

REQUEST FOR PROPOSAL (RFP)

FOR

Production of Videos

RFP No: N-22012/13/2021-NeGD

Dated: 29th September 2021

National e-Governance Division (NeGD)

4th Floor, Electronics Niketan, 6 CGO Complex

Lodhi Road, New Delhi-110003

FACT SHEET

1	The method of selection is: QCBS (Weight of 80 for Technical and 20 for Financial)
2	Earnest Money Deposit (EMD)- Bidders need to submit "Bid Security Declaration"
3	Procurement is for Hiring Services of an Agency for Production of campaign videos based on key Initiatives undertaken for Digital India by MeitY
4	Language of Proposal: English
5	NeGD/MeitY will decide upon further increase or decrease of the Scope of Work subject to the terms & conditions of the agreement
6	Taxes: As applicable
7	Bid Submission through Online mode only at Central Public Procurement Portal (CPP Portal- https://eprocure.gov.in/eprocure/app)
8	Proposals will remain valid for at least for 180 days after the last date of submission of bid
9	Bidders must submit proposals as per formats specified in this RFP (Online Mode Only) at the specified portal only
10	Proposals must be submitted no later than the following date and time: October 6, 2021 by 1500 Hours
11	The tender document can be downloaded from https://negd.gov.in/ ; https://www.digitalindia.gov.in/ ; https://www.meity.gov.in/ ; www.dic.gov.in ; https://eprocure.gov.in/eprocure/app

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1 Purpose

The purpose of this RFP is to solicit proposal to **select and hire services of an agency** for production of a series of campaign videos on key initiatives under Digital India and various activities/campaigns regarding the ongoing Azadi ka Amrit Mahotsav celebrations of MeitY.

- The selected Bidder will be required to produce a series of short campaign videos on key initiatives under the Ministry of Electronics and Information Technology (MeitY) impacting citizens and various activities/campaigns under the ongoing Azadi ka Amrit Mahotsav celebrations of MeitY.
- NeGD expressly stipulates that selection of Bidder under this document is on the understanding that this RFP document contains only the principal provisions for the entire assignment and that any other services which may be required in connection with the successful implementation of the assignment shall be deemed to be a part of the assignment. The selected Bidder shall be required to undertake to perform all such tasks, render requisite services as may be required for the successful completion of the entire assignment at no additional cost to NeGD/MeitY.

2 Important Dates

Sr.	Particular	Details
1.	Issuance of RFP	29 th September 2021
2.	Submission of pre-bid written queries (e-mail only) <anuj@digitalindia.gov.in>	30 th September by 1700 Hrs, 2021
3.	Pre-Bid Conference (Online) – The meeting link will be published at www.negd.gov.in	1 st October, 2021
4.	Publication of pre-bid clarifications and issue of Corrigendum/Addendum (if any)	4 th October 2021
5.	Last date and time for RFP Submission	7 th October 1600 Hrs
6.	Date and time for opening of Eligibility Criteria envelopes - The meeting link will be published at www.negd.gov.in	8 th October 1600 Hrs
7.	Date and time for opening of Technical bids (preferably online)	8 th October, 2021 at 1600 Hours The meeting link will shared with shortlisted Bidders
8.	Date and time for Technical Presentation (preferably online)	11 th October, 2021 The meeting link will shared with shortlisted Bidders
9.	Date and time for opening of Financial bids (preferably online)	12 th October, 2021 The meeting link will shared with the

Note: In case of any holiday falling on any of the above dates, the next working day to the holiday will be the effective date for the particular.

3 Background (Digital India + Key MeitY Initiatives)

Digital India programme is a flagship programme of Government of India with a vision to transform India into a digitally empowered society and knowledge economy. The Digital India programme weaves together various government schemes, many of which cut across all the Central Ministries/ Departments. The programme is to be implemented by the entire government both at Central and State/UT levels and coordinated by Ministry of Electronics and Information Technology (MeitY; www.meity.gov.in).

Hired Agency is required to publicize the key initiatives taken by Ministry of Electronics and Information Technology (MeitY) in the last few years which relate to citizens and create an impact and various activities/campaigns under the ongoing Azadi ka Amrit Mahotsav celebrations of MeitY. To know more about Digital India and MeitY initiatives, please visit digitalindia.gov.in, meity.gov.in, negd.gov.in, dic.gov.in.

4 Scope of Work

The selected Bidder(s) will provide services for timely production of a series of campaign videos based on key initiatives of MeitY that impact citizens and various activities/campaigns under the ongoing Azadi ka Amrit Mahotsav (AKAM) celebrations of MeitY.

Scope of Work will include (but not limited to these):

- Preparation of concept note and script which would be submitted to NeGD for approval and the start with the film making
- Highlighting Role of MeitY in promoting these key initiatives for Digital India and activities for AKAM
- The videos shall contain impactful success stories of citizens
- Interviews/Bytes of key dignitaries, Industrial Association leaders, Citizens etc
- Production:
 - Produce films in HD format
 - Shooting as required
 - Inclusion of still photograph in Videos
 - Maintaining raw records of all activities
 - Clubbing the raw still pictures and videos for making Audio-Visuals
 - Editing in script/video as per requirement
 - Utilization of Voice Over Artists
 - Voice over shall be in English, Hindi and regional languages.
 - Pre & Post Production work as required
 - Language Translation in regional languages as required
 - Subtitles, Graphics, Music, to be used as required
 - Testimonials from actual beneficiaries to be utilised

5 Duration of the Contract

- The selected Bidder(s) will be required to give their services for 180 days which are extendable by another block of 180 days, based on the performance and mutual agreement between NeGD/MeitY and the selected agency
- Based on the performance and mutual agreement between the parties, the agency may be asked to work on similar projects at same cost.

6 Deliverables & Timeline for Production of Videos

Level	Deliverables	Timeline
I	Requisition for production of videos by NeGD	
II	Submission of Concept and Story Board	Within 3 working days from requisition
III	Submission of Draft Scripts	Within 3 working days from level II
IV	Submission of Rough Cuts for Review	Within 5 working days from level III
V	Submission of Final Masters post correction	Within 3 working days from level IV

7 Eligibility Criteria

Sr	Item	Criteria	Documents to be submitted
i	Legal Entity	The RFE can be responded to only by registered business entities in India with at least three years experience with similar work and have their registered Head office/branch office in Delhi/NCR	Copy of Certificate of Registration/ Documents + Declaration by Authorized Representative for Head/Branch Office Address
ii	Tax Registration	The Bidder must be registered under Income Tax, PAN, GST and/or any other statutory authority required for this purpose	Copy of PAN, GST or/and details of other statutory authority
iii	Financial Standing	The Bidder should have average annual turnover of minimum Rs. 10 Lakh for the last three financial years (2018-19 & 2019-20 & 2020-21)	Copy of balance sheet with Certificate from Statutory Auditor citing the revenue/ turnover from similar business for last 3 Financial Years (FY 2018-19; FY 2019-20 & FY 2020-21). <i>In case, the financial accounts of year 2020-21 are not audited, then bidder must declare that & submit the provisional statements signed by Statutory Auditor/CA..</i> [Please see the Certificate format at Form 5 in Annexure I]
iv	Project Experience	Must have completed projects of similar nature of production of videos for Government Key Initiatives and Schemes, Policies, Projects/Services in the last 3 financial years (2018-19 & 2019-20 & 2020-21)	Copy of Work Order AND, Completion Certificates from the

Sr	Item	Criteria	Documents to be submitted
		<ul style="list-style-type: none"> Minimum 3 videos on Government Projects/Schemes/Services/Rules/ Programmes/Initiatives 	Client OR, Certificate of Completion (Certified by the Statutory Auditor) <i>[Please see the Project Experience format at Annexure I, Form 4)</i>
V	Manpower Strength (Team Composition)	CVs of Creative Expert, Script Writer, Cinematographer, Video Editor with minimum experience of 10 years (Graduate and Above)	CV as per Annexure I Form 6 for each resource indicated
vi	Debarment	The bidder must not have been blacklisted/ debarred/ suspended/ banned by any Ministry/ Department of State or Central Governments/ PSUs in last 3 years.	Self- certified letter attested by the authorized signatory <i>[Please see the Certificate format at Form 7 in Annexure I)</i>

7.1 Sub-Contracting

Not allowed.

