



India Meteorological Department  
Mausam Bhawan, Lodi Road  
New Delhi-110003

Notice Inviting Tender (NIT)

Tender Enquiry No. CPU/52/0719/9917

Dated: 03.08.2019

1. Director General of Meteorology (DGM), India Meteorological Department (IMD), Ministry of Earth Sciences (MoES), Government of India, on behalf of president of India invites ONLINE e-TENDER in two bid systems from qualified bidders i.e. (i) Techno-commercial bid & (ii) Price bid from eligible and qualified firms for supply, installation & commissioning of following Goods/Articles/Services. Manual bids shall not be accepted.
2. Name of Goods/Article/Services: Hiring of Mass Media Consultancy by IMD
3. Quantity & Specification : As per RFP section under tender enquiry document.
4. Tender schedule is as follows:

1.	PRE BID Conference (A) Date & Time (B) Venue	20.08.2019 / 1100 Hrs ISSD, Mausam Bhawan, IMD, Lodi Road, New Delhi-110003.
2.	Closing date and time for submission of tender	25.09.2019 / 1500 Hrs
3.	Tender Opening date & time (Technical Bid)	27.09.2019 / 1200 Hrs
4.	Place of Tender opening	Central Purchase Unit O/o DGM, IMD Lodi Road, New Delhi-110003

5. Earnest Money Deposit (EMD): Rs.2,00,000/- (Rupees Two Lakh only). EMD shall be accepted from the participating firm only in the form of Bank Guarantee (BG)/Fixed Deposit Receipt (FDR). Banker's Cheque/Demand Draft are NOT acceptable. Signed and scanned copy of EMD document/MSME-NSIC Certificate must be uploaded on CPP Portal at <https://eprocure.gov.in/eprocure/app>. Original EMD document in the form of BG/FDR and Hard Copy of MSME/NSIC Certificate for EMD-Exemption must be submitted in Central Purchase Unit (CPU) room No.517 on or before closing of bids submission date. EMD shall be valid for 240 days from the date of opening of tender.

6. (a) Micro and small Enterprises registered as OEM for stores and services specified in this tender with any government bodies specified by Ministry of Micro, Small & Medium Enterprises are exempted for submitting the earnest money deposit (EMD).  
(b) Firms other than SSI registered as OEM for stores and services NSIC, are also exempted for submitting EMD.  
(c) The exemption and relaxation in EMD are subject to validity of their registration on the date of opening of tender.  
(d) The Indian partner/agent can upload single tender on behalf of their OEM, but the EMD must be submitted by the OEM in the respective foreign currency.
7. All prospective tenderers are requested to attend the Pre Bid meeting if mentioned above. The venue, date and time are indicated in the Para 4 above.
8. The bidder shall download the Tender Enquiry Document from <https://eprocure.gov.in/eprocure/app> and <http://www.imd.gov.in/pages/tenders.php> Bidder shall upload their tender ONLINE through <https://eprocure.gov.in/eprocure/app> along with scanned copies of EMD documents as mentioned in Para 5 above. Manual bids are NOT accepted.
9. EMD should be issued in the favour of “O/o Director General of Meteorology, IMD, New Delhi” and payable at New Delhi.
10. Purchaser: The President of India  
Through Director General of Meteorology  
India Meteorological Department  
Lodi Road, New Delhi-110003
11. Consignee: Head (ISSD)  
India Meteorological Department  
Lodi Road, New Delhi-110003
12. Testing & Acceptance Authority : Head (ISSD)  
Lodi Road, New Delhi-110003

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Central Purchase Unit (CPU)  
O/o Director General of Meteorology  
Lodi Road, New Delhi-110003.  
Email : [cpu.imd@imd.gov.in](mailto:cpu.imd@imd.gov.in)

निविदा आमंत्रित करने की सूचना (एन आई टी)

ई-निविदा जाँच सं. सी पी यू /52/0719/9917

दिनांक : 03.08.2019

1. मौसम विज्ञान के महानिदेशक (मौविमनि) भारत मौसम विज्ञान विभाग (भा.मौ.वि.वि.) पृथ्वी विज्ञान मंत्रालय, भारत सरकार, भारत के राष्ट्रपति की ओर से नीचे लिखे सामान / वस्तुएँ / सेवाओं की आपूर्ति, संस्थापन और आरंभ के लिए पात्र और अर्हक निविदाकारों से दो बिड प्रणाली अर्थात (एक) तकनीकी बिड और (दो) दर बिड में ऑनलाइन निविदा आमंत्रित करते हैं
13. सामान/ वस्तुएँ/ सेवाओं का नाम: भारत मौसम विज्ञान विभाग द्वारा संचार मीडिया परामर्श की सेवाएं लेना
2. विनिर्देशन और मात्रा: आर एफ पी के अनुसार,
3. निविदा अनुसूची इस प्रकार है:

1.	प्री बिड कांफ्रेंस (क) दिनांक व समय (ख) स्थान	20.08.2019 / 1100 Hrs  ISSD, मौसम भवन, कार्यालय महानिदेशक, भारत मौसम विज्ञान विभाग, लोदी रोड, नई दिल्ली-110003
2.	निविदा जमा करने की अंतिम तिथि व समय	25.09.2019/1500 Hrs
3.	निविदा खोलने की तिथि व समय (तकनीकी बिड)	27.09.2019/1200 Hrs
4.	निविदा खोलने का स्थान	केंद्रीय क्रय एकक, कार्यालय महानिदेशक, भारत मौसम विज्ञान विभाग लोदी रोड, नई दिल्ली-110003

