

**F. No. 21-24/2017-Media**  
**GOVERNMENT OF INDIA**  
**MINISTRY OF WOMEN AND CHILD DEVELOPMENT**

Shastri Bhavan, New Delhi  
Dated: 03.01.2018

**SHORT TENDER NOTICE**

(Tender ID-                    )

Ministry of Women and Child Development, Government of India desires to engage a credible professional Category 'A' agency empanelled under DAVP as a "Media Agency" on turnkey basis for brand building for Ministry of Women and Child Development through a comprehensive PR plan and a communication strategy. The details of the Pre-Bid Conference/ meeting is given below:

Pre Bid Conference/Meeting on 08.012018 at 11.00 Hrs	Room No. 602 A Wing, Conference Hall, 6 <sup>th</sup> Floor, Ministry of Women and Child Development, Shastri Bhavan, New Delhi - 110001
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The prescribed proforma containing the details regarding the scope of work, qualifying criteria, etc. can be downloaded from the Central Public Procurement Portal(Tender ID-.....) and website of the Ministry. The technical and financial bids should be submitted in the prescribed format/ manner. The last date of submission of Technical & Financial bids, complete in all respects, is 10.01.2018 (1400 Hrs).

Interested Professional Media Agencies are further requested to keep on checking regularly the Central Public Procurement Portal and website of the Ministry to the last date of submission of application for any change/amendments etc. Ministry of Women and Child Development reserves the right to accept or reject any or all application without assigning any reasons and any liability incurring thereof.

  
(U.S. Mehta)  
Under Secretary to the Government of India  
Tele : 23382747

**REQUETS FOR PROPOSAL (RFP) FOR  
ENGAGEMENT OF  
MEDIA AGENCY  
ON  
TURN KEY BASIS TO UTILIZE VARIOUS  
MEDIA PLATFORMS**

**BY THE  
MINISTRY OF WOMEN AND  
CHILD DEVELOPMENT**

Ministry of Women and Child  
Development Shastri Bhavan, New Delhi-  
110001  
Website Address: <http://www.wcd.nic.in>

**REQUEST FOR PROPOSAL (RFP) FOR  
ENGAGEMENT OF MEDIA AGENCY**

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## **Section I: General**

Ministry of Women and Child Development (MWCD), Government of India desires to engage a credible professional agency empanelled under DAVP as a "Media Agency" on turnkey basis for brand building for Ministry of Women and Child Development through a comprehensive PR plan and a communication strategy. In this context, RFP is invited from credible professional agencies empanelled under DAVP. For this purpose, scope of work to be taken care by the agency has been broadly spelt out in Section II.

The agency must have in-house production facility. All other requirements such as manpower, tools, creative content, etc. will have to be met by the agency. They must have relevant expertise. The entire media content will also be stored / archived and the agency has the responsibility to provide it to MWCD and maintain the backup, storage and recovery mechanism. All the real and virtual creations will be right of MWCD and IPR will vest with MWCD.

## 1. SCHEDULE AND CRITICAL DATES

The tentative schedule and critical dates are shown below:

S. No.	Event	Date
1	Date of uploading RFP on Central Public Procurement	03/01/2018
2	Pre Bid Meeting	08/01/2018 (1100 Hrs)
3	Last date of submission of bids	10/01/2018 (1400 Hrs)
4	Opening of Technical Bids	10/01/2018 (1530 Hrs)
5	Presentation by the Agencies	10/01/2018 (1600 Hrs)
6	Opening of Financial Bids	11/01/2018 (1100 Hrs)

Technical and Financial Bids shall be up loaded on Central Public Procurement Portal and website of the Ministry. Bidder shall be responsible for registering his company/agency at Central Public Procurement Portal and seeking all necessary approvals required to upload the bid.

MWCD reserves the right to amend the document for RFP, tentative schedule and critical dates. It is the sole responsibility of prospective bidders to go through Central Public Procurement Portal and Ministry's website from time to time for any updated information.

### PROCEDURE, TERMS AND CONDITIONS

The RFP is to be uploaded on two bids basis i.e. Technical Bid and Financial Bid.

It is the responsibility of the Bidder to ensure that the bids are up loaded on time by the deadline through [www.eprocure.gov.in](http://www.eprocure.gov.in). A scanned copy of the EMD is to be uploaded at the Central Public Procurement Portal and the physical copy of bid along with EMD (in sealed cover) needs to be submitted by 10.01.2018 before 1400 hrs to Under Secretary (Media), MWCD, Room No. 309-B, Shastri Bhavan, New Delhi- 110001. Registered MSMEs are exempted from payment of EMD.

All bids must remain valid for 180 days from the date of up loading.

MWCD reserves the right to solicit additional information from Bidders. Additional information may include, but is not limited to, past performance records, lists of available items of work etc.

MWCD reserves the right to accept the whole, or part of or reject any or all bids without assigning any reasons and to select the Bidder(s) which, in the sole opinion, best meets the interest of the MWCD.

MWCD also reserves the right to negotiate with the bidders placed as H1 bidder in the interest of the Government.

MWCD reserves the right not to accept bid(s) from agency(ies) resorting to unethical practices or on whom investigation/ enquiry proceedings have been initiated by Government Investigating Agencies/Vigilance Cell.