8 Instructions to the Bidders

8.1 General

- a. A Bidder must submit only one proposal. If a Bidder submits or participates in more than one proposal, such proposals shall be disqualified.
- b. No commitment of any kind, contractual or otherwise shall exist unless and until a formal written contract has been executed by NeGD. NeGD may cancel this public procurement at any time prior to a formal written contract being executed.

8.2 Completeness of Response

- a. Bidders are advised to study all instructions, forms, requirements, appendices and other information in this RFP document carefully. Submission of the bid shall be deemed to have been done after careful study and examination of the RFP document with full understanding of its implications.
- b. Failure to comply with the requirements of this RFP may render the proposals submitted by Bidders as non-compliant and the Proposals may be rejected. Bidders must:
 - i. Comply with all requirements as set out within this RFP.
 - ii. Submit the forms as specified in this RFP and respond to each element in the order as set out in this RFP
 - iii. Include all the supporting documentations specified in this RFP.

8.3 Pre-Bid Clarifications

8.3.1 Bidders Queries

- a. The Bidders will have to ensure that their queries are submitted prior to the Pre-Bid meeting.
- b. It may kindly be noted that no bid-query will be received through phone call. All queries must be submitted in writing through e-mail only at the specified e-mail ID (anuj@digitalindia.gov.in).
- c. All the queries should necessarily be submitted in the following format in Excel:

Sr. No.	RFP Document Reference(s)			Query by bidder
	Page No.	Section No.	Section Name	
1.				

- d. Bidders must adhere to the above template while submitting their queries.
- e. Any requests for clarifications post the indicated date/time may not be entertained.
- f. Designated e-mail ID for submission of queries: email: anuj@digitalindia.gov.in

8.3.2 Clarification to Pre-Bid Queries/Issue of Corrigendum

- a. Clarification to the queries received will be published at the advertisement platforms (CPP, NeGD and MeitY Websites) as per the timeline specified. However, NeGD makes no representation or warranty as to the completeness or accuracy of any response made in good faith, nor does NeGD undertake to answer all the queries that have been posed by the bidders.
- b. At any time prior to the last date for receipt of bids, NeGD may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective Bidder, modify the RFP Document by a Corrigendum/Addendum.
- c. After the pre-bid conference/meeting, the Corrigendum/Addendum (if any) & clarifications will be published at the advertisement platforms as per the timeline specified. No individual communication will be made to the queries.
- d. Any corrigendum(s)/addendum(s) published/issued shall be deemed to be incorporated into this RFP.
- e. In order to give prospective Bidders reasonable time to take the corrigendum/addendum into account in preparing their bids, NeGD may, at its discretion, extend the last date for the submission of Proposals.

8.4 Key Requirements of the Bid

8.4.1 Right to Terminate the Process

- a. NeGD may terminate the RFP process at any time and without assigning any reason. NeGD makes no commitments, express or implied, that this process will result in a business transaction with anyone.
- b. This RFP does not constitute an offer by NeGD. The bidder's participation in this process may result in NeGD selecting the bidder to engage towards execution of the contract.

8.5 Publication/Announcement of RFP Document

- a. RFP document will be published on the following websites:

<https://negd.gov.in/> ; <https://www.digitalindia.gov.in/> ; <https://www.meity.gov.in/> ;
<https://eprocure.gov.in/eprocure/app> ; www.dic.gov.in

8.6 Earnest Money Deposit (EMD) -Bid Security

- a. All the Bidders shall submit “**Bid Security Declaration**” as EMD -refer Format at **Form 3 in Annexure I**.
- b. Bids submitted without the “**Bid Security Declaration**”, or any other format will be liable for rejection without providing any opportunity to the bidder concerned.
- c. **Bid Security Declaration** must remain valid for at least 45 days beyond the final bid validity period and the validity of the **Bid Security Declaration** should be extended in the event the last date of bid validity is extended.
- d. **Bid Security Declaration** of all unsuccessful bidders would go void from the final selection processes completed. The **Bid Security Declaration** of selected bidder(s) would be void upon submission of Performance Bank Guarantee (PBG).
- e. The Bidder(s) may be penalized with suspension for participation in future for a period of up to one year, if:
 - o Bidder withdraws the proposal or increases the quoted prices after opening of the Proposal and during the period of Bid validity or its extended period, if any.
 - o In case of a successful Bidder, if the Bidder fails to sign the contract in accordance with the terms and conditions (including timelines for execution of the Agreement) of this RFP or fails to furnish the Performance Bank Guarantee in accordance with the terms and conditions (including timelines for furnishing PBG) of this RFP.
 - o If the bidder is found indulging in any corrupt, fraudulent or other malpractice in respect of the bid;
 - o If there is a discrepancy between words and figures quoted by the bidder and the bidder does not accept that, the amount in words that would prevail over amount in figures.

8.7 Submission of Proposals

- a. A three staged bid system will be followed for this RFP with QCBS system i.e. **Quality Cost-Based Selection**. The three bids to be submitted by bidders on CPPP are :-

A. Eligibility Bid (Form 1 to 7 at Annexure I) and,

- Form 1: Checklist for Submission of Response to RFP
- Form 2: Declaration (on the letterhead)
- Form 3: Bid Security Declaration
- Form 4: Eligibility Details
- Form 5: Certificate for Average Annual Turnover
- Form 6: CVs of Professionals
- Form 7: Declaration for Non-Debarment & non-blacklisting

B. Technical Bid (Form 8 to 9 at Annexure II) and

- Form 8: Cover Letter of Proposal
- Form 9: Technical Proposal Details

C. Financial Bid (Form 10 to 11 at Annexure III)

- Form 10: Cover Letter
 - Form 11: Financial Proposal (To be submitted in excel format)
- b. Please note that prices/rate should not be indicated anywhere other than Financial Proposal. If found anywhere before opening of Financial Bid, agency’s proposal shall be rejected.
 - c. All the pages of the proposal must be sequentially numbered and must contain the list of contents with page numbers. Any deficiency in the documentation may result in the rejection of the Bid.
 - d. The original proposal/bid shall be prepared in indelible ink. It shall contain no interlineations or overwriting. Each of the pages must be signed by Authorized Signatory.
 - e. The bids are to be submitted electronically on CPPP on or before the last date of proposal submission. Bids received in any other form will not be accepted and may lead to rejection of the bid.
 - f. The bid response of the Bidder is to be submitted and uploaded on CPP Portal against this RFP.
 - g. This RFP process will be administered through the CPP portal. The bidders are required to submit their bids electronically on the CPP Portal, using valid Digital Signature Certificates (DSC) of the officer duly authorized to submit the bid. The bidders are required to enroll on the e-procurement module of the CPP portal. Enrolment on the CPP portal is free of charge. Detailed instructions, FAQs, call center number details are mentioned on CPPP (please visit- <https://eprocure.gov.in/cppp/>). For understanding, bidders are thus advised to go through such instructions (as published on CPPP) and take necessary assistance through the CPPP call center (if required) in order to properly submit their bids on time.
 - h. The Bidder should take into account any Corrigendum/Addendum to this RFP document that may have been published before submitting their Proposal.
 - i. The Proposal is to be submitted in four covers as mentioned below-

