

No. 10(16)/2024-NICSI

REQUEST FOR EMPANELMENT OF  
AGENCIES FOR INTEGRATED  
COMMUNICATION & OUTREACH  
ACTIVITIES (SOCIAL MEDIA, DIGITAL &  
PRINT MEDIA, AND EVENTS)



TENDER NO. NICSI/Communication And Outreach Services/2025/09

1<sup>st</sup> Floor, NBCC Tower, 15 Bikaji Cama Place, New Delhi – 110066.

Tel: 011-22900525 /534

## **DISCLAIMER**

1. The sole objective of this document (the Request for Empanelment or the RFE) is to solicit Techno commercial offers from interested parties for taking part in the empanelment process leading to empanelment of vendor(s) for the scope of work as mentioned in this document. While this document has been prepared in good faith, no representation or warranty, express or implied, is or will be made, and no responsibility or liability will be accepted by NICSI or any of their employees, advisors or agents as to or in relation to the accuracy or completeness of this document and any liability thereof is hereby expressly disclaimed. Each Bidder should conduct their own investigations and analysis and should check the accuracy, reliability and completeness of the information in this RFE Document and wherever necessary, obtain independent advice from appropriate sources.
2. Interested Parties may carry out their own study/analysis/ investigation as required before submitting their Techno commercial proposals.
3. This document does not constitute an offer or invitation, or solicitation of an offer, nor does this document or anything contained herein, shall form a basis of any agreement or commitment whatsoever.
4. NICSI Representatives, its employees and advisors make no representation or warranty and shall incur no liability under any law, statute, rules or regulations as to the accuracy, reliability or completeness of the RFE Document.
5. Some of the activities listed to be carried out by NICSI subsequent to the receipt of the responses are indicative only. NICSI has the right to continue with these activities, modify the sequence of activities, add new activities or remove some of the activities, as dictated by the best interests of NICSI.
6. It is advised through this tender that materialistic misrepresentation of facts shall be dealt with seriously and may lead to barring of the bidder from all NICSI tender for a period of 2 (two) years. Bidders are requested to share information which is true and based on some tangible proofs.
7. The information contained in this RFE is subject to update, expansion, revision and amendment prior to the last day of submission of the Bids at the sole discretion of NICSI. In case any major revisions to this RFE are made by NICSI within seven days preceding the last date of submission of the Bids, NICSI may, at its discretion, provide reasonable additional time to the Bidders to respond to this RFE. Neither NICSI nor any of its officers, employees, advisors nor consultants undertakes to provide any Bidder with access to any additional information or to update the information in this RFE.
8. The Bidders shall bear all costs associated with or relating to the preparation and submission of its Bid including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by NICSI or any other costs incurred in connection with or relating to its Bid. All such costs and expenses will remain with the Bidder and NICSI shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by a Bidder in preparation or submission of the Bid, regardless of the conduct or outcome of the Bidding Process.

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# 1. FACTSHEET

Tender No.	NICSI/Communication And Outreach Services/2025/09
Name of Organization	National Informatics Centre Services Inc. (NICSI)
Tender Type	Open Tender
Tender Category	Services
Type of Contract	Empanelment
Service Category	Agencies for Integrated Communication & Outreach Activities (social media, digital & print media and events)
Selection Method	
Availability of Bid Document	e-procurement portal at <a href="https://etenders.gov.in/eprocure/app">https://etenders.gov.in/eprocure/app</a>
Cost of the Bid Document (tender fee)	Nil
Contract (Empanelment) Period	Total contract period is for <b>Three (3) years</b> from the date of award of contract.  The contract may be <b>extended by a period of 2 years</b> (post completion of 3 years) at the quoted rate for the 3rd year or on mutual agreement.
Vendor Panel Category & Size	➤ <b>Tier-1 (including SMEs): Up to 5 (Five) Vendors</b> ➤ <b>Tier-2: Up to 5 (Five) Vendors</b>
Bid Securing Declaration / Earnest Money Deposit (EMD)	Bidders shall submit, along with their Proposals, a signed 'Bid Securing Declaration' as per ANNEXURE-3. <b>(To be submitted on Non-Judicial Stamp paper of minimum Rs. 100)</b>
Bid Validity	Proposals shall remain valid for <b>180 days</b> from the last date of bid submission
Proposal Language	English
Proposal Currency	INR (Indian Rupees)
Date of Publication	<b>29-07-2025</b>
Last Date for Pre-Bid Queries Submission	<b>05-08-2025 at 12:30 Hrs</b>
Pre-Bid Meeting Date & Venue:	<b>06-08-2025 at at NICSI, Hqrs. New Delhi (Through VC)</b>
Last Date & Time for Bid Submission	<b>18-08-2025 at 15:00 Hrs</b>
Opening of Technical Bids	<b>19-08-2025 at 15:30 Hrs</b>
Opening of Financial Bids	Technically qualified bidders to be notified later
Address for Communication	<b>Tender Division NICSI</b> National Informatics Centre Services Inc. 1 <sup>st</sup> Floor, 15 NBCC Tower, Bhikaji Cama Place, New Delhi-110066 Email: <a href="mailto:tender-nicsi@nic.in">tender-nicsi@nic.in</a> , Phone: 011-22900525/34

**Note:**

The above dates, time and venue may be altered by the Purchaser at its sole discretion after giving prior notice to the Bidders. Some of the information provided in the above FACTSHEET is further elaborated in the subsequent sections of this RFE and the information provided in the Fact Sheet and subsequent sections of this RFE are to be read in conjunction and are to be interpreted harmoniously.

## 2. DEFINITIONS

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In this document, the following terms shall have respective meanings as indicated:

**"NICS"** shall mean National Informatics Centre Services Incorporated, New Delhi. The term NICS includes successors and assigns of NICS.

**"NIC"** shall mean National Informatics Centre, New Delhi.

**"Client"** shall mean the department/organisation for which the order is being placed.

**"e-Governance"** ICT (Information and Communication Technology) based projects in government sector

**"RFE"** shall mean Request for Empanelment, Tender Document or Bidding Document including the written clarifications issued by NICS in respect of the RFE.

**"Authorized Representative/Agency"** shall mean any person/agency authorized by NICS.

**"Contract"** shall mean the Work Order placed by NICS on successful Bidder and all attached exhibits and documents referred to therein and all terms and conditions thereof together with any subsequent modifications thereto.

**"Financial Year" (FY)** period from 1<sup>st</sup> of April till 31<sup>st</sup> of March of subsequent year.

**"Specifications"** shall mean and include schedules, details, description, statement of technical data, performance characteristics, standards (Indian as well as International) as applicable and specified in the Bidding Documents.

**"Bidder/Agency/Service Provider"** shall mean the firm offering the solution(s), services and/or materials required in the RFE. The word Bidder when used in the pre award period shall be synonymous with Bidder, and when used after intimation of Successful Bidder shall mean the Successful Bidder, also called "Agency", on whom NICS places Work Order for Delivery of services.

**"Party"** shall mean NICS or Bidder individually and "Parties" shall mean NICS and Bidder collectively.

**"Services"** means requirements defined in this document including all additional services associated thereto to be delivered by the Bidder.

**"Proposal/Bid"** means the Bidder's reply or submission in response to this RFE.

**"Start-Up"** means the Bidder who is recognized by the Department for Promotion of Industry and Internal Trade (DPIIT).

**"SME"** means the Bidder who is recognized as Small and Medium Enterprise by the Ministry of Micro, Small & Medium Enterprises (MSME).



### 3. INTRODUCTION

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Effective communication with citizens and stakeholders plays a crucial role in ensuring transparent and accountable governance. It serves as a foundation for building trust and fostering collaboration between the government and the public. With the growing significance of public participation in shaping and implementing government initiatives, the ability to communicate clearly and effectively has become indispensable. This entails delivering government policies, directives, advisories, and other critical information with a high degree of professionalism, clarity, and consistency.

To support this objective, empanelled bidders will be engaged to provide specialized technical expertise for various ongoing and upcoming projects. These experts will bring valuable skills and knowledge to enhance the quality and efficiency of communication strategies and project execution. Their involvement will ensure that government initiatives are not only effectively communicated but also implemented with precision and timeliness.

However, it is important to note that the engagement of these bidders will be strictly time-bound and project-specific. This arrangement is designed to meet the operational needs of NICS without creating any form of employment obligation. The bidders' contributions will be focused on delivering defined outputs within a specified timeframe, ensuring flexibility and scalability in addressing project requirements.

The empanelled bidders will be required to provide services across India. Interested parties can access and download the tender document, which includes detailed terms and conditions, free of cost from e-procurement portal at <https://eprocure.gov.in>. Bids must be submitted in accordance with the procedures outlined in the tender document.

#### **Key Details:**

##### **1. Category Options for Bidders**

Bidders may choose to apply for either *Tier-1* or *Tier -2* based on the eligibility criteria specified in the tender. The allocation of work to empanelled bidders will be carried out through two mechanisms:

- **Time and Material-Based Assignment (Capacity Augmentation):**  
This involves hiring technical manpower for a defined period to support existing officials. Payments will be made on a man-month basis as per agreed rates.
- **Deliverable-Based Assignment:**  
This applies to projects where the scope of work and deliverables are clearly defined, standardized, and time-bound.

##### **2. Category Restrictions:**

A bidder can submit a bid for only *one* category (either Tier-1 or Tier -2). If a bidder submits proposals for both categories, both bids will be disqualified.

##### **3. Eligibility of Bidding Entities:**

Only individual organizations (single bidding entities) are eligible to participate.

Consortiums, joint ventures, or subsidiaries are not permitted. The credentials of subsidiaries or affiliated companies will not be considered during the evaluation process.

**4. Rate Validity:**

NICSI reserves the right to disqualify bids with quoted rates that are excessively low or significantly deviate from prevailing market trends.

By adhering to these guidelines, NICSI aims to ensure a fair and transparent selection process, fostering the participation of competent bidders capable of meeting the project requirements.

## 4. ABOUT NICSI

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The National Informatics Centre Services Inc. (NICSI) was established in 1995 as a Section 25 (now Section 8 under the Companies Act, 2013) company under the National Informatics Centre, Ministry of Electronics & Information Technology, Government of India. NICSI provides and procures IT solutions for a variety of e-governance projects undertaken by NIC, MeitY, and various Government Organizations (including Public Sector Undertakings).

With a turnover exceeding Rs. 2,500 crores (FY-2023-24), NICSI is a leading IT company with a strong government-facing focus. Over the past 25 years, NICSI has successfully executed over 25,000 projects across India and other developing nations. It has delivered state-of-the-art, cost-effective solutions tailored to the growing ICT needs of its clients. These solutions are sourced from high-quality vendors, empanelled with NICSI/GeM, and the procurement processes are fully compliant with the GFR rules of the Government of India.

### Objectives:

1. **Promoting IT Utilization for National Development:** Facilitate India's economic, scientific, technological, social, and cultural growth by encouraging the adoption of Information Technology, computer-communication networks, informatics, and related innovations. This includes leveraging the services, technologies, and infrastructure developed by NIC, such as its National Information and Communications Network (NICNET) and associated resources.
2. **Expanding NIC's Capabilities for Revenue Generation:** Drive further development of services, technologies, and infrastructure that complement NIC's existing expertise and infrastructure, focusing on initiatives that enhance NIC's revenue generation potential.
3. **Advancing Value-Added IT Services:** Develop and promote advanced computer and computer-communication services using NIC's foundational infrastructure, including NICNET, to meet evolving technological needs.

In pursuit of these goals, NICSI has been a trusted partner, successfully executing approximately 1000+ projects every year, providing cutting-edge and cost-effective solutions for the growing ICT needs of organizations in the Central Government, State Governments, and PSUs.

For more information, please visit <https://nicsi.com/>.

## 5. BACKGROUND AND OBJECTIVE

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### 5.1. Background

Efficient communication is a cornerstone of effective governance, enabling governments to foster trust, transparency, and collaboration with citizens and stakeholders. As public participation plays an increasingly vital role in the success of government policies and initiatives, the need for clear, timely, and impactful communication has never been greater. The complexity and scale of modern governance require professional communication strategies to disseminate policies, advisories, and directives effectively, ensuring alignment with public needs and expectations.

Governments worldwide are embracing participatory approaches to decision-making, recognizing that meaningful engagement with citizens enhances the legitimacy and acceptance of policies. In this context, leveraging advanced communication tools and strategies becomes essential to bridge the gap between the government and its stakeholders, enabling informed decision-making and fostering a sense of shared responsibility.

### 5.2. Objectives

- a. **Enhance Transparency and Trust:** Build public trust by ensuring clear and transparent communication of government policies, initiatives, and advisories.
- b. **Promote Public Participation:** Encourage active engagement and participation of citizens and stakeholders in governance processes, fostering inclusivity and collective decision-making.
- c. **Ensure Effective Dissemination:** Develop and implement professional communication strategies to deliver accurate and timely information to the target audience.
- d. **Strengthen Policy Implementation:** Facilitate the successful implementation of government measures by ensuring stakeholders understand and support the intended goals.
- e. **Leverage Technical Expertise:** Utilize the expertise of empanelled professionals to design, execute, and manage communication efforts that align with modern governance needs.
- f. **Adapt to Evolving Needs:** Stay responsive to the changing dynamics of public expectations, technological advancements, and communication trends to ensure relevance and effectiveness.

## 6. SCOPE OF WORK

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The empanelled bidders will be responsible for providing comprehensive communication and outreach services to support the initiatives of the user department. The key work areas are as follows:

- a. **Social Media Management:**
  - **Conceptualization and Execution:** Design and implement social media / digital campaigns to promote the department's initiatives, achievements, and programs to the general public.
  - **Digital Marketing Support:** Plan and execute activities to amplify messaging and marketing communications.
  - **Creative Campaigning:** Provide strategic inputs for innovative and impactful campaigns.
  - **Content Management and Engagement:** Manage content, respond to grievances, and ensure interactive engagement through various formats such as infographics, videos, visual posts, live sessions, and quotes.
- b. **Content Creation and Data Analysis:**
  - Develop structured and unstructured content for print, electronic, and social media.
  - Analyze data from public domains and present actionable insights to stakeholders for informed decision-making.
- c. **Creative Designing and Content Repackaging:**
  - Generate creative content, adapt, repackage, and enhance existing materials, including graphics, animations, storyboards, videos, and illustrations, to align with campaign goals and department guidelines.
- d. **Communication Strategy Development:**
  - Create and execute strategies to enhance communication channels such as the department's website, SMS broadcasts, and mobile applications.
- e. **Conceptualization and Material Development:**
  - Conceptualize campaigns, books, and promotional materials to increase information dissemination and public engagement.
- f. **Event and Program Planning:**
  - Plan and organize programs, events, workshops, and sessions, including integration with other ongoing events.
- g. **Print Media Management:**
  - Schedule and coordinate articles, interviews, and advertisements in newspapers, magazines, and other print media outlets.
  - Develop content for promotional activities and ensure timely dissemination of press releases, public notices, and campaign-related content across media channels.

h. **Collaboration with User Departments:**

- Coordinate with relevant departments to initiate and manage discussions, polls, and blogs on social media platforms to generate meaningful outcomes.

i. **Language of the Media Content:**

- The content will be preferably drafted in two languages (English & Hindi) and may be extended to other officially recognized major Indian languages as per requirement of the Department.

The empanelled bidders are expected to deliver these services with creativity, professionalism, and efficiency, ensuring alignment with the objectives of the user department.

## 7. PROJECT DELIVERY MODELS

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NICSI may place the work orders to the empanelled agencies for its own requirement or for its projects on behalf of its clients. Work may be awarded based on Project mode or Man-Month basis.

