Quality assurance through accreditation.
 - c. Funding in priority areas, monitoring, and evaluation.
 - d. Maintaining parity of certification & awards.
 - e. The management of technical education in the country.
2. The AICTE Act was enacted to provide for the establishment of an All India Council for Technical Education with a view to proper planning and co-ordinated development of a technical education system throughout the country, the promotion of qualitative improvements of such education in relation to planned quantitative growth, and regulation & proper maintenance of norms and standards in the technical education system and for the matters connected therewith. The purview of the AICTE covers programmes of technical education including training and research in Engineering, Technology, Town Planning, Management, Applied Arts, Crafts & Design, Hotel Management and Catering Technology etc. at different levels.

OBJECTIVE

3. The AICTE has been planning and coordinating development of Technical Education in the country by ensuring better standards of technical education in its approved institutions. After the AICTE was reviewed by Kaw Committee in 2015 and accepted by MHRD, the AICTE has been a proactive facilitator apart from being a regulator, to improve the quality of technical education through a variety of quality measures. The AICTE inculcates entrepreneurship, encourages indigenous technology, focuses on non-formal education, provides affordable education to all, working towards making Technical Education in India globally acceptable. The objective of Media & PR agency thus shall be
 - a) To promote and establish All India Council of Technical Education as an organization which is committed to developing high quality institutions and academic excellence.
 - b) To highlight that AICTE promotes industry-academia connect for developing new products, services and patents.
 - c) Strengthening brand of the AICTE and use all forms of media to reach out to the stakeholders, particularly the students, faculty, staff, institutions, industry, alumni of institutes and parents, who may require to utilise the AICTE's mechanisms/ mentorship/ support or other schemes/ offices.

SCOPE OF WORK

4. AICTE intends to appoint a Media & Public Relations Agency to effectively propagate and publicize all initiatives and achievements of the organisation across India. In order to help shape public opinion the agency shall highlight important work that the AICTE is undertaking towards enhancing Technical Education across the country. This will be done in a manner that the connect reaches the nook & corner of the country in the form & language best understood in the region, including regional languages. The scope of work shall thus include the following:
 - a) Conceptualise and develop important messaging content in the form of text, infographic & video suitable for social media platforms such as WhatsApp, Twitter, Facebook and such other platforms in coordination / **consultation** with the officials of the AICTE. The content so created shall highlight the success stories and impact.
 - b) Create / develop / design high quality e-newsletter (in English & Hindi) providing vital information to the AICTE's stakeholders. The newsletter will be collation of new initiatives taken by AICTE for Technical Education in the form of stories, snippets and interviews.
 - c) Developing / design / creating / writing / editing of content for the AICTE's programmes, projects, events, reports, books, manuals, case studies, brochure etc. as required by various bureaus of the AICTE.
 - d) Designing and developing print materials like annual reports, IEC material, brochures, collaterals, e-book, activity compilations etc.
 - e) Help establish the AICTE as the leading "Think Tank" in technical education domain by way of organising / placing opinion pieces & interviews by the senior officials of the AICTE / Academicians in mainstream newspapers, magazines, TV channels etc.
 - f) Identify platforms where officials of the AICTE can contribute as experts, like in events organized by industry associations where the senior officials of the AICTE can appear as speaker.
 - g) Highlight all the AICTE's initiatives in strengthening online education across the country. Few of these initiatives include:
 - i. SWAYAM: Anytime, Anywhere online learning
 - ii. AICTE Vishwakarma Awards
 - iii. Clean, Green and Smart Campus Awards
 - iv. Best Teacher Awards,
 - v. Promotion of student driven innovative projects,
 - vi. Vocational and distance education
 - vii. Hackathons, innovation and startup activities under MoE's Innovation Cell (MIC)
 - viii. Skilling, faculty training and training in emerging technology areas etc.
 - ix. Activities under Indian Knowledge System (IKS)
 - h) The activities / initiatives / platforms mentioned above are only indicative and not the exhaustive list.

- i) Develop innovative content and creative to reach target groups of the AICTE & generate regular infographic / video content for different mediums including print, digital and social media.
- j) Create messages around the work done by the AICTE towards upgrading technical education, schemes, scholarships etc. that interest / engage stakeholders.
- k) Translate / create any given text in other Indian regional languages in the correct form as per requirement of the AICTE.
- l) Create Social Media content in Hindi, English and other Indian regional languages.
- m) Engage with print media (English/Hindi & Vernacular) for placing important public notices concerning regulatory framework, recruitment, press releases, tender & other key announcements.
- n) Formulate key campaign on selected themes / areas.
- o) Undertake / arrange invite of media for holding press conferences/media briefings in coordination with the AICTE at selected venue.
- p) **Manpower Requirements** The agency shall also provide the following professional for smooth execution of media related task:

Staff for AICTE Hqr. at New Delhi	Role	Qualifications
Coordinating officer	To coordinate with different Bureaus of the AICTE on day to day basis & generate press releases, social media messages and other communication material (as per the scope defined in the RFP). Preferably to be stationed at the AICTE	Suitably qualified at supervisory level. Preferably Master's degree in Journalism with 5 years of relevant experience.

NOTE

- i. Such staff will be self-contained meeting requirement of PC/ laptop, software and any other peripherals.
- ii. Such staff shall be tasked as per the requirements of the AICTE officials.
- iii. Whenever needed, additional staff to meet any incidental peak requirements shall be provided by the agency to augment the efforts of above persons **at no extra cost.**

5. OTHER EXPERTISE

Apart from the above mentioned scope of the work, the agency should also have the expertise to assist the AICTE as under and as and when required:

- a) Organise & release advertisements / notices to media for publication on pre-approved Govt./ BoC / DAVP rates, or on any other rates approved by the Competent Authority of AICTE.