All information contained in the RFP, or provided in subsequent discussions or disclosures, is proprietary and confidential in nature. No information may be shared by the bidder with any other organizations/agencies.

The Agency selected is not supposed to use its name, logo or any other information/ publicity on content published on all media platforms of MWCD.

The Agency must maintain uniformity in the uploading of content on the platforms and application. Any content which is replaced, renewed or removed from any platform shall be simultaneously modified on the other platforms and applications instantly.

All material, art work used in management of Media Network will be property of the MWCD. Content shared online must be copyright protected.

All the real and virtual creations will be right of MWCD and Intellectual Property Rights (IPR) will vest with MWCD.

The timeline/schedule of deliverables will be decided as and when the requirement /task activities arise. Bidder should complete the job/activities as and when asked by MWCD.

### **ELIGIBILITY CONDITIONS**

The Bidders should fulfill the following eligibility conditions for participating in the Tender/Request For proposal (RFP). The Bidders should enclose documentary evidence for fulfilling the eligibility conditions. It is the sole

responsibility of the bidder to ensure smooth and timely execution of the assigned work.

SPECIFIC REQUIREMENT	EVIDENCE
1. Bidder should be registered in India (MSMEs to upload copy of the certificate)	Documentary proof
2. Should have a local office in NCR region	-Do-
3. Domain name registered should be an Indian entity	-Do-
4. Bidders should not have been blacklisted by any of the State or Central Government organization.	Signed Affidavit
5. Should not have been found guilty of any criminal offence by any Court of law.	Signed Affidavit
6. Bidder should not have a conflict of interest in the assignment as specified in the bidding document.	Undertaking on letter head
7. Compliance with the code of integrity as specified in the bidding document	Undertaking on letter head
8. The cumulative turnover of the agency in the area of PR planning and Communication Strategy services including all media marketing services for each year 2014-15, 2015-16 and 2016-17 should be at least Rs. 1 crore.	Balance Sheets & documents certified by CA
9. GST Registration	Certified Copy
10. PAN Registration	Certified Copy
11. The agency must have an experience of at least 3 years in various Media network management and must have completed or handled two projects worth Rs.25 lakhs each for government agency.	Copies of the work orders of Social Media activities
12. The agency must have an in- house production facility for production and editing of contents in all forms.	Undertaking on letter head
13. The agency must have an in- house tools/applications/Software Development & management Team which has developed Social media tool and apps	Undertaking of in- house technical

that runs on PCs and mobile devices.	capability on letter head
14. Agencies supporting/ promoting any of the following content either in digital/physical format will be treated negative for business	Undertaking on letter head
a) Anti-National Content	
b) Pornographic & Trafficking Content	
c) Political Association	
d) Malicious Content	
e) Content Hurting Religious Sentiments	
6. Promoting Piracy in any form	
15. The agency must have expertise of PR planning and Communication Strategy.	Self-certified copy of Images having run various media campaigns including PR planning and Communication Strategy
16. The experts should be Post Graduate in any discipline with at least 3 years of experience in Content Management for websites/social Media Account management and excellent skill in written & spoken English & Hindi, good working knowledge of MS Office/Excel, Social Media management tools/applications, ability to collaborate with stakeholders, & to perform under deadlines in a process-oriented multi-task activities etc., The experts must be well versed in graphic designing tools and have experience in graphic design/online design, visualization in multi-media activities in reputed organization. At least one of the experts must have a bachelor degree/diploma in Fine Arts/Graphic Design/animation from a recognized institution with 3 years" experience.	Relevant Documents in Support of Qualification & experience.
17. At least 10 Team members who are permanent employees of the agency, having been on the payroll for a minimum of 3 years.	Relevant Document ary proof

1.2 (a) Bidders in joint venture and consortium are not eligible to apply.

### **COMMERCIAL CONDITIONS**

Apart from the above, each bidder is required to fulfill the following terms and conditions:-

#### **a) EARNEST MONEY DEPOSIT (REGISTERED MSMEs EXEMPTED)**

(i) Each bidder is required to submit Rs. 1,00,000/- (Rupees One lakhs only) as Earnest Money Deposit (EMD) in the form of Bank Draft / Demand Draft in favor of Pay and Accounts Officer, Ministry of Women and Child Development, New Delhi, payable at Delhi. A scanned copy of EMD also needs to be uploaded along with the bid at the Central Public Procurement Portal.

(ii) EMD should be submitted along with Technical Bid.

(iii) Technical Bid not accompanied with EMD shall summarily be rejected.

(iv) No interest shall be payable by the MWCD for the sum deposited as Earnest Money Deposit.

(v) No bank guarantee will be accepted in lieu of the Earnest Money Deposit.

(vi) The EMD of the unsuccessful bidders would be returned after award of the contract. (EMD of the successful bidder shall be returned only after receiving the prescribed performance security)

#### **b) PERFORMANCE SECURITY**

(i) Selected bidder will have to submit a Performance Security equivalent to 10% of the total contract value of job for one year in the form of the bank draft/demand draft or bank guarantee from a scheduled nationalized bank in favor of "Pay & Accounts Officer, Ministry of Women and Child Development payable at New Delhi", within 10 days of issue of letter for award of work. Performance Security will remain valid even after 60 days beyond the satisfactory completion of job.