5. धरोहर राशि (ई एम डी): ₹ 2,00,000/- (रू.दो लाख केवल), बैंक गारंटी अथवा मियादी जमा रसीद (एफ.डी.आर.) द्वारा ही स्वीकार की जायेगी। ई . एम.डी., निविदा खुलने की तिथि से २४० दिन के लिये वैध होनी चाहिये। हस्ताक्षरित ई.एम.डी. तथा अन्य दस्तावेज की स्कैन की गई प्रति वेबसाइट <https://eprocure.gov.in/eprocure/app> पर आनलाइन अपलोड करे। मूल ईएमडी (B.G./ FDR के रूप) में और छूट के लिए किसी भी अन्य प्रमाण पत्र को केंद्रीय क्रय एकक (सीपीयू) कमरा नंबर 517 में बोलियों के जमा करने की अंतिम तिथि व समय से पहले जमा करना होगा।
6. (क) लघु उद्योग, कुटीर और छोटे पैमाने पर उद्यम जो किसी भी सरकारी निकायों के साथ इस निविदा में निर्दिष्ट समान और सेवाओं के लिए पंजीकृत है, उनको निविदा शुल्क और धरोहर राशि ( EMD) प्रस्तुत करने के लिए छूट दी गई है।

(ख) एन.एस.आई.सी. के साथ इस निविदा में निर्दिष्ट समान और सेवाओं के लिए पंजीकृत अन्य कंपनियों को भी ईएमडी जमा करने के लिए छूट दी गई है।

(ग) ई.एम.डी. में छूट निविदा खोलने की तारीख पर उनके पंजीकरण की वैधता के अधीन हैं।

7. ऐसे निविदाकार जो रुचि रखते हों इस आवश्यकता के बारे में और जानकारी प्रेषित से ले सकते हैं। सभी भावी निविदाकर्ता प्री बिड बैठक (समारोह स्थल, तारीख और समय) में भाग ले सकते हैं यदि ऊपर पैरा 4 में अनुरोध किया गया है। ऐसे निविदाकार जो रुचि रखते हों इस आवश्यकता के बारे में और जानकारी प्रेषित से ले सकते हैं।
8. निविदाकर्ता <https://eprocure.gov.in/eprocure/app> और <http://www.imd.gov.in/pages/tenders.php> वेबसाइट से निविदा जांच कागजात डाउनलोड कर सकते हैं और डाउनलोड किए गए कागजात के अनुसार अपनी निविदा तथा हस्ताक्षरित ई.एम.डी. दस्तावेज की स्कैन की गई प्रति वेबसाइट <https://eprocure.gov.in/eprocure/app> पर आनलाइन अपलोड करें।
9. ई.एम.डी. दस्तावेज "O/o Director General of Meteorology, IMD, New Delhi" के पक्ष और नई दिल्ली में देय , जारी किया जा सकता है।

10. क्रयकर्ता: भारत के महामहिम राष्ट्रपति  
भा.मौ.वि.वि.के माध्यम से  
भारत मौसम विज्ञान विभाग,  
लोदी रोड, नई दिल्ली-110003

11. प्रेषित: प्रमुख( ISSD), भारत मौसम विज्ञान विभाग  
लोदी रोड, नई दिल्ली-110003

12.जाँच प्राधिकारी: प्रमुख( ISSD), भारत मौसम विज्ञान विभाग,  
लोदी रोड, नई दिल्ली-110003

केंद्रीय क्रय एकक (CPU),  
मौसम विज्ञान के महानिदेशक का कार्यालय,  
लोदी रोड, नई दिल्ली -110003

Email : [cpu.imd@imd.gov.in](mailto:cpu.imd@imd.gov.in)



**India Meteorological Department  
Mausam Bhawan, Lodi Road  
New Delhi-110003**

**Tender Enquiry No. CPU/52/0719/**

**Dated: 29 .07.2019**

**SECTION – I  
GENERAL INSTRUCTIONS TO BIDDERS (GIT)**

**Note : The bidder shall submit their bid as per Scope of the RFP document.**

**1. Introduction :**

The Purchaser has issued this TE documents for related services as mentioned in “**Request for Proposal (RFP)**,” which also indicates, *inter alia*, the required stores, delivery schedule, terms and place of delivery etc. This section (“General Instructions to Bidders”) provides the relevant information as well as instructions to assist the prospective Bidders in preparation and submission of tenders.

**Bidders shall have to agree/accept all the terms and conditions of tender including payment terms etc. Acceptance shall be unconditional and bidders shall have no claim and right in future on their terms if any.**

**2. Language of Tender:**

The tender submitted by the Bidder and all subsequent correspondence and documents relating to the tender exchanged between the Bidder and the purchaser, shall be written in English language.

**3. Eligible Goods and Services:**

All goods and related services to be supplied under the contract shall have their origin in India or any other country with which India has not banned trade relations. The term “origin” used in this clause means the place where the goods are mined, grown, produced, or manufactured or from where the related services are arranged and supplied.

**4. Tendering Expense**

The Bidder shall bear all the costs and expenditure incurred and/or to be incurred by them in preparation, and uploading their tender including attending the pre-bid conference and or arranging demonstration of Product/Services or Field trials that may be deemed necessary by the Purchaser.