- b) Create high quality video films / promo videos (needing studio production environment) for specific purposes other than those included in the scope of work on pre-approved Govt. / BoC/ DAVP rates, or on any other rates approved by the Competent Authority of the AICTE.
- c) Manage all social media handles by posting such content after approval of the competent authority and to engage with print and social media and other relevant agencies **for driving the key campaign on selected theme / areas for a sustained period of time.**
- d) Undertake any other media related tasks on pre-approved Govt. / BoC / DAVP rates, or on any other rates approved by the Competent Authority of the AICTE.
- e) Advise and organise press conference / meet as per approval of the competent authority and / or in coordination with the Regional Officer concerned at any location in India.
- f) Provide any other resource / necessary services for meeting any ancillary requirements as approved by competent authority at the AICTE.
- g) Provide the services of a videographer and / or photographer for covering specific events/ work whenever needed by the AICTE against a work order on pre-approved rates (as per financial bid in the RFP). However, in case the agency deputed such staff for any incidental coverage, **no payment shall be made.**

INVITATION FOR BIDS

6. The AICTE invites proposals for the selection of a “Media & Public Relations Agency” for above purposes. Online Bids in two separate covers (**1. Technical Bid 2. Financial Bid**) are invited from agencies meeting the pre-qualifying requirement, and for the scope of work as per above mentioned paragraphs. The bidders may note the following points in this regards:
 - a) Interested Agencies may download the RFP document from **<https://www.aicte-india.org/bulletins/tenders>**.
 - b) The Technical & financial bid must be submitted online on e-wizard.
 - c) The AICTE reserves the right to reject any or all the proposals in whole or part without assigning any reasons.
 - d) **BID VALIDITY: 45 days after closing of the tender.**
 - e) Queries regarding RFP, if any, should be addressed to The Member Secretary and is to be sent strictly by email at **ad2stdc@aicte-india.org** with a subject line “*Query for Media RFP*”. In person queries shall not be entertained. The last date for submitting query is 8.07.2022 & no query shall be entertained thereafter.
 - f) **TENDER FEE:** The bidder must submit a Demand Drafts (DD) of **Rs. 1,000/-** (Rupees One thousand only) towards tender fee (Non Refundable). The technical bid shall not be considered for further evaluation and summarily rejected in case the tender fee is not submitted.

- g) **BID SECURITY DECLARATION:** Micro and Small Enterprises (MSMEs), bidders are exempted for submission of Bid Security Declaration form.

7. Important dates are as under:

Important Dates		
Sl. No.	Information	Details
i.	Starting date for submission of Bid online	01.07.2022
ii.	Last date and time for online submission of Technical & Financial Bid along with Xerox copy of DD of EMD + Tender fees	Date :22.07.2022 # Time : 16:00 Hrs
	# AICTE reserves the right to extend the bid submission date.	
iii.	Last date for submission of original DD of EMD + tender fee	Date : 21.07.2022 Time : 16:00 Hrs
iv.	Place, Date and time of opening of technical proposals	Place : AICTE Nelson Mandela Marg, Vasant Kunj, New Delhi-110070 Date : 25.07.2022 Time : 11:00 Hrs
v.	Place, Date and time for technical presentation (only for the parties fulfilling the eligibility criteria and requirements)	To be informed later
vi.	Place, Date and Time of opening of financial proposal	Place : AICTE, New Delhi Date : To be informed later Time : To be informed later
vii.	AICTE Address	Nelson Mandela Marg, Vasant Kunj, New Delhi - 110070

QUALIFICATION CRITERIA / REQUIREMENTS

8 Bidders must conform to the eligibility criteria given below:

Sl. No.	Eligibility Criteria	Supporting Document
i.	(a) The Agency must have a fully functional & well-staffed office in Delhi. (b) It would be desirable if the agency has pan India presence having its integral	Authentic address proof, Proof of incorporation of the Agency / company (Articles of Association) duly attested by the Chartered Accountant / Director / Chairman of the Agency.

Sl. No.	Eligibility Criteria	Supporting Document																
	<p>offices at locations where AICTE regional offices are located (Chandigarh, Kanpur, Kolkata, Hyderabad, Bengaluru, Chennai, Bhopal, Mumbai).</p>	<p>Specific information on the letter head to be provided by the management of the agency as under :</p> <p>a) Location of HQ _____ & details of employees _____.</p> <p>b) Details of all offices located outside Delhi. Attach a separate sheet giving out the following details :</p> <table border="1" data-bbox="826 611 1417 1016"> <thead> <tr> <th data-bbox="826 611 901 685">Sl. No.</th> <th data-bbox="901 611 1046 943">Address & contact number of Office with the name of the manager</th> <th colspan="2" data-bbox="1046 611 1417 685">Details of Employees at each location</th> </tr> <tr> <td></td> <td></td> <th data-bbox="1046 685 1246 835">Level/ Designations of Employees</th> <th data-bbox="1246 685 1417 835">Number of Employees</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <p>Documentary proof of hiring / owning such offices at desired locations to be submitted.</p>	Sl. No.	Address & contact number of Office with the name of the manager	Details of Employees at each location				Level/ Designations of Employees	Number of Employees								
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ii.	<p>The Agency should have successfully handled comprehensive media and public relations mandate as per the scope outlined in the RFP in a minimum of four different government organisations for over a period of last three financial years. These organisations could be PSUs / State governments department / Central government ministries / autonomous bodies etc.</p> <p>Note : Nine months & above will only be considered as FY for this purpose. Partial duration of less than 9 months shall not qualify for consideration.</p>	<p>Attach certified documentary proof of all such work orders / contract document in support of nature of job undertaken.</p> <p>Provide online link of at least 5 creative / jobs meeting the requirement of RFP.</p> <p>Note. The Technical Evaluation Committee shall assess & evaluate the nature & content of the jobs undertaken at the time of technical presentation.</p>																
iii.	<p>The annual turnover in each year during the preceding three financial years (i.e. 2018-19, 2019-20, 2020-21) from the activities listed in</p>	<p>Attested copy of audited balance sheet for last 3 financial years along with a certificate from Chartered Accountant certifying that the Agency had made an annual turnover of at least Rs.3 crores during the preceding three</p>																

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	the RFP should not be less than Rs.3 Crore.	financial years from the activities as given this RFP. Indicate turnover as under : <table border="1" data-bbox="826 353 1369 510"> <thead> <tr> <th>Year</th> <th>Amount (in Cr)</th> </tr> </thead> <tbody> <tr> <td>2018-19</td> <td></td> </tr> <tr> <td>2019-20</td> <td></td> </tr> <tr> <td>2020-21</td> <td></td> </tr> </tbody> </table>	Year	Amount (in Cr)	2018-19		2019-20		2020-21	
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2019-20										
2020-21										
iv.	Deputing of manpower at AICTE Hqr. as listed in Para 4 (p) above.	An undertaking to this effect is to be provided. Bids without such undertaking will be summarily rejected during technical evaluation.								

NOTE

- a) Bids of firms not conforming to the eligibility criteria listed above will be rejected. Submission of forged / fake documents will also result in rejection of the bid.
- b) A duly constituted committee shall scrutinize the proposal for confirming the eligibility. Subsequently a Technical Presentation shall be called for from only the eligible parties. The date & time for the same shall be intimated later.
- c) Bidders may also submit details of any awards & appreciations in last three financial years under consideration. **However, this is not a qualification criterion.**

9. **TENDER FEE:** The Tender Fee of Rs.1000/- (Rupees One Thousand only) in the form of DD in favour of “**Member Secretary, AICTE, New Delhi**” payable at New Delhi is to be submitted along with the tender document. Proposals not accompanied by Tender Fees shall be rejected as ineligible. The Tender fees shall be non-refundable.