(ii) The successful bidder has to renew the bank guarantee/draft on same terms and conditions for the period up to the contract including extension period, if any.

(iii) Performance Guarantee would be returned only after successful completion of job assigned to them after adjusting/recovering any dues recoverable/payable from/by the Agency on any account under the contract.

**c) PERIOD OF CONTRACT**

The contract will be for a period of 1 year subject to the satisfaction of MWCD. If performance is satisfactory, MWCD may extend the contract further for a period of 1 year on the same terms & conditions subject to continuation of the agency's empanelment under DAVP.

**d) PRICES**

- i. All the prices must be quoted on unit rate basis in INR along with all applicable charges i.e. professional fee and applicable taxes, duties, etc. (if any).
- ii. The agency has to ensure that the prices / rates quoted are all inclusive including the manpower support required for the project execution and continuous support during the entire contract period.
- iii. No increase in the prices would be allowed during the contract period.

**(e) AMENDMENT OF TENDER DOCUMENT**

At any time before the submission of bids, the MWCD may amend the tender document by issuing an addendum/corrigendum in writing or by announcing it through its website. The addendum/corrigendum shall be binding on all the agencies. To give the Agencies reasonable time in which to take an amendment into account in their bids, the MWCD may, if the amendment is substantial, extend the deadline for the submission of bid.

**(f) CONFLICT OF INTEREST**

(i) The Agency is required to provide professional, objective and impartial advice and at all times hold the MWCD's interests paramount, strictly avoid conflicts with other assignment/jobs or their own corporate interest and act without any consideration for future work.

(ii) Without limitation on the generality of the foregoing, Agencies, and any of their affiliates, shall be considered to have a conflict of interest and shall not be recruited, under any of the circumstances set forth below:

**Conflicting Activities:** An Agency or any of its affiliates, selected to provide consulting assignment/job for this project shall be disqualified from subsequent downstream supply of goods or works or services resulting from or directly related to this project.

**Conflicting Assignment/job:** An Agency (including its affiliates) shall not be hired for any assignment/job that, by nature, may be in conflict with another assignment/job of the Agency to be executed for the same or for another Employer.

**Conflicting Relationships:** An Agency that has a business or family relationship with a member of the MWCD staff who is directly or indirectly involved in any part of the project shall not be awarded the Contract, unless the conflict stemming from this relationship has been resolved in a manner acceptable to the MWCD throughout the selection process and the execution of the Contract.

Agencies have an obligation to disclose any situation of actual or potential conflict that impacts their capacity to serve the best interest of MWCD, or that may reasonably be perceived as having this effect. Any such disclosure shall be made as per the forms of technical proposal provided herewith. If the Agency fails to disclose said situations and if the MWCD comes to know about any such situation at any time, it may lead to the disqualification of the Agency during bidding process or the termination of its contract during execution of the assignment.

#### **g) PAYMENT**

1. The payment will be released to the agency on achieving specified milestones/tasks as decided by Ministry of Women and Child Development based on work achievement and satisfactory performance. The agency will be asked to submit monthly work achievement on Scope of Work as mentioned in Section II of this document for assessment by the MWCD. No advance payment will be made. All payments shall be made in Indian Rupees.

#### **PENALTY CLAUSE**

a) The detailed Service Level Agreement (SLA) will be signed with successful bidder. Any breach in SLA will lead to penalty and later termination of the contract. All the documents/ code / application etc. prepared and developed by the bidder will be the property of the client. All designs, reports, other documents and software submitted by the bidder pursuant to this work order shall become and remain the property of the client, and the bidder shall, not later than upon termination or expiration of this work order, deliver all such documents and software to the client, together with a detailed inventory thereof.

b) If at any given point of time it is found that the bidder has made a statement which is factually incorrect or if the bidder doesn't fulfill any of the contractual obligation, the MWCD may take a decision to cancel the contract with immediate effect. Further, performance security of the agency may also be forfeited if the performance of the agency is not satisfactory.

c) In case of late services / no services on a specific activity, in which the Agency fails to deliver the services thereof within the period fixed for such delivery in the schedule or at any time repudiates the contract, the firm shall be liable to pay a Liquidated Damages (LD). LD will be imposed @ 1% per week of the cost of contract value up to maximum of 10% of the contract value from the Agency. The timeline/schedule of deliverables will be decided as and when the requirement/ tasks /activities arise.

The MWCD will have the right to cancel the contract at any time without assigning any reason thereof.

### **PREPARATION OF BID**

All the bidders are requested to follow the instructions given below while up loading the bids. Proposal should be up loaded on two bid basis – separate technical and financial bids on Central Public Procurement Portal.