	Bid covers	Bid submission
1.	EMD (Bid Security Declaration)	To be uploaded on the portal
2.	Eligibility bid	To be uploaded on the portal
3.	Technical bid	To be uploaded on the portal
4.	Financial bid	To be uploaded on the portal

- j. The contents of the bids should be as under-

	Document Name	Contents
1.	EMD (Bid Security Declaration)	Scan copy of Bid Security Declaration- refer Format at Form 3 in Annexure I
2.	Eligibility bid	Eligibility Proposal as per Section 7 and Forms 1-7 specified in Annexure I.
3.	Technical bid	Technical Proposal as per Forms 8 & 9 specified at Annexure II

4.	Financial bid	Financial Proposal as per the required format i.e. Forms specified at Annexure III
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- k. The response to eligibility bid, technical bid and financial bid (as mentioned in the previous paragraph) should be placed in separate folders on the CPP as per the instructions.
- l. Please note that prices must not be indicated in the eligibility bid and technical bid and must only be indicated in the financial bid. In case any bidder submits prices or any other financial information in its eligibility bid and/or technical bid then the bids of such bidders will be summarily rejected by NeGD.
- m. The Eligibility Bid (**Forms at Annexure I**), technical bid (**Forms at Annexure II**) and Financial bid (**Forms at Annexure III**) should be complete documents and should be in separate single PDF documents. All the pages of the bids must be sequentially numbered and must contain the list of contents with page numbers. Bidders are required to submit all details as per the formats given in the RFP document only. Any deficiency in documentation may result in the rejection of the bid at the sole discretion of NeGD.
- n. Original 'Bid Security Declaration' is required to be submitted manually at NeGD's office in a sealed cover and a scan copy of 'Bid Security Declaration' needs to be uploaded on CPPP by the bidders. While submitting the original 'Bid Security Declaration', the 'Bid Security Declaration' should be placed in a sealed cover and EMD envelope should be super scribed as "‘Bid Security Declaration’ FOR RFP No. <.....> DATED <....>"- along with bidders name mentioned on the cover. Original 'Bid Security Declaration' must be submitted on or before the last date of submission at the following address-

Director (A&C),
National e-Governance Division (NeGD)
4th Floor, Electronics Niketan, MeitY, 6 CGO Complex, New Delhi
Phone :+91-11-24303700
- o. The Bidders are requested to go through the each Section and Annexure(s) of the RFP document carefully to understand the documents required to be submitted and the process to be followed as a part of the Proposal. Any deviations may lead to rejection of the Proposal.
- p. The Bidder should try to submit the proposal well before the last date and hence to avoid any inconvenience at the last moment. The Bidder will not be allowed to submit the Proposal after the Bid submission time.
- q. Each document submitted by the bidder's proposal must be duly signed by the authorized signatory.

8.7.1 Proposal Preparation Costs

The bidder shall be responsible for all costs incurred in connection with participation in the RFP process, including, but not limited to, costs incurred in conduct of informative and other diligence activities, participation in meetings/discussions/presentations, preparation of proposal, in providing any additional information required by NeGD to facilitate the evaluation process, and in negotiating a definitive contract or all such activities related to the bid process.

NeGD will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.

8.8 Language

The tender should be filled by the bidder in English language only. If any supporting documents submitted are in any language other than English, translation of the same in English language is to be duly attested by the Bidders. For purposes of interpretation of the tender, the English translation shall govern.

8.9 Late Bids

- a. All Bidders are required to submit their bids (complete in all respects) within the time and date as per specifications given in the RFP. The Bids received after the due date and the specified time (including the extended period if any) for any reason whatsoever, shall not be entertained. The Bids submitted by telex/telegram/fax/e-mail/manually etc., shall not be considered. NeGD shall not be responsible for any delay or non-receipt/non-delivery of the documents. No further correspondence on the subjects will be entertained. NeGD reserves the right to modify and amend any of the above-stipulated condition/criteria depending upon project priorities vis-à-vis urgent commitments.
- b. Given that the bid submission has to be made electronically on CPPP, it is advised that the Bidder takes all necessary precaution for the same, including submitting the Bid well in advance to avoid any last-minute hassles. NeGD shall not entertain any bids which could not be submitted properly for whatsoever reasons within the requisite timelines.
- c. NeGD may, in exceptional circumstances and at its discretion, extend the deadline for submission of proposals by issuing an addendum/corrigendum (on the CPPP). In such case, all rights and obligations of NeGD and the bidders previously subject to the original deadline will thereafter be subject to the deadline as extended.

8.10 Bid Evaluation

- a. The submitted Bids will be opened as per timelines. An Officer authorized by NeGD, in the presence of such Bidders or their representatives may be present at the time of opening bids. **Keeping in view the Covid restriction, virtual meeting may be conducted for the purpose. If so, a meeting link will be posted at the Tender Section of NeGD Website (www.negd.gov.in) and CPP Portal (<https://eprocure.gov.in/eprocure/app>).**
- b. There will be Four bid-opening events
 - a. Bid Security Declaration (EMD)
 - b. Eligibility Proposal opening
 - c. Technical Proposal opening
 - d. Financial Proposal opening
- c. NeGD will constitute an Evaluation Committee to evaluate the bids/proposals of the Bidders.
- d. The Tender Evaluation Committee constituted by the NeGD shall evaluate the responses to the RFP and all supporting documents/ documentary evidence. Any Bidder's inability to submit requisite supporting documents/ documentary evidence, may lead to rejection.
- e. The decision of the Tender Evaluation Committee in the evaluation of responses to the RFP shall be final. No correspondence will be entertained outside the process of evaluation with the Committee.
- f. The Tender Evaluation Committee may ask for meetings with the Bidders to seek clarifications on their proposals.

- g. The Tender Evaluation Committee reserves the right to reject any or all proposals on the basis of any deviations.
- h. Each of the responses shall be evaluated as per the criteria and requirements specified in this RFP.
- i. The Technical Proposals of only those bidders will be opened who clear the Eligibility stage and the Financial proposals of only those bidders who qualify in the technical evaluation, shall be opened.
- j. NeGD will examine the Proposals to determine whether they are complete, whether the documents have been properly signed and the proposals are generally in order. Any proposals found to be non-responsive for any reason or not meeting any criteria specified in this RFP, will be rejected by NeGD and shall not be included for further consideration.
- k. Initial proposal scrutiny will be held, and the proposals will be treated as non-responsive, if they are:
 - a. Not submitted in the format as specified in this RFP document;
 - b. Found with suppression of details;
 - c. Submitted with incomplete information;
 - d. Submitted without the documents required under this RFP;
 - e. Non-compliant to any of the clauses mentioned in this RFP;
 - f. Lesser validity period than that prescribed in this RFP;
 - g. If it is submitted with conditional and partial offers.