PREPARATION, SUBMISSION AND EVALUATION OF TENDER

10. General information to the Bidders

- a) Original tender form should be stamped and signed by the authorised signatory of the agency. All pages of the relevant supporting document as attached with the tender should also be self-attested failing which the tender will be rejected.
- b) Bidder is required to submit the **complete proposal online** along with required forms/ documents etc. The proposal shall be strictly according to the prescribed formats given in the Tender documents unless otherwise stated. All columns of the prescribed formats should be filled, and all questions in the tender document must be answered.

Any additional information should be attached separately and referred to in the relevant column in the proposal formats. Modifications / rewording of formats shall not be acceptable. **Where no price is proposed to be charged for any item or its parts required to be supplied, it should be clearly mentioned in words.**

- c) **Consortiums are not accepted and** if found, the bid will be rejected.
- d) The bidder is expected to examine carefully all instructions, forms, terms and specifications in the Tender document. Failure to furnish all information required in the Tender Document or submission of a proposal not substantially responsive to the Tender Document in every respect will be rejected.
- e) **It may be noted that the articles produced and all relevant tools (software/ hardware etc. as the case may be) by the Agency for the execution of the contract shall be free from any copyright issues or any other legal infringement and the Agency undertakes to indemnify the AICTE against any legal complications. All creative produced by the Agency shall be the property of the AICTE and the Agency shall not claim the same at any later date.**
- f) The AICTE reserves the sole right for carrying out amendments / modifications / changes to the tender document. Any addendum in due course shall be published on the AICTE website only. Separate advertisement shall not be published.
- g) The Bidder shall bear all costs associated with the preparation and submission of the tender and the AICTE will not be responsible or liable for these costs.
- h) During the execution of the contract and in line with scope mentioned in the RFP, the recordings of the events shall be duly edited and two copies of the same in CD / other electronic media shall be supplied on the following day without any delay, as required by the AICTE.
- i) The agency & its owners should neither be blacklisted by any government department nor should any criminal case be registered against them anywhere in India.
- j) **The agency shall also submit a declaration as per Annexure 1 along with the Technical Bid.**
- k) The agency and its employees shall also not disclose any proprietary / confidential information / reports / papers etc. related to the AICTE that they may come across in the routine functioning - either during the period of contract or thereafter. The agency shall be liable for criminal action & penal recovery if any such lapse is made out.
- l) The agency shall also undertake to carry out its activities in a just manner and which does not bring disrepute to AICTE. **If the contracted agency be found using corrupt or fraudulent means in any work of the AICTE, its contract shall be terminated immediately without making any payment and Security Deposit / Bank Guarantee shall be forfeited. The agency shall also be blacklisted and notification issued in such a case.**
- m) The agency shall abide by all statutory provisions whichever applicable and AICTE shall not be liable for any such deficiencies.
- n) The manpower dedicated for the AICTE shall be cross checked for their antecedents. They should be suitably qualified and adequately experienced to fulfil the roles as indicated. The agency shall share the resumes of such manpower for consideration of the AICTE. Statutory provisions of employment shall be ensured by the concerned agency & the AICTE shall not be responsible for the same.

- o) **Any task / work necessitating marketing expenses will be over and above the retainer-ship and shall be paid only after approval of Competent Authority of the AICTE.**
- p) All media related work / activities shall be carried out at pre-approved Govt./ BoC / DAVP rates. **Where no such rates exist, shall be undertaken with the prior approval of the AICTE.**
- q) Work orders on the agency on behalf of the AICTE shall be placed by Media Cell. However, in case of contingency / short notice, other officials of the AICTE may also directly interact with the staff of the Media agency for execution of work. **The same be informed by the Media Agency and concerned official of Bureau / Cell of the AICTE to Media Cell as well.**
- r) **No separate cartage / conveyance will be paid for attending the event and / or transportation of equipment.**
- s) The equipment for covering the event should be of latest version & the agency shall ensure that no failure of equipment takes place by having necessary backup. The work for the event is to be completed with 100% accuracy and to the satisfaction of the AICTE.

11. **CONTENT OF BIDS**

- a) It is mandatory for all the bidders to submit their bid documents via online mode only. A scanned copy of Demand Draft pertaining to the Tender Fee needs to be submitted online while the original of the same is to be deposited with the AICTE.
- b) **The final Financial Bid should be exclusive of all prevalent taxes, duties and levies. Taxes will be applicable as per extant provisions.**
- c) Specific mention of applicable taxes should be made in the invoice along with the taxation rates.
- d) The total cost of rendering the services outlined in the Scope of Work should be done as per the enclosed Bill of Quantity (BoQ).

12. **BID OPENING, METHODOLOGY & CRITERIA FOR BID EVALUATION**

- a) The AICTE reserves the right to extend the bid opening date without assigning any reason.
- b) The electronic bids shall be opened in presence of the authorised representatives of the agency(ies) on the assigned date. The AICTE reserves the right to extend the bid submission date if the number of bids are found inadequate & the decision of the Chairman of the Committee in this regard will be final.
- c) Scrutiny of the tender document for eligibility will be done by the AICTE to determine whether the documents have been properly signed, Tender fee has been deposited and all relevant papers have been submitted. Tenders not conforming to such requirements will be rejected. Technical bids of only qualifying bidders shall be opened.

- d) **Technical Evaluation** All eligible bids shall be evaluated & awarded marks on the technical criteria as per the format of Technical Evaluation given in **ANNEXURE 3. The bidder must get 70% marks during technical evaluation to be considered for opening of financial bid.**

13. **OPENING OF FINANCIAL BID**

Financial Bid of only technically qualified bidders shall be opened. The Financial Bid will be opened in the presence of the authorized representatives of such successful bidders, who choose to attend the bid opening. The date and time will be informed to the qualified bidders separately.

14. **COMPUTATION OF COMPOSITE SCORE (CS) AS PER QUALITY COST BASED SYSTEM (QCBS)**

Composite Score (CS) of the technically qualified bidders will be calculated as the sum of weightages assigned to 70% of score in the technical bid and 30% of score of financial bid, which is as follows:

a) $CS = T_n + F_n$

b) $T_n = \{(70 \times \text{Marks scored in Technical Bid}) / 100\}$ i.e. 70% of the marks scored in the technical evaluation

c) $F_n = \{(30/100) \times [(F_{min}/F_b) \times 100]\}$ i.e. 30% weightage of financial score.

where T_n = Technical Score

F_n = Financial Score

F_b = Financial bid of the bidding agency

F_{min} = Lowest financial bid received.

- d) The Bidder with the highest Composite Score will qualify for the award of contract.