## **Technical and Financial Bids**

- The technical bid should have the following:-
- i. Forwarding letter as per Annexure 1 on the bidding organization's printed letterhead.
  - ii. The bidder shall submit technical bid in prescribed format as given in Annexure 1. Submission of the different type of Technical bid will result in the proposal being deemed non-responsive.
  - iii. Compliance and documentary proof of eligibility condition spelt out in clause 1.2 of Section I. Documentary proof sought in other clauses of this Tender Document should also be enclosed.
  - iv. Figures and tables must be numbered and referenced in the text by that number. They should be placed as close as possible to the referencing text. Pages must be numbered consecutively within each section.
  - v. A point to point compliance and self-declaration for acceptance of terms and conditions of tender document.
  - vi. Undertaking (self-declaration on letter head) of total responsibility for the trouble free operation.
  - vii. Undertaking (self-declaration on letter head) that the information submitted by them is correct and they will abide by the decision of MWCD. In case the information submitted by the firm is found to be false and / or incorrect in any manner, the firm can be suspended and / or debarred.
  - viii. All pages of the document submitted should be signed.

➤ **The Financial bid must contain the following:**

- i. Forwarding letter including Financial Bid as per Annexure 2, on the bidder's printed letter head.
- ii. Scope of services as per Section II each page duly signed.

- iii. No price / rate variation / adjustment or any other escalation will be entertained.

## **SIGNING OF BID**

The original and all documents of the Bid shall be typed or written in indelible ink and shall be signed by the Bidder or a person duly authorized to sign by the Bidder to the Contract. The person or persons signing the Bid shall initial all pages of the Bid.

## **METHOD OF EVALUATION AND AWARDS OF CONTRACT**

Bidders are requested to submit all requisite documents as per the uploaded tender along with their bids; failing which the bids are liable for rejection.

### **Evaluation of bids**

From the time the bids are opened to the time the contract is awarded, the agencies should not contact the MWCD on any matter related to its Technical and/ or Financial bid.

Any effort by the agencies to influence the MWCD in the examination, evaluation, ranking of bids and recommendation for award of contract may result in the rejection of the agency's bid.

A duly constituted Evaluation Committee will scrutinize and evaluate the bids for selection of an agency.

### **Criteria for Evaluation of Technical bid:**

The Evaluation Committee shall evaluate the Technical bids on the basis of their responsiveness to the qualification criteria. The qualification of the agency and the evaluation criteria for the technical bid shall be as defined below.

The criteria defined in **Annexure 3** would be followed for evaluation of technical bids.

Only Agencies obtaining a total score of 60 (on a maximum of 100) or more on the basis of criteria for evaluation given below would be declared technically qualified. Every technical bid shall be awarded an absolute technical score of 'T' marks out of a total of 100 marks.

**Criteria for Evaluation of Financial bid:** The Financial Bids of the technically qualified bidders will be evaluated as per the evaluation criteria explained below.

- The lowest evaluated Financial bid (**Fm**) will be given the maximum financial score of 100 points. The financial scores(**F**) of the other Financial bids will be computed as per the formula for determining the financial scores given below:

$$F = 100 \times (Fm / Fb)$$

Where,

**Fb** =Evaluated amount of financial quote by the particular bidder. **Fm** = Lowest evaluated amount of financial quote by the bidder.

Financial bids of only those Agencies which are declared technically qualified shall be opened on the specified date and time, in the presence of representatives of bidders who choose to attend. The name of the Agencies, their technical score (if required), and their Financial bid shall be read aloud.

#### **Method of Selection:**

In deciding the final selection of the Agency, the technically qualified bid will be given a weightage of 70% on the basis of criteria for evaluation. The price bids of only those Agencies which qualify technically will be opened. The bid with the lowest cost will be given a financial score of 100 and the other bid given financial scores that are inversely proportional to their prices. The financial bid shall be allocated a weightage of 30%. For working out the combined score, the MWCD will use the following formula:

$$\text{Total points: } (0.7 \times T(s)) + (0.3 \times 100 \times Fm/Fb)$$

The bids will be ranked in terms of total points scored. The bid with the highest total points (H-1) will be considered for award of contract.

Example: If in response to this tender, three bids, A, B & C were received and the Evaluation Committee awarded them 75, 80 and 90 marks on technical bid respectively, all the three bids would be technically suitable. Further, if the quoted price of bids A, B & C were Rs. 120, 100 & 110 respectively, then the following points for financial bids may be given:

$$A: 100/120 \times 100 = 83 \text{ points}$$

B:  $100/100 \times 100 = 100$

points C:  $100/110 \times$

$100 = 91$  points

For combined evaluated points, the process would

be as follows: Bid A:  $75 \times 0.7 + 83 \times 0.3 = 77.4$

Bid B:  $80 \times 0.7 + 100 \times 0.3 = 86$

Bid C:  $90 \times 0.7 + 91 \times 0.3 = 90.3$

Bid C, in this case would be considered as H1 (Highest total points).

The Evaluation Committee will correct any computation errors, in case of discrepancy.

### **Negotiations:**

Normally there will be no post tender negotiations, it would be only on exceptional circumstances, if considered necessary, shall be held only with the Agency which shall be placed as H-1 bidder after combined evaluation of the Technical and Financial bids, as indicated above. Under no circumstance, the financial negotiation shall result into an increase in the price originally quoted by the Agency.

### **GENERAL:**

- a) Bids once submitted cannot be amended.
- b) Any Bid which does not quote for all items will be determined to be non-responsive and may be rejected.
- c) The Agency shall not assign or sublet the contract or any substantial part thereof to any other agency, without written consent of the MWCD.
- d) Technical bids and financial bids will be opened, in the presence of Bidders' representatives (One for each bidder), who wish to be present.