### 7.1. Model 1: Capacity Augmentation

Support manpower can be deployed onsite (if and when the User Department desires), under the scope of this RFE (on a chargeable basis), at the manpower rates determined through this RFE.

- Upon receipt of request from a User department, NICSI would inform the User Department/Agency/ Institution about the Empanelled agencies and the GFR compliant procedure followed in the empanelment.
- For each job, the bidder will prepare a list of resources indicating their experience in the area based on requirement as mentioned in the terms of reference
- A Project Review Committee (PRC), constituted for the purpose of selection of resources, may shortlist the resources for deployment in man-month mode.
- In case PRC desires, the resources may be called for personal interaction/presentation. After selection of resources by PRC, NICSI will issue the Performa Invoice (PI). Once the requisite funds are transferred to NICSI against issued PI, the Work Order will be placed on the selected agency as per the terms and conditions of the empanelment and scope of work.
- The resources to be deployed should have regular educational qualifications and experience as per Section 8: Resource Requirement.
- Bidder's resources deployed on a job will use their own infrastructure when working from NICSI/User department's premises. The User department's responsibility will be restricted to provide workspace and environment for the resources' official work related to the assigned job. Except, for the situation where it mandates that infrastructure of the workplace has to be used.

- g. In case the PRC is not formed, the above function may be done by the concerned nodal officer of User department [in consultation with NICSi if required by User department](#).
- h. The empanelled bidder would be responsible for providing the resources with high-end workstations pre-loaded with the necessary tools to perform the required tasks efficiently in accordance with the scope of the assignment for which the user department has engaged the workforce.
- i. The bidder should ensure that the necessary tools should be licensed (if applicable). Any use of pirated versions is strictly prohibited [will result in penalties](#).

## **7.2. Model 2: Deliverable Based Assignment**

- a. Upon receipt of a request from a User Department, NICSi will provide the requesting department, agency, or institution with details of the empanelled agencies and outline the GFR-compliant procedure that was followed during the empanelment process.
- b. If the User Department explicitly nominates a specific empanelled agency in writing, NICSi may assign the work to the designated agency. However, in such cases, the responsibility for ensuring adherence to financial and procurement regulations will rest solely with the User Department.
- c. If the User Department does not specify a preferred agency, the selection will be made based on the recommendations of the Project Review Committee (PRC) constituted by the User department. This committee will be chaired by a nominee from the User Department and will include a representative from NICSi to ensure a structured and impartial selection process.
- d. In such a case, the user department may proceed with Quality & Cost Based Selection (QCBS) or Lowest Calculated Bidding System (LCBS) (or any bidding format as per GFR guidelines) for evaluating and shortlisting empanelled service providers based on technical / financial criteria set forth by the user / buyer.
- e. The Terms of Reference (ToR)/Scope of Work will be shared with all empanelled bidders. For each job, the bidder will prepare estimated time/cost document as “Estimated Resource Deployment Proposal” indicating the man-month efforts of bidder’s resources at various levels at the rates finalized through this tender. These submissions must be submitted either in a sealed envelope or as a locked PDF (for fully online submissions). The bidders will prepare such time/cost documents free of charge within given time frame.
- f. The Project Review Committee (PRC) will assess the proposals to select one of the empanelled bidders. If required, the PRC may invite bidders for a presentation. Upon approval of the cost and time estimates, NICSi will assign the work to the most suitable agency based on the committee’s recommendation. The User Department must remain actively involved throughout the selection process to ensure transparency and fairness. The Standard Operating Procedure (SOP) outlined above will be followed, subject to any future revisions or updated guidelines.
- g. Once an agency is selected, the User Department will submit the proposal, along with all necessary supporting documents and minutes of the selection committee meeting, to NICSi for further processing. NICSi will then issue a Proforma Invoice (PI) for the required amount. Upon receipt of the transferred funds, NICSi will proceed with issuing a Work Order to the selected agency in accordance with the terms of empanelment and the defined project scope.

## 8. RESOURCE REQUIREMENT

A team of professionals (on Bidders' payrolls) as described below with requisite qualification to be deployed or aligned to meet the project requirements.

S. N	Resource Category	Minimum Qualification	Required Experience
1.	<b>Project Manager (Digital Communication) (L1, L2, L3)</b>	Post-Graduate in Journalism/Mass Communication or equivalent from a recognized Institute/University  OR  MBA/PGDM (Marketing/Communications) or equivalent from a recognized Institute/University	Experience in related projects with understanding of Media landscape (social media & other avenues) and knowledge of budgeting and optimization of spends. Preferable experience in handling large scale government social medial projects.  <b>Experience Levels: -</b> Level: 5 years up to 8 years Level 2: > 8 years up to 12 years Level 3: More than 12 years
2.	<b>Branding (L1, L2, L3)</b>	MBA/PGDM (Marketing/Communications) or equivalent from a recognized Institute/ University	Experience in related projects with thorough knowledge of branding fundamentals and international trends, along with experience in handling private/government projects related to branding.  <b>Experience Levels: -</b> Level: 2 years up to 6 years Level 2: > 6 years up to 10 years Level 3: More than 10 years
3.	<b>Visual Communication (L1, L2, L3)</b>	Graduation or Post Graduation in Animation, Graphic design, Film & visual effects in Multimedia from a recognized Institute/ University.  OR  Graduation from a recognized Institute/ University with any design certification or equivalent.	Experience of conceptualization and development of all creative material and graphic designing pertaining to a digital campaign.  <b>Experience Levels: -</b> Level: 2 years up to 6 years Level 2: > 6 years up to 10 years Level 3: More than 10 years
4.	<b>Content Writer (L1, L2, L3)</b>	Graduate/Post-Graduate in Journalism/ Mass Communication/Advertising or equivalent from a recognized Institute/ University.  OR  MBA/PGDM (Marketing/Communications) from a recognized Institute/University.	<ul style="list-style-type: none"> <li>• Experience in content writing, copywriting, script writing, story writing, for print, video, radio and online mediums.</li> <li>• Proven competency in writing and communication skills.</li> </ul> <b>Experience Levels: -</b> Level: 2 years up to 6 years Level 2: > 6 years up to 10 years Level 3: More than 10 years



5.	<b>Multimedia Designer (L1, L2, L3)</b>	Graduate/Post-Graduate in Design / Fine Arts / Web Design / Visual communication from a recognized Institute/ University  OR  Equivalent	<ul style="list-style-type: none"> <li>• Experience in Graphic Design for promotional campaigns</li> <li>• Knowledge of Adobe Suite (tools and techniques) and other third-party tools</li> <li>• Ability to design and create collateral for any digital medium</li> </ul> <p><b>Experience Levels: -</b> Level 1- 2 years up to 5 years Level 2 - &gt; 5 years up to 8 years Level 3 - More than 8 years</p>
6.	<b>Social media (L1, L2, L3)</b>	Post-Graduate in Journalism/ Mass Communication or equivalent from a recognized Institute/ University.  OR  MBA/PGDM (Marketing/Communications) from a recognized Institute/University.	<ul style="list-style-type: none"> <li>• Experience of managing social media platforms</li> <li>• Experience in real time tracking and query management</li> <li>• Ability to draft strategy for growth hacking, contests, crowdsourcing.</li> <li>• Experience in handling Govt. Social media accounts.</li> </ul> <p><b>Experience Levels: -</b> Level 1- 2 years up to 5 years Level 2 - &gt; 5 years up to 8 years Level 3 - More than 8 years</p>
7.	<b>Photography / Videography (L1, L2, L3)</b>	Diploma in Photography or Equivalent from a recognized Institute/University	<ul style="list-style-type: none"> <li>• Experience in handling Govt. events</li> <li>• Knowledge of Photo editing software's</li> </ul> <p><b>Experience Levels: -</b> Level 1- 2 years up to 5 years Level 2 - &gt; 5 years up to 8 years Level 3 - More than 8 years</p>
8.	<b>Social Media Analyst/Data Analyst (L1, L2, L3)</b>	Graduate/ Post-graduate in Marketing, Communications, Business, or a related field from a recognized Institute/University.  Certification in social media analytics or related field is preferable.	<ul style="list-style-type: none"> <li>• Experience in handling Govt. events</li> <li>• Proficient in using social media analytics tools, such as Google Analytics, Facebook Insights, Twitter Analytics, and Hootsuite Analytics etc.</li> </ul> <p><b>Experience Levels: -</b> Level 1- 2 years up to 5 years Level 2 - &gt; 5 years up to 8 years Level 3 - More than 8 years</p>

## 9. INSTRUCTIONS TO BIDDERS

### 9.1. Availability of RFE/Tender

The tender document is available on the e-procurement site at <https://eprocure.gov.in>.

Interested bidders who wish to participate in this tender may view and download the tender document free of charge from the above-mentioned website.

Bidders are advised to thoroughly review all instructions, forms, terms, project requirements, and other relevant information provided in the RFE documents. Any failure to provide the required information or submission of a proposal that is not fully responsive to the RFE documents may result in the rejection of the proposal, at the bidder's risk.

Online bidding should be submitted through the e-Procurement System, accessible via the e-procurement site at <https://eprocure.gov.in>.

### 9.2. Pre-Bid Queries & Clarifications

For any clarifications regarding the RFE document or related matters, bidders may submit their queries to the Department following the submission mode and timelines specified in the FACTSHEET. Pre-bid queries must include the name and details of the bidder submitting them. Queries submitted after the deadline indicated in the FACTSHEET will not be considered by NICSI.

NICSI reserves the right to issue responses, clarifications, or corrigenda as deemed necessary.

All queries must be submitted via email only, with the subject line formatted as follows:  
**"RFE of Agency....." Pre-Bid Queries \_<Bidder's Name>**

Pre-bid queries should be sent to the following email address: [tender-nicsi@nic.in](mailto:tender-nicsi@nic.in).

The queries should necessarily be submitted in the below format:

#	Name & Details of the Bidder	RFE Document Reference(s) (Section & Page No.)	Content of RFE requiring clarification	Point of Clarification

NICSI shall hold a pre bid meeting with the prospective bidders as per the schedule provided in **Section-1 FACTSHEET**. Queries received from the bidders regarding bidding conditions, bidding process, item specifications, evaluation criteria, etc., in writing, or over email (preferably in an excel file), **up till two days prior to the pre bid meeting**, shall be addressed.

NICSI is not bound to clarify any query received after the day as described above. NICSI will review every query and on due consideration will issue corrigendum (if require). However, NICSI does not undertake to answer each individual query (ies). Bidders shall not assume that their unanswered queries have been accepted by NICSI.

### 9.3. Duration of Appointment

The initial term of the work order will be for a period of three (3) years. This may be extended for up to an additional two (2) years, one year at a time, based on the Agency's performance as evaluated against the terms specified in this RFE and subject to approval by NICSI. Any renewal will adhere to the original work order's terms and conditions, including financial terms. The decision of NICSI regarding renewal shall be final and binding on the Agency.

### 9.4. Amendment of Tender Documents

a. **Modification of Tender Documents:**

At any time prior to the deadline for bid submission, NICSI may, either on its own initiative or in response to a clarification request from a prospective bidder, amend or modify the tender documents. Any such amendment will be communicated through a corrigendum on the CPP portal and will be binding on all prospective bidders. Bidders are required to consider the amendment and submit their proposals or quotations accordingly.

b. **Extension of Bid Submission Deadline:**

To allow prospective bidders adequate time to incorporate the amendment into their bids, NICSI may, at its discretion, extend the deadline for bid submission.

c. **No Modifications or Withdrawals Post-Deadline:**

Once the deadline for bid submission has passed, no bid may be modified. Additionally, no bid may be withdrawn between the submission deadline and the expiration of the bid validity period specified by the bidder. Withdrawal of a bid during this period may result in the execution of a Bid Securing Declaration.

### 9.5. Language of Bid

The bid submitted by the bidder, along with all correspondence and documents exchanged between the bidder and NICSI, must be in English. Supporting documents and printed materials provided by the bidder may be in another language, provided they are accompanied by an accurate English translation of the relevant sections. In case of any discrepancies between the original language and the translation, the English translation will prevail. Any information provided in a foreign language without an appropriate translation will be rejected.

## 9.6. Bidding Cost

The bidder shall bear all costs related to the preparation and submission of the bid. NICSI will not be responsible or liable for any costs incurred, regardless of the outcome or conduct of the bidding process.

## 9.7. Content / Data Archiving

The bidder shall be responsible for providing storage, backup, and recovery facilities for the content and data it creates. The Agency must maintain backup storage with data retention for a period of up to three months after the project's conclusion or until a date specified by the user department. [Additionally, the content/data developed for a specific project shall not be used for any other projects or entities without prior approval from the User Department/NICSI.](#)

The bidder shall handover the entire content archives to the User Department at the end of every project or periodically as agreed by User Department/NICSI.

## 9.8. Other Instructions for Bid Submission

- a. NICSI will not be responsible for any delay on the part of the vendor in submission of the bid.
- b. The bids submitted by Fax/E-mail etc. shall not be considered. No correspondence will be entertained on this matter.
- c. Conditional Bids shall not be accepted on any ground and shall be rejected straightway. (A bid is conditional when bidder submits its bid with his own conditions & stipulations extraneous to the terms and conditions specified in this tender) If any clarification is required, the same should be obtained before submission of the bids i.e. during pre-bid meeting.
- d. No bids will be accepted after the expiry of the deadline as stated in the Section1 FACTSHEET.
- e. In case, the day of bid submission is declared Holiday by Govt. of India, the next working day will be treated as day for submission of bids. There will be no change in the timings.
- f. All pages of the bid being submitted must be signed by the authorized signatory, stamped and sequentially numbered by the bidder irrespective of the nature of content of the documents. Un-signed & un-stamped bid may be summarily rejected.
- g. Printed terms and conditions of the vendors will not be considered as forming part of their bid. In case any terms and conditions of the tender document is/are not acceptable to the bidder or submitted any deviation, the bid shall be rejected summarily.
- h. Bids not submitted as per the specified format and nomenclature may be rejected.
- i. Ambiguous/Incomplete/Illegible bids may be out rightly rejected. Not quoted bids shall be consider as non-responsive and shall be rejected.

- j. Any alteration/ overwriting/ cutting in the bid should be duly countersigned else it will be out rightly rejected.
- k. Submission of the Bid will be deemed to have been done after careful study and examination of all instructions, eligibility norms, terms and required specifications in the tender document with full understanding of its implications.
- l. Bids not complying with all the given clauses in this tender document are liable to be rejected. Failure to furnish all information required in the tender Document or submission of a bid not substantially responsive to the tender document in all respects will be at the vendor's risk and may result in the rejection of the bid.
- m. Tender process will be over after the issuance of empanelment letter(s) to the selected agency (ies).

For additional instructions, refer to the following Sections - Bid Evaluation, Technical Evaluation and Financial Bid Evaluation, etc.

## 10. BID SUBMISSION

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The bidder must comply with the timelines outlined in the FACTSHEET section. Bids submitted after the specified deadline will not be accepted. Only bids submitted online will be considered for the tender opening process and subsequent evaluation. Incomplete bids will be immediately rejected and will not be taken into consideration.

### 10.1. Bid Securing Declaration / Earnest Money Deposit

- a. The bidders must submit the "Bid Securing Declaration Form" in the format provided in **ANNEXURE-3: FORMAT FOR BID SECURING DECLARATION FORM**. The form should be uploaded to the CPP Portal as per the instructions in the bid submission section.
- b. Bids that do not include the Bid Securing Declaration Form in the prescribed format will be summarily rejected.
- c. If the Bid Securing Declaration is not received within the stipulated time, the Purchaser reserves the right to immediately and summarily reject the proposal of the concerned bidder, without any further opportunity for correspondence.