- e) AICTE does not bind itself to accept the lowest or any particular tender and has the right to reject any Tender without assigning any reason or select any technically qualified bidder that is in the final evaluation list. The decision of the Chairman AICTE in this regard shall be final & binding upon all parties.

CONTRACT

15. **DURATION OF THE CONTRACT**

Duration of the Contract will be initially for one year. The same can be extended for **one more term** on mutual consent on the same terms & condition, subject to satisfactory performance. The draft contract document is attached as **Annexure 2**.

16. **PERFORMANCE BANK GUARANTEE**

The agency shortlisted shall submit a performance Bank Guarantee amounting to Rs.5,00,000/- (Rupees Five Lakh Only). The said Bank Guarantee should remain valid for minimum 90 days after the expiry date of Contract. The successful bidder must submit the Bank Guarantee along with the Contract Document within 15 days of Financial Bid opening and / or subsequent notification. If the contract is extended, the agency shall undertake to suitably extend the said Bank Guarantee or submit the fresh one within 30 days. The

extension of the Contract will be considered ispo-facto terminated, if the appropriate Bank Guarantee is not rendered.

17. CONTRACT DEED

The successful bidder shall execute an Agreement for the fulfilment of the Contract on Rs.100/- non-judicial stamp paper within 15 days from the date of award of Contract. The incidental expenses on the execution of agreement / contract shall be borne by the Bidder.

18. PRE-TERM TERMINATION

The contract shall be terminated anytime without notice by the AICTE in case the agency is found to be involved in fraudulent or illegal means. Notwithstanding above, the AICTE also reserve the right to cancel the contract after giving a notice of 30 days without assigning any reason for such cancellation.

19. PENALTIES / LIQUIDATED DAMAGES

In case of major breach of any terms & conditions mentioned in the RFP / contract, AICTE shall have the right to terminate the contract without making any further payments whatsoever along with forfeiture of the bank guarantee. The AICTE shall recover the damages in form of penalty as indicated below:

a) WORK ORDERS

- i. The agency to whom work is awarded, has to complete the work strictly as per time schedule given in each work order.
- ii. Advertisement / public notices should be released most expeditiously. Unless approved by the AICTE due to un-avoidable circumstances, if the said work is not completed within the specified time, a penalty @ 1% of the work order shall be charged for each day of delay subject to maximum delay of 10 days. The AICTE reserves the right to get such work orders expeditiously executed at the risk and cost of agency after 24 hours of close of work order. Cost of work along with penalty shall be recovered from the outstanding payment as due.
- iii. For all other work orders not timely executed, the same shall be awarded to the third party at the risk & cost of the agency. Further a penalty @ 10 % shall also be levied.
- iv. The AICTE shall reserves the right to terminate the contract without any notice/reasons if more than 5 such instances of unjustified delays are recorded in a year. Under such case, the bank guarantee amount will also be forfeited without assigning any reason.

b) MANPOWER

- i. Manpower required to cover / attend the event should report along with all related equipment as required for the purpose as per the timings mentioned in the work order. In case of delay, a penalty @ Rs.1000/- per person shall be charged for every hour of delay or part thereof. In case of complete absence, the penalty @ Rs. 10,000/- per person shall be charged. In addition to the penalty, the said work shall be undertaken through third party at the risk & cost of the agency.
- ii. Staff deputed to work at the AICTE should be well trained & complete the assigned task as per requirements of the AICTE. An amount of Rs.1000/- shall be levied for any minor lapse. However, where it is made out that assigned task has not been

completed to the satisfaction of the AICTE officials, an amount of Rs. 25,000/- shall be levied as penalty. Decision of Chairman on this aspect shall be binding and final.

20. PAYMENT TERMS

- a) The Agency shall be paid on a monthly basis for its services at the completion of each month as per the terms & conditions of the contract.
- b) All payments are subject to TDS.
- c) The Agency shall furnish bills for the activities as per the scope of contract/ RFP. Based on the satisfactory job performance/completion certificate from the user, the reimbursements of such bills may be made by the AICTE.
- d) The expenses for the travel/accommodation/food etc., if incurred, for the employees of the Agency shall be reimbursed, with the prior approval of the AICTE.

21. RESOLUTION OF DISPUTE AMICABLY/THROUGH ARBITRATION

Any dispute between the parties arising in connection with the performance of this contract shall be resolved amicably between the representatives nominated by both the parties through the process of negotiation. In case the dispute is not resolved, then it shall be referred to the Chairman, AICTE and the Chief of the opposite party for settlement.

If the dispute is not resolved, then it shall be referred to the Sole Arbitrator who shall be appointed with the consent of both the parties. The arbitration proceedings shall be conducted as per the provisions contained in the Indian Arbitration and Conciliation Act, 1996(as amended from time to time and in force at the time when the reference is made). The Sole Arbitrator shall be appointed within a period of 30 days from date of receipt of written notice/demand of appointment of arbitrator from either party. The decision of the Arbitrator shall be binding on both the parties. The seat and jurisdiction of the arbitration proceedings shall be at New Delhi. The arbitration proceedings shall be recorded in English language. The cost of the arbitration proceedings shall be borne equally by both the parties as per Arbitration Rules.

If any dispute still remains unsettled, in that case, the same shall be adjudicated by the Courts of Law at New Delhi.

22. FORCE MAJEURE

Force Majeure shall imply any event beyond the control of agency and not foreseeable such as natural disasters, fire, war etc. Although AICTE shall not default the agency for failure to perform its obligation under the contract in such conditions, however; the agency is expected to perform to the best extent possible in such conditions to deliver the services in the interest of the AICTE.

PART 2

TECHNICAL BID

1. Basic Qualifying Criteria :

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i.	<p>(a) The Agency must have a fully functional & a well - staffed office in Delhi.</p> <p>(b) It would be desirable if the agency has pan India presence having its integral offices at locations where AICTE regional offices are located (Chandigarh, Kanpur, Kolkata, Hyderabad, Bengaluru, Chennai, Bhopal, Mumbai).</p>	<p>Authentic address proof, Proof of incorporation of the Agency / company (Articles of Association); attested by the Chartered Accountant / Director / Chairman of the Agency to be provided.</p> <p>Specific information on the letter head to be provided by the management of the agency as under :</p> <p>a) Location of HQ _____ & details of employees _____.</p> <p>b) Details of all offices located outside.</p> <p>Attach a separate sheet giving out the following details</p> <table border="1" data-bbox="911 1055 1477 1608"> <thead> <tr> <th data-bbox="911 1055 986 1384">Sl. No.</th> <th data-bbox="986 1055 1139 1384">Address & contact number of Office with the name of the manager</th> <th colspan="2" data-bbox="1139 1055 1477 1384">Details of Employees at each location</th> </tr> <tr> <td></td> <td></td> <th data-bbox="1139 1384 1337 1532">Level/ Designations of Employees</th> <th data-bbox="1337 1384 1477 1532">Number</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>				Sl. No.	Address & contact number of Office with the name of the manager	Details of Employees at each location				Level/ Designations of Employees	Number								
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		Level/ Designations of Employees	Number																		
ii.	<p>The Agency should have successfully handled comprehensive media and public relations mandate as per the scope outlined in the RFP in a minimum of four different government organisations for over a period of last three financial years. These organisations could be PSUs / State governments department / Central government ministries / autonomous bodies etc.</p> <p><i>Note :</i></p>	<p>Attach certified documentary proof of all such work order / contract document in support of nature of job undertaken.</p> <p>Provide online link of the at least 10 such creative / jobs that substantiate the work order.</p> <p><i>Note :</i> The Technical Evaluation Committee shall assess & evaluate the nature & content of the job at the time of technical presentation.</p>																			