## **COMPETENT AUTHORITY'S RIGHT TO VARY ITEMS/ACTIVITIES AT THE TIME OF AWARD**

The Competent Authority shall have the right to make any alterations, omissions, additions or subtractions in items/services at the time of award of contract. The Competent Authority will give such intimation to the successful Bidder, and additional cost/deduction in the Bid prices, based on the price schedule submitted by him, will be worked out with the Bidder. In case, the Bidder does not agree for such alterations, the Competent Authority will be free to award the contract to the next eligible Bidder.

## **ARBITRATION**

- a) If any dispute, difference, question or disagreement shall at any time, hereafter arise, between the parties hereto or the respective representatives or assignees in connection with or arising out of the contract the MWCD would appoint a sole arbitrator, which shall be accepted by the Agency. The decision of the arbitrator would be final and binding on both the parties.
- b) It is also the term of the contract that contractor shall not stop the work under this contract and work shall continue as expected to continue whether the arbitration proceedings have commenced or not
- c) The Venue of the arbitration shall be at New Delhi. Subject to as aforesaid, the provision of the Indian Arbitration Act, 1996 and any statutory modifications or re- enactments thereof and rules made there under and for the time being in force shall apply to the arbitration proceedings under this clause.

## **LABOUR LAWS AND SAFETY MEASURES**

Agencies shall comply with all the provisions of labour law related legislation acts as enacted by Government from time to time and in case of any prosecution / penalty, consortium shall be liable for the same.

Agencies shall be liable for payments of duties viz. P.F. E.S.I. etc. including any compensation payable under Workmen Compensation Act. MWCD shall have no responsibility or financial or other liabilities towards professional employed by agencies.

Agencies will take all safety measures /precautions during the work. Any accident due to negligence / any other reason will be to consortium account.

### **APPLICABLE LAW AND JURISDICTION**

This contract, including all matters connected with this contract, shall be governed by the India laws, both substantive and procedural, for the time being in force and shall be subject to the exclusive jurisdiction of Delhi Court, if required.

### **INSURANCE AND MEDICAL**

It is the responsibility of the agencies to insure their staff and equipment against any exigency that may occur at site. Agencies will also take insurance cover for third party liability, which might occur due to damages caused to their manpower, equipment etc. MWCD shall not be responsible for any such damages. Medical facilities (as per law) for professional including insurance of the professional on site will be provided by the agencies.

### **INDEMNIFICATION**

- a) Consortium shall at times indemnify and keep indemnified MWCD against all claims/ damages etc. for any infringement of any Intellectual Property Rights (IPR) while providing its services under this work order.
- b) Consortium shall at all times indemnify and keep indemnified MWCD against any claims in respect of any damages or compensation payable in consequences of any accident or injury sustained or suffered by its (Agencies) employees or caused by any action, omission or operation conducted by or on behalf of Agencies.
- c) Consortium shall at all times indemnify and keep indemnified MWCD against any and all claims by employees, workman, suppliers, agent(s) employed engaged or otherwise working for Agencies, in respect of their wages, salaries, remuneration, compensation or the hike.
- d) All claims regarding indemnity shall survive the termination or expiry of the work order.

### **FORCE MAJEURE**

For the Purpose of this contract, "Force Majeure" means an event which is beyond the reasonable control of party.

The terms "Force Majeure" as implied here in shall mean acts of God, War, Civil riots, fire directly affecting the performance of the contract, floods and Acts and Regulations of respective Government of the two parties, namely the Organization and the contractor. Both upon the occurrence of such cause and upon its termination, the party alleging that it has been rendered unable as aforesaid, shall within seventy two hours of the alleged beginning and ending thereof giving full particulars and satisfactory evidence in support of its claim. If deliveries are suspended by force majeure conditions lasting for more than 2 (two) months, the Organisation shall have the option of cancelling this contract in whole or part at its discretion without any liability on its part. Force Majeure shall not include insufficiency of funds or inability to make any payment required hereunder.

### **FAILURE & TERMINATION CLAUSE**

Time and date of delivery and period of execution shall be essence of the contract. If the Agency fails to deliver the services thereof within the period fixed for such delivery in the schedule or at any time repudiates the contract before the expiry of such periods, the MWCD may without prejudice to any other right or remedy available to the agency to recover damages for breach of the contract: -

- a) Recover from the Agency as liquidated damages which will be charged by way of penalty, as specified in the Clause 1.4 (Penalty Clause).
- b) Cancel the contract or a portion thereof by serving prior notice of one month to the Agency.
- c) The MWCD may take a decision to cancel the contract with immediate effect and / or debar / blacklist the bidder from bidding prospectively for a period of 3 years or as decided by the MWCD or take any other action as deemed necessary.

### **AGENCY CODE OF CONDUCT AND BUSINESS ETHICS**

The MWCD is committed to its "values & beliefs" and business practices to ensure that Agency, who provides services, will also comply with these principles.

- a. **Bribery and corruption:**

Agencies are strictly prohibited from directly or indirectly (through intermediates or subcontractors) offering any bribe or undue gratification in any form to any person or entity and / or indulging in any corrupt practice in order to obtain or retain a business or contract.