8.11 Tender Validity

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

9 Evaluation Criteria

- a. NeGD shall evaluate the responses of the bidders to this RFP and scrutinize the supporting documents/documentary evidence as per standard formats (Annexure I, II & III). Inability to submit the requisite supporting documents / documentary evidence by the bidders, may lead to rejection.
- b. The decision of NeGD in the evaluation of proposals shall be final. No correspondence will be entertained outside the process of evaluation with NeGD. NeGD may ask for meetings with the Bidders or may issue in writing/email to seek clarifications or conformations on their proposals.
- c. During the Proposal Evaluation, NeGD reserves the right to reject any or all the proposals. Each of the Proposals shall be evaluated as per the criteria and requirements specified in this RFP. The Evaluation Committee (EC) constituted by the NeGD shall evaluate the responses to the RFP and all supporting documents & documentary evidence as mentioned in this section of the RFP.
- d. NeGD reserves the right to check/ validate the authenticity of the information provided in the Eligibility, Technical Evaluation criteria and Financial Evaluation and the requisite support must be provided by the Bidder

9.1 Evaluation based Eligibility

First the Eligibility Proposal Documents will be reviewed/evaluated and only those bidders who qualify the minimum requirements (**Refer Section 7- Eligibility**) specified in the RFP, will be eligible for technical evaluation. Technical Proposal and Financial

Proposal of Bidders who do not meet the Eligibility criteria will not be opened. **All the supporting documents/documentary evidence must be attached as per specifications done in Eligibility criteria i.e. Section 7 and Form 1 to Form 7 given in Annexure-I.**

9.2 Technical Evaluation Criteria

- a. The technical proposal (**Refer Forms 8 & Form 9 given at Annexure II**) of Bidders qualified from eligibility evaluation will be opened for technical evaluation. The technical score of all the bidders would be calculated as per the criteria mentioned below. All the bidders who achieve at least **70 marks** in the technical evaluation would be eligible for the next stage, i.e. Financial Bid opening.
- b. Each of the Technical Bids shall be evaluated on a score of hundred (100) points. Evaluation Scores shall be assigned to each Bid on the basis of the Technical Proposal details and evidences submitted (**Refer Forms 8 & Form 9 given at Annexure II**).
- c. While the Bidder will be evaluated on the technical evaluation criteria mentioned below, **ALL THE DOCUMENTS/FORMS SPECIFIED IN THE RFP (TECHNICAL PROPOSAL FORMAT (Form 8 & Form 9 in ANNEXURE II) ARE ALSO REQUIRED TO BE MANDATORILY SUBMITTED)** and non-submission may lead to rejection of the Proposal. The Bidder's Technical Proposal will be evaluated as per the evaluation criteria mentioned in the following table:

	Criteria	Max Score	Scoring method
i	Financial Standing - Average turnover in the last three financial years Financial Year (2018-19 & 2019-20 & 2020-21) Refer: Section 7- Eligibility criteria and Form 5 in Annexure I.	10	Less than Rs. 10 Lakh- Not Eligible (0 Marks) Rs. 10- 15 Lakh- 4 Marks Rs. 15.01- 20 Lakh- 7 Marks Rs. 20.01 Lakh and above- 10 Marks
ii	Project Experience with Government: Assignments (i.e. Videos) completed of similar nature in the last 3 financial years (with Government department/ Ministry/ State Government/PSU (Financial Year 2018-19 & 2019-20 & 2020-21) *Video Product of the Assignments to be presented during the Technical presentation	20	Less Than 3 Assignments (Videos)- not Eligible 3 Video Assignments– 5 marks 4 Video Assignments– 8 marks 5 Video Assignments– 10 Marks For every additional video– 2 Marks

	Refer: Technical Bid Annexure II Form 9.		
iii	Resource Experience Ref: Section 7- Eligibility criteria and Form 6 in Annexure I.	25	<ul style="list-style-type: none"> • Creative Expert- 10 Marks (Qualification- 4 Marks + Experience- 6 Marks) • Script Writer- 5 Marks (Qualification- 2 Marks + Experience- 3 Marks) • Cinematographer- 5 Marks (Qualification- 2 Marks + Experience- 3 Marks) • Video Editor- 5 marks (Qualification- 2 Marks + Experience- 3 Marks)
iv	Experience of Managing key Goal Theme Based Campaigns Technical Bid; Refer: Annexure II; Form 9	15	<ul style="list-style-type: none"> • 1 Campaign- 5 Marks • 2 Campaigns- 15 Marks
iv	Technical Presentation: Concept Note, Story Board, Script, Understanding of subject matter	30	Based on presentation
Total		100	Each bidder will have to secure minimum of 70 marks for financial round

Note: If any of the criteria information is not deducible from the submitted documents, marks will not be award in those criteria, though Tender Evaluation Committee can ask for clarifications on their own discretion.

9.3 Evaluation of Financial Bid

- a. Bidders securing at least **70 Marks** in technical evaluation will be eligible to participate in financial bid opening process. The Financial Bids (**i.e. Form 11 in Annexure III**) of the technically qualified bidders will be opened on the prescribed date in the presence of representatives of bidders.
 - In Form 11 given at Annexure III, the Bidders are required to quote their rate of production of **2 Minute videos**. Rates for videos exceeding the duration of 2 minutes will be calculated on pro-rata basis.
 - The cost quoted by bidders are required to be all inclusive as per the Scope of Work except taxes
- b. After opening of financials bids of eligible bidders, the financial scoring will be done. As mentioned earlier, the weightage of 80 for technical and weightage of 20 will be given to financial score under the evaluation.

- c. The lowest financial quoted rate will receive highest marks i.e. 100. Scoring to other higher quoted rate will be assigned using formula indicated below:

$$\text{Financial Score} = \text{Lowest Quoted Rate} / \text{Rate Quoted by the Bidder} \times 100$$

- d. After weighted scoring of both technical and financial bids, they will be combined together and ranked. Highest scorer will secure Rank 1, then Rank 2 and so on.
- e. The Bidder with Rank One based on QCBS system will be selected using weightage of 80:20 for Technical and Financial respectively.
- f. An illustration of calculation is as under:

A	B	C	D	E	F	G	H	I
Sr.	Name of the bidder	Technical Score secured	Weighted Technical Score (Col. C*0.80)	Actual Financial Rate/Quote (%)	Financial Score (Lowest Rate/Quoted Rate)* 100	Financial Score Weighted (Col. F*0.20)	Total score (Col. D+ Col. G)	Rank
1							Highest score	1
2								
n.								

- g. If a Bidder quotes NIL charges / consideration, the bid shall be treated as unresponsive and will not be considered.
- h. Abnormally low financial bids will be handled as per the guidelines issued by the Ministry of Finance, Government of India (<https://doe.gov.in/sites/default/files/Predatory%20pricing%20-%20Abnormally%20Low%20Bids.pdf>) and for predatory pricing and abnormally low bids evaluations. And, any conditional bid would be rejected.
- i. Errors & Rectification: If there is a discrepancy between Words and Figures, the **Figure indicated in Words will prevail**".

10 Appointment of Selected Bidder(s)

10.1 Award Criteria

- NeGD will award the Contract to the Best Value Bidder i.e. Rank 1, finalized as per the financial bidding process mentioned above.

10.2 Right to Accept/Reject Any or All Proposal(s)

NeGD reserves the right to accept or reject any proposal, and to annul the tendering process / Public procurement process and reject all proposals at any time prior to award of contract, without thereby incurring any liability to the affected bidder or bidders or any obligation to inform the affected bidder or bidders of the grounds for NeGD action.