Sl No.	Eligibility Criteria	Supporting Document								
	<i>Nine months & above will only be considered as FY for this purpose. Partial duration of less than 9 months shall not qualify for consideration.</i>									
iii.	The annual turnover in each year during the preceding three financial years (i.e. 2018-19, 2019-20, 2020-21) out of the activities listed in the RFP should not be less than Rs.3 Crore.	<p>Attested copy of audited balance sheet for last three financial years along with a certificate from Chartered Accountant certifying that the Agency had made an annual turnover of at least Rs.3 crores out of the activities as given this RFP.</p> <p>Indicate turnover as under :</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Amount (in Cr)</th> </tr> </thead> <tbody> <tr> <td>2018-19</td> <td></td> </tr> <tr> <td>2019-20</td> <td></td> </tr> <tr> <td>2020-21</td> <td></td> </tr> </tbody> </table>	Year	Amount (in Cr)	2018-19		2019-20		2020-21	
Year	Amount (in Cr)									
2018-19										
2019-20										
2020-21										

2. **Undertaking:** I / we M/s. _____ undertake to provide the manpower to AICTE as per the requirement in RFP {Para 4 (p)} and as reproduced below :

Staff for the AICTE Hqr. at New Delhi	Role	Qualifications
Coordinating officer	To coordinate with different bureaus of the AICTE on day to day basis & generate press releases, social media messages and other communication material (as per the scope defined in the RFP). Preferably to be stationed at the AICTE	Suitably qualified at supervisory level. Preferably Master's degree in Journalism with 5 years of relevant experience.

Signature : _____

Name : _____

Date : _____

PART 3

FINANCIAL BID / BILL OF QUANTITY (BoQ)

Sl.No.	Item	Annual Cost
1.	Fixed Cost. Retainer cost of 'Media & Public Relations Agency for AICTE' for the activities as defined in the RFP. Indicate only annual cost	
	Cost (in words)	

2. Variable Cost. (Cost of Manpower on demand basis).				
S No	Item	Unit Cost	Utilisation Factor***	Annual Cost (Unit cost x Utilisation Factor)
(a)	Videographer		40 days	
(b)	Cameraman		40 days	
	Sub Total cost (in numerals)			
	Sub Total Cost (in words)			

Total Cost of bid (1) + (2) (Numerals)	
Total Cost of bid (1) + (2) (In words)	

All taxes shall be paid as per prevailing rates

*****Notes**

- The fixed cost shall be paid to the agency per month or on pro-rata basis.
- The utilisation factor for deriving the 'Cost of manpower on requirement basis' has been **assumed** to be 40 days in one-year cycle as experienced by the AICTE over the past few years.
- Disclaimer:** The utilisation factor of 40 days has been introduced only for evaluation purposes of tender. Hence, it is merely indicative in nature and does not assure/ guarantee the quantum of work. The actual engagements may increase/decrease depending on the activities being undertaken by the AICTE at various locations.
- In case of any mismatch, the total cost indicated in words shall be taken as firm and binding.

DECLARATION & UNDERTAKING

1. We hereby declare that the details furnished by us in response to this RFP are true and correct to the best of our knowledge and belief and we undertake to inform you of any changes therein, immediately. In case any of the above information is found to be false or untrue or misleading or misrepresenting, we are aware that this bid and agreement (if signed) will be liable to be declared void at any point of time.
2. We also certify that we have neither been blacklisted by or barred to work with any Ministry or Department of the Government of India or PSU / Authority and nor any criminal case is pending against the agency or its owners.

Yours sincerely,

Signature of Authorized signatory [In full as well as initials]

Name and Title/Designation of the Authorized Signatory

Name of the Agency/Firm : _____

Address : _____

Seal of the agency/firm : _____

* **(This declaration should be printed on the letterhead of the Company / Firm)**

DRAFT CONTRACT / AGREEMENT

This Agreement made on _____ between the following parties:

FIRST PARTY

All India Council of Technical Education (AICTE)
Nelson Mandela Road, Vasant Kunj
New Delhi - 110070

(hereinafter called **The Council** which expression shall, unless excluded by the context includes his / her heirs, executors, administrators, successors and assigners)

SECOND PARTY

M/s. _____
Address _____

(hereinafter called the **Advertising Agency** which expression shall unless excluded by the context includes his / her heirs, executors, administrators, successors and assigners)

Whereas the Council has released a Request for Proposal on _____ for engaging services of MEDIA & PUBLIC RELATIONS AGENCY for ALL INDIA COUNCIL FOR TECHNICAL EDUCATION (AICTE).

Whereas the Advertising Party had participated in the said RFP and its proposal has been examined by the Council.

The proposal from the Advertising agency has been found acceptable and the following terms and conditions are now hereby being agreed upon between both the parties:

1. Now, this indenture witness that the Advertising Agency will duly perform the said works as per the Request for Proposal and its associated corrigenda.
2. The Advertising Agency shall execute the works allotted by the Council with utmost promptness, care and accuracy in a workman like manner to the satisfaction of the Council for the period of engagement from the date of signing of this contract.
3. The decision of the Chairman on any terms & condition as enumerated in this contract shall be final and binding.