**b. Integrity, indemnity & limitation:**

Agencies shall maintain high degree of integrity during the course of its dealings with business/contractual relationship with the MWCD. If it is discovered at any stage that any business/ contract was secured by playing fraud or misrepresentation or suppression of material facts, such contract shall be voidable at the sole option of the competent authority of the MWCD. For avoidance of doubts, no rights shall accrue to the Agency in relation to such business/contract and the MWCD or any entity thereof shall not have or incur any obligation in respect thereof. The Agency shall indemnify in respect of any loss or damage suffered by the MWCD on account of such fraud, misrepresentation or suspension of material facts. The agency will be solely responsible for the omission and commission of the employees deployed by them.

## SECTION II

### SCOPE OF WORK / DELIVERABLE

On behalf of MWCD, Government of India, bids are invited from credible professional agencies for PR planning and Communication Strategy for creating awareness and enhance visibility of MWCD and the services that are delivered under the schemes & programmes of the Ministry.

#### **1. Objectives:**

- a. Brand building for Ministry of Women & Child Development through a comprehensive PR Plan and Communication Strategy
- b. Continuous visibility of key initiatives of Ministry of Women & Child Development in various channels of communication
- c. To measure and manage the perception of Ministry of Women & Child Development among stakeholders

### SCOPE OF WORK

#### **I. Comprehensive Media and Communication Strategy for the Ministry of WCD**

- i. Planning the Ministry's Media & Communication Strategy and its executing (TG, Communication Design, Market, Media Vehicle etc.)
- ii. Media Planning (High, Medium & Low impact campaigns)
- iii. Monitoring, feedback and measurement
- iv. More focused & less generic plans
- v. Concentrated & frequent bursts in Media as per the instructions of MWCD
- vi. Well defined events with a calendar
- vii. Social Media to be in engaging and participative mode (Key Deliverable Matrix)

- All paid release of advertisement will be through DAVP or through agencies at DAVP rates.

**a) PR- Planning the Strategy and its execution**

- Provide Coverage for “favourable” (neutral/ positive) news about MWCD, in particular the new schemes and programmes such as POCSO –e-box ,SHE-box, National Nutrition Mission, BBBP, Nari Shakti Awards, Women who have changed lives, Adoption, Khoya-Paya, Childline etc. To achieve this, selected agencies may use different methods like Media briefing, One to One interaction, Q&A, Press Releases, Articles, Reports, Testimonials, News & Sector Analysis etc. More types may be suggested in the proposal. This will also include countering any negative news, managing perception and handling crisis if any emerges.
  - Online/Offline presence in media on latest announcement and events in the domain of Ministry of Women & Child Development in India
  - Media Stories in periodicals/ magazines/TV/Radio/Digital space
  - Media Evaluation with respect to coverage/ positioning etc.
  - Event coverage and launches, expected coverage may be mentioned in the proposal using format given below at 4A
    - Please mention the media vehicles under each category in the Proposal
    - Size of coverage to be mentioned in sq cms or in seconds
  - Scope of work also includes monitoring of media reports from inputs available in India in physical form or available via internet
  - In order to garner better visibility in both local and especially in national media, a team of journalists may be taken to each State where they can observe firsthand the on ground developments and services being provided.
  - All events/ activities of PIB.

**b) Any other work related for the successful planning and strategy relating to PR and Communication Strategy for Ministry of WCD.**

**2. PR Activity Classification:**

- A. PR activity planned for Coverage without opportunity (or internal opportunity/MWCD supported events in India/ Round Tables)**

**B. PR activity at event organized with active support/ sponsorship by Ministry of Women & Child Development in India**

### **3. Proposed Tasks & Timelines for PR Activities**

- For PR activity planned for Coverage without opportunity (or internal opportunity/ MWCD supported events in India/ Round Tables), the agency will submit a plan on fortnightly basis along with Work in progress of the pendency from the earlier plan. This submission will be followed by a meeting with Ministry of Women & Child Development to discuss and take inputs/ develop details.
- For rest of the opportunities 4B, the agency will submit a plan in 2 working days from the receipt of information from Ministry of Women & Child Development.
- Agency will also submit report on media coverage received on monthly basis to Ministry of Women & Child Development.
- Non Ministry of Women & Child Development media reports/ coverage/ media analysis from target areas will also be submitted on monthly basis to be in feedback.
- A quarterly review of the activity will also be submitted.
- For all the PR opportunities, agency will maintain close liaison with correspondents, reporters, editors, photographers, think-tanks, critics, trend-setters and other such opinion leaders and will make all arrangements necessary for the media coverage, arrange media invitation, prepare press releases, research based analytical articles, backgrounder, signage/ direction, manage registration desk, translation in local language, interpreter, wherever required.
- Agency will prepare all the press releases, articles, invitation and get approved by MWCD, before release.
- Agency will also maintain a database of record of all the coverage received and photographs
- Agency will coordinate with Ministry of Women & Child Development Website Team for giving updates, newsfeeds, blogs etc on a regular basis
- Agency will coordinate with concerned Divisions of Ministry of Women & Child Development for its products/services related newsfeeds, updates etc.

o However, for these tasks only, it should also be noted that the mentioned norms are indicative and can be relaxed/ changed subject to mutual agreement between the parties depending upon the circumstances, depending on the practicalities of the work as it will unfold.

o Two key professionals are an integral part of the delivery of this project. For this task, agency will identify one of its Project Coordinators for day to day coordination to be working with a Project Leader/ his team. Both of the professionals need to be present on all important meetings.