### 10.2. Online Bid Submission

Online bids (complete in all respect) must be uploaded on <https://eprocure.gov.in> latest by the time & date mentioned in the **FACTSHEET** section.

The Online bids should be submitted as under with mentioned two packets online:

Packet Number	Documents to be Uploaded	Packet File Format
Packet 1 – Technical Bid	<p>The files should be saved in a PDF version as “<b>packet1&lt;BidderName&gt;.pdf</b>”</p> <ol style="list-style-type: none"> <li>1. Scanned copy of <b>Covering Letter</b> in Company Letter Head as per ANNEXURE-2: COVERING LETTER FOR BID duly sealed &amp; signed (PDF)</li> <li>2. Scanned copy of <b>Bid Securing Declaration Form</b> duly sealed and signed as per the format mentioned in ANNEXURE-3: FORMAT FOR BID SECURITY DECLARATION FORM. (PDF)</li> <li>3. Scanned copy of <b>Original Power of Attorney letter</b> in a Non-Judicial Stamp Paper of at-least Rs.100/- or <b>Board Resolution</b> in Letter Head in original in case of Registered Limited Companies</li> </ol> <p>Or</p> <p><b>Original Authorization in Letter Head</b> in case of Partnership Firm</p> <p>Or</p> <p><b>Original Self Certificate</b> in Letter Head in case of Proprietorship naming/indicating the person authorized to sign the bid (PDF).</p> <ol style="list-style-type: none"> <li>4. Scanned copy of <b>Bidder’s profile</b> as per ANNEXURE-4: BIDDER’S PROFILE duly filled in, signed and stamped along with all supporting documents.</li> <li>5. Scan copy of duly filled signed and stamped <b>Eligibility Compliance Sheets</b> as per ANNEXURE-5: and all the <b>supporting/mandated documents</b> and <b>Annexures</b> required for eligibility criteria.</li> <li>6. Scan copy of duly filled signed and stamped <b>Technical Compliance sheets</b> as per ANNEXURE-6: and all the <b>supporting/mandated documents</b> and <b>Annexures</b> required for Technical evaluation of the bid as per the evaluation criteria.</li> </ol> <p><i>Note: The PDF file not containing the above documents or containing the financial bid in the explicit/implicit form will lead to rejection of the bid.</i></p>	PDF
Packet 2 – Financial Bid	<p>Financial Bids to be uploaded as: -</p> <ol style="list-style-type: none"> <li>1. As per <b>BoQ: GTV Financial Bid</b> as per ANNEXURE-11: <b>ABRIDGED FINANCIAL BID</b> (in .xls format)</li> </ol>	.XLS & .RAR

	<p style="text-align: center;"><b>And</b></p> <p>2. <b>Detailed financial bid</b> as per ANNEXURE-12: <b>Detailed Financial Bid</b> (in .pdf format). The Detailed Financial Bid scanned pdf files, then should be saved in a RAR '<i>Detailed Fin &lt;Bidder's Name&gt;".RAR</i></p> <p><i>Note: All the bids documents should be duly signed by the authorized signatory of the company and stamped with company seal.</i></p>	
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As the bid submission must be completed online, it is strongly advised that the bidder takes all necessary precautions to ensure a smooth process. This includes submitting the bid well in advance to avoid any last-minute issues, ensuring that file names and formats comply with the requirements for uploading the documents. The Purchaser will not consider any bids that are unable to be uploaded or are uploaded incorrectly on the portal, regardless of the reason.

#### **Instructions for Packet 1**

- a. All the bid documents must be duly signed by the authorized signatory of the company and stamped with company seal.
- b. It shall be the sole responsibility of the bidder to check (and double-check) the page number referencing made for supporting documents in the checklist indicated under Eligibility Compliance Sheet and Technical Compliance Sheet. No relevant information/document should be left, whether listed above or not.
- c. Bidder must provide all documents mandated for bidder's profile, prequalification criteria and for technical evaluation criteria.
- d. All pages of the bid being submitted must be sequentially numbered, stamped and signed by the authorized signatory.
- e. Relevant referencing shall be done by the bidder, clearly indicating all page numbers where supporting documents are provided.
- f. The document should have a Table of Contents indicating page no. where supporting document are placed.

#### **Instructions for Packet 2**

- a. The Bidder must upload the BoQ as per the format provided on CPP portal. The bidder must adhere to terms and conditions and fill in the required details as required in BoQ.
- b. The bidder must strictly follow the prescribed format as mentioned in the detailed Financial Bids.
- c. The bidder shall quote only the GTV value in Abridged Financial Bid as derived from in Detailed Financial Bid, depending upon the Category (Tier 1 or Tier 2) for which bid is being quoted.
- d. During financial opening, only the Abridged Financial Bid shall be opened for determining the L1 bidder based on the GTV value.
- e. Any other itemized financial details mentioned in the Abridged Financial Bid may lead to rejection of the bid.
- f. All the bid documents should be duly signed by the authorized signatory of the company and stamped with company seal.

### 10.3. Bid Opening

- a. NICS I shall convene a bid opening session as given in Section1- FACTSHEET, where one representative from the agencies, who have successfully uploaded the bid, can participate.
- b. NICS I will download the Packet-I from e-tender portal at first. Agencies' representatives can remain present during the bids download process.
- c. The bids will then be passed on to a duly constituted Technical Evaluation Committee (TEC).
- d. Financial bids of only those bidders whose bids are found qualified by the Evaluation Committee as per both Pre-Qualification & Technical criteria will be opened in the presence of the bidder's representatives subsequently for further evaluation.
- e. Financial bids, original and revised, if any, of only the technically qualified agencies, shall be opened on a notified date and time, in the presence (physical/ Video Conference) of agency's representatives, who chose to remain present.
- f. The financial bids will then be passed on to a duly constituted Financial Evaluation Committee (FEC) for evaluation.

### 10.4. Bid Validity

- a. All bids must remain valid for a minimum period of **180 days** from the date of bid opening.
- b. The quoted rates must remain valid for the initial or extended duration of the empanelment period, starting from the date of empanelment, for placing the initial order.
- c. If required, NICS I may request an extension of the bid validity period up to 90 more days. Bidders will have the right to refuse to extend the validity of bids beyond the said 90 days period and to withdraw the bids. The request and the responses thereto shall be made in writing or by email.

### 10.5. Evaluation Process

- a. NICS I will constitute a Tender Evaluation Committee (TEC) to evaluate the responses of the Bidders. The Committee shall evaluate the responses to the RFE and all supporting documents/documentary evidence. Inability to submit requisite supporting documents/documentary evidence, may lead to rejection.
- b. The Technical bids thus opened will be evaluated by the Committee subsequently.
- c. In the event of the specified date of bid opening being declared a holiday for NICS I, the bids shall be opened at the appointed time and location on the next working day.
- d. The decision of the Committee on the evaluation of responses to the RFE shall be final.
- e. The Committee may seek clarifications from the Bidder on the Technical & Financial Proposal.
- f. During evaluation of bids, the Committee may, at its discretion, ask the bidder for a clarification of its bid. The request for clarification and the response shall be made in writing. If the response to the clarification is not received before the expiration of the deadline prescribed in the request, the Committee reserves the right to evaluate bids based on available documents which may also lead to rejection of the bid.



## 11. ELIGIBILITY CRITERIA

NICSI shall open the technical bids and evaluate the bids with respect to the minimum eligibility criteria as tabulated below. The bidder shall submit self-assessed compliance to the eligibility criteria checklist as prescribed in this RFE. Bids not conforming to any of the minimum eligibility criteria shall be outrightly rejected. NICSI may ask bidder(s) for additional information to verify claims made in their eligibility document, at any point of time before opening of the technical bid.

#	Particulars	Eligibility Criteria	Documents to be submitted
1.	Cover Letter	Cover letter of the bid	Cover letter signed by an authorized signatory of the bidder as per Form given in this RFE.
2.	Legal Entity*	i. Should be an organization registered under the provisions of the Indian Companies Act, 2013/ Companies Act, 1956 or a partnership firm registered under the Indian Partnership Act, 1932 or the Limited Liability Partnerships Act, 2008 or an organization registered under society Act. ii. Registered with the Income Tax Authorities iii. Valid GST registration	i. Copy of certificate of incorporation ii. Copy of PAN Card iii. Copy of GST registration certificate
3.	Turnover	<b>Tier 1:</b> The bidder should have an average annual turnover of minimum INR 30 Crore or more in any three financial years out of last five audited financial years (FY 2019-20, FY 2020-21, FY 2021-22, FY 2022-23 & FY2023-24). <b>Tier 2:</b> The bidder should have an average annual turnover of minimum INR 10 Crore or more in any three financial years out of last five audited financial years (FY 2019-20, FY 2020-21, FY 2021-22, FY 2022-23 & FY2023-24).	A certificate duly certified by the Statutory Auditor / Chartered Auditor of the bidder mentioning the average annual audited turnover for any last 3 financial years as per the format given in the RFE (ANNEXURE-11: FINANCIAL STRENGTH).
4.	Technical Capabilities	<b>Tier 1 (National Level):</b> During the last <b>5 Financial Years</b> (FY 2019-20, FY 2020-21, FY 2021-22, FY 2022-23 & FY 2023-24), the bidder must have managed/is managing <b>at least three</b> projects in the field of Communication / Branding / Social Media strategy of value <b>Rs. 2 Crore</b> or more. This project should be a National Level program/initiative. <b>Tier 1 (State Level):</b> During the last <b>5 Financial Years</b> (FY 2019-20, FY 2020-21, FY 2021-22, FY 2022-23 & FY 2023-24), the bidder must have managed/is managing <b>at least two</b> projects in the	Details of the assignments as per the format specified in this RFE along with the following documents: i. Copy of work order/ Agreement/ Contract ii. Certificate of project completion issued by the Client OR Tax invoice and payment receipt of last milestone duly certified by CA.

		field of Communication / Branding / Social Media strategy of value <b>Rs. 70 Lakh</b> or more. This project should be a State Level program/initiative.	<i>Note: Statutory Auditor certificate with work order for ongoing project is acceptable.</i>
		<b>Tier 2:</b> During the last <b>5 Financial Years</b> (FY 2019-20, FY 2020-21, FY 2021-22, FY 2022-23 & FY 2023-24), the bidder must have managed/is managing <b>at least one</b> project in the field of Communication / Branding / Social Media strategy of value <b>Rs. 50 Lakhs</b> (if National level) or <b>Rs. 25 Lakhs</b> (if State level)	
5.	Manpower	<p><b>Tier 1:</b> The Agency must have minimum of <b>50 professional</b> manpower on payroll (60% of the manpower should be in the areas of expertise as mentioned in the RFE Section 8: Resource Requirement) as of the Bid publishing date.</p> <p><b>Tier 2:</b> The Agency must have minimum of <b>20 professional</b> manpower on payroll (60% of the manpower should be in the areas of expertise as mentioned in the RFE Section 8: Resource Requirement) as of the Bid publishing date.</p>	HR Certificate on bidder's letter head as per the format given in this RFE (ANNEXURE-7: MANPOWER DETAILS UNDERTAKING).
6.	Blacklisting	The Agency should not be blacklisted/debarred/suspended/banned by any Ministry/ Department of State or Central Government/PSU on the last date of filing of responses to this RFE.	Certificate duly signed by an authorized signatory of the bidder as per format given in this RFE (ANNEXURE-8: NO BLACKLISTING UNDERTAKING).

\* If the Bidder Company falls under the Micro, Small and Medium Enterprises Development Act, a copy of the Registration Certificate must be provided to NICSI. Furthermore, NICSI must be informed whenever the company's status changes.

\* In case of a start-up firm, the bidder shall provide the Registration Number and Certificate provided by DPIIT.

**Note:**

- The bidder can only quote either category (Tier-1 or Tier-2) as per Eligibility Criteria. If any bidder quotes for both the categories, then both the bids will be rejected simultaneously.
- Bidders opting to participate as SMEs must have been established in or after the year 2020.

## 12. BID EVALUATION

### 12.1. Technical Evaluation

- i. NICS shall evaluate the —Technical Proposals of the Bidders who meet the Pre-Qualifications/ Eligibility requirements. The bidder shall also submit self-assessed compliance to Technical Evaluation Criteria checklist as prescribed in this RFE.
- ii. NICS shall review the Technical Bids of the short-listed Bidders to determine whether the technical bids are as per the requirements laid down. Bids that are not in accordance with the requirements are liable to be disqualified at NICS's discretion.
- iii. Each Technical Proposal will be assigned a technical score out of a maximum of a hundred (100) marks. Only the Bidders who get an overall technical score of seventy percent (70%) or more will qualify for financial selection. **If the bidder does not qualify the technical Evaluation, such bids will be disqualified for further evaluation.**
- iv. The Technical Qualification criteria are as follows:

**Table 12a. TECHNICAL EVALUATION CRITERIA FOR TIER-1**

#	Technical Evaluation Criteria	Evaluation Parameter	Document Required	Max Marks
1	Number of years of firm's presence in India	Less than 5 years: Not eligible 5 to 10 Years = 2.5 marks 10+ Years = 5 marks	CA certificate /Certificate of Incorporation	5
2	Average annual turnover during the any three out of the last five audited financial years (FY 2019-20, FY 2020-21, FY 2021-22, FY 2022-23 & FY 2023-24).	Less than 25 Crore: Not eligible Rs. 25 Crore to Rs. 50 Crore = 2.5 marks Rs. 50+ Crore to Rs. 75 Crore = 5 marks Rs. 75+ Crore to Rs. 100 Crore = 7.5 marks Rs. 100+ Crore = 10 marks	A certificate duly certified by the Statutory Auditor / Chartered Auditor of the bidder mentioning the average annual audited turnover for the any 3 out of last 5 financial years. (FY 2019-20, FY 2020-21, FY 2021-22, FY 2022-23 & FY 2023-24) as per ANNEXURE-11: FINANCIAL STRENGTH	10
3	Experience in similar works* of value INR 50 Lakh or more each in the last 5 years from the date of publishing of this RFE in any Central/state Govt/PSU/Private sector in India	Less than 2 projects: Not eligible 2 to 4 Projects = 2.5 marks 5 to 7 Projects = 5 marks 8 to 10 Projects = 7.5 marks 10+ Projects = 10 marks	Details of the assignments as per the format specified in this RFE along with the following documents: <ul style="list-style-type: none"> <li>• Copy of work order/Agreement/ Contract</li> <li>• Certificate of project completion issued by the Client</li> </ul> OR	10

			Tax invoice and payment receipt duly certified by CA.	
4	Professional manpower on payroll having expertise in managing and executing similar activities as mentioned in the RFE (Section 8: Resource Requirement) as of the Bid publishing date.	Less than 25: Not eligible Manpower Strength on roll – 25 to 50 = 9 marks 50+ to 75 = 12 marks Above 75 = 15 marks	HR Certificate on bidder's letter head as per the format given in this RFE (ANNEXURE-7: MANPOWER DETAILS UNDERTAKING).	15
5	Pan-India Presence - Number of states/UTs with dedicated offices of the bidder	1 to 3 States/UTs = 9 marks 4 to 6 States/UTs = 12 marks More than 6 States/UTs = 15 marks	Self-Declaration & Copy of GSTIN certificates for respective state offices as per ANNEXURE-9: DECLARATION OF PROOF OF OFFICES.	15
6	Certifications	Valid Certifications (maximum any five) = 3 marks each <ul style="list-style-type: none"> <li>• ISO 9001:2015</li> <li>• ISO 22301:2019</li> <li>• ISO 27001</li> <li>• ISO 14001</li> <li>• ISO 27701:2019</li> <li>• ISO 20121:2012</li> <li>• ISO 12647-2</li> <li>• ISO 17100:2015</li> </ul>	A self-attested copy of certifications awarded to the firm by the concerned accreditation agency/ Organization.	15
7	Presentation of Understanding the Scope of Work, Approach & Methodologies, Innovative ideas, value Propositions etc.	<ul style="list-style-type: none"> <li>• Understanding on scope of work</li> <li>• Approach &amp; Methodologies</li> <li>• Innovation/Uniqueness in execution, Value Proposition</li> <li>• Risks and mitigation measures</li> <li>• Strength of the agency</li> </ul>	Presentation to the TEC committee of NICSI.	30
<b>TOTAL MARKS</b>				<b>100</b>