SCOPE OF WORK

4. The AICTE intends to appoint a Media & Public Relations Agency to effectively propagate and publicize all initiatives and achievements of the organisation across India. In order to help shape public opinion the agency shall highlight important work that the AICTE is undertaking towards enhancing Technical Education across the country. This will be done in a manner that the connect reaches the nook & corner of the country in the form & language best understood in the region, **including regional languages**. The scope shall thus include the following:

- a) Conceptualise and develop important messaging content in form of text, infographic & video suitable for social media platforms such as WhatsApp, Twitter, Facebook and such other platforms in coordination / **consultation** with the officials of the AICTE. The content so created shall highlight the success stories and impact.
- b) Create / develop/design high quality e-newsletter (in English & Hindi) providing vital information to the AICTE's stakeholders. The newsletter will be collation of new initiatives taken by AICTE for Technical Education in the form of stories, snippets and interviews.
- c) Developing / design / creating / writing / editing of content for the AICTE's programmes, projects, events, reports, books, manuals, case studies, brochure etc. as required by various Bureaus of the AICTE.
- d) Designing and developing print materials like annual reports, IEC material, brochures, collaterals, e-book, activity compilations etc.
- e) Help establish AICTE as the leading "Think Tank" in technical education domain by way of organising / placing opinion pieces & interviews by the senior officials of the AICTE/ Academicians in mainstream newspapers, magazines, TV channels etc.
- f) Identify platforms where officials of the AICTE can contribute as experts, like in events organized by industry associations where the senior officials of the AICTE can appear as speaker.
- g) Highlight all the AICTE's initiatives in strengthening online education across the country. Few of these initiatives include :
 - i. SWAYAM: Anytime, Anywhere online learning
 - ii. AICTE Vishwakarma Awards
 - iii. Clean, Green and Smart Campus Awards
 - iv. Best Teacher Awards,
 - v. Promotion of student driven innovative projects,
 - vi. Vocational and distance education
 - vii. Hackathons, innovation and startup activities
 - viii. Skilling, faculty training and training in emerging technology areas etc.
- h) The activities/initiatives/platforms mentioned above are only indicative and not the exhaustive list.
- i) Develop innovative content and creative to reach target groups of the AICTE & generate regular infographic / video content for different mediums including print, digital and social media.
- j) Create messages around the work done by the AICTE towards upgrading technical education, schemes, scholarships etc. that interest/engage stakeholders.
- k) Translate / create any given text in other Indian regional languages in the correct form as per requirement of the AICTE.
- l) Create Social Media content in Hindi, English and other Indian regional languages.
- m) Engage with print media (English/Hindi & Vernacular) for placing important public notices concerning regulatory framework, recruitment, press releases, tender & other key announcements.

- n) Formulate key campaign on selected themes/areas
- o) Undertake / arrange invite of media for holding press conferences/media briefings in coordination with the AICTE at selected venue.
- p) **MANPOWER REQUIREMENTS** The agency shall also provide the following professional for smooth execution of media related task :

Staff for AICTE Hqr. at New Delhi	Role	Qualifications
Coordinating officer	To coordinate with different bureaus of the AICTE on day to day basis & generate press releases, social media messages and other communication material (as per the scope defined in the RFP). Preferably to be stationed at the AICTE	Suitably qualified at supervisory level. Preferably Master's degree in Journalism with 5 years of relevant experience.

Note

- i. Such staff will be self-contained meeting requirement of PC / laptop, software and any other peripherals.
- ii. Such staff shall be tasked as per the requirements of the AICTE officials.
- iii. **Whenever needed additional staff to meet any incidental peak requirements shall be provided by the agency to augment the efforts of above persons at no extra cost.**

5. OTHER EXPERTISE

Apart from the above mentioned scope of the work, the agency should also have the expertise to assist the AICTE as under and as and when required:

- a) Organise & release advertisements/notices to media for publication on pre-approved Govt./ BoC / DAVP rates, or any other rates as approved by the Competent Authority of the AICTE.
- b) Create high quality video films/promo videos (needing studio production environment) for specific purposes other than those not included in the scope of work on pre-approved Govt./ BoC / DAVP rates, or any other rates as approved by the Competent Authority of the AICTE.
- c) Manage all social media handles by posting such content after approval of the competent authority and to engage with print and social media and other relevant agencies **for driving the key campaign on selected theme / areas for a sustained period of time.**
- d) Undertake any other media related tasks on pre-approved Govt. / BoC / DAVP rates, or any other rates as approved by the Competent Authority of the AICTE.
- e) Advise and organise press conference / meet as per approval of the competent authority and / or in coordination with the Regional Officer concerned any location in India.

- f) Provide any other resource / necessary services for meeting any ancillary requirements as approved by the competent authority of the AICTE.
- g) Provide the services of videographer or photographer for covering specific event / work whenever needed by the AICTE against a work order on pre-approved rates (as per Financial Bid in the RFP). However, in case the Agency deposes such staff for any incidental coverage, no payment shall be made.

6. ITEMS RELATED TO WORK

- a) The Media Cell will issue a SOP for the management of the contract. The same shall be followed by the agency and its employees for execution of the work.
- b) It may be noted that the articles produced and all relevant tools (software/hardware etc. as the case may be) by the Agency for the execution of the contract shall be free from any copyright issues or any other legal infringement and the Agency undertakes to indemnify the AICTE against any legal complications. All creative produced by the Agency shall be the property of the AICTE and the Agency shall not claim the same at any later date.
- c) The recording of the events shall be duly edited and two copies of the same in CD/other electronic media shall be supplied on the following day without any delay, as required by the AICTE.
- d) The agency and its employees shall also not disclose any proprietary / confidential information/ reports / papers etc. related to the AICTE that they may come across in the routine functioning – either during the period of contract or thereafter. The agency shall be liable for criminal action & penal recovery, if any, such lapse is made out.
- e) The agency shall also undertake to carry out its activities in a just manner and which does not bring disrepute to the AICTE. **Should the contracted agency be found using corrupt or fraudulent means in any work of the AICTE, its contract shall be terminated immediately without making any payment (Security / Bank Guarantee) shall be forfeited. The agency shall also be blacklisted and notification issued in such a case.**
- f) The agency shall abide by all statutory provisions whichever applicable and the AICTE shall not be liable for any such deficiencies.
- g) The manpower dedicated for the AICTE shall be cross checked for their antecedents. They should be suitably qualified and adequately experienced to fulfil the roles as indicated. The agency shall share the resume of such manpower for consideration of the AICTE. Statutory provisions of employment shall be ensured by the concerned agency & the AICTE shall not be responsible for the same.
- h) Any task / work necessitating Marketing expenses will be over and above the retainer-ship and shall be paid only after approval of Competent Authority of the AICTE.
- i) **All media related work / activities shall be carried out at pre-approved Govt. / BoC / DAVP rates. Where no such rates exist specific approval from the AICTE shall be undertaken before execution of such work.**
- j) Work orders on the Agency on behalf of the AICTE shall be placed by Media Cell. However, in case of contingency / short notice, other officials of the AICTE may also

directly interact with the staff of the Media Agency for execution of work. The same be informed by the Media Agency to the AICTE Media Cell as well.