## 5. PRE-BID CONFERENCE:

Pre-bid conference shall be held as per NIT schedule so as to provide an opportunity to the participating bidders to interact with IMD with regard to various tender provisions/clauses, before the bids are submitted. Bidders should depute their authorised representative for pre-bid meeting. In case, due to the points/doubts raised by the prospective bidders, needs to be modified, and then the same will be considered for modification. After pre-bid conference, tender conditions will be frozen. No change will be permissible after opening of Bids. Clarification needed if any may be sent before commencement of pre-bid meeting. No reply in this regard shall be sent to individual bidders. **Pre-Bid minutes shall be uploaded on e-procurement portal (<http://eprocure.gov.in/eprocure>).**

## 6. Regular visit of website:

Prospective bidders are advised to see IMD website <http://www.imd.gov.in/pages/tenders.php> & CPP portal <http://eprocure.gov.in/eprocure> on regular basis for any change in NIT schedule, amendment / corrigendum in Tender Document including technical requirement and pre-bid minutes etc.

## 7. Amendments to TE documents:

At any time, prior to the deadline for submission of tenders, the purchaser may, for any reason deemed fit by it, modify the TE documents by issuing suitable amendment(s) to it. The amendment will be uploaded on IMD web site only. In order to provide reasonable time to the prospective Bidders to take necessary action in preparing their tenders as per the amendment, the purchaser may, at its discretion extend the deadline for the submission of tenders and other allied time frames, which are linked with that deadline. Prospective bidders are advised to visit/see [eprocure.gov.in](http://eprocure.gov.in)/CPP on regular basis for any change in NIT schedule, amendment / corrigendum in Tender Document including technical requirement.

## 8. Documents Comprising the Tender:

The **Two Bid System**, i.e. “Techno – Commercial Bid” and “Price Bid” prepared by the Bidder shall comprise the followings:

### (1) Techno - Commercial Tender (Un priced Tender)

The following documents are to be furnished by the Bidder along with their **Technical Bid**. Bidder shall upload following documents on CPP PORTAL <http://eprocure.gov.in>

- (i) Registration certificate of bidding firm with government body in their country. Credential/document shall be attached.
- (ii) Checklist section (as per Annexure-I) properly filled and signed.
- (iii) Original EMD in physical form shall be submitted to Central Purchase Unit of IMD on or before opening of tender.
- (iv) Scanned copy Earnest Money Deposit (EMD) in the form of FDR/BG. Original EMD in physical form shall be submitted to Central Purchase Unit of IMD on or before opening of tender.
- (v) Documentary evidence for fulfillment of Eligibility /Qualification criteria(s).

- (vi) *Copy of agreement between bidding firm in India and their foreign principal indicating precise relationship between them and their mutual interest in this tender must be furnished along with their technical bid.*
- (vii) Tender terms & Conditions Acceptance Form (as per Annexure-II) duly signed. (i.e Bidder has agreed to all the terms & condition of tender enquiry document).
- (viii) Authorization letter from principal authorizing Indian representative **to only submit /deposit the tender document** on behalf of foreign principal. Above documents must be enclosed with technical bids otherwise bids may be ignored and not to considered for technical evaluation.
- (ix) **Technical Bid:**  
  
Un-priced/without price bid with make & model etc. should also be given as mentioned in Annexure-IV.
- (x) All pages of the Technical bid should be page numbered, indexed and signed with company/firm seal by authorized signatory.

**Note\***

Indian firm (Firm /Integrator /Distributors/ Distributors /Stockist etc) for imported stores shall quote in INR only. No foreign exchange shall be released by IMD and also no payment shall be made to their foreign principal.

**(2) Price Bid:**

- (i) All pages of the price bid should be page numbered, indexed and signed with company/firm seal by authorized signatory.
- (ii) Price Bid shall be preferred as per price schedule format (Annexure-IV).
- (iii) Costing for CAMC of each and every item, sub items offered in bidder's technical bid, shall be done with all breakup prices.
- (iv) **The Bidder shall bear all the Income-tax liability as per rates prevailing** at the time of undertaking the job in accordance with the Income-tax Act in force in India.
- (v) In case any charges not mentioned in the price bid, it will be treated as all the charges are free of cost for that item.
- (vi) Foreign bidder may quote in INR towards allied service in India to be taken by their local partner.
- (vii) If there is a discrepancy between the amount expressed in words and figures, the amount in words shall prevail.

**Note\*.** Price bid shall prima-facia shall be rejected in case of any deviation from the technical bid of the bidder and found that any fact concealed or hided in price bid/technical bid.

**9. Signing and uploading of Tender :**

The Bidders shall upload their proposal ONLINE only through CPP portal <https://eprocure.gov.in> as manual bids are not accepted.

**10. Alteration and Withdrawal of Tender :**

No tender should be withdrawn after the deadline for submission of tender and before expiry of the tender validity period. If a Bidder withdraws the tender during this period, it will result in forfeiture of the earnest money furnished by the Bidder.

## 11. Opening of Tenders :

The purchaser will open the tenders *online* at the specified date and time and at the specified place as indicated in the NIT. In case the specified date of tender opening falls on / is subsequently declared a holiday or closed day for the purchaser, the tenders will be opened at the appointed time and place on the next working day. Authorized representatives of the Bidders, who have submitted tenders on time may attend the tender opening, provided they bring with them letters of authority from the corresponding Bidders. Two Bid system will be as follows. The **Technical Bids** are to be opened in the first instance, at the prescribed time and date. These Tenders shall be scrutinized and evaluated by the competent committee/ authority with reference to parameters prescribed in the TE document. Thereafter, in the second stage, the Price Bids of technically qualified Bidders only shall be opened for further scrutiny and evaluation on a date notified after evaluation of the techno commercial tender.