**4. Deliverables\*/ Targeted Coverage**

Following is the minimum coverage expected to be undertaken in PR Opportunities:

**A. PR activity planned for Coverage without opportunity(or internal opportunity/ MWCD supported events in India/ Round Tables)**

Sl. No.	Media Category	(A) Minimum Monthly Coverage [Number]	(B) Minimum Quarterly Coverage (≥ Min. Monthly Coverage) [Number]	(C) Minimum Yearly Coverage (≥ Min. Quarterly Coverage) [Number]
1.	National Newspapers General News (Top 10 publication in terms of circulation)	10	30	120
2.	National Newspapers Business/ B2B	5	15	60
3.	National General News Magazines	1	3	12
4.	National Business Magazines	1	3	12
5.	Radio Coverage (AIR)	1	3	12
6.	Top Domestic Websites of Newspaper/ Magazines (Clicks/page views) minimum 10,000 clicks	10	30	120
7.	Top 10 Domestic B2B websites (Clicks/page views) minimum 5,000 clicks	3	9	36
8.	National TV News Channels	1	3	12

9.	National TV Channel	Business News	2	6	24
Size of coverage to be full article in digital or more than 100 sq cms in print, or 120 seconds on TV and 30 sec on radio.					
This coverage will not be counted for deliverable for section B					

## **B. PR activity at event organized with active support/ sponsorship by MWCD in India**

Agency will submit a plan covering Pre-Event, During the Event and Post Event activities and commit media coverage as per the scale of the event. As a measure, for a two day event, 40% of the selected media must carry news about the event. This coverage will not be counted for deliverable for section A above.

\* The plan/ strategies/ deliverables are subject to the existing Advertising policy of the Government of India.

### **5. Target Audience**

Primary Audience for the activity are Citizens (Common Man especially Women and Children), States and Central Line Ministries, Industry, Businesses and Academia. 80% coverage will be measured for this audience. Secondary audiences are School Boards, Universities, Students, and CBOs, NGOs & SHOs for rest of 20% coverage.

#### **Core Target Group (TG)**

- A. Citizens (Common Man especially Women and Children)
- B. Central Line Ministries
- C. States
- D. Industry & businesses
- E. Academia

#### **Secondary TG**

- A. Organizations, School Boards, Universities
- B. Students
- C. Civil Society Organizations (CSOs), Non-Governmental Organizations (NGOs), Self-Help Groups (SHGs)

#### **Geographical Coverage of the Project**

All India

## **II.**

- (i) Assist and strategically advice the Ministry, across Divisions, in planning awareness drives to enhance the visibility and outreach. This would include Public Relations and ample branding of various events

organized by the Ministry besides advertisements for creating awareness and changing the mindset of the masses. Agency should be efficient in thinking out-of-the-box and generate ideas that can create a behavioral shift amongst the people.

(ii) Ensure that the viewership over social media site of the MWCD increases substantially and increase its reach within a period of 12 months from the date of start of operation.

(iii) Ensure that significant posts made by the public on the MWCD's social networking site is monitored on a real time basis and is brought to the notice of the designated Ministry's official on daily basis.

(iv) Round the clock running of MWCD's entities on the agreed upon social media sites, updating, analyzing social media trends, moderation and intervention as and when required.

(v) Ensure that the quick response to these posts is provided on the social networking site under the supervision of the designated MWCD's official. Prepare and upload a monthly bulletin on significant social media efforts in the MWCD as well as events/media reports etc. related to the issues dealt by the MWCD.

(vi) Should have credible contingency plan to effectively handle crisis and emergencies.

(vii) Any other works entrusted by MWCD for sensitizing the people through various media and social media platforms.

(viii) During the contract period the agency should be able to reach out to at least 10 million audiences.

(ix) Monitoring of media reports from inputs available from different sources and report to the Ministry.

(x) Agency will maintain a database of record of all the coverage received and photographs.

(xi) Agency will prepare the press releases, articles etc and get it approved before release.

(xii) Agency will co-ordinate with Bureaus , Divisions and NIC for updating MWCD to make it more visible and user friendly.

### III.

#### (A) **Advisory on Content Creation:**

➤ Creative content generation, recreate or convert the content and repackage the available content. The content may be of various forms such as graphics, cartoons, smart art, animations, story board etc. design on subject of Government schemes and programs and policies etc. **The experts are also expected to make e-books, electronic version of other books and manage the graphic content of the website as well as for other publications of the Ministry as and when required by the Ministry.**

#### (B) **Enhancing reach of content on Internet and social media sites:**

➤ Agency would be responsible for enhancement of the reach of the messages and other schemes of Government on various social media platforms through non- paid means so that the content would reach to the last mile on internet domain on real time basis. The agency should have capability to multiply the reach of content and promote content organically on various social media platforms.

➤ The agency should be able to advice on creation of interesting and innovative content, campaigns, competitions, so as to have proper communication strategy for various social media platforms to enhance the reach of content in real time basis.