- k) No separate cartage / conveyance will be paid for attending the event and / or transportation of equipment.
- l) The equipment for covering the event should be of latest version & the agency shall ensure that no failure of equipment takes place by having necessary backup. The work for the event is to be completed with 100% accuracy and to the satisfaction of the AICTE.
- m) The Advertising Agency shall undertake designing, typesetting, art work with multiple options of media (at least three) estimates, preparation of block and matrix as well as art pulls required or such other services for release of advertisement without any charges payable by the Council. The same shall be approved by the user from the Council prior to release to the media outlet. Translation in newspaper's language and proof reading will be the total responsibility of Advertising Agency. Any complaint received in this respect will be viewed seriously and action may be initiated against Advertising Agency.
- n) No incidental charges of any nature will be payable by Authority to cover any such cost incurred by the Advertising Agency during the process of receipt/execution of release orders issued by Authority.
- o) The Advertising Agency shall also ensure that advertisements are published in time. It should be properly positioned and correctly reproduced as per the approved copy. In case of late publication of the advertisements after stipulated period/date, it will be the discretion of Competent Authority to impose penalty and/or disallow partial/total payment.
- p) In case there is an error in publication of the advertisements as compared to advertisement's text approved by Council, the Advertising Agency shall arrange to publish the corrigendum immediately, under advice to Council, at its own cost. No bills should be raised to the Council and the Council will not pay any charges, what-so-ever, for publication of the corrigendum. The corrigendum should be published in the same media list.
- q) No separate cartage/conveyance will be paid by the Council for attending any event and/or transportation of equipment.
- r) The equipment for covering the event should be of latest version & the agency shall ensure that no failure of equipment takes place by having necessary backup. The work for the event is to be completed with 100% accuracy and to the satisfaction of the AICTE.

CONTRACT

- 8. **DURATION OF THE CONTRACT** Duration of the Contract will be initially for one year.
- 9. **EXTENSION OF CONTRACT** The same can be extended for one more term on mutual consent on the same terms & condition, subject to satisfactory performance.

10. **PERFORMANCE BANK GUARANTEE:** The agency shortlisted shall submit a performance Bank Guarantee amounting to Rs.5,00,000/- (Rupees Five Lakh Only). The said Bank Guarantee should remain valid for minimum 90 days after the expiry date of Contract. The successful bidder must submit the Bank Guarantee along with the Contract Document within 15 days of Financial Bid opening and / or subsequent notification. If the contract is extended, the agency shall undertake to suitably extend the said Bank Guarantee or submit the fresh one within 30 days. The extension of the Contract will be considered ispo-facto terminated, if the appropriate Bank Guarantee is not rendered.

Details of the Bank Guarantee is as under:

a)	Amount	
b)	Instrument Type	
c)	Name of Bank	
d)	Date of issue of BG	
e)	Valid up to	

11. **PRE-TERM TERMINATION** : The contract shall be terminated anytime without notice by the AICTE in case the agency is found to be involved in fraudulent or illegal means. Notwithstanding above, the AICTE also reserve the right to cancel the contract after giving a notice of 30 days without assigning any reason for such cancellation.
12. **PAYMENT TERMS:**
- The Agency shall be paid fixed monthly amount for its services on completion of each month, as per RFP.
 - The Agency shall furnish bills for the activities as per the Scope of contract / RFP, based on the satisfactory job performance / completion certificate from the user, the reimbursements of such bills may be made by the AICTE.
 - All payments are subject to TDS.
 - The expenses for the travel/accommodation/food etc., if incurred, for the employees of the Agency shall be reimbursed, with the prior approval of the AICTE. The maximum entitled category of employees would be in AC 3 tire in Train and by Air in economy class. Since the prior approval of Council is necessary, the decision will be taken on case to case basis, seniority of the person and the exigency of the situation.
 - Any task / work necessitating marketing expenses over and above the retainer-ship shall be paid only after prior approval of the AICTE.
 - Taxes will be paid as per the prevailing rates.
 - All media related work / activities shall be carried out at pre-approved Govt./BoC/DAVP rates. **Where no such rates exist, such activities shall be undertaken with the prior approval of the AICTE.**
 - The copy of the published advertisement must be attached with the Bills for processing the payments.
 - In case any discrepancy is detected at a later date, the Advertising agency will undertake corrective measures, including reimbursement of excess charges immediately to Council.
13. **PENALTIES:** The AICTE shall recover the damages in form of penalty as indicated below :

a) **WORK ORDERS**

- i. The agency to whom work is awarded, has to complete the work strictly as per time schedule given in each work order.
- ii. Advertisement / public notices should be released most expeditiously. Unless approved by the AICTE due to un-avoidable circumstances, if the said work is not completed within the specified time, a penalty @ 1% of the work order shall be charged for each day of delay subject to maximum delay of 10 days. The AICTE reserves the right to get such work orders expeditiously executed at the risk and cost of agency after 24 hours of close of work order. Cost of work along with penalty shall be recovered from the outstanding payment as due.
- iii. For all other work orders not timely executed, the same shall be awarded to the third party at the risk & cost of the agency. Further a penalty @ 10% shall also be levied.
- iv. AICTE shall reserves the right to terminate the contract without any notice / reasons, if more than 5 such instances of unjustified delays are recorded in a year. Under such case, the Bank Guarantee amount will also be forfeited without assigning any reason.

b) **MANPOWER**

- i. Manpower required to cover / attend the event should report along with all related equipment as required for the purpose. In case of delay, a penalty @ Rs.1000/- per person shall be charged for every hour of delay or part thereof. In case of complete absence, the penalty @ Rs. 10,000/- per person shall be charged. In addition to the penalty, the said work shall be undertaken through third party at the risk & cost of the agency.
- ii. Staff deputed to work at the AICTE should be well trained & complete the assigned task as per requirement of the AICTE. An amount of Rs. 1,000/- shall be levied for any minor lapse. However, where it is made out that assigned task has not been completed to the satisfaction of the AICTE officials, an amount of Rs. 25,000/- shall be levied as penalty. Decision of the Chairman on this aspect shall be binding and final.

14. **LIQUIDATED DAMAGES**

The AICTE shall recover the damages in form of penalty as indicated in preceding clauses while clearing any invoices and/ or payment of monthly charges. In case of major breach of any terms & conditions mentioned in the RFP/contract, the AICTE shall have the right to terminate the contract without making any further payments whatsoever and also forfeit the bank guarantee.

15. **BANK MANDATE FORM**

The advertising agency will submit a Bank Mandate Form for the purpose of receiving payments.

16. **DISPUTE WITH 3rd PARTY**

The Council shall not be responsible for any dispute between the Advertising Agency and any of its sub-contractor / publishers / media outlets etc. It shall be solely the responsibility

of the Advertising agency to clear its dues with subcontractors/ publishers / media outlets etc. from time to time.

17. **MODIFICATION TO CONTRACT**

Any alteration, change, modification, deletion or omission in these conditions may be done by the mutual consent of the both the parties.