## 12. SCRUTINY AND EVALUATION OF TENDERS:

### (1). Unresponsive bids:

The tenders will be scrutinized to determine whether they are complete and meet the essential and important requirements, conditions etc. as prescribed in the TE document. The tenders are liable to be treated as non – responsive and will be summarily ignored if followings are not provided along with technical bids.

- (i) Registration certificate of bidding firm with government body in their country. Credential/document not attached.
- (ii) Tender is unsigned *on each page*.
- (iii) Checklist (annexure-I) not enclosed.
- (iv) Tender Acceptance Form (annexure-II) not duly signed and stamped. **(i.e. all the terms & conditions of tender document are acceptable.** Original Letter shall be enclosed in technical bid.
- (v) Tender validity is shorter than the required period.
- (vi) Required EMD has not been provided unless exempted.
- (vii) Bidder has not agreed to give the required performance security.
- (viii) Copy of agreement of bidding firm from India with its foreign principal with the precise relationship between them and nature of services which would be available from bidding firm in India. Copy of this agreement must be attached with the tender.

### (2). Technical Evaluation:

Tenders shall be scrutinized and evaluated by the committee constituted by competent authority with reference to parameters prescribed in the TE document.

#### **Minor Informality/Irregularity/Non-Conformity:**

If during the preliminary examination, the purchaser find any minor informality and/or irregularity and/or non-conformity in a tender, **the purchaser may waive the same provided it does not constitute any material deviation and financial impact and, also, does not prejudice or affect the ranking order of the Bidders.** Wherever necessary, the purchaser will convey its observation on such 'minor' issues to the Bidder asking the Bidder to respond by a specified date. If the Bidder does not reply by the specified date or gives evasive reply without clarifying the point at issue in clear terms, that tender will be liable to be ignored.



**(3).Financial evaluation:**

Thereafter, in the second stage, the Price Bids of technically qualified Bidders only shall be opened for further scrutiny and evaluation on a date notified after evaluation of the techno commercial tender.

The purchaser shall evaluate the technically qualified financial bids for deciding lowest bidder (L-1) on the basis of ultimate landing cost. **Wherever, against a requirement, both indigenous as well as imported offers are received,** the offers for imported stores will be evaluated on the basis of the total landed cost after loading the custom duty and other levies etc as may be applicable from time to time for taking purchase decision.

**Conversion of currencies to Indian Rupees for Comparison of Tenders:**

In case the TE document permits the Bidders to quote their prices in different currencies, all such quoted prices of the responsive Bidders will be converted to a single currency viz., Indian Rupees for the purpose of equitable comparison and evaluation, as per the BC selling rate of exchange of State Bank of India prevailing on **the date of opening of financial bids.**

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**SECTION – II  
GENERAL CONDITIONS OF CONTRACT (GCC)**

1. **Bidders shall have to agree/accept all the terms and conditions of tenders including payment terms etc. Acceptance shall be unconditional and bidders shall have no claim and right in future on their terms if any.**
2. Whenever there is any conflict between the provision in the GCC **regards to specific Para under this section and that in the “RFP” “List of requirements/ technical specifications”**, the provision contained in the RFP shall prevail and have an over-riding effect. Any Special instructions as per “RFP-List of requirements/ technical specifications” section will also apply for this purchase. The conditions (like qualification criteria, delivery schedule, mode of delivery & sites of delivery etc.) mentioned in “RFP-List of requirements/ technical specifications section” will also apply for this purchase.
3. **Alternative Tenders :**  
  
Alternative Tenders are not permitted. However the Bidders can quote alternate models meeting the tender specifications of same manufacturer with single EMD.
4. **Tender Validity :**  
  
The tenders shall remain valid for acceptance for a period of 180 days (one hundred eighty days) after the date of tender opening prescribed in the TE document.
5. **Purchaser’s Right to accept any tender and to reject any or all tenders :**  
The purchaser reserves the right to accept in part or in full any tender or reject any tender without assigning any reason or to cancel the tendering process and reject all tenders at any time prior to award of contract, without incurring any liability, whatsoever to the affected Bidder or Bidders.

## 6. Price preference:

Price preference shall be given to **Micro and Small Industries** registered for stores and services specified in this tender document with **National Small Industries Corporation** or any other government agencies as per the latest guidelines/orders from Government of India. Purchase preference and quantity etc shall be decided as per the Government of India orders. The Bidders shall have to attach valid registration certificate as OEM. Micro and small Enterprises are exempted for submitting fees/cost towards tender document and submission of earnest money deposit (EMD) also known as security deposit. However Micro and small Enterprises are not exempted for performance security. Micro and small Enterprises shall have to furnish performance security if purchase order is placed to them. There is no relaxation in this regard.

## 7. Eligibility & Qualification criterion for Bidders:

Firms in given below category are eligible to participate in tender **subject to registration of the firm with government bodies as per act /rules in their country and also fulfil of other specific qualification criteria, terms and conditions mentioned in technical requirement section and tender enquiry document also.**