10.3 Notification of Award

Prior to the expiration of the validity period, NeGD will notify the successful bidder in writing or through email, that its proposal has been accepted. The notification of award will constitute the formation of the contract. **Upon the successful bidders' furnishing of Performance Bank Guarantee (PBG) of Rs. 50,000 (Rupees Fifty Thousand Only).**

10.4 Contract Finalization and Award

- a. The NeGD shall reserve the right to negotiate with the bidder(s) whose proposal has been ranked best value bid on the basis of Technical and Financial Evaluation to the proposed Project.
- b. After the NeGD notifies the successful bidder that its proposal has been accepted, NeGD shall enter into a contract, incorporating all clauses, pre-bid clarifications and the proposal of the bidder(s) between NeGD and the successful bidder(s).

10.5 Failure to agree with the Terms and Conditions of the RFP

Failure of the successful bidder(s) to agree with the Terms & Conditions of the RFP shall constitute sufficient grounds for the annulment of the award, in which event NeGD may award the contract to the next best value bidder or call for new proposals from the interested bidders at its own discretion.

In such a case, NeGD shall penalize the most responsive Bidder in the form of suspension for participation in future for a period of up to two years.

11 Service Level Agreements (SLAs) and Penalty

	Deliverable (s)	Service level agreement (SLA)	Penalty
i.	Submission of Concept and Story Board	Within 3 working days from requisition	Rs. 3000 for delay of each working day
ii.	Submission of Draft Script	Within 3 days of requisition	Rs. 3000 for delay of each working day
ii.	Submission of Rough Cut	Within 5 Days of requisition	Rs. 3000 for delay of each working day
iii.	Submission of Final Video	Within 3 Days of requisition	Rs. 3000 for delay of each working day

- i. The maximum SLA based penalties that can be levied under the contract shall be 15 percent of the service charge claimed by the contracting Bidder(s) on monthly invoice.

12 Confidentiality

1. The selected Bidder(s) shall keep confidential all the details and information with regard to the assignment, individual information of resources including documents, employee records, systems, facilities, operations, management and maintenance of the systems/facilities.

2. NeGD or its nominated agencies shall retain all rights to prevent, stop and if required take necessary punitive action against the selected Bidder regarding any forbidden disclosure.
3. 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 selected Bidder;
 - (c) Information which has been 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.
4. Any handover of confidential information needs to be maintained in a list, both by NeGD & selected Bidder(s), containing at the very minimum, the name of provider, recipient, date of generation of the data, date of handing over of data, mode of information, purpose and signatures of both parties.
5. Notwithstanding anything to the contrary mentioned hereinabove, selected Bidder(s) shall have the right to share the work order provided to it by NeGD in relation to this Agreement, with its prospective purchasers solely for the purpose of and with the intent to evidence and support its work experience under this Agreement.

13 Forfeiture of Performance Bank Guarantee

Forfeiture of Security Deposit: Security amount in full or part may be forfeited in the following cases:

- a. When the terms and conditions of contract is breached/infringed.
- b. When contract is being terminated due to non-performance of the Successful Bidder.
- c. Notice of reasonable time will be given in case of forfeiture of security deposit. The decision of the NeGD/MeitY in this regard shall be final.

14 Terms of Payment

All the payments shall be in Indian Rupees (INR). The detailed payment terms are given below:

Milestones	Release of payments
Acceptance of AV Film/Video(s)	100 percent of the total fee

- i. The contracting Bidder(s) shall submit the invoice(s) for each task completed to the satisfaction of NeGD/MeitY.
- ii. After acceptance of the invoice along with the supporting documents, the invoice would be processed for release of payment within 30 working days after due verification of the invoice & other supporting documents.
- iii. The Tax Deduction at Source (TDS) shall be made as per the provisions of Income Tax/GST Acts and Rules, as amended from time to time and a certificate to this effect shall be provided to the selected Bidder(s).

- iv. No Payment shall be made in advance to either the selected Bidder or any loan from any bank or financial institution will be recommended on the basis of work award.

15 Termination of the Contract

- i. NeGD, by written notice sent to the Successful Bidder may terminate the Contract, in whole or in part, at any time of its convenience. The notice of termination shall specify that termination is for NeGD convenience, the extent to which performance of the Successful Bidder under the Contract is terminated, and the date upon which such termination becomes effective. However, any undisputed payment to the invoices of the task accomplished by successful bidder would be paid by NeGD.
- ii. If the Bidder fails to produce videos for three times consecutively, the Work Order/Contract will be cancelled.
- iii. If the bidder delays the production of video for more than 7 days at three occasions consecutively, then the Work Order/Contract will be cancelled.

16 Dispute Resolution

- i. If a dispute arises in relation to the conduct of this Contract (Dispute), parties must comply with this clause before starting arbitration or court proceedings (except proceedings for urgent interlocutory relief). A party claiming a Dispute has arisen must give the other parties to the Dispute notice setting out details of the Dispute
- ii. During the 14 days after a notice is given (or longer period if the parties to the Dispute agree in writing), each party to the Dispute must use its reasonable efforts through a meeting of Senior Executive (or their nominees) to resolve the Dispute. If the parties cannot resolve the Dispute within that period then any such dispute or difference whatsoever arising between the parties to this Contract out of or relating to the construction, meaning, scope, operation or effect of this Contract or the validity of the breach thereof shall be referred to as Arbitration Tribunal comprising of three arbitrators, wherein each party shall appoint one arbitrator, and the two such appointed arbitrators shall appoint the third arbitrator who shall act as the presiding arbitrator to decide dispute between the Parties. If the parties cannot agree on the appointment of the arbitrator within a period of one month from the notification by one party to the other of existence of such dispute, then the Arbitrator shall be appointed by the High Court of the jurisdiction at New Delhi, Delhi. The provisions of the Arbitration and Conciliation Act, 1996 will be applicable and the award made there under shall be final and binding upon the parties hereto, subject to legal remedies available under the law. Such differences shall be deemed to be a submission to arbitration under the Indian Arbitration and Conciliation Act, 1996, or of any modifications, Rules or re-enactments thereof. Arbitration Proceedings shall be conducted in English. The Arbitration proceedings, its seat and venue will be held at the jurisdiction at New Delhi, Delhi. Any legal dispute will come under the sole and exclusive jurisdiction of courts at New Delhi, Delhi.

17 Force Majeure

17.1 Definition

- i. For the purposes of this Engagement, “Force Majeure” means an event which is beyond the reasonable control of a Party, is not foreseeable, is unavoidable and not brought about by or at the instance of the Party claiming to be affected by such events and which has caused the non-performance or delay in performance, and which makes a Party’s performance of its obligations hereunder impossible or so impractical as reasonably to

be considered impossible in the circumstances, and includes, but is not limited to, war, riots, civil disorder, earthquake, fire, explosion, storm, flood or other extreme adverse weather conditions, strikes, lockouts or other industrial action (except where such strikes, lockouts or other industrial action are within the power of the Party invoking Force Majeure to prevent), confiscation or any other action by Government agencies.

- ii. Force Majeure shall not include:
 - a. Any event which is caused by the negligence or intentional action of a Party or by or of such Party's agents or employees, nor
 - b. Any event which a diligent Party could reasonably have been expected both to take into account at the time of the conclusion of this Engagement, and avoid or overcome in the carrying out of its obligations hereunder.
- iii. Force Majeure shall not include insufficiency of funds or inability to make any payment required hereunder.