18. **NOTICE PERIOD**

The AICTE also reserves the right to cancel the contract after giving a notice of 30 days without assigning any reason for such cancellation. The AICTE shall return the Performance Bank Guarantee after recovering the penalties (if any) as due from the Advertising Agency.

19. **RESOLUTION OF DISPUTE AMICABLY/THROUGH ARBITRATION**

Any dispute between the parties arising in connection with the performance of this contract shall be resolved amicably between the representatives nominated by both the parties through the process of negotiation. In case the dispute is not resolved, then it shall be referred to the Chairman, AICTE and the Chief of the opposite party for settlement.

If the dispute is not resolved, then it shall be referred to the Sole Arbitrator who shall be appointed with the consent of both the parties. The arbitration proceedings shall be conducted as per the provisions contained in the Indian Arbitration and Conciliation Act, 1996(as amended from time to time and in force at the time when the reference is made). The Sole Arbitrator shall be appointed within a period of 30 days from date of receipt of written notice/demand of appointment of arbitrator from either party. The decision of the Arbitrator shall be binding on both the parties. The seat and jurisdiction of the arbitration proceedings shall be at New Delhi. The arbitration proceedings shall be recorded in English language. The cost of the arbitration proceedings shall be borne equally by both the parties as per Arbitration Rules.

If any dispute still remains unsettled, in that case, the same shall be adjudicated by the Courts of Law at New Delhi.

20. **FORCE MAJEURE**

Force Majeure shall imply any event beyond the control of agency and not foreseeable such as natural disasters, fire, war etc. Although AICTE shall not default the agency for failure to perform its obligation under the contract in such conditions, however; the agency is expected to perform to the best extent possible in such conditions to deliver the services in the interest of the AICTE at large.

Signature, Name & seal of the authorized signatory of Advertising Agency		Signature, Name & seal of the authorized signatory of the AICTE	
Signature		Signature	
Name		Name	
Date		Date	

Witness 1 of Agency		Witness 2 of Agency	
Signature		Signature	
Name		Name	
Address		Address	
Contact No.		Contact No.	
Date		Date	

FEEDBACK FORM IN RESPECT OF MEDIA ACTIVITY

1. Name of Bureau/Cell : _____
2. Details of Nodal Officer : _____
- (a) Name : _____
- (b) Mobile No : _____
- (c) Email id : _____
3. Date of event : _____
4. Type of event & rating (tick mark the relevant cell)

(a) Newspaper Advertisement etc.

Good	<input type="checkbox"/>	Fair	<input type="checkbox"/>	Satisfactory	<input type="checkbox"/>	Poor	<input type="checkbox"/>	Not Recommended	<input type="checkbox"/>
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(b) Press Meet/Media Briefing/Public Relation Activity etc.

Good	<input type="checkbox"/>	Fair	<input type="checkbox"/>	Satisfactory	<input type="checkbox"/>	Poor	<input type="checkbox"/>	Not Recommended	<input type="checkbox"/>
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(c) Graphic Designing & printing of Reports/Banners/Brochures etc.

Good	<input type="checkbox"/>	Fair	<input type="checkbox"/>	Satisfactory	<input type="checkbox"/>	Poor	<input type="checkbox"/>	Not Recommended	<input type="checkbox"/>
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(d) Social Media/Commercials/AV Content etc.

Good	<input type="checkbox"/>	Fair	<input type="checkbox"/>	Satisfactory	<input type="checkbox"/>	Poor	<input type="checkbox"/>	Not Recommended	<input type="checkbox"/>
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(e) Manpower Quality

Good	<input type="checkbox"/>	Fair	<input type="checkbox"/>	Satisfactory	<input type="checkbox"/>	Poor	<input type="checkbox"/>	Not Recommended	<input type="checkbox"/>
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(f) Misc. (to be specified) _____

Good	<input type="checkbox"/>	Fair	<input type="checkbox"/>	Satisfactory	<input type="checkbox"/>	Poor	<input type="checkbox"/>	Not Recommended	<input type="checkbox"/>
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5. Other Remarks

Seal of the Department

Signature of the Nodal Officer

Name of Officer: _____

TECHNICAL BID EVALUATION SHEET FOR SELECTION OF MEDIA AGENCY

Name of Agency -----

Sl. No.	Points	Maximum marks	Findings	Marks obtained	Remarks
1	<p>(a) The Agency must have a fully functional & a well- staffed office in Delhi.</p> <p>(b) It would be desirable if the agency has pan India presence having its integral offices at locations where AICTE regional offices are located (Chandigarh, Kanpur, Kolkata, Hyderabad, Bengaluru, Chennai, Bhopal, Mumbai).</p>	<p>(a) 10 Marks</p> <p>(b) 2 marks for every office at desired location.</p> <p>(c) 0.5 marks for any other location. (limited to maximum of 4 marks)</p> <p>(subject to overall maximum of (a)+(b) + (c) = 30 Marks)</p>			
2	<p>The Agency should have successfully handled comprehensive media and public relations mandate as per the scope outlined in the RFP in a minimum of four different government organisations for over a period of last three financial years. These organisations could be PSUs / State governments department/ Central government ministries/ autonomous bodies etc.</p> <p>Note: Nine months & above will only be considered as FY for this purpose. Partial duration of less than 9 months shall not qualify for consideration.</p>	<p>(a) 16 marks for minimum of four organisations.</p> <p>(b) For every additional organisation - 0.5 marks (limited to maximum of 4 marks).</p> <p>(subject to overall maximum of (a)+(b) = 20 Marks)</p>			

3	The annual turnover in each year during the preceding three financial year (i.e. 2018-19, 2019-20, 2020-21) out of the activities listed in the RFP should not be less than Rs.3 Crore.	20 Marks			
4	Evaluation of technical Presentation.	30 Marks			
	Total	100			

**FORMAT OF BID SECURITY DECLARATION FORM
BIDDERS (MSME etc.) IN LIEU OF EMD**

(On Bidders Letter head)

I / we, the authorized signatory of M/s. _____ Participating in the
subject tender No. _____ for the item / job of
_____, do hereby declare:

- (i) That I/We have availed the benefit of waiver of EMD while submitted our officer against the subject Tender and No EMD being deposited for the said tender.
- (ii) That in the event we withdraw / Modify our bid during the period of validity or I / We fail to execute formal contract agreement within the given timeline or I / We fail to submit a Performance Security within the given timeline or I / We commit any breach of Tender Conditions / Contract which attract penal action of forfeiture of EMD and I / We will be suspended from being eligible for bidding / award of all future contract(s) of the All India Council for Technical Education (AICTE) for a period of one year from the date of committing such breach.

(Signature of Authorized Signatory)

Name : _____

Date: _____