- (i) Original Equipment Manufacturer (OEM).
- (ii) Original Software Company (OSC), who developed the main application software.
- (iii) Authorized Firm from Original Equipment manufacturer (OEM) /Developer of main application software company (OSC) etc. The Bidder shall have to submit authorization certificate from OEM /OSC etc. that they will provide service support after sale.
- (iv) Integrators/ Authorized dealer/ Firm/ subsidiary/ Distributors/ Stockiest having full back to back maintenance support agreement for hardware & software from OEM & OSC etc..
- (v) Firm from India quoting on behalf of their foreign principal:
  - (a) Copy of agreement, with their foreign principal with the precise relationship between them, their mutual interest and nature of services which would be available from bidding firm from India, shall be submitted along with their tender. Whether foreign principal has agreed to provide technical support and spares after sale services. The type and nature of after sales services to be rendered by the Indian Agent
  - (b) **Firm quoting on behalf of their foreign principal shall be responsible for furnishing performance security for the entire project.**
  - (c) Either the firm in India on behalf of their foreign principal or the foreign principal directly bid in a tender **but not the both.**
  - (d) The complete name and address of the bidding firm in India and its permanent income tax account number (PAN) as allotted by the Indian Income Tax authority must be submitted.
- (vi) Foreign firms registered in their countries may participate in tender. Proof of registration shall be attached with technical bid. They may associate their local partner in allied services in India by their local partner; however the foreign firms shall be responsible for their local partner work. Cost towards allied work by their local partner shall be quoted in INR only and shall be paid to local partner dually certified by foreign firms. **Performance Security shall be furnished by foreign Firm including indigenous components to be taken by their representative.**

## 8. Earnest Money Deposit (EMD) :

The Bidder shall furnish along with its tender, earnest money for an amount as shown in the tender notice. The earnest money is required to protect the purchaser against the risk of the Bidder's unwarranted conduct.

The Bidders who are registered as OEM on Tender submission date with Directorate General of Supplies & Disposals or with National Small Industries Corporation, New Delhi, shall be eligible for exemption from EMD. **Micro and small Enterprises** specified by Ministry of Micro, Small & Medium Enterprises (MoMSME) **are exempted from earnest money deposit (EMD). EMD also known as security deposit.**

**The EMD shall** be furnished in Fixed Deposit Receipt (FDR) or Bank Guarantee (BG) (as per annexure-III) from any commercial bank doing government business. FDR may be issued in the favour of "DDO, O/o DGM, IMD, New Delhi". **Bank Guarantee issued from the foreign banks must be authenticated by STATE BANK OF INDIA or any other Nationalized Bank of India.** Demand draft for EMD in INR submitted by foreign bidders shall not be accepted.

**The clause "encashment /release of FDR/BG requires clearance certificate from Purchaser i:e DGM, IMD" must be mentioned in issued FDR/BG by Bank.**

The earnest money shall be valid for period of sixty (60) days beyond the validity period of the tender.

**Refund of EMD:** Unsuccessful Bidders' earnest money will be returned to them **without any interest**, after expiry of the tender validity period. Successful Bidder's earnest money will be returned without any interest, after receipt of performance security from the Bidder.

**Forfeit of EMD:** Earnest money of a Bidder will be forfeited, if the Bidder withdraws or amends its tender or impairs or derogates from the tender in any respect within the period of validity of its tender or if it comes to notice that the information/documents furnished in its tender is incorrect, false, misleading or forged without prejudice to other rights of the purchaser. The successful Bidder's earnest money will be forfeited without prejudice to other rights of Purchaser if Firm fails to furnish the required performance security within the specified period. Firm shall have to extend the validity of EMD if extension of tender validity is agreed on the request of purchaser in exceptional cases.

## **9. Performance Security:**

1. Successful bidder shall submit performance security within thirty (30) days from date of dispatch of supply order/award of contract by the purchaser or within twenty one (21) days from the receipt of supply order by the Firm whichever is earlier.
2. The purchaser may consider annulment/cancellation of supply order/ award of contract if performance security not received in stipulated time.
3. There is no relaxation/exemption in submitting of performance security.
4. The AMC service provider shall furnish performance security to the purchaser for an amount equal to five per cent (5%) of the total value of the AMC Value, valid up to sixty (60) days after the date of completion of all contractual obligations by the Firm/service provider.
5. **Performance Security has to be submitted irrespective of its registration NSIC etc. Performance security is not relaxed to any Firm/service provider. Submission of Performance Security is must for all Firms/service providers.**
6. It shall be in any one of the forms namely Fixed Deposit Receipt or Bank Guarantee drawn/issued by a commercial bank doing government business in the prescribed

form in favour of the purchaser. In the event of any amendment issued to the contract, the Firm shall, within twenty-one (21) days of issue of the amendment, furnish the corresponding amendment to the Performance Security (as necessary), rendering the same valid in all respects in terms of the contract, as amended. Foreign Bidder may submit in the form of Bank Guarantee. **Bank Guarantee issued from the foreign banks must be authenticated by STATE BANK OF INDIA or any other Nationalized Bank of India.**

7. The purchaser will release the Performance Security without any interest to the Firm/ service provider on completion of the Firm's all contractual obligations including the warranty obligations & after receipt of performance security for AMC (if applicable) . The Firm shall submit pre receipt for obtaining back their security.

#### **10. Force Majeure:**

Force Majeure means an event beyond the control of the Firm and not involving the Firm's fault or negligence and which is not foreseeable. Such events may include, but are not restricted to, acts of the purchaser either in its sovereign or contractual capacity, wars or revolutions, hostility, acts of public enemy, civil commotion, sabotage, fires, floods, explosions, epidemics, quarantine restrictions, strikes, lockouts, and freight embargoes. If there is delay in performance or other failures by the Firm to perform its obligation under its contract due to event of a Force Majeure, the Firm shall not be held responsible for such delays/failures. **If a Force Majeure situation arises, the Firm shall promptly notify the purchaser in writing of such conditions** and the cause thereof within twenty one days of occurrence of such event. Unless otherwise directed by the purchaser in writing, the Firm shall continue to perform its obligations under the contract as far as reasonably practical, and shall seek all reasonable alternative means for performance not prevented by the Force Majeure event. If the performance in whole or in part or any obligation under this contract is prevented or delayed by any reason of Force Majeure for a period exceeding sixty days, either party may at its option terminate the contract without any financial repercussion on either side. There may be a Force Majeure situation affecting the purchase organization only. In such a situation the purchase organization shall take up with the Firm on similar lines as above for further necessary action.