17.2 No Breach of Terms and Conditions

- i. The failure of a Party to fulfill any of its obligations stated as Terms and Conditions shall not be considered to be a breach of, or default under, this Engagement insofar as such inability arises from an event of Force Majeure, provided that the Party affected by such an event
 - a. has taken all reasonable precautions, due care and reasonable alternative measures in order to carry out the terms and conditions of this Engagement, and
 - b. has informed the other Party as soon as possible about the occurrence of such an event.

17.3 Measures to be taken

- i. A Party affected by an event of Force Majeure shall continue to perform its obligations under the specified Terms and Conditions as far as is reasonably practical, and shall take all reasonable measures to minimize the consequences of any event of Force Majeure.
- ii. A Party affected by an event of Force Majeure shall notify the other Party of such event as soon as possible, and in any case not later than fourteen (14) days following the occurrence of such event, providing evidence of the nature and cause of such event, and shall similarly give written notice of the restoration of normal conditions as soon as possible.
- iii. Any period within which a Party shall, pursuant to this Engagement, complete any action or task, shall be extended for a period equal to the time during which such Party was unable to perform such action as a result of Force Majeure.
- iv. During the period of their inability to perform the Services as a result of an event of Force Majeure, the Bidder, upon instructions by the "Purchaser", shall either:
 - a. Demobilize; or
 - b. Continue with the Services to the extent possible, in which case the Bidder shall continue to be paid proportionately and on pro-rata basis, under the terms and conditions of this Engagement.
- v. In the case of disagreement between the Parties as to the existence or extent of Force Majeure, the matter shall be settled according to Section 15–Dispute Resolution.

ANNEXURE I- Eligibility Bid (Form 1-7)

The bidders are expected to respond to the RFP using the forms given in this section for Financial Proposal.

Form 1: Checklist for Submission of Response to RFP

Form 2: Declaration (on the letterhead)

Form 3: Bid Security Declaration

Form 4: Eligibility Details

Form 5: Certificate for Average Annual Turnover

Form 6: CVs of Professionals

Form 7: Declaration for Non-Debarment & non-blacklisting

Form 1: Checklist for Submission of Response to RFP

Below table summarizes the list of mandatory documents to be submitted mandatorily with Eligibility

	Documents to be submitted	Yes/No	Ref. No.	Page
1	Bid Security Declaration (as per Form 3)	Yes/No		
2	Cover Letter (as per Form 2)	Yes/No		
3	Tender submitted in Three bids	Yes/No	-	
4	Details of the Bidder's Operations and Business (as per Form 4)			
5	Submitted documents in eligibility criteria			
	i. Copy of Certificate of Registration/ Incorporation	Yes/No		
	ii. Copy of PAN	Yes/No		
	iii. Copy of Tax Registration	Yes/No		
	iv. Certificate of average annual revenue/turnover (as per Form 5)	Yes/No		
	v. CVs of Professionals	Yes/No		
	vi. Self-certified letter attested by the authorized signatory for non-debarment (as per Form 6)	Yes/No		
6	Letter of authorization (supported by a written power-of-attorney)	Yes/No		
7	Bid signed and stamped by authorized signatory on all pages	Yes/No		
8	Project Experience details and documentary evidences (Refer Section 7 in the RFP and Form 4)	Yes/No		
9	Technical Proposal			
10	Financial Proposal			

Note: All documents including Annexures must be properly marked, signed and sealed and placed in the above mentioned order. We have not masked any document in the proposal document.

SIGNATURE -Authorized Signatory

Date:

Full name and designation and, contact details
(Seal of organization)

Form 2: Cover Letter & Declaration

(on the letterhead)

<Location, Date>

To:

Director (A&C),

National e-Governance Division (NeGD)

4th Floor, Electronics Niketan, Ministry of Electronics and Information Technology (MeitY),
6,CGO Complex, New Delhi

Phone :+91-11-24303700

Subject: Submission of the Technical bid for <provide name of the assignment>

Dear Sir/Madam,

The undersigned, offer to provide Services to the NeGD on <provide name of the assignment > with your Request for Proposal dated <insert date> and our Proposal. We are hereby submitting our Proposal, which includes this Technical bid and the Financial bid sealed in a separate envelope.

I 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.

I undertake, if our Proposal is accepted, to initiate the services related to the assignment not later than the date indicated in Fact Sheet.

I agree to abide by all the terms and conditions of the RFP document. We would hold the terms of our bid valid for at least for 180 days as stipulated in the RFP document.

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

I, (Name & Designation) solemnly affirm on behalf of my company/ firm that the facts stated above about my company/ firm are correct and nothing has been concealed. If any information submitted above, is found to be false or fabricated, my company/ firm may be debarred from bidding process. I permit NeGD to inspect our records to ascertain the above facts. I permit NeGD to cross check the above facts from any other source.

I or my authorized representative, if required by NeGD, would make a presentation before the duly constituted Committee at my own cost.

I will abide by the decision of NeGD regarding selection.

I have read & understood the RFP and agree to all the terms & conditions stated therein.

SIGNATURE -Authorized Signatory

Date:

Full name and designation and, contact details with address

(Seal of organization)

Form 3: Bid Security Declaration

To,

The Director (A&C),
National e-Governance Division,
4th Floor, Electronics Niketan, 6 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 NeGD (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 from submission date). 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:

Form 4: Eligibility Details

Sr	Information Sought	Details
1.	Name of the Bidder	
2.	Address of the Bidder	
3.	Legal status of the Bidder	Attached document as per <i>Section 7- Eligibility</i> for documentary evidences required
4.	Year of Establishment	
5.	Details of registration with appropriate authorities (e.g. PAN, GST etc)	PAN GST Attached document as per <i>Section 7- Eligibility</i> for documentary evidences required
6.	Details of Contact Person: Name, Address, e-Mail, Phone nos. Fax nos., Mobile Number	
7.	Address of Head Office with contact details (Phone, Fax, e-mail etc.)	
8.	Number of Regional Offices (Other than Head Office)	NUMBER:
a.	Complete Address with contact details (Phone, Fax, e-mail etc.) of each regional office	
9.	Average Turnover for the last three financial years with documentary evidences	Average Turnover: Attached document as per <i>Section 7- Eligibility</i> for documentary evidences required i.e. Form 5
10.	CVs of Professionals	CVs of Creative Expert, Script Writer, Cinematographer, Video Editor required as per <i>Section 7 Eligibility For</i> documentary evidences i.e. Form 6
11.	Certificate for No debarment/non blacklisting	Attached document as per

		Section 7 Eligibility for documentary evidences required i.e. Form 7
12	Bidders experience Provide list of the projects here and details about the project in format given below with specified documentary evidence as mentioned in the eligibility criteria section 7.	
	• Project 1: _____	
	• Project 2: _____	
	• Project n: _____	

Please provide the details about the Assignment/experience information as per format below with the documentary evidence as specified in Section 7 (Eligibility) of the RFP

	Information Sought	Bidder's Response
1.	Name of Bidder entity	
2.	Assignment Name	
3.	Name of Client	
4.	Is the Client a Government Entity?	Yes/No
5.	Client Contact Details (<i>Contact Name, Address, Telephone Number</i>)	
6.	Completion date (month/year)	
7.	No. of Professionals hired/placed under the Assignment	
8.	Narrative description of the project	
10.	Details of work that defines the scope relevant to the requirement	
11.	Documentary evidence as per Section 7	

SIGNATURE -Authorized Signatory

Date:

Full name and designation and, contact details with address
(Seal of organization)

Form 5: Certificate for Average Annual Turnover

(On Statutory Auditor's Letter Head)