**Table 12b. TECHNICAL EVALUATION CRITERIA FOR TIER-2**

#	Technical Evaluation Criteria	Evaluation Parameter	Document Required	Max Marks
1	Number of years of firm's presence in India	1 to 4 Years = 2.5 marks 4+ = 5 marks	CA certificate /Certificate of Incorporation	5
2	Average annual turnover for maximum last five audited financial years (FY 2019-20, FY 2020-21, FY 2021-22, FY 2022-23 & FY 2023-24).	Less than 20 Crore: Not eligible Rs. 20 Crore to Rs. 40 Crore = 2.5 marks Rs. 40+ Crore to Rs. 60 Crore = 5 marks Rs. 60+ Crore to Rs. 80 Crore = 7.5 marks Rs. 80+ Crore = 10 marks	A certificate duly certified by the Statutory Auditor / Chartered Auditor of the bidder mentioning the average annual audited turnover for maximum last 5 financial years. (FY 2019-20, FY 2020-21, FY 2021-22, FY 2022-23 & FY 2023-24).	10
3	Experience in similar works* of value INR 50 Lakh or more each, in any Central/State Govt. / PSU / Private sector in India	No project: Not eligible 1 to 4 Projects = 2.5 marks 5 to 7 Projects = 5 marks 8 to 10 Projects = 7.5 marks 10+ Projects = 10 marks	Details of the assignments as per the format specified in this RFE along with the following documents: <ul style="list-style-type: none"> <li>• Copy of work order/Agreement/ Contract</li> <li>• Certificate of project completion issued by the Client</li> </ul> OR Tax invoice and payment receipt duly certified by CA.	10
4	Professional manpower on payroll having expertise in managing and executing similar activities as mentioned in the RFE (Section 8: Resource Requirement)	Less than 20: Not eligible Manpower Strength on roll – 20 to 30 = 5 marks 30+ to 40 = 10 marks Above 50 = 15 marks	HR Certificate on bidder's letter head as per the format given in this RFE (ANNEXURE-7: MANPOWER DETAILS UNDERTAKING).	15
5	Pan-India Presence - Number of states/UTs with dedicated offices of the bidder	1 to 2 States/UTs = 9 marks 3 to 4 States/UTs = 12 marks More than 4 States/UTs = 15 marks	Self-Declaration & Copy of GSTIN certificates for respective state offices as per ANNEXURE-9: DECLARATION OF PROOF OF OFFICES.	15

6	Certifications	Valid Certifications (maximum any five) = 3 marks each <ul style="list-style-type: none"> <li>• ISO 9001:2015</li> <li>• ISO 22301:2019</li> <li>• ISO 27001</li> <li>• ISO 14001</li> <li>• ISO 27701:2019</li> <li>• ISO 20121:2012</li> <li>• ISO 12647-2</li> <li>• ISO 17100:2015</li> </ul>	A self-attested copy of certifications awarded to the firm by the concerned accreditation agency/ Organization.	15
7	Presentation of Understanding the Scope of Work, Approach & Methodologies, Innovative ideas, value Propositions etc.	<ul style="list-style-type: none"> <li>• Understanding on scope of work</li> <li>• Approach &amp; Methodologies</li> <li>• Innovation/Uniqueness in execution, Value Proposition</li> <li>• Risks and mitigation measures</li> <li>• Strength of the agency</li> </ul>	Presentation to the TEC committee of NICSI.	30
<b>TOTAL MARKS</b>				<b>100</b>

\* *Similar works refers to “Projects in the field of Communication / Branding / Social Media strategy / campaigns for dissemination of information /Outreach program / mass engagement etc.”*

## 12.2. Financial Evaluation

The financial bids of only those bidders will be opened who qualify the pre-qualifying and technical evaluation stage.

- On a designated day and time, the Abridged Financial Bids of only those Bidders satisfying all conditions of the eligibility criteria and have passed the Technical Evaluation Stage will be opened electronically in the presence of the representatives of the technically qualified bidding companies.
- The lowest quoting vendor (L1) in each category will be the bidder with the lowest Gross Total Value (GTV) among all the quoted GTV in the Abridged Financial Bids.
- The detailed financial bid Detailed Financial Bid of only the L1 bidder for each category shall be opened and will be evaluated by a duly constituted Finance Evaluation Committee (FEC).
- The bidder with the Second Lowest GTV among the Abridged Financial Bids will be the L2 bidder and will then be asked to match the item-wise price of L1, category wise in order to be placed on the panel (within a time-frame prescribed by NICSI). If L2 does not agree, L3, L4 & so on...will be asked to match the item-wise price of L-1. Thus, by way of successive opportunity a panel of vendors will be formed.
- If none of L2, L3, L4..... agree to match the L1 rates then L1 shall be the sole vendor on the panel. The decision of NICSI arrived at, as per above will be final for empanelment and no representation of any kind shall be entertained.

- f. If NICS I considers necessary, revised Financial Bids could be called from the eligible Bidders, before opening the original financial bids for recommending final empanelment.
- g. In the event of revised financial bids being called the revised bids should not be higher than the original bids, otherwise the bid shall be rejected. There will be no negotiation regarding the financial / commercial bid.
- h. Quoting incredibly low value of items with a view to subverting the tender process shall be rejected straight away and execution of Bid Securing Declaration of such bidders.
- i. If there is a mismatch between values quoted in figures and words, the value quoted in words shall prevail.
- j. A Financial Evaluation Committee (FEC) would scrutinize the commercial bids. Bids found lacking in strict compliance to the commercial bid format shall be rejected straightaway.
- k. If there is only one bid, NICS I reserves the right to process the single bid or take recourse to the process of re-tendering.
- l. Arithmetical error will be rectified on the following basis. If there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price with quantity/weightage, the unit price shall prevail, and the total price shall be corrected. If the bidder does not accept the correction of the errors, its bid will be rejected and Bid Securing Declaration will be executed. If there is a discrepancy between words and figures, the amount in words will prevail.
- m. NICS I reserves the right to use this tender to service NICS I/ its clients' needs.
- n. The rates quoted should be as per industry standards for the prescribed experience. The bids in which the bidder quote NIL charges/considerations, such bid will be treated as unresponsive and will not be considered.

## 13. EMPANELMENT

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### 13.1. Signing of Contract

- a. Empanelment will be initially for a **period of three years**, extendable for another **two years** solely at the discretion of NICS I on same terms and conditions or additional mutually agreeable conditions.
- b. NICS I will have a panel of vendor as defined under the Section 1: FACTSHEET.
- c. The empanelment can be used by NICS I and its clients.
- d. **An 8% upward revision** of the rates shall be done upon completion of each year of empanelment. The rates finalized shall remain valid during empanelment/extended empanelment.
- e. The incidental expenses of execution of agreement/contract shall be borne by the empanelled agency.

- f. After empanelment, selection procedure for issuance of Work Order / Purchase Order will be at the sole discretion of NICS/ User Department. The Bidder will provide services as per NICS/ User Department's requirements.
- g. Escalation Matrix for Problem solving: The Empanelled agency should provide an escalation matrix for problem resolution to the user by providing the Names, Designations, Contact Number(s) and Email IDs of the persons to be contacted. The Empanelled agency should also provide website URL for such purpose.
- h. On written communication from NICS for having qualified for empanelment the bidder shall sign the contract (letter of empanelment) within 7 days of such communication. Failing which the offer shall be treated as withdrawn and execution of Bid Securing Declaration.
- i. Empanelled agencies must honour all tender conditions and adherence to all aspect of fair-trade practices in executing the purchase orders placed by NICS on behalf of its clients. Failing this, NICS may execute Bid Securing Declaration / performance security and stop further participation of such agency (ies) for three years in NICS tendering process.
- j. In the event, an Empanelled agency or the concerned division of the Company is taken over /bought over by another company, all the obligations and execution responsibilities under the agreement with NICS, should be passed on for compliance by the new company in the negotiation for their transfer.
- k. During the empanelment, NICS may ask the agency to submit the supporting documents which may be required to ensure that the tender terms and conditions are fulfilled.
- l. The agency shall not assign or sublet the empanelment or any part of it to any other agency in any form. Any such attempt shall result in termination of empanelment and forfeiture of the security deposit, revocation of bank guarantees (including the ones submitted for other work orders).
- m. NICS may, at any time, terminate the empanelment by giving written notice to the Empanelled agency without any compensation, if the Empanelled agency becomes bankrupt or otherwise insolvent, provided that such termination will not prejudice or affect any right of action or remedy which has accrued or will accrue thereafter to NICS.
- n. Reasons for rejecting a tender/bid will be disclosed to a bidder only where enquiries are made.
- o. The client may request a change order ("Change Order") in the event of major change to the scope of Statement of Work/Purchase Order. Agency will prepare a Change Order reflecting the proposed changes, including the impact on the Deliverables, schedule, and fee.

## 13.2. Security Deposit for Empanelment

- a. The selected bidder(s) will submit the Security Deposit in the form of an Account Payee Demand Draft / Fixed Deposit Receipt / Bank Guarantee / Banker's Cheque from a Commercial bank or online payment in an acceptable form for the duration of the empanelment plus 15 months or extended period if any (with 15 months add on period), in favour of NICS, New Delhi.
- b. The Bidder shall furnish a **Security Deposit of Rs. 50 Lakh for Tier-1 and Rs. 15 Lakh for Tier-2.**



- c. NICSI will have the right to forfeit the security deposit if the empanelled agency fails to meet the terms and conditions of the tender document or perform any other obligation under the contract, fails to execute the work orders issued by NICSI.
- d. Apart from the above, NICSI also reserves the right to cancel the empanelment of the selected agency in case of repeated default.
- e. Empanelled agencies shall be required to submit Security Deposit within 14 days of issuance of Empanelment letters by NICSI.
- f. The Security Deposit should remain valid for a period 15 months beyond the date of completion of all contractual obligations of the agency i.e. Empanelment/Extension duration.
- g. In the event wherein the Empanelment is extended by NICSI beyond 2 years, the selected agency shall ensure submission of a fresh Security Deposit within 14 days of issuance of letter for extension of Empanelment by NICSI.
- h. The Security deposit will be released without any accrued interest after the empanelment or execution of all pending POs whichever is later.

### 13.3. Performance Bank Guarantee (PBG)

- a. The selected Service Provider shall be required to furnish a **Performance Bank Guarantee equivalent to 7% (Seven Percent) of the Work Order/Purchase Order value.**
- b. PBG will be in the form of an Account Payee Demand Draft / Fixed Deposit Receipt from a Commercial bank / an unconditional and irrevocable Bank Guarantee / Banker's Cheque from a Commercial bank or online payment in an acceptable form drawn in the name of National Informatics Centre Services Inc. (NICSI), New Delhi.
- c. The PBG should remain a period of **90 (Ninety days)** beyond the date of completion of all contractual obligations of the supplier.
- d. The Performance Bank Guarantee must be submitted after award of contract but before signing of contract.
- e. The successful service provider has to renew the Performance Bank Guarantee on same terms and conditions for the period up to contract including extension period, if any.
- f. Performance Bank Guarantee would be returned (without any accrued interest) only after successful completion of tasks assigned in the PO and only after adjusting/ recovering any dues recoverable/ payable from/ by the Service Provider on any account under the contract.
- g. NICSI will have the right to forfeit the PBG along with the Security Deposit without assigning any reasons if the selected agency defaults or deemed to have defaulted or in the case of non-acceptance of the purchase orders and thereafter the empanelment will be cancelled.
- h. Empanelled agencies shall be required to give PBG as per the following timelines (for work related to Manpower mode and Project Mode). For projects duration between 0-6 months, PBG should be submitted within 15 days of issuance of PO by NICSI and for projects duration greater than 6 months, PBG should be submitted within 30 days of issuance of PO by NICSI.

- i. In the event wherein a PO is released by NICSI for project renewal, the bidder shall ensure extension / submission of PBG within 15 days of issuance of the PO.
- j. In the event of default in submission of PBG within the stipulated time, the agency shall be liable for a penalty amounting to **0.1% (Zero Point One Percent)** of the PO value per day delay with a Maximum penalty capping of PBG value. No payment against the PO will be made till PBG is submitted.

### 13.4. Information Security

- a. The Service Provider shall not carry and/or transmit any material, information, application details, equipment or any other goods/material in physical or electronic form, which are proprietary to or owned by NICSI/User department, out of premises without prior written permission from NICSI/User department.
- b. Service Provider acknowledges that NICSI/User department's business data and other NICSI proprietary information or materials, whether developed by NICSI/User department or being used by NICSI/User department pursuant to a license agreement with a third party (the foregoing collectively referred to herein as "proprietary information") are confidential and proprietary to NICSI/User department; and Service Provider agrees to use reasonable care to safeguard the proprietary information and to prevent the unauthorized use or disclosure thereof, which care shall not be less than that used by Service Provider to protect its own proprietary information.
- c. Service Provider recognizes that the goodwill of NICSI/User department depends, among other things, upon Service Provider keeping such proprietary information confidential and that unauthorized disclosure of the same by Service Provider could damage NICSI/User department and that by reason of Service Provider's duties hereunder. Service Provider may come into possession of such proprietary information, even though Service Provider does not take any direct part in or furnish the services performed for the creation of said proprietary information and shall limit access thereto to employees with a need to such access to perform the services required by this agreement. Service Provider shall use such information only for the purpose of performing the said services.
- d. Service Provider shall, upon termination of this agreement for any reason, or upon demand by NICSI/User department, whichever is earliest, return any and all information provided to Service Provider by NICSI/User department, including any copies or reproductions, both hardcopy and electronic.
- e. The Appointed agency will not disclose any information, to anyone in any form about software, hardware, network topology, IP Schema, and network security policies of NICSI. Information disclosure to anyone shall be only with prior written consent of NICSI/User department. For this, a separate "Non-Disclosure Agreement" shall be signed within 1 week after receiving work order.

### 13.5. Empanelment Exclusivity and Usage Authorization

- a. The empanelment established herein is designated for the exclusive use of National Informatics Centre Services Inc. (NICSI), and its clients. Should any external department or ministry wish to adopt or utilize this empanelment for their own purposes, they must first obtain explicit permission from NICSI. Upon granting such permission, NICSI will levy a usage

fee amounting to 5% of the total value of any orders placed under this arrangement. NICSI reserves the right, at its sole discretion, to deny requests for the use of this empanelment or to modify the applicable usage fees. Any empanelled vendor that engages with any User Department using this empanelment without obtaining prior authorization from NICSI, will be subject to **debarment** from empanelment for a period determined by NICSI. Furthermore, such unauthorized engagement will invoke the **exit clause**, leading to immediate termination of the empanelment agreement.

- b. NICSI retains the exclusive authority to empanel additional agencies as deemed necessary, entirely at its discretion, and at any time.