#### **11. Payment Terms:**

1. The bill towards payment of CAMC charges shall be raised by the Firm/service provider quarterly. Payment shall be released on quarterly basis after deducting penalty amount, if applicable and TDS etc. on the submission of certificate of satisfactory services during the period by ISSD, O/o Director General of Meteorology based on reports from stations.
2. The payment of AMC will be made after satisfactory completion of said period and duly certified by the consignee. The consignee shall deal this issue separately and directly. The Firm shall deal AMC agreement and payment etc directly with the consignee.
3. The Firm shall send its claim for payment in writing, when contractually due, along with relevant documents etc., duly signed with date, to respective consignees.
4. The bidder shall submit particulars of his bank account required for making payments.
  - (a) Account Number (b) Bank Name (c) Branch Name (d) Address (e) IFS code (f) MICR No. (g) Telephone No.(h) SWIFT code etc.
5. Tax deducted at source (TDS) shall be done before making payment to the Firms as per existing law in force. The bidders (foreign as well as Indian Bidders) may visit website of Income Tax Department of India for details of Tax Liabilities, Rules, and Procedures etc.

The bidders shall have to provide their Permanent Income Tax Number (PAN) and TAN. Firm may also mention the applicable rates of TDS as per DTAA with India. Copy of same may also be enclosed. Foreign vendor shall have to mention the details of establishment in India if any.

## **12. Award Criteria:**

The purchase order /supply order shall be awarded to the eligible responsive tender evaluated as the most economical, technically qualified and suitable to the requirements subject to the availability of funds.

## **13. Modification of contract**

If necessary, the purchaser may, by a written order given to the Firm at any time during the currency of the contract, amend the contract by making alterations and modifications within the general scope of contract. If the Firm doesn't agree to the adjustment made by the purchaser, the Firm shall convey its views to the purchaser within fifteen (15) days from the date of the Firm's receipt of the purchaser's amendment / modification of the contract.

## **14. Fall Clause**

The bidder undertakes that it has not supplied/is not supplying similar products/systems or subsystems at a price lower than that offered in the present bid in respect of Ministry/Department of the Government of India or Public Sector Unit (PSU) and if it is found at any stage that similar products/systems or subsystems was supplied by the BIDDER To any Ministry/Department of the Government of India or Public Sector Unit (PSU) at a lower price, then that very price, with due allowance for elapsed time, will be applicable to the present case and difference in the cost would be refunded by the BIDDER to the BUYER (India Meteorological Department) or it will adjusted from their bills, if the contract has already been concluded.

## **15. Termination of tender/contract by the Purchaser:**

From the time of submission of tender to the time of awarding the contract, if a Bidder needs to contact the purchaser for any reason relating to this tender enquiry and / or its tender, it should do so only in writing.

In case a Bidder attempts to influence the purchaser in the purchaser's decision on scrutiny, comparison & evaluation of tenders and awarding the contract, the tender of the Bidder shall be liable for rejection in addition to appropriate administrative actions being taken against that Bidder, as deemed fit by the purchaser.

The purchaser, without prejudice to any other contractual rights and remedies available to it (the purchaser), may, by written notice of default sent to the Firm, terminate the contract in whole or in part, if the Firm fails to deliver any or all of the goods or fails to perform any other contractual obligation(s) within the time period specified in the contract, or within any extension thereof granted by the purchaser. In the event of the purchaser terminates the contract in whole or in part, the purchaser may procure goods and/or services similar to those cancelled, with such

terms and conditions and in such manner as it deems fit and the Firm shall be liable to the purchaser for the extra expenditure, if any, incurred by the purchaser for arranging such procurement. If the Firm becomes bankrupt or otherwise insolvent, the purchaser reserves the right to terminate the contract at any time, by serving written notice to the Firm without any compensation, whatsoever, to the Firm, subject to further condition that such termination will not prejudice or affect the rights and remedies which have accrued and / or will accrue thereafter to the purchaser.

#### **16. Arbitration clause:**

If dispute or difference of any kind shall arise between the purchaser and the Firm in connection with or relating to the extension of contract, the parties shall make every effort to resolve the same amicably by mutual consultations. If the parties fail to resolve their dispute or difference by such mutual consultation within twenty-one days of its occurrence, then, unless otherwise provided in the “List of requirements/ technical specifications” section either the purchaser or the Firm may give notice to the other party of its intention to commence arbitration, as hereinafter provided the applicable arbitration procedure will be as per Indian Arbitration and Conciliation Act, 1996. In the case of a dispute or difference arising between the Purchaser/ Consignee and all Firms relating to any matter arising out of or connected with the contract, such dispute or difference shall be referred to the sole arbitration of an officer, appointed to be the arbitrator by the Director General of Meteorology. The award of the arbitrator shall be final and binding on the parties to the contract. Each party shall bear its own cost.

**Venue of Arbitration:** The venue of arbitration shall be the place from where the contract has been issued, i.e., New Delhi. The contract shall be interpreted in accordance with the laws of India.