We hereby certify that total average annual turnover of M/s_____ (name of the bidder) during the last three audited financial years is as given below:

	Annual turnover in INR			Average Annual Turnover
	FY 2018-19	FY 2019-20	FY 2020-21	
Total Turnover				
Turnover from similar business				

(Signature of Statutory Auditor)
Name of Statutory Auditor:
Name of Statutory Auditor Firm:
Contact Details (Number and e-mail ID)
Seal

Form 6: CVs of Professionals

Proposed Position for the Project	
Name of Resource:	
Date of Birth:	dd/mm/yyyy
Country of Citizenship/Residence	
Countries where the resource has worked	
Areas of expertise relevant to the RFP	
Overall experience (In Total Years)	
Experience in eGovernance (In Total Years)	
Experience as Creative Expert/Script Writer/Cinematographer/Video Editor (In Total Years) *Separate CVs for each professional required	

Education:

Degree Obtained	University/Institution	Year Obtained

Employment record relevant to the assignment: -

Period	Employing organization & resource title / position. Contact information for references	Country	Client Type (Government /PSU/Corporate)	Summary of activities performed relevant to the Assignment

Language Skills:

Languages:	Language	Speaking	Reading	Writing

Adequacy for the Assignment:

Detailed Tasks Assigned on Consultant's Team of Experts	Reference to Prior Work/Assignments that Best Illustrates Capability to Handle the Assigned Tasks
{List all deliverables/tasks in which the Expert will be involved)	<p>Note: Those CVs that do not provide the following critical information may be considered non relevant.</p> <ul style="list-style-type: none"> a. Experience in handling similar projects/assignment b. Working with State/Central government/PSUs on relevant projects e. Implementing relevant projects. <p>Name of Assignment: Year: Location: Client: Main project features: Position Held: Activities Performed:</p> <p>Name of Assignment: Year: Location: Client: Main project features: Position Held: Activities Performed:</p>

Resource contact information : (e-mail, phone)

Certification:

I the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications and my experience and I am available to undertake the assignment in case of an award. I understand that any misstatement or misrepresentation described herein may lead to my disqualification or dismissal by NeGD/MeitY.

Name of Resource:

Signature:

Date:

DD/MM/2021

Representative of the Bidder

Signature:

Date:

DD/MM/2021

Form 7: Declaration for Non-Debarment & non-blacklisting

(On the letter head of the bidder)

We hereby certify that we, M/s _____ (name of the bidder), having registered office at _____ (address of the registered office) have not been debarred or blacklisted by the Central Government, any State Government, a statutory authority or a public sector undertaking.

The certificate below is to be provided by the Bidder.

Yours Sincerely,

SIGNATURE -Authorized Signatory

Date:

Full name and designation and, contact details with address

(Seal of organization)

ANNEXURE II- Technical Bid Templates (Forms 8-9)

The bidders are expected to respond to the RFP using the forms given in this section and all documents supporting Technical Evaluation Criteria. The formats for these given in following sub-sections:

Form 8: Cover Letter of Proposal

Form 9: Technical Proposal Details

Form 8: Cover Letter of Proposal

<Location, Date>

To:

Director (A&C),
National e-Governance Division (NeGD)
4th Floor, Electronics Niketan, Ministry of Electronics and Information Technology (MeitY),
6 CGO Complex, New Delhi
Phone :+91-11-24303700

Subject: Submission of the Technical bid for <provide name of the assignment>

Dear Sir/Madam,

We, the undersigned, offer to provide Services to the NeGD on <provide name of the assignment > with your Request for Proposal dated <insert date> and our Proposal. We are hereby submitting our Proposal, which includes this Technical bid.

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 undertake, if our Proposal is accepted, to initiate the services related to the assignment not later than the date indicated in Fact Sheet.

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

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

Yours sincerely,

SIGNATURE -Authorized Signatory

Date:

Full name and designation and, contact details with address

(Seal of organization)

Form 9: Technical Proposal Details

1. **Understanding of the Requirement** (Not More than 2 pages)
2. **Concept Note for AV Production** (Not More than 3 pages)
3. **Script of Video** (Not More than 2 pages)
4. **Risks and Mitigation Measures** (Not more than 1 page)
5. **Bidders experience Format**—Please attach required documentary evidence as mentioned in the RFP for each of the assignment; In addition please provide details as per format below

- **List of Projects**

Sr	Name of Project	No. of Videos	Client Name
1			
2			
3			
4			
5			
6			

6. Experience of Managing key Gol Theme Based Campaigns

Sr	Name of Campaign	Client Name
1		
2		
3		
4		
5		
6		

- **Format for providing campaign details (Use same format separately for each campaign cited) –**

	Information Sought	Bidder’s Response
1.	Name of Bidder entity	
2.	Assignment Name	
3.	Name of Client	
4.	Is the Client a Government Entity?	Yes/No
5.	Client Contact Details (<i>Contact Name, Address, Telephone Number</i>)	
6.	Completion date (month/year)	
7.	No. of Professionals hired/placed under the Assignment	
8.	Narrative description of the campaign	
10.	Details of work that defines the scope relevant to the requirement	
11.	Documentary evidence as per Section 7	

The focus of the presentation should be to showcase understanding of the requirements, approach and methodology proposed, technical evaluation criteria. The technical presentation is not to be submitted along with the technical bid, bidder's will be notified separately for technical presentation.

ANNEXURE III-Financial Bid Templates (Form 10-11)

The bidders are expected to respond to the RFP using the forms given in this section for Financial Proposal.

Form 10: COVERING LETTER

Form 11: FINANCIAL PROPOSAL

Form 10: Covering Letter

(on letter head)
<Location, Date>

To:

Director (A&C),
National e-Governance Division (NeGD)
4th Floor, Electronics Niketan, Ministry of Electronics and Information Technology (MeitY),
6 CGO Complex, New Delhi
Phone :+91-11-24303700

Subject: Submission of the Financial bid for <provide name of the assignment>

Dear Sir/Madam,

We, the undersigned, offer to provide the services for <name of the assignment> in accordance with your Request for Proposal No..... dated <<Date>> and our Proposal (Technical and Financial Proposals). Our attached Financial Proposal is exclusive of Taxes.

Our Financial Proposal shall be binding upon us subject to the modifications resulting from Contract negotiations, up to expiration of the validity period of the Proposal, i.e., <<Date>>.

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

Yours sincerely,

SIGNATURE -Authorized Signatory

Date:

Full name and designation and, contact details with address

(Seal of organization)

Form 11: Financial Proposal

(On letter head)

Subject: Financial Bid for RFP No.....

The bidders are required to specify their rates for production of 2 Minute video.

Cost of 2 Minute Video	Rate in INR

** Cost will be all inclusive except taxes*

SIGNATURE -Authorized Signatory

Date:

Full name and designation and, contact details with address

(Seal of organization)

ANNEXURE IV: Performance Bank Guarantee (Upon final selection/empanelment)

<Name>

<Designation>

<Address> <Phone Nos.> <email id>

Whereas, <<name of the supplier and address>>(hereinafter called “the applicant/supplier”) has undertaken, in pursuance of contract no. <<insert contract no.>> dated. <<insert date>> to provide services for <<name of the assignment>> to <NeGD> (hereinafter called “the beneficiary”)

And whereas it has been stipulated by in the said contract that the applicant/supplier shall furnish you with a bank guarantee by a recognized bank for the sum specified therein as security for compliance with its obligations in accordance with the contract;

And whereas we, <<Name of the Bank>> a banking company incorporated and having its head /registered office at <<address of the registered office>> and having one of its office at <<address of the local office>>have agreed to give the supplier such a bank guarantee.