## 14. PLACEMENTS OF WORKORDERS

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- a. NICSI may place the work orders on the empanelled agencies for its own requirement or for its projects on behalf of its clients. Work may be awarded based on Man-Month basis or Project mode.
- b. NICSI may place work orders till the last date of empanelment or extension period, for a period up to beyond one year from the last date of empanelment or extension period.
- c. This tender is for empanelment of multiple agencies. Preference shall be given to L1 bidder for distribution of projects (purchase orders) / work within a specific category (Tier-1 or Tier-2).
- d. The Work Order/ Purchase order may cover the full scope of work or only specific services as required. Based on the project needs, work orders may be assigned to a single empanelled agency or multiple agencies.
- e. On receipt of request from a User department, NICSI would inform the User Department/ Agency/ Institution about the Empanelled agencies and the GFR compliant procedure followed in the empanelment.
- f. In case the User Department clearly and specifically states in writing the name of a particular agency, NICSI may assign the work to that agency. In such cases, the responsibility for adhering to relevant financial/procurement rules would be that of the Department concerned.
- g. The Terms of Reference/ Scope of Work will be shared among all Empanelled agencies, and they would be invited by the Committee to make presentations and submission of technical proposal and financial effort estimate in a separate sealed envelope regarding the project under consideration. In case of man-month mode, the Empanelled agencies need to submit at least 3 qualified manpower options to PRC in each category for selection purposes.
- h. The presentations may be evaluated objectively, based on which the most suitable agency may be assigned the work by NICSI, on the recommendation of the above Committee. There should be full participation and involvement of the User Department in the process of selection of agency. For assignment of work to Empanelled agencies, NICSI shall follow the Standard Operating Procedure (SOP) *Work Order dated 24.12.2021* (available at <http://nicsi.nic.in/nicsiSOP>) or any new guidelines from time to time.

- i. The proposal of the selected agency along with necessary supporting document/ minutes of meeting are then forwarded to NICSI by the user department for issuance of Proforma Invoice (PI).
- j. Once the requisite funds are transferred to NICSI against issued PI, the Work Order will be placed on the selected agency as per the terms and conditions of the empanelment and scope of work.

## 15. PAYMENT TERMS & SCHEDULE

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- a. Payment will be made in Indian Rupees only.
- b. The payment to the agency will be made on monthly/quarterly basis depending upon the actual duration of services rendered at NICSI/User Office after availing service.
- c. The agency will submit Pre-receipted bills in triplicate (having details of concerned work-order number, Date and Project-Number of NICSI) on monthly basis in the name of NICSI-New Delhi by the 10th day of the succeeding month along with the individual's Monthly Satisfactory Performance Report(s) duly signed by NICSI/User Project coordinator. Payment will be made within 30 days of submission of the Bill along with all the completed documents and after deducting the applicable penalty if any.
- d. Payments shall be made subject to deductions of any amount for which the agency is liable under the empanelment or tender conditions. Further all payments to agency will be made subject to deduction of TDS (Tax deduction at Source) applicable to deployment of professionals as per the income Tax Act, 1961, and also applicable penalty & other taxes, if any, as per Government of India rules.
- e. The empanelled agencies will provide service all over India. If a resource has to undertake a tour in the interest of the NICSI/User department project with the prior approval of the NICSI/User department project head, the TA/DA in the form of OPE will be applicable. The Out-of-Pocket Expenses (OPE) will be reimbursed on production of original documents. Each work order will be considered a project and OPE shouldn't exceed 15% of the work order value.
- f. TA/DA shall be payable directly by the client on production of travel documents in original and prior approval of competent authority for undertaking such tour in project interest. TA/DA component reimbursement shall be limited to entitlement of Govt. of India Group-B Officers. However, No TA/DA is admissible for the deployment of agency resources on projects anywhere in India.
- g. GST would be paid extra as may be applicable from time to time.
- h. It is the bounden duty of the empanelled agency to regularly pay the deployed manpower their entitlements like monthly salaries/wages/annual increment/EPF/ESI/Bonus/ Medical Insurance/Accidental Insurance etc. as may be applicable and submit the proof thereof to NICSI along with Vendor Invoices for the processing of the bills.
- i. In case the submission of monthly bills to NICSI is delayed by the agency beyond 15 days from the last day of the month in which the services has been provided, the entire liability towards payment of interest/penalty to the tax authorities would be borne by the respective agency; so that NICSI is not burdened unnecessarily with this amount/penalty etc. The entire amount will be deducted from the payment due to respective agency.
- j. Pre-receipted bills shall be submitted in triplicate in the name of:

National Informatics Centre Services Inc.,  
Hall No. 2&3, 6th Floor, NBCC Tower,  
15 Bhikaji Cama Place,  
New Delhi -110066.

## 16. EXIT MANAGEMENT

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This clause sets out the provisions, which will apply during the Exit Management period. The Parties shall ensure that their respective associated entities carry out their respective obligations set out in this Exit Management Clause.

- a. The exit management period starts, in the case of expiry of contract, at least 2 months prior to the date when the contract comes to an end or in case of termination of contract, on the date when the notice of termination is sent to the selected bidder. The exit management period ends on the date agreed upon by NICSI/User department after the beginning of the exit management period, whichever is earlier.
- b. The selected bidder shall submit an "Exit Management Plan" to NICSI, which shall deal with at least the following aspects of exit management in relation to the scope of work and RFE terms.
- c. A detailed program of the transfer process that could be used in conjunction with a Replacement Vendor including details of the means to be used to ensure continuing provision of the services throughout the transfer process or until the cessation of the services and of the management structure to be used during the transfer.
- d. Plans for the communication with such of the selected bidder, staff, customers and any related third party as are necessary to avoid any material detrimental impact on Project's operations because of undertaking the transfer.
- e. Exit Management Plan shall be presented by the selected bidder for approval by NICSI or its nominated agencies.
- f. The terms of payment as stated in the Terms of Payment Schedule include the costs of the selected bidder complying with its obligations under this Schedule.

## 17. PENALTY

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Any unjustified and unacceptable delay resulting from reasons attributable to the Empanelled agency beyond the delivery / installation (where applicable) schedule as per purchase/ Work order will render the agency liable for liquidated damages at the rate as mentioned in the following sections:

- a. Empanelled agencies shall render the services strictly adhering to the Important Dates by NICSI/User department in the Work order. Any delay, not condoned by NICSI/User department, on the part of agency in the performance of its obligations shall attract penalty.
  - i. In the event of default in submission of PBG by the Empanelled agency within the stipulated time, the agency shall be liable for a penalty amounting to **0.1% (Zero Point One Percent)** of the PO value per day delay with a Maximum penalty capping of PBG value. No payment against the PO will be made till PBG is submitted.
  - ii. If the agency fails to meet the project timelines, penalty shall be charged at the rate of **0.5% of the delayed milestone** (or item in default, as applicable) per week of delay

or per instance of default (in case of translation services) subject to a maximum of 10% of the work order value. Beyond 15 days, cancellation of the contract with cancellation charges @ 10% of the order value, **in addition to per week/ per instance penalty.**

- iii. If the agency fails to deploy total manpower mentioned in the contract as per the date of joining, up to 15 Days, penalty shall be charged at the rate of **@1 % per day of the total value** and beyond 15 days cancellation of the contract with cancellation charges @ 10% of the order value, **in addition to per day penalty.**
  - iv. If a deployed resource remains absent or takes leave for more than 2 days without informing or taking prior approval, the agency shall substitute within 2 days failing which, **@ 1 % per day of the total value** (excluding service tax etc.) of the absent resources up to 15 days. Beyond 15 days, cancellation of the contract with cancellation charges @ 10% of the order value, **in addition to per day penalty.**
  - v. **If the agency is found using pirated software for any part of the project, a penalty of 5% of the work order value shall be imposed. In addition, the agency must replace the pirated software with a properly licensed version within 7 days, failing which the contract shall be terminated, and cancellation charges @ 10% of the order value shall be levied. The agency shall also be liable for any legal consequences arising due to the use of unauthorized software.**
- b. Post the above, NICSI may get the work done through alternate sources at the cost and risk of the defaulting agency, which will be realized from pending payments of the Empanelled agency, or from the security deposit, or from the Performance Bank Guarantee or by raising claims.
  - c. The Empanelled agency shall not refuse to accept NICSI/User department work order under any pretext. The work order can be collected from NICSI/User department office or if convenient to the agency, it can be mailed to them. The selected agency shall start the work within 7 working days of the date of the work order. For **high value** projects, timelines will be mutually agreed between user department and the selected agency.
  - d. For three successive recurrences of default related to non-execution of work orders for reasons attributable to the agency, NICSI would be free to forfeit the defaulting agency's Performance Bank Guarantees received against the affected work orders and/or termination of the Contract provided agency fails to remedy such default in spite of 30 days' written notice from NICSI/User department to cure such default.
  - e. If at any time during performance of the work order, the agency encounter conditions impeding timely performance of the ordered services, the agency shall promptly notify NICSI and User department in writing of the fact of the delay, its likely duration and its cause(s).
  - f. In the event of penalties being imposed due to delays or non-compliance, NICSI shall first deduct the applicable amount from the Security Deposit. If the Security Deposit is insufficient to cover the penalties, NICSI reserves the right to invoke the Performance Bank Guarantee (PBG) for the remaining balance. **However, if both the Security Deposit and PBG are insufficient, NICSI may waive off the remaining penalty amount.** Forfeiture of PBG shall be carried out only after issuing a formal notice to the vendor and providing a reasonable opportunity to respond or rectify the default. In cases of force majeure or justified delays beyond the vendor's control, penalties may be reviewed on a case-to-case basis.

## 18. GENERAL TERMS & CONDITIONS

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### 18.1. General Conditions

- a. The empanelment under this tender is not assignable by the selected vendor. The selected vendor shall not assign its contractual authority to any other third party.
- b. As a matter of policy and practice and on the basis of Notification published in Gazette of India dated 14th March, 1998, it is clarified that services and supplies of the vendor selected through this tender can be availed by both National Informatics Centre [NIC] and National Informatics Centre Services Incorporated [NICS], as the case may be depending on the project, and the selected vendor shall be obliged to render services / supplies to both or any of these organizations as per the indent placed by the respective organization. In other words, the selection procedure adopted in this tender remains applicable for NIC as well, and in the event of rendering services / supplies to NIC, the selected vendor shall discharge all its obligations under this tender vis-à-vis NIC.
- c. In case the empanelled vendor vendor/empanelled bidder is found in-breach of any condition(s) of tender or supply order, at any stage during the course of project deployment period, the legal action as per rules/laws will be taken, as the case may be, including execution of Security Deposit and Performance Bank Guarantee stipulated in this tender document. The decision of NICS/User department arrived at as above will be final and no representation of any kind will be entertained on the above.
- d. Any attempt by any vendor/empanelled bidder to bring pressure of any kind, may disqualify the vendor/empanelled bidder for the present tender and the vendor/empanelled bidder may also be liable to be debarred from bidding for NICS tenders in future for a period of at least three years.
- e. All terms and conditions governing prices and supply given in this tender, as applicable to NICS, will be made equally applicable to User departments.
- f. NICS reserves the right to modify and amend any of the stipulated condition/criterion given in this tender, depending upon project priorities vis-à-vis urgent commitments. NICS also reserves the right to accept/reject a bid, to cancel/abort tender process and/or reject all bids at any time prior to award of empanelment, without thereby incurring any liability to the affected agencies on the grounds of such action taken by the NICS.
- g. Any default by the bidders in respect of tender terms & conditions will lead to rejection of the bid with execution of Bid Securing Declaration /forfeiture of Security Deposit.
- h. The decision of NICS arrived during the various stages of the evaluation of the bids is final & binding on all vendors. Any representation towards these shall not be entertained by NICS. Reasons for rejecting a bid will be disclosed only when an enquiry is made by the concerned bidder.
- i. Printed/written conditions mentioned in the tender bids submitted by vendors will not be binding on NICS.
- j. Upon verification, evaluation/assessment, if in case any information furnished by the vendor is found to be false/incorrect, their total bid/Contract shall be summarily rejected and no correspondence on the same, shall be entertained, and blacklisting the agency for a minimum period of 3 years from participating in NICS tenders.



- k. NICSI will not be responsible for any misinterpretation or wrong assumption by the vendor, while responding to this tender.

## **18.2. MICRO, SMALL & MEDIUM ENTERPRISES DEVELOPMENT ACT, 2006**

- a. If a bidder falls under the Micro, Small & Medium Enterprises Development Act, 2006, then a copy of the valid certificate must be provided to NICSI. Further, the bidder must keep NICSI informed of any change in the status of the company.
- b. Small and Medium Enterprises (SMEs) as defined in Procurement Policy issued by the Ministry of Micro, Small and Medium Enterprises (MSME) or are registered with the Central Purchase Organization or the concerned Ministry or Department are liable to get following benefits:
  - i. Issue of tender sets free of cost (zero Tender Fee)
  - ii. Exemption from payment of earnest money (zero EMD)
- c. NICSI shall continue concluding this empanelment with agencies as per existing procedures. The responsibility shall lie with the Government User departments and agencies under their control to comply with the criteria prescribed in the notified policies & guidelines.

## **18.3. Manpower/Resource Related Conditions**

- a. The resources deployed under this tender should be on pay roll of the empanelled agency.
- b. The manpower provided by the agency shall work as per User departments work schedule.
- c. Neither the agency nor its personnel /workmen can be treated as employees of NICSI/User department for any purposes. They are not entitled for any claim, right, preference, etc. over any job/regular employment of NICSI/User department. The agency or its workmen shall not at any point of time have any claim whatsoever against NICSI/User department. The Agency should submit undertaking received from the respective deployed manpower in NICSI / User Department regarding the same.
- d. If the User Department / NICSI so recommends, a deployed resource must be replaced by the agency within a period of 10 working days.
- e. It is expressly understood and agreed to between the parties to this agreement that the manpower deployed by the agency shall be the employees of the agency for all intents and purposes and in no case there shall be a relationship of employer and employee between the NICSI/User department and the said manpower. The Agency should submit undertaking received from the respective deployed manpower in NICSI / User Department regarding the same along with appointment letter issued to those manpower/s.
- f. The manpower employed by the agency shall have no right, whatsoever, for any appointment in the NICSI/User department in temporarily /ad-hoc/daily wages/regular capacity on the basis of their work in the NICSI/User department.
- g. In case any employee of the agency so deployed enters in dispute of any nature whatsoever, it will be sole responsibility of the agency to contest the same at appropriate forum(s).

### **18.3.1. Leave Policy for Deployed Manpower/Resources**

- a. The Resources should be stationed in NICSI/User department/Project Location for the entire project period. The Resource has to follow the working hours, working days and Holidays of NICSI/User department.
- b. Resource shall get prior approval of NICSI/User department before leaving NICSI/User department/project location.
- c. Leave entitlement and computation will be effective from date of start of project.
- d. An employee can avail maximum 18 leaves per year on pro-rata basis.
- e. Leave cannot be claimed as an employee's right. Except in case of emergencies, all leave will be granted subject to organization's requirements. A situation will be considered an emergency on a case-by-case basis and will be decided by the Nodal Officer of NICSI/User department/Project.

### **18.3.2. NICSI'S Induction Program for Deployment of Manpower & Resources**

- a. NICSI will offer an induction program to all the resources, before their deployment in the project under this empanelment.
- b. This training will cover aspect such as Government processes, Structure, Department specific Schemes and an overview of commonly used related eGov applications such as e-Office, e-HRMIS, PFMS, e-Courts etc. whichever is applicable.
- c. The mode of the training program would be as per the project requirement, which may be online/offline mode, depending of the requirement and availability.
- d. On successful completion of the training, the resource would be provided with training completion certificate for the project.
- e. The deployed resources has to complete this training program within 30 days from the deployment start date.