**Annexure-I**

**CHECKLIST**

S. N	Activity	Compliance Yes/ No/ NA	Page No. of your bid
1	Is Firm Registration certificate from Government bodies in their country attached with technical bid?		
	(i) Have you enclosed EMD (Bank Guarantee /FDR) of required amount?		
	(ii) <b>Is the EMD submitted by other firm other than participating firm? If yes, then bid is likely to be ignored.</b>		
	(iii) Is Registration certificate from NSIC/Government bodies on SSI attached for relaxation of EMD?		
	(iv) EMD shall be valid for 240 days.		
3.	Have you kept validity of your bid as per the TE document?		
4.	Have you enclosed <b>Tender Terms &amp; Conditions Acceptance Form</b> duly filled and signed (i:e terms and conditions are acceptable) with original set of tender. Tenders may be ignored if not signed.		
5.	Have you enclosed clause-by-clause <b>compliance statement</b> for the “List of requirements/ technical specifications” section?		
6.	Have you submitted copy of the last purchase order(s) and end user certificate?		
7.	Is tender Submitted by an OEM?		
	Is tender Submitted by an integrator Agent/Dealer/Firm/Distributor/ Stockist etc of OEM? ? Whether Back-to-back support agreement with equipment manufacturer and software developer company <b>attached?</b>		
8.	(i) Permanent Account No. of bidding firm with proof.		
	(ii) Is sales & service tax number with registration certificate attached?		
9.	Name of the firm who quoted the price		
10.	Name of tender currency		
11.	Name of the Firm with complete address to whom supply order to be placed.		

(Name & Signature with date and firm/company seal)

**Tender Terms & Conditions Acceptance Form**

(For all the terms & conditions of tender document are acceptable to Bidder)

To  
The Director General of Meteorology,  
India Meteorological Department,  
Lodi Road, New Delhi-110003

Ref: TE document No. CPU/\_\_\_\_\_ dated \_\_\_\_\_

I/We, the undersigned have examined the above mentioned TE document, including amendment/corrigendum No. \_\_\_\_\_, dated \_\_\_\_\_ (if any), the receipt of which is hereby confirmed. We now offer to supply and deliver *the goods and services in conformity* with your above referred document.

If our tender is accepted, we undertake to supply the goods and perform the services (Installation & commissioning etc.) as mentioned in tender document with the delivery schedule specified in the “RFP- List of requirements/ technical specifications”..

I/We further confirm that, if supply / purchase order is placed to firm, we shall provide performance security of required amount in an acceptable form for due performance of the contract.

I/We agree to keep our tender valid for acceptance as required in tender document or for subsequently extended period, if any, agreed to by us. I/We also accordingly confirm to abide by this tender up to the aforesaid period and this tender may be accepted any time before the expiry of the aforesaid period.

I/We further confirm that, until a formal contract is executed, this tender read with your written acceptance thereof within the aforesaid period shall constitute a binding contract between us.

I/We further understand that you are not bound to accept the lowest or any tender you may receive against your above-referred tender enquiry.

We confirm that we do not stand deregistered/banned/blacklisted by any Govt. Authorities.

I/We confirm that we fully accept and agree to all the terms and conditions specified in above mentioned TE document, including amendment/ corrigendum etc. if any.

(Signature with date and seal of the company)

(Name and designation)

---

Duly authorised to sign tender for and on behalf of Bidder

**Note\*: 1. Firm/company shall use their own printed letter head for issuing this certificate.  
2. Acceptance shall be unconditional.**



**MODEL BANK GUARANTEE FORMAT FOR FURNISHING EMD**  
(Format only)

Whereas .....  
(hereinafter called the “Bidder”)  
has submitted their offer dated.....  
for the supply of .....  
(hereinafter called the “tender”)  
against the purchaser’s tender enquiry No. ....  
KNOW ALL MEN by these presents that WE .....  
of ..... having our registered office at  
..... are bound unto .....  
(hereinafter called the “Purchaser”)  
in the sum of .....  
for which payment will and truly to be made to the said Purchaser, the Bank binds itself, its successors  
and assigns by these presents. Sealed with the Common Seal of the said Bank this..... day of  
.....20.....

**THE CONDITIONS OF THIS OBLIGATION ARE:**

- (1) If the Bidder withdraws or amends, impairs or derogates from the tender in any respect within the period of validity of this tender.
- (2) If the Bidder having been notified of the acceptance of his tender by the Purchaser during the period of its validity:-
  - a) If the Bidder fails to furnish the Performance Security for the due performance of the contract.
  - b) Fails or refuses to accept/execute the contract.

WE undertake to pay the “Director General of Meteorology, India Meteorological Department”, up to the above amount upon receipt of its first written demand, without the Purchaser having to substantiate its demand, provided that in its demand the Purchaser will note that the amount claimed by it is due to it owing to the occurrence of one or both the two conditions, specifying the occurred condition or conditions.

This guarantee will remain in force upto and including 60 days after the period of tender validity and any demand in respect thereof should reach the Bank not later than the above date.

Bank Guarantee issued with the tender enquiry reference No. CPU/..... Dated.....

.....  
(Signature of the authorized officer of the Bank)

.....  
Name and designation of the officer

.....  
Seal, name & address of the Bank and address of the Branch

**PRICE SCHEDULE (Financial Bid format)**

S. NO.	Name of Item	Quantity	1 <sup>st</sup> Year CAMC		2 <sup>nd</sup> Year CAMC		3 <sup>rd</sup> Year CAMC		1 <sup>st</sup> + 2 <sup>nd</sup> + 3 <sup>rd</sup> Year CAMC
			CAMC Price per Item (Rs)	Total Price (3x4)	CAMC Price per Item (Rs)	Total Price (3x6)	CAMC Price per Item (Rs)	Total Price (3x8)	Total Cost (5+7+9)
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
			<b>Grand Total :</b>	.....		.....			.....