#### (C) **Making the uploaded content viral / virility of content**

➤ Agency would be responsible to advice on the content to be made viral on the internet and other social media sites. This will make the schemes, policies of Government to reach on various social media platforms to the last mile on internet domain in real time basis.

➤ The agency should have capability to multiply the reach of content and promote content and make it viral to the most.

#### (D) **Advertisement:**

Agency would also be responsible for advising in connection with advertisement of MWCD and Ministry's various schemes, acts and related activities on all media platforms including social media platforms.

**(E) Performance Review**

➤ The agency will submit a process of Performance Review on periodic basis which will be appropriated and suitably amended (if required) and implemented.

**(F) Reporting**

➤ The agency should suggest the no. of reports eliciting periodicity, format and content of such report which should help the management of this Ministry to know the exact position of the efforts undertaken.

**(G) Data Security and Prevention of Fraud**

➤ The agency will undertake that all process and standards are being followed to ensure that the data is secure and is immune to any fraudulent activity.

## Covering Letter for Submission of Bid

To  
Under Secretary,  
Media Division,  
Ministry of Women and Child Development  
Shastri Bhavan,  
New Delhi-110001

Sir,

We are hereby submitting our bid, which includes Technical bid and financial bid sealed under separate envelope. We hereby declare that all the information and statements made in this bid are true and accept that any misinterpretation contained in it may lead to our disqualification.

We undertake, if our bid is accepted, to start the services with immediate effect or as stipulated in the work order. We understand you are not bound to accept any bid you receive.

Yours sincerely,

Authorized Signatory [In full and attach authorization to represent the  
company]

Date:

(Seal)  
Name and Title of Signatory Name of Firm Address

## TECHNICAL BID FORMAT

Particulars	Filled by Bidder	
1. Name of the Bidder (Agency)		
2. Whether brief profile of the agency is enclosed (Max 2-3 pages)		
3. Address of the Bidder (Agency)	Tel.	Fax.
4. Year of establishment		
5. Type of Company (Proprietorship / Public Sector Unit/ Private Limited / Public Limited) (Attach MSME certificate if relevant)		
6. Number of employees in the agency as on 31st July, 2015 (Details of qualifications, length of service, experience etc of the key creative members)		
7. Registration Details: PAN No.(Copy to be enclosed)		
8. GST registration No.(Copy to be enclosed)		
9. The agency must have expertise of running various media and social media campaigns on both Twitter and Facebook etc.(copies of contract/orders in support of Minimum 3 years and more should be attached and of having served two government contracts worth at least Rs.25 lakhs per annum each)		
10. The cumulative turnover of the agency in the area of Digital Marketing services including social media marketing services for the years 2013-14, 2014-15 and 2015-16 should be at least Rs. 1crore or more. (Attach the relevant papers duly certified by Chartered Accountant/Income Tax Return).		
11. The agency must have an in-house Software Development & Management Team who has developed Social media Management tools and applications. (enclose Self-certified copy of Individual feature with supporting documents, screen shots and live URL of Social Media Management tools and applications & details		

documents.		
12. Production facilities for production and editing of contents in all forms. (Details & self-certification on letter head).		
13. Details of EMD (Registered MSME exempted)		
(i) Amount		
(ii) Draft No		
(iii) Date		
(iv) Issuing Bank		
14. Whether terms and conditions mentioned in the Tender document are acceptable (say „Yes“ or „No“) & if yes, please enclose the self-declaration of acceptance on letter head.		
15. Whether the firm is blacklisted by any Government Department or any criminal case is registered against the firm or its owner/partners anywhere in India (If no, attach an undertaking to this effect on letter head)		
16. Name, Designation and address of the officer to whom all references shall be made regarding this Tender.	Tel:	Mobile:
	Fax:	Email:

Apart from above all requisite papers mentioned in the tender document are also enclosed.

Authorized Signature (in full and in initials) Name and Address and Title of the Signatory

Date

To,  
Under Secretary  
Media Division  
Ministry of Women and Child Development  
Shastri Bhavan, New Delhi-110001

Sir,

We, the undersigned on behalf of (name of the firm), offer to respond to (title of project) in accordance with your Tender document dated (insert Date). Our **Financial Bid** against the **Scope for work in Section – II as well as details defined in the tender document** is as mentioned below. Break-up of the cost, taxes & other charges are as under:-

Description of Items	Total Cost of One year for providing services for maintenance of various Media and Social media platforms for MWCD [Incl. the applicable Taxes (under GST)] (in rupees)
Consolidated cost for services as detailed under scope of work-deliverables in tender document including charges for deployment of two media experts on full time basis with requisite qualifications & skill-set in Ministry of Women and Child Development (MWCD) for one year relating to media and Social Media.	

Our bid shall be binding upon us up to period of validity as indicated in sub clause 1.1.5 of Section-1 General. We understand you are not bound to accept any bid you receive.

Date

Yours sincerely, Authorized

Signatory [In full and initials] Name and Title of Signatory  
Name and address of the firm

**EVALUATION CRITERIA  
(TECHNICAL)**

The point system for evaluation of Technical Bid will be as follows:

Power Point Presentation on the methodology for this assignment	
Criteria	Marks
1. Vision about the various Media and Social Media	25
2. Organization and Staffing	25
3. Understanding of the Scope of Work	50
Total	100

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