## **18.4. Sub-Contracting**

- a. Subcontracting shall not be allowed as a response to the bid for evaluation purposes; However, Bidder will be allowed to Subcontract resources from Directorate of Advertising & Visual Publicity (DAVP) empanelled contractors/vendors only (at the time of project period) subject to approval from the competent authority at the User Department/NICSI.
- b. The bidder shall remain primary responsibility for the execution of the contract and the performance of all obligations, even if subcontracting is permitted.
- c. Subcontracting shall not relieve the bidder of their liabilities or obligations under the contract.
- d. NICSI/User Department reserves the right to reject any subcontractor deemed unsuitable.
- e. The bidder must ensure that subcontractors adhere to the terms and conditions of the main contract. NICSI/User Department may directly monitor the subcontractor's work if deemed necessary.
- f. The bidder shall ensure that all subcontractors adhere to confidentiality and intellectual property provisions as outlined in the RFE.
- g. In the event of non-compliance or unsatisfactory performance by the subcontractor, NICSI/User Department reserves the right to direct the bidder to terminate the subcontract and provide an alternate solution.

## 18.5. Indemnity

- a. The Empanelled vendor shall indemnify and defend NICSI/User departments against all third-party claims of infringement of patent, trademark/copyright or industrial design rights arising from the use of the supplied software, documents, other artefacts, deployed resources and related services or any part thereof ("Deliverables"). The selected agency shall have no obligations with respect to any claims to the extent such claim results from:
  - i. the empanelled agency's compliance with NICSI/User departments specific technical designs, specifications or instructions where the empanelled agency has notified NICSI / User department in writing (with proper reasons) prior to implementation of such specific technical designs, specifications or instructions that the implementation of such specific technical designs, specifications or instructions will result in infringement claims;
  - ii. Inclusion in a Deliverable of any content or other materials provided by NICSI/User departments and the infringement relates to or arises solely from such NICSI/User departments materials or provided material;
  - iii. Modification of a Deliverable after delivery by the empanelled agency to NICSI/User departments if such modification was not made by or on behalf of the empanelled agency and the claim arises solely due to such modification;
  - iv. Operation or use of some or all of the Deliverable in combination with materials not provided by the selected agency and the claim arises solely due to such reason; Or
  - v. Use of the Deliverable for any purposes for which the NICSI/ User department have been advised in advance in writing that the same have not been designed or developed or other than in accordance with any applicable specifications or documentation provided by the empanelled agency; Or
  - vi. Use of a superseded release of some or all of the Deliverables or NICSI/User departments' failure to use any modification of the Deliverable furnished under the contract including, but not limited to, corrections, fixes, or enhancements made available by the empanelled agency provided that such modifications or new releases are made available by empanelled agency free of cost and the use of such modifications or new releases does not adversely impact the performance/service levels.
- b. NICSI stand indemnified from any employment claims that the hired manpower /Resources / vendor's manpower may opt to have towards the discharge of their duties in the fulfilment of the purchase orders.
- c. Each party also stands indemnified from any compensation arising out of accidental loss of life or injury sustained by such party's manpower while discharging their duty towards fulfilment of the purchase orders caused by the negligence or wilful misconduct of the other Party or its agents and representatives.

## 18.6. Limitation of Liability

- a. Except conditions that enumerate in Indemnity Clause, any damage caused by the Empanelled Vendor to NICSI/User Department under any work order issued pursuant to the empanelment, the Empanelled Vendor shall be liable to NICSI/User department for damage and loss to the maximum extent of the work order value. However, the total value of damages,

during the period of empanelment that can be levied on the Empanelled Vendor shall not exceed the total contract value of the work entrusted to them.

- b. Empanelled Vendor shall be liable for all acts of omission and commission by its employees deployed under this empanelment and NICSI/User department stand insulated against all aggrieved third-party complaints against any civil or criminal actions of the Empanelled Vendor or its employees.
- c. In no event NICSI / User department will be liable for any consequential, incidental, indirect, special, or punitive damage, loss, or expenses (including but not limited to business interruption, lost business, lost profits, or lost savings) nor for any third party claims (other than those set forth in above) even if it has been advised of their possible existence.

## 16.7. Labour Laws

- a. The vendor shall, and hereby agrees to, comply with all the provisions of Indian Labour Laws and industrial laws in respect of the manpower employed thereof.
- b. Wherever necessary, the vendor shall apply for and obtain license as provided under Section 12 of Contract Labour (Regulation and Abolition) Act, 1970, and strictly comply with all the terms and conditions that the licensing authority may impose at the time of grant of license. NICSI shall not be held responsible for any breach of the license terms and conditions by the vendor.
- c. The vendor shall be solely responsible for the payment of wages to the deployed manpower and ensure its timely payment thereof.
- d. The vendor shall duly maintain a register giving particulars of the deployed manpower, nature of work, rate of wages, etc.
- e. The vendor shall also ensure compliance to all the labour laws, including the following labour legislations:
  - (i) Minimum Wages Act \*
  - (ii) Employees Provident Fund Act \*
  - (iii) Employees State Insurance Act \*
  - (iv) Workmen's Compensation Act, if the ESI Act does not apply \*
  - (v) Maternity Benefit Act \*
  - (vi) Any other law applicable from time to time.\*Applicable as per respective state
- f. The vendor shall be solely responsible to adhere to all the rules and regulations relating to labour practices and service conditions of its workmen and at no time shall it be the responsibility of NICSI.
- g. The empanelled agency is responsible for ensuring that all deployed personnel are adequately insured to cover medical expenses and any contingencies.
- h. In the event of maternity leave, if required by NIC, NICSI, or the User Department, the agency must provide a replacement resource of equivalent calibre to the satisfaction of NIC, NICSI, or the User Department. In line with the Maternity Benefit Act, the user department, as a principal employer, will bear all costs associated with both the

replacement and the maternity leave benefits provided to the previously deployed resource.

- i. The vendor shall indemnify NICSI against any liability incurred by NICSI on account of any default by the vendor or manpower deployed by it.
- j. Neither the vendor nor his workmen can be treated as employees of NICSI for any purposes. They are not entitled for any claim, right, preference, etc. over any job/regular employment of NICSI. The vendor or its workmen shall not at any point of time have any claim whatsoever against NICSI.
- k. Medical benefits should be provided by the agency to the manpower deployed.

## 16.8. Termination of Contract

NICSI reserves the right to suspend any of the services and/or terminate this agreement in one or more of the following circumstances by giving 30 days" notice in writing:

a. **Termination For Insolvency, Dissolution etc.**

NICSI may at any time terminate the contract by giving written notice to the selected agency without compensation to the selected agency, if the selected agency becomes bankrupt or otherwise insolvent or in case of dissolution of firm or winding up of company, provided that such termination will not prejudice or effect any right of action or remedy which has accrued thereafter to NICSI.

b. **Termination For Default**

NICSI may without prejudice to any other remedy for breach of contract, (including forfeiture of security deposit, Performance Bank Guarantee) by written notice of default sent to the Empanelled agency, terminate the contract in whole or in part after sending a notice to the Empanelled agency in this regard.

- i. If the Empanelled agency fails to accept the Purchase Order(s);
- ii. If the Empanelled agency fails to deliver services within the time period specified in the purchase orders or during any extension thereof granted by NICSI;
- iii. If the Empanelled agency is found to have provided incorrect information to NICSI;
- iv. If the Empanelment conditions are not met as per the requirements of the application document;
- v. If the Empanelled agency have made misleading claims about the empanelment status;
- vi. If the Empanelled agency fails to meet any other terms and conditions under the empanelment contract.

c. **Termination For Convenience**

NICSI may by written notice, sent to the selected agency, terminate the work order and/or the Contract, in whole or in part at any time of its convenience. The notice of termination will specify that termination is for NICSI's convenience, the extent to which performance of work under the work-order and/or the contract is terminated and the date upon which such termination becomes effective. NICSI reserves the right to cancel the remaining part and pay to the selected agency an agreed amount for partially completed Services.

d. **Termination Process**

- i. Upon occurrence of an event of default as set out in above clauses, NICSI will deliver a default notice in writing to the other party which shall specify the event of default and give the Empanelled agency an opportunity to correct the default.
  - ii. At the expiry of notice period, unless the party receiving the default notice remedied the default, the party giving the default notice may terminate the agreement.
- e. Payments for all satisfactorily completed services till the time of termination shall be made to the vendor in the event of termination.
- f. On termination, the exit management and transition provisions as per the RFE will come into effect.

## **16.9. Force Majeure**

If at any time, during the continuance of the work order, the performance in whole or in part by either party of any obligation under the selection is prevented or delayed by reasons beyond the control of a party such as war, hostility, acts of public enemy, civil commotion, sabotage, fires, floods, explosions, epidemics quarantine restrictions, strikes, natural calamities, lockouts, acts of state or acts of God (hereinafter referred to as "events"), provided notice of happenings of any such event is duly endorsed by the appropriate authorities/ chamber of commerce in the country of the party giving notice, is given by party seeking concession to the other as soon as practicable, but within twenty-one (21) days from the date of occurrence and termination thereof, neither party shall, by reason of such event, be entitled to terminate the work order/ contract, nor shall either party have any claim for damages against the other in respect of such non-performance or delay in performance, and deliveries under the work order/ contract shall be resumed as soon as practicable after such event has come to an end or ceased to exist, provided further, that if the performance in whole or in part or any obligation under the selection is prevented or delayed by reason of any such event for a period exceeding sixty (60) days, NICSI may at its option, terminate the work order.

Neither Party shall be liable for any failure or delay in the performance of its obligations under the contract or Work Orders here under to the extent such failure or delay or both is caused, directly, without fault by such Party, by reason of such event. NICSI shall however, be responsible to pay the empanelled Agency for the services successfully rendered to the satisfaction of NICSI under the Work/ Purchase Orders issued pursuant to the contract.

## **16.10. Fraud and Corrupt Practices**

- a. The bidder and their respective officers, employees, agents, and advisers shall always observe the highest standard of ethics during the selection process. Notwithstanding anything to the contrary contained in this RFE, NICSI shall reject a bid without being liable in any manner whatsoever to the bidder, if NICSI determines that the bidder has, directly or indirectly or through an agent, engaged in corrupt practice, fraudulent practice, coercive practice, undesirable practice, or restrictive practice (collectively the "prohibited practices") in the selection process. In such an event, NICSI shall, without prejudice to its any other rights or remedies, forfeit and appropriate the bid security / performance security as mutually agreed genuine pre-estimated

compensation and damages payable to NICS I for, inter alia, time, cost, and effort of NICS I, regarding the RFE, including consideration and evaluation of such bidder's bid.

- b. Without prejudice to the rights of NICS I under the above sections other clauses and the rights and remedies which NICS I may have under the Letter of Intent (LoI) (or the contract/ work order, if a bidder is found by NICS I to have directly or indirectly or through an agent, engaged or indulged in any prohibited practices during the selection process, or after the issue of the LoI or the execution of the contract/ work order, such bidders shall not be eligible to participate in any tender or RFE issued by NICS I for a minimum period of 3 (years from the date such bidder is found by NICS I to have directly or through an agent, engaged or indulged in any prohibited practices, as the case may be.
- c. For the purposes of this section, the following terms shall have the meaning hereinafter respectively assigned to them:

"Corrupt practice" means

- the offering, giving, receiving or soliciting, directly or indirectly, of anything of value to influence the action of any person connected with the selection process (for avoidance of doubt, offering of employment to or employing or engaging in any manner whatsoever, directly or indirectly, any official of NICS I who is or has been associated in any manner, directly or indirectly with the selection process before or after the execution thereof, at any time prior to the expiry of one year from the date such official resigns or retires from or otherwise ceases to be in the service of NICS I, shall be deemed to constitute influencing the actions of a person connected with the selection process); or
- engaging in any manner whatsoever, whether during the selection process or after the execution of the contract/ work order any person in respect of any matter relating to the project or the contract/ work order, who at any time has been or is a legal, financial, or technical consultant adviser of NICS I in relation to any matter concerning the project.

"Fraudulent practice" means a misrepresentation or omission of facts or disclosure of incomplete facts, to influence the selection process.

"Coercive practice" means impairing or harming or threatening to impair or harm, directly or indirectly, any person or property to influence any person's participation or action in the selection process.

"Undesirable practice" means

- establishing contact with any person connected with or employed or engaged by NICS I with the objective of canvassing, lobbying or in any manner influencing or attempting to influence the selection process; or
- having a conflict of interest

"Restrictive practice" means forming a cartel or arriving at any understanding or arrangement among bidders with the objective of restricting or manipulating a full and fair competition in the selection process.

## 16.11. Arbitration

- a. NICS I and the empanelled vendor / agency will make every effort to resolve amicably any dispute arising between them under or in connection with the agreement / empanelment / work order / purchase order etc.
- b. If any dispute could not be settled between the parties amicably, then such dispute shall be referred to arbitration.
- c. The authority to appoint arbitrator(s) shall be the India International Arbitration Centre (IIAC). The India International Arbitration Centre shall provide administrative services.
- d. The award of the arbitration, as the case may be, will be final and binding on both parties. Such arbitration in all respects will be governed by the provision of the Indian Arbitration and Conciliation Act, 1996 (amended up to date) and the Rules made there under.
- e. The arbitration proceedings will be held at India International Arbitration Centre (IIAC), New Delhi, India.
- f. The fee of the Arbitrator(s) and the administrative charges of IIAC shall be borne equally by the parties.

In addition, NICS I reserves its rights to deal with dispute resolution as per OM No. F 1/2/2024-PPD dated 03/06/2024 issued by Government of India, Ministry of Finance, Department of Expenditure, Procurement Policy Division or any subsequent modifications made from time to time in this regard.

## 16.12. Conciliation

- a. If a dispute arises out of or in connection with this contract, or in respect of any defined legal relationship associated therewith or derived there from, the parties agree to seek an amicable settlement of that dispute by Conciliation under the ICADR Conciliation Rules, 1996.
- b. The Authority to appoint the Conciliator(s) shall be the International Centre for Alternative Dispute Resolution (ICADR).
- c. The International Centre for Alternative Dispute Resolution will provide administrative services in accordance with the ICADR Conciliation Rules, 1996.

## 16.13. Applicable Law

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



## 16.14. Non-Solicitation

The Empanelled agency and User Department / NICSI each agree that during the term, Empanelled agency personnel or User Department / NICSI employee is associated with the services under the Contract and for a period of twelve months after such person ceases to be so associated, neither the Empanelled agency nor User Department / NICSI shall, directly or indirectly, solicit for hire or knowingly hire or retain such personnel of the other party as an employee or independent contractor, except with prior written consent of the other party.