Now, therefore, we hereby affirm that we are guarantors and responsible to you, on behalf of the supplier, up to a total of **Rs. <<Insert Value>>(Rupees <<insert value in words>> only)** and we undertake to pay you, upon your first written demand declaring the supplier to be in default under the contract and without cavil or argument, any sum or sums within the limits of **Rs. <<Insert Value>>(Rupees <<insert value in words>> only)** as aforesaid, without your needing to prove or to show grounds or reasons for your demand or the sum specified therein.

We hereby waive the necessity of your demanding the said debt from the applicant/supplier before presenting us with the demand.

We further agree that no change or addition to or other modification of the terms of the contract to be performed there under or of any of the contract documents which may be made between you and the applicant/supplier shall in any way release us from any liability under this guarantee and we hereby waive notice of any such change, addition or modification.

This Guarantee shall be valid until <<Insert Date>>.

Notwithstanding anything contained herein:

- I. Our liability under this bank guarantee shall not exceed **Rs<<Insert Value>>(Rupees <<insert value in words>> only)**.
- II. This bank guarantee shall be valid up to <<insert expiry date>>.

It is condition of our liability for payment of the guaranteed amount or any part thereof arising under this bank guarantee that we receive a valid written claim or demand for payment under this bank guarantee on or before <<insert expiry date>> failing which our liability under the guarantee will automatically cease.

ANNEXURE V-Procedure for Submission of Online Bids on Portal

Procedure for Submission of Online Bids on Portal

The bidders are required to submit soft copies of their bids electronically on the CPP Portal, using valid Digital Signature Certificates (DSC). The instructions given below are meant to assist the bidders in registering on the CPP Portal, prepare their bids in accordance with the requirements and submitting their bids online on the CPP Portal. More information useful for submitting online bids on the CPP Portal may be obtained at: <https://eprocure.gov.in/eprocure/app>.

Registration

- I. 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 "Online bidder Enrollment" on the CPP Portal which is free of charge.
- II. As part of the registration process, the bidders will be required to choose a unique username and assign a password for their accounts.
- III. Bidders are advised to register their valid email address and mobile numbers as part of the registration process. These would be used for any communication from the CPP Portal.
- IV. Upon registration, the bidders will be required to register their valid Digital Signature Certificate (Class II or Class III Certificates with signing key usage) issued by any Certifying Authority recognized by CCA India (e.g. nCode / eMudhra etc.), with their profile.
- V. Only one valid DSC should be registered by a bidder. Please note that the bidders are responsible to ensure that they do not lend their DSC's to others which may lead to misuse.
- VI. Bidder then logs in to the site through the secured log-in by entering their user ID / password and the password of the DSC / e-Token.

Searching for RFP documents

- VII. There are various search options built in the CPP Portal, to facilitate bidders to search active RFPs by several parameters. These parameters could include RFP ID, Organization Name, Location, Date, Value, etc. There is also an option of advanced search for RFPs, wherein the bidders may combine a number of search parameters such as Organization Name, Form of Contract, Location, Date, Other keywords etc. to search for a RFP published on the CPP Portal.
- VIII. Once the bidders have selected the RFPs they are interested in, they may download the required documents / RFP schedules. These RFPs can be moved to the respective "My Tenders" folder. This would enable the CPP Portal to intimate the bidders through SMS / e-mail in case there is any corrigendum issued to the RFP document.
- IX. The bidder should make a note of the unique Tender ID assigned to each RFP, in case they want to obtain any clarification / help from the Helpdesk.

Preparation of bids

- X. Bidder should take into account any corrigendum published on the RFP document before submitting their bids.
- XI. Please go through the RFP document carefully to understand the documents required to be submitted as part of the bid. Please note the number of packets in which the bid documents have to be submitted, the number of documents - including the names and content of each

of the document that need to be submitted. Any deviations from these may lead to rejection of the bid.

- XII. Bidder, in advance, should get ready the bid documents to be submitted as indicated in the RFP document / schedule and generally, these can be in PDF formats. Bid documents may be scanned with 100 dpi with black and white option which helps in reducing size of the scanned document but should be legible.
- XIII. To avoid the time and effort required in uploading the same set of standard documents which are required to be submitted as a part of every bid, a provision of uploading such standard documents (e.g. PAN card copy, annual reports, auditor certificates etc.) has been provided to the bidders. Bidders can use “My Space” or “Other Important Documents” area available to them to upload such documents. These documents may be directly submitted from the “My Space” area while submitting a bid, and need not be uploaded again and again. This will lead to a reduction in the time required for bid submission process.

Submission of bids

- XIV. Bidder should log into the website well in advance for bid submission so that they can upload the bid in time i.e. on or before the bid submission time. Bidder will be responsible for any delay due to any issues.
- XV. The bidder has to digitally sign and upload the required bid documents one by one as indicated in the RFP document.
- XVI. Bidder should prepare the Bid Securing Declaration as per the instructions specified in the RFP document. The original should be posted/couriered/given in person to the concerned official and received by NeGD latest by the last date of bid submission or as specified in the RFP documents. The details of the Bid Securing Declaration, physically sent, should tally with the details available in the scanned copy and the data entered during bid submission time. Otherwise the uploaded bid will be rejected.
- XVII. Bidders are requested to note that they should necessarily submit their financial bids in the format provided and no other format is acceptable. If the price bid has been given as a standard format with the RFP document, then the same is to be downloaded and to be filled by all the bidders. Bidders are required to download the Financial file, open it and complete the white coloured (unprotected) cells with their respective financial quotes and other details (such as name of the bidder). No other cells should be changed. Once the details have been completed, the bidder should save it and submit it online, without changing the filename. If the file is found to be modified by the bidder, the bid will be rejected.
- XVIII. The server time (which is displayed on the bidder’s dashboard) will be considered as the standard time for referencing the deadlines for submission of the bids by the bidders, opening of bids etc. The bidders should follow this time during bid submission.
- XIX. All the documents being submitted by the bidders would be encrypted using PKI encryption techniques to ensure the secrecy of the data. The data entered cannot be viewed by unauthorized persons. The confidentiality of the bids is maintained using the secured Socket Layer 128 bit encryption technology. Data storage encryption of sensitive fields is done. Any bid document that is uploaded to the server is subjected to symmetric encryption using a system generated symmetric key. Further this key is subjected to asymmetric encryption using buyers/bid openers’ public keys. Overall, the uploaded RFP documents become readable only after the RFP opening by the authorized bid openers.
- XX. Upon the successful and timely submission of bids (i.e. after Clicking “Freeze Bid Submission” in the portal), the portal will give a successful bid submission message & a bid

summary will be displayed with the bid no. and the date & time of submission of the bid with all other relevant details.

- XXI. The bid summary has to be printed and kept as an acknowledgement of the submission of the bid. This acknowledgement may be used as an entry pass for any bid opening meetings.

Assistance to bidders

- XXII. Any queries relating to the RFP document and the terms and conditions contained therein should be addressed to the RFP Inviting Authority for a RFP or the relevant contact person as mentioned in the RFP Document.
- XXIII. Any queries relating to the process of online bid submission or queries relating to CPP Portal in general may be directed to the 24x7 CPP Portal Helpdesk. The contact details are available at: <https://eprocure.gov.in/eprocure/app?page=FrontEndContactUs&service=page>

*******END OF DOCUMENT*******