## 16.15. Confidentiality

- a. The selected Agency and its Personnel will not, either during the term or after expiration of this contract, disclose any proprietary or confidential information relating to the services, contract or business or operations of NICSI or its clients without the prior written consent of NICSI.
- b. The selected Agency will ensure that no information about the software/ hardware/ policies of NICSI etc., is taken out in any form including electronic form or otherwise, by the manpower deployed by them.
- c. Additionally, the selected Agency shall keep all the details and information confidential with regards to the projects, including systems, facilities, operations, management, and maintenance of the systems/ facilities.
- d. NICSI shall retain all rights to prevent, stop and if required take the necessary punitive action against the selected Agency regarding any forbidden disclosure.
- e. For the avoidance of doubt, it is expressly clarified that the aforesaid provisions shall not apply to the following information:
  - i. Information already available in the public domain.
  - ii. Information which has been developed independently by the selected Agency.
  - iii. Information received from a third party who had the right to disclose the aforesaid information.
  - iv. Information which has been disclosed to the public pursuant to a court order.
  - v. Information required to be disclosed pursuant to an applicable law, rule, regulation, government requirement or court order, or the rules of any stock exchange (provided, however, that the Agency shall advise NICSI of such required disclosure promptly upon learning thereof in order to afford NICSI a reasonable opportunity to contest, limit and/or assist the Agency in crafting such disclosure).
- f. Any handover of the confidential information needs to be maintained in a list, containing at the very minimum, the name of the providers, recipients, dates of generation and handing over of the data, modes of information, purposes, and signatures of both the parties.
- g. Notwithstanding anything to the contrary mentioned hereinabove, the selected Agency shall have the right to share the Letter of Intent/ Work Order provided to it by NICSI in relation to this Agreement, with its prospective purchasers solely for the purpose of and with the intent to evidence and support of its work experience under this agreement.
- h. The obligations under this clause shall survive for three years from termination or expiration of this Contract.
- i. The work order/contract with the user department may define more stringent confidentiality obligations depending on the nature of information / data being shared. In such event, the more stringent obligations shall prevail.

## 16.16. Intellectual Property Rights (IPR)

Subject to the other provisions contained in this Clause, the Empanelled Agency shall agree that all deliverables created or developed by the Empanelled Agency, specifically for the User Department/NICSI, together with any associated copyright and other intellectual property rights, shall be the sole and exclusive property of NICSI/User Department.

The User Department/NICSI shall acknowledge that:

- a. In performing services under the Contract, the Empanelled Agency may use Empanelled Agency's proprietary materials including without limitation any software (or any part or component thereof), tools, methodology, processes, ideas, know-how and technology that are or were developed or owned by the Empanelled Agency prior to or independent of the services performed hereunder or any improvements, enhancements, modifications or customization made thereto as part of or in the course of performing the services hereunder, ("the Empanelled Agency's Pre-Existing IP").
- b. Notwithstanding anything to the contrary contained in the Contract, the Empanelled Agency shall continue to retain all the ownership, the rights title and interests on all the Empanelled Agency's Pre-Existing IP and nothing contained herein shall be construed as preventing or restricting the Empanelled Agency from using the Empanelled Agency's Pre-Existing IP in any manner.
- c. If any of the Empanelled Agency's Pre-Existing IP or a portion thereof is incorporated or contained in a deliverable under the Contract, the Empanelled Agency hereby grants to the User Department/NICSI a non-exclusive, perpetual, royalty free, fully paid up, irrevocable license of the deliverables with the right to sublicense through multiple Categories, to use, copy, install, perform, display, modify and create derivative works of any such deliverables and only as part of the deliverables in which they are incorporated or embedded.
- d. User Department/NICSI being the owner of all the IPs created in the deliverables, except the pre-existing IPs of the Empanelled Agency used in the development and deployment, shall have exclusive rights to use, copy, license, sell, transfer, share, deploy, develop, modify or any such act that the User Department/NICSI may require or find necessary for its purpose. The IP rights of the User Department/NICSI shall indefinitely subsist or continue in all future derivatives of the deliverables.
- e. The Empanelled Agency shall have no claims whatsoever on the deliverables and all the IPs created in deliverables or in course of development of the applications except its Pre-Existing IPs for which it shall grant all authorizations to the User department/NICSI for use as detailed in the Clause (c) above.
- f. Except as specifically and to the extent permitted by the Empanelled Agency, the User department/NICSI will not engage in reverse compilation or in any other way arrive at or attempt to arrive at the source code of the Agency's Pre-Existing IP, or separate Empanelled Agency's Pre-Existing IP from the deliverable in which they are incorporated for creating a standalone product for marketing to others.
- g. The User Department/NICSI shall warrant that the materials provided by the User Department/NICSI to Empanelled Agency for use during development or deployment of the application shall be duly owned or licensed by the User Department/NICSI.

## ANNEXURES

### ANNEXURE 1: ENCLOSURE CHECKLIST

#	Description	Packet File Format
For Packet 1 – Technical Bid		
1.	Scanned copy of <b>Covering Letter</b> in Company Letter Head as per ANNEXURE-2: COVERING LETTER FOR BID duly sealed & signed.	PDF “packet1<BidderName>”.pdf
2.	Scanned copy of <b>Bid Securing Declaration Form</b> duly sealed and signed as per the format mentioned in ANNEXURE-3: FORMAT FOR BID SECURITY DECLARATION FORM/EARNEST MONEY DEPOSIT.	
3.	Scanned copy of <b>Original Power of Attorney letter</b> in a Non-Judicial Stamp Paper of at-least Rs.100/- or <b>Board Resolution</b> in Letter Head in original in case of Registered Limited Companies Or <b>Original Authorization in Letter Head</b> in case of Partnership Firm Or <b>Original Self Certificate</b> in Letter Head in case of Proprietorship naming/indicating the person authorized to sign the bid.	
4.	Scanned copy of <b>Bidder’s profile</b> as per ANNEXURE-4: <b>Bidder’s profile</b> duly filled in, signed and stamped along with all supporting documents.	
5.	Scan copy of duly filled signed and stamped <b>Eligibility Compliance Sheets</b> as per ANNEXURE-5: and all the <b>supporting/mandated documents</b> and <b>Annexures</b> required for eligibility criteria.	
6.	Scan copy of duly filled signed and stamped <b>Technical Compliance sheets</b> as per ANNEXURE-6: and all the <b>supporting/mandated documents</b> and <b>Annexures</b> required for Technical evaluation of the bid as per the evaluation criteria.	
For Packet 2 – Financial Bid		
7.	As per <b>BoQ: GTV Financial Bid</b> as per ANNEXURE-11: <b>ABRIDGED FINANCIAL BID</b>	XLS
8.	<b>Detailed financial bid</b> as per ANNEXURE-12 (in .pdf format). The Detailed Financial Bid scanned pdf files, then should be saved in a RAR ‘Detailed Fin <Bidder’s Name>’.RAR	RAR

*Note: The respective files not containing the above documents in the explicit/implicit form will lead to rejection of the bid.*

*Note: All the bids documents duly signed by the authorized signatory of the company and stamped with company seal.*

## ANNEXURE 2: COVERING LETTER

<To be submitted on the letterhead of the bidder>

<Place>

<Date>

To

The Managing Director,  
National Informatics Centre Services Incorporated (NICS)  
1st Floor, NBCC Tower,  
Bhikaji Cama Place, New Delhi-110066

Subject: Submission of Bid for Empanelment of Tender No. ....

Dear Sir,

This is to notify that our company is submitting technical bid in response to Tender No <.....Tender No.....> for <.....Name of the Tender.....> for <.....Name of the Category.....> Primary & Secondary contact for our company are as follows:

<M/s Company Name>	Primary Contact	Secondary Contact
<b>Name</b>		
<b>Title</b>		
<b>Address</b>		
<b>Phone</b>		
<b>Mobile</b>		
<b>Email</b>		

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

We are submitting our bid for Social Media Services as per the scope and requirements of the tender document:

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

We have enclosed the earnest money deposit as per the tender Conditions. It is liable to be forfeited in accordance with the provisions of tender document.

**Deviations:**

We declare that all the services shall be performed strictly in compliance with the Tender Document. Further, we agree additional conditions, if any, found in the bid documents, other than those stated in the tender document, shall not be given effect to.

**Bid Pricing:**

We do hereby confirm that our bid prices exclusive all taxes, as applicable on the last date of submission of bid. We further declare that the prices stated in our proposal are in accordance with your terms & conditions in the bidding document.

**Qualifying Data:**

We confirm having submitted in qualifying data as required by you in your tender document. In case you require any further information/documentary proof in this regard before evaluation of bid, we agree to furnish the same in time to your satisfaction.

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

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

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

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

Yours sincerely,

On behalf of [bidder's name]

Authorized Signature [In full and initials]:

Name & Title of signatory:

Name of Firm:

Address:

Seal/Stamp of bidder:

Place:

Date:

## ANNEXURE 3: BID SECURING DECLARATION FORM

<On Company's Letter Head>

Date: \_\_\_\_\_ Tender No. \_\_\_\_\_

To *(insert complete name and address of the purchaser)*

I/We. The undersigned, declare that:

I/We understand that, according to your conditions, bids must be supported by a Bid Securing Declaration.

I/We accept that I/We may be disqualified from bidding for any contract with you for a period of three year from the date of notification if I am/We are in a breach of any obligation under the bid conditions, because I/We

- a. have withdrawn/modified/amended, impairs or derogates from the tender, or defaults in respect to tender terms & conditions, my/our Bid during the period of bid validity specified in the form of Bid; or
- b. have quoted incredibly low value of items leading to subvert the tender process, or
- c. do not accept correction of the errors, if in case a discrepancy is found in our Financial Bid between the unit price and the total price; the unit price shall prevail, and the total price is corrected, or
- d. having been notified of the acceptance of our Bid by the purchaser during the period of bid validity
  - i. fail or reuse to execute the contract, if required, or
  - ii. fail or refuse to furnish the Performance Security, in accordance with the instructions to Bidders.

I/We understand this Bid Securing Declaration shall cease to be valid if I am/we are not the successful Bidder, upon the earlier of

- i. the receipt of your notification of the name of the successful Bidder; or
- ii. thirty days after the expiration of the validity of my/our Bid.

**Signed:** *(insert signature of person whose name and capacity are shown)*

**in the capacity of** *(insert legal capacity of person signing the Bid Securing Declaration)*

**Name:** *(insert complete name of person signing the Bid Securing Declaration)*

**Duly authorized to sign the bid for an on behalf of:** *(insert complete name of Bidder)*

Dated on \_\_\_\_\_ day of \_\_\_\_\_ *(insert date of signing)*

Corporate Seal

## ANNEXURE 4: BIDDER'S PROFILE

<On Company's Letter Head>

### Bidder's Profile

Name of the Bidder (in CAPITAL letters only):.....

Date of Incorporation in India as:.....

Registration No:.....

Complete Address with PIN:.....

<b>Contact Person:</b>				
<b>Name:</b>				
<b>Designation:</b>				
<b>Telephone:</b>				
<b>E-mail:</b>				
<b>Goods &amp; Service Tax No. (GSTN):</b>				
<b>Whether Bidder is Small/Medium Enterprise:</b> (Yes/No) (if Yes, please attach Udyam Registration Certificate)			<b>If yes,</b> <b>a) Type of Enterprise:</b> _____ <b>b) Udyam Registration No.:</b> _____	
<b>Whether Bidder is DPIIT Recognised Start-up Enterprise: (Yes/No)</b>			<b>if Yes,</b> <b>Enter DIPP No.</b> _____	
<b>PAN No</b>				
<b>ISO Certification</b>				
<b>Total number of employees</b>				
<b>Turnover (in INR Crores)</b>	<b>FY xx-xx</b>	<b>FY xx-xx</b>	<b>FY xx-xx</b>	<b>Average Turnover</b>
<b>Whether Bidder is blacklisted:</b>				
<b>Whether any Litigation Arbitration/proceeding:</b>				

**Note: Copies of the supporting documents should be attached along with the proposal.**

Signature (Bidder Seal)

In the capacity of

Duly authorized to sign proposals for and on behalf of:

## ANNEXURE 5: ELIGIBILITY CRITERIA COMPLIANCE CHECKLIST

#	Particulars	Eligibility Criteria	Documents to be submitted	Compliance Yes / No with reference Pg. in proposal
1.	Cover Letter	Cover letter of the bid	Cover letter signed by an authorized signatory of the bidder as per ANNEXURE 2 given in this RFE.	
2.	Legal Entity	iv. Should be an organization registered under the provisions of the Indian Companies Act, 2013/ Companies Act, 1956 or a partnership firm registered under the Indian Partnership Act, 1932 or the Limited Liability Partnerships Act, 2008 or an organization registered under society Act. v. Registered with the Income Tax Authorities vi. Valid GST registration	iv. Copy of certificate of incorporation v. Copy of PAN Card vi. Copy of GST registration certificate	
3.	Turnover	<b>Tier 1:</b> The bidder should have an average annual turnover of minimum INR 30 Crore or more in any three financial years out of last five audited financial years (FY 2019-20, FY 2020-21, FY 2021-22, FY 2022-23 & FY2023-24).	A certificate duly certified by the Statutory Auditor / Chartered Auditor of the bidder mentioning the average annual audited turnover for any last 3 financial years as per the format given in the RFE (ANNEXURE-11: FINANCIAL STRENGTH)	
		<b>Tier 2:</b> The bidder should have an average annual turnover of minimum INR 10 Crore or more in any three financial years out of last five audited financial years (FY 2019-20, FY 2020-21, FY 2021-22, FY 2022-23 & FY2023-24).		
4.	Technical Capabilities	<b>Tier 1 (National Level):</b> During the last <b>5 Financial Years</b> (FY 2019-20, FY 2020-21, FY 2021-22, FY 2022-23 & FY 2023-24), the bidder must have managed/is managing <b>at least three</b> projects in the field of Communication / Branding / Social Media strategy of value <b>Rs. 2 Crore</b> or more. This project should be a National Level program/initiative.	Details of the assignments as per the format specified in this RFE along with the following documents: iii. Copy of work order/ Agreement/ Contract iv. Certificate of project completion issued by the Client	
		<b>Tier 1 (State Level):</b> During the last <b>5 Financial Years</b> (FY 2019-20, FY 2020-21, FY 2021-22, FY	OR	



		<p>2022-23 &amp; FY 2023-24), the bidder must have managed/is managing <b>at least two</b> projects in the field of Communication / Branding / Social Media strategy of value <b>Rs. 70 Lakh</b> or more. This project should be a State Level program/initiative.</p> <p><b>Tier 2:</b> During the last <b>5 Financial Years</b> (FY 2019-20, FY 2020-21, FY 2021-22, FY 2022-23 &amp; FY 2023-24), the bidder must have managed/is managing <b>at least one</b> project in the field of Communication / Branding / Social Media strategy of value <b>Rs. 50 Lakhs</b> (if National level) or <b>Rs. 25 Lakhs</b> (if State level)</p>	<p>Tax invoice and payment receipt of last milestone duly certified by CA.</p> <p><i>Note: Statutory Auditor certificate with work order for ongoing project is acceptable</i></p>	
5.	Manpower	<p><b>Tier 1:</b> The Agency must have minimum of <b>50 professional</b> manpower on payroll (60% of the manpower should be in the areas of expertise as mentioned in the RFE Section 6.3) as of the Bid publishing date.</p> <p><b>Tier 2:</b> The Agency must have minimum of <b>20 professional</b> manpower on payroll (60% of the manpower should be in the areas of expertise as mentioned in the RFE Section 6.3) as of the Bid publishing date.</p>	<p>HR Certificate on bidder's letter head as per the format given in this RFE (ANNEXURE-7: MANPOWER DETAILS UNDERTAKING).</p>	
6.	Blacklisting	<p>The Agency should not be blacklisted/ debarred/suspended/banned by any Ministry/ Department of State or Central Government/PSU on the last date of filing of responses to this RFE.</p>	<p>Certificate duly signed by an authorized signatory of the bidder as per format given in this RFE (ANNEXURE-8: NO BLACKLISTING UNDERTAKING).</p>	

## ANNEXURE 6: TECHNICAL EVALUATION CRITERIA COMPLIANCE CHECKLIST

### TECHNICAL EVALUATION CRITERIA FOR TIER-1

#	Technical Evaluation Criteria	Evaluation Parameter	Document Required	Max Marks	Marks Obtained
1	Number of years of firm's presence in India	Less than 5 years: Not eligible 5 to 10 Years = 2.5 marks 10+ Years = 5 marks	CA certificate /Certificate of Incorporation	5	
2	Average annual turnover during the any three out of the last five audited financial years (FY 2019-20, FY 2020-21, FY 2021-22, FY 2022-23 & FY 2023-24).	Less than 25 Crore: Not eligible Rs. 25 Crore to Rs. 50 Crore = 2.5 marks Rs. 50+ Crore to Rs. 75 Crore = 5 marks Rs. 75+ Crore to Rs. 100 Crore = 7.5 marks Rs. 100+ Crore = 10 marks	A certificate duly certified by the Statutory Auditor / Chartered Auditor of the bidder mentioning the average annual audited turnover for the any 3 out of last 5 financial years. (FY 2019-20, FY 2020-21, FY 2021-22, FY 2022-23 & FY 2023-24) as per the format given in ANNEXURE-11: FINANCIAL STRENGTH	10	
3	Experience in similar works* of value <b>INR 50 Lakh</b> or more each in the last 5 years from the date of publishing of this RFE in any Central/state Govt/PSU/Private sector in India	Less than 2 projects: Not eligible 2 to 4 Projects = 2.5 marks 5 to 7 Projects = 5 marks 8 to 10 Projects = 7.5 marks 10+ Projects = 10 marks	Details of the assignments as per the format specified in this RFE along with the following documents: <ul style="list-style-type: none"> <li>• Copy of work order/Agreement/ Contract</li> <li>• Certificate of project completion issued by the Client</li> </ul> OR Tax invoice and payment receipt duly certified by CA.	10	

4	Professional manpower on payroll having expertise in managing and executing similar activities as mentioned in the RFE (Section 8: Resource Requirement) as of the Bid publishing date.	Less than 25: Not eligible Manpower Strength on roll – 25 to 50 = 9 marks 50+ to 75 = 12 marks Above 75 = 15 marks	HR Certificate on bidder's letter head as per the format given in this RFE (ANNEXURE-7: MANPOWER DETAILS UNDERTAKING).	15	
5	Pan-India Presence - Number of states/UTs with dedicated offices of the bidder	1 to 3 States/UTs = 9 marks 4 to 6 States/UTs = 12 marks More than 6 States/UTs = 15 marks	Self-Declaration & Copy of GSTIN certificates for respective state offices as per ANNEXURE-9: DECLARATION ON PROOF OF OFFICES	15	
6	Certifications	Valid Certifications (maximum any five) = 3 marks each  <ul style="list-style-type: none"> <li>• ISO 9001:2015</li> <li>• ISO 22301:2019</li> <li>• ISO 27001</li> <li>• ISO 14001</li> <li>• ISO 27701:2019</li> <li>• ISO 20121:2012</li> <li>• ISO 12647-2</li> <li>• ISO 17100:2015</li> </ul>	A self-attested copy of certifications awarded to the firm by the concerned accreditation agency/ Organization.	15	
7	Presentation of Understanding the Scope of Work, Approach & Methodologies, Innovative ideas, value Propositions etc.	<ul style="list-style-type: none"> <li>• Understanding on scope of work</li> <li>• Approach &amp; Methodologies</li> <li>• Innovation/Uniqueness in execution, Value Proposition</li> <li>• Risks and mitigation measures</li> <li>• Strength of the agency</li> </ul>	Presentation to the TEC committee of NICSI.	30	
<b>TOTAL MARKS</b>				<b>100</b>	

### TECHNICAL EVALUATION CRITERIA FOR TIER-2

#	Technical Evaluation Criteria	Evaluation Parameter	Document Required	Max Marks	Marks Obtained
1	Number of years of firm's presence in India	1 to 4 Years = 2.5 marks 4+ = 5 marks	CA certificate /Certificate of Incorporation	5	
2	Average annual turnover for maximum last five audited financial years (FY 2019-20, FY 2020-21, FY 2021-22, FY 2022-23 & FY 2023-24).	Less than 20 Crore: Not eligible Rs. 20 Crore to Rs. 40 Crore = 2.5 marks Rs. 40+ Crore to Rs. 60 Crore = 5 marks Rs. 60+ Crore to Rs. 80 Crore = 7.5 marks Rs. 80+ Crore = 10 marks	A certificate duly certified by the Statutory Auditor / Chartered Auditor of the bidder mentioning the average annual audited turnover for maximum last 5 financial years. (FY 2019-20, FY 2020-21, FY 2021-22, FY 2022-23 & FY 2023-24) as per the format given in ANNEXURE-11: FINANCIAL STRENGTH.	10	
3	Experience in similar works* of value INR 50 Lakh or more each, in any Central/State Govt. / PSU / Private sector in India	No project: Not eligible 1 to 4 Projects = 2.5 marks 5 to 7 Projects = 5 marks 8 to 10 Projects = 7.5 marks 10+ Projects = 10 marks	Details of the assignments as per the format specified in this RFE along with the following documents: <ul style="list-style-type: none"> <li>• Copy of work order/Agreement/ Contract</li> <li>• Certificate of project completion issued by the Client</li> </ul> OR Tax invoice and payment receipt duly certified by CA.	10	

4	Professional manpower on payroll having expertise in managing and executing similar activities as mentioned in the RFE (Section 8: Resource Requirement)	Less than 20: Not eligible Manpower Strength on roll – 20 to 30 = 5 marks 30+ to 40 = 10 marks Above 50 = 15 marks	HR Certificate on bidder's letter head as per the format given in this RFE (ANNEXURE-7: MANPOWER DETAILS UNDERTAKING).	15	
5	Pan-India Presence - Number of states/UTs with dedicated offices of the bidder	1 to 2 States/UTs = 9 marks 3 to 4 States/UTs = 12 marks More than 4 States/UTs = 15 marks	Self-Declaration & Copy of GSTIN certificates for respective state offices as per ANNEXURE-9: DECLARATION ON PROOF OF OFFICES	15	
6	Certifications	Valid Certifications (maximum any five) = 3 marks each  <ul style="list-style-type: none"> <li>• ISO 9001:2015</li> <li>• ISO 22301:2019</li> <li>• ISO 27001</li> <li>• ISO 14001</li> <li>• ISO 27701:2019</li> <li>• ISO 20121:2012</li> <li>• ISO 12647-2</li> <li>• ISO 17100:2015</li> </ul>	A self-attested copy of certifications awarded to the firm by the concerned accreditation agency/ Organization.	15	
7	Presentation of Understanding the Scope of Work, Approach & Methodologies, Innovative ideas, value Propositions etc.	<ul style="list-style-type: none"> <li>• Understanding on scope of work</li> <li>• Approach &amp; Methodologies</li> <li>• Innovation/Uniqueness in execution, Value Proposition</li> <li>• Risks and mitigation measures</li> <li>• Strength of the agency</li> </ul>	Presentation to the TEC committee of NICSI.	30	
<b>TOTAL MARKS</b>				<b>100</b>	

\*Similar Project: "Projects in the field of Communication / Branding / Social Media strategy / campaigns for dissemination of information /Outreach program / mass engagement etc."

## ANNEXURE 7: MANPOWER DETAILS UNDERTAKING

<On Company's Letter Head>

<Date>

To

The Managing Director,  
NICSI, 1st Floor, NBCC Tower  
Bhikaji Kama Place,  
New Delhi

Sub: Undertaking for employees on company pay-roll as on Bid Publishing date

Dear Sir,

We confirm that our company has experienced professionals having domain knowledge as mentioned in Scope of work and are well versed with the guidelines issued by the government of India from time to time pertaining to social/digital media posting.

This is also to certify that <Mention Bidder's company Name> have below mentioned number of employees on company's payroll as on Bid Publishing date. The qualification and years of relevant experience of mentioned number of employees is similar as mentioned in Section-8: Resource Requirement of NICSI's tender no. < Mention tender Name >.

S.No.	Resource Profile Category	Number of Employees on Company's Payroll as on Bid publishing date
1.	Project Manager (Digital Communication)	
2.	Branding	
3.	Visual Communication	
4.	Content Writer	
5.	Multimedia Designer	
6.	Social media	
7.	Photography / Videography	
8.	Social media / Data Analyst	

Yours Sincerely,

On behalf of [Bidder's Name]

Authorized Signature [In full and initials]:

Name & Title of Signatory:

Name of Firm:

Address:

Seal/Stamp of the Bidder:

## ANNEXURE 8: NO BLACKLISTING UNDERTAKING

(Self-certification in Company's letterhead)

I / We, Proprietor/ Partner(s) / Director(s) of M/S. \_\_\_\_\_ hereby declare that the firm/company namely M/s. \_\_\_\_\_, as on the date of bid submission, has not been blacklisted or debarred in the last three years and is not under blacklisting period /active debarred list by NICSI or any of the Central or State Government Organisation / Public Sector Undertaking / Autonomous Body etc

OR

I / We Proprietor/ Partner(s)/ Director(s) of M/S. \_\_\_\_\_ hereby declare that the firm/company namely M/S\_\_\_\_\_ in the last three years, was blacklisted or debarred by NICSI, or any other Central or State Government Organisation / Public Sector Undertaking / Autonomous Body etc. for a period of \_\_\_\_ months /years w.e.f. \_\_\_\_\_. The period is over on \_\_\_\_ and, as on the date of bid submission the firm /company is not in active blacklisting period and now entitled to take part in Government tenders.

In case the above information is found false I/We are fully aware that the tender/ contract will be rejected/cancelled by NICSI and execution of Bid Securing Declaration. In addition to the above NICSI will not be responsible to pay the bills for any completed / partially completed work, if Tender was allotted.

(Signature of Bidder with Seal)

Name:

Capacity in which as signed:

Name & address of the Company / Firm:

Date:

Place:

## ANNEXURE 9: DECLARATION OF PROOF OF OFFICES

<To be submitted on the letterhead of the Bidder>

(Place)

(Date)

To

The Managing Director,  
NICSI, 1stFloor, NBCC Tower  
Bhikaji Kama Place,  
NewDelhi-110066

Dear Sir,

We confirm that our company has branch office(s) as listed below.

S. No.	State	Office Address	GSTIN

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

Dated this \_\_\_\_ day of \_\_\_\_ 2025

Encl.: copy of GSTIN certificate for each of the office locations in the name of the bidder.

Yours Sincerely,

On behalf of [Bidder's Name]

Authorized Signature [In full and initials]:

Name & Title of Signatory:

Name of Firm:

Address:

Seal/Stamp of the Bidder:



## ANNEXURE 10: EXPERIENCE DETAILS

<Attach separate sheet for each project>

S. No.	Details of the Project	Description
1.	Project Title	
2.	Name of the Client & Address	
3.	Client Contact (Name, Designation, Email ID)	
4.	Project Start Date	
5.	Project End Date	
6.	Total Project Value	
7.	Narrative description of the project (not more than 500 words)	
8.	Description of services provided within the project (not more than 500 words)	

## ANNEXURE 11: FINANCIAL STRENGTH

Based on its books of accounts and other published information authenticated by me, this is to certify that <Name of the organization> has an average annual turnover of INR <amount> for the last three Financial Years <mention Financial Years> as per year-wise details noted below:

Table 14: Financial Information of the Bidder

Financial Strength of the Organization			
Sl.	Financial Year	Annual Turnover (In INR)	Whether Having Positive Net Worth (Yes / No)
1.			
2.			
3.			
4.	Total Annual turnover in last three financial years (<<mention Financial Years>>) in INR		
5.	Average Annual turnover for last three financial years (<<mention Financial Years>>) in INR		
<p><i>Note: Enclose supporting documents of your claim as per requirement of this RFE For e.g. Copy of audited financial statements or declaration from the appointed Statutory Auditor of the Bidder/Chartered Accountant to be provided as proof of the financial turnover.</i></p>			
<p>[Signature]            [Name]            [Designation]            Duly authorized to sign the Tender Response for and on behalf of: (Name and Address of Company)            Seal/Stamp            &lt;&lt;Certificate by Statutory Auditor of the Bidder/Chartered Accountant with Membership No. shall be allowed&gt;&gt;</p>			

## ANNEXURE 12: ABRIDGED FINANCIAL BID

Name of the Bidder: \_\_\_\_\_

### Gross Total Value (GTV)

<b>GROSS TOTAL VALUE (X)</b>	Rs. .... (in figures)	Rs. .... (in words)
------------------------------	--------------------------	------------------------

Note:

- Prices should be quoted in Indian Rupee only and indicated both in figures and words. The amount mentioned in words will prevail.
- The bidder at first should calculate the value of GTV(X) in detailed financial bid.
- In this proforma, the GROSS TOTAL VALUE (X) as calculated in Detailed Financial Bid has to be reproduced as above.
- This proforma shouldn't contain any detailed rates otherwise the bid will be rejected.

## ANNEXURE 13: DETAILED FINANCIAL BID

### DETAILED FINANCIAL BID

Name of the Bidder: \_\_\_\_\_

Mention Category: \_\_\_\_\_

S. No.	Resource Profile with Experience level	Man-Month Rate of the Agency (in Rs. without tax)
<b>1</b>	<b>Project Manager (Digital Communication)</b>	
a	Level 1- 5 years up to 8 years	
b	Level 2 - > 8 years up to 12 years	
c	Level 3 - More than 12 years	
<b>2</b>	<b>Branding</b>	
a	Level 1- 2 years up to 6 years	
b	Level 2 - > 6 years up to 10 years	
c	Level 3 - More than 10 years	
<b>3</b>	<b>Visual Communication</b>	
a	Level 1- 2 years up to 6 years	
b	Level 2 - > 6 years up to 10 years	
c	Level 3 - More than 10 years	
<b>4</b>	<b>Content Writer</b>	
a	Level 1- 2 years up to 6 years	
b	Level 2 - > 6 years up to 10 years	
c	Level 3 - More than 10 years	
<b>5</b>	<b>Multimedia Designer</b>	
a	Level 1- 2 years up to 5 years	
b	Level 2 - > 5 years to 8 years	
c	Level 3 - More than 8 years	
<b>6</b>	<b>Social media</b>	
a	Level 1- 2 years up to 5 years	
b	Level 2 - > 5 years to 8 years	
c	Level 3 - More than 8 years	
<b>7</b>	<b>Photography/Videography</b>	
a	Level 1- 2 years up to 5 years	
b	Level 2 - > 5 years to 8 years	
c	Level 3 - More than 8 years	
<b>8</b>	<b>Social media / Data Analyst</b>	
a	Level 1- 2 years up to 5 years	
b	Level 2 - > 5 years to 8 years	
c	Level 3 - More than 8 years	
<b>Gross Total Value (X)</b>		

Gross Total Value(X) in figure = Rs. \_\_\_\_\_

Gross Total Value(X) in Words = Rupees.....

.....

Authorized Signatory

Name:

Date:

Place:

Company Seal

**Important Note:**

- a. For consideration of their bids, the bidders have to quote for all the resource levels. The rates quoted should be as per industry standards for the prescribed experience. For any of the resource levels, bids quoting zero or incredibly low rates compared to the industry prevalent rates will be rejected and execution of Bid Securing Declaration / Bid Securing Deposit.
- b. The rates finalized will not be changed throughout the period of empanelment/extended empanelment.
- c. GST and other taxes as applicable will be paid extra. Prices should be quoted in Indian Rupee only and indicated both in figures and words. The amount mentioned in words will prevail.
- d. Each Job assignment will be done at the cost finalized depending on Project Execution Model used in TOR.
- e. Prices should be quoted in Indian Rupee only and indicated both in figures and words. The amount mentioned in words will prevail.