(a) **Grand Total (1<sup>st</sup> + 2<sup>nd</sup> + 3<sup>rd</sup> Year CAMC) excluding GST :-**

(b) **Rate of GST:-**

(c) **GST amount:-**

(d) Total cost (a+c) in Figure:-

(e) *In words :-*

**Note/instruction:**

1. **The bidder shall use their own letter head for quoting the prices.**
2. Price shall be preferred in above format.
3. If there is a discrepancy between the unit price and total price THE UNIT PRICE shall prevail.
4. Rate of applicable tax must be mentioned in Price Bid. If taxes not mentioned, then it is treated that price quoted is inclusive of taxes.
5. Costing for CAMC of each and every item which is offered in technical bid shall be done with all breakups.
6. Price Bid ( in pdf format excluding note/instruction) shall be uploaded on CPP Portal <http://eprocure.gov.in>

Signature of Bidder\_\_\_\_\_

Seal of the Bidder\_\_\_\_\_

**RFP Document**  
**For**  
**Hiring of Mass Media Consultancy by IMD**



**India Meteorological Department**  
**Mausam Bhavan, Lodhi Road**  
**New Delhi-110003, INDIA**



## 1. Overview

India Meteorological Department (IMD) is the nodal bidder of the Government of India under the Union Ministry of Earth Sciences for collection of meteorological data, its utilization in operational forecasting and all weather related services in the country. The main functions of IMD are:

- a) To take meteorological observations and to provide current and forecast meteorological information for optimum operation of weather-sensitive activities like agriculture, irrigation, shipping, aviation, offshore oil explorations, etc.
- b) To warn against severe weather phenomena like tropical cyclones, nor'westers, thunderstorms, duststorms, heavy rains, cold and heat waves, etc., which cause destruction of life and property.
- c) To provide meteorological statistics required for agriculture, water resource management, industries, oil exploration and other nation-building activities.
- d) To conduct and promote research in meteorology and allied disciplines.

IMD has six Regional Meteorological Centres at: Mumbai, Chennai, New Delhi, Calcutta, Nagpur and Guwahati. It also has different types of operational units such as Meteorological Centres at state capitals, Forecasting Offices, Agro-meteorological Advisory Service Centres, Flood Meteorological Offices, Area Cyclone Warning Centres and Cyclone Warning Centres.

In addition, IMD has the following Divisions to deal with specialised subjects:

- a) Agricultural Meteorology
- b) Civil Aviation
- c) Climatology
- d) Hydrometeorology
- e) Instrumentation
- f) Meteorological Telecommunication
- g) Regional Specialized Meteorological Centre
- h) Positional Astronomy
- i) Satellite Meteorology
- j) Training

IMD intends to hire consultancy services of a credible professional bidder for handling, managing and maintaining all the mass media handles of IMD for outreach of a vast range of IMD services to media, public, disaster managers and stakeholders.

## 2. Scope of Work

The scope of work of the selected bidder shall be, but not limited to, the following:

- 2.1. The bidder shall be responsible for handling, managing and maintaining all the official social media handles of IMD.
- 2.2. The bidder shall study the activities of IMD related to forecast and weather warning dissemination and simultaneously prepare a communication plan after discussion with all the divisions of IMD.

- 2.3. The bidder shall set up a complete social networking management system for IMD and manage the various social media platforms of IMD in English, Hindi and regional languages.
- 2.4. The bidder shall make prompt and proper updating of Facebook/Twitter/ Instagram/ Blogs/etc. and other social media activities of the department through its onsite and offsite support team in consultation with IMD.
- 2.5. The bidder shall prepare a social media communication strategy for IMD for effective dissemination of forecasts and warnings.
- 2.6. The social media management will consist of creating content/posts and running innovative outreach campaigns. The bidder needs to provide a detailed plan of campaign ideas and their timings.
- 2.7. The bidder shall be responsible for posting and filtering of user comments, providing responses to all the official social media handles/profiles, and creation of relevant tagging & linkages of the content on all the platforms.
- 2.8. The bidder shall do repackaging of the content (videos and photographs) into suitable formats (video packages and others).
- 2.9. The bidder shall provide new and attractive look to all social media handles in form of artwork, creative, themes, etc.
- 2.10. The bidder shall be responsible for round the clock moderation of all social media platforms to address spam, unauthorized and inappropriate content, etc.
- 2.11. The bidder shall manage live events through Facebook, Twitter, Youtube, etc.
- 2.12. The bidder shall publicize all the national and international events, seminars and workshops including WMO day, Science day, IMD foundation day, etc. as suggested by IMD through these social media platforms.
- 2.13. All queries received on all the platforms which need not require inputs from IMD must be replied to within 24 hours and all queries which require a consultation with IMD should be answered within two working days by the bidder.
- 2.14. The bidder shall use a good industry standard monitoring tool for analyzing comments/remarks about IMD in various media like newspapers, magazines, blogs, social media platforms, etc., both offline and online, national and international.
- 2.15. The bidder would be responsible for storage of content and data by means of Online/Offline archival support including cloud-based servers (online) and servers at IMD premises (offline). The archival system should have back up storage with long-term retention. The content shall be available for minimum one year. The required hardware will be supplied by IMD.
- 2.16. The bidder shall be responsible for enhancement of the reach of the messages on various social media platforms through organic means so that the content would reach to the last mile on internet domain on near real time basis. The bidder shall be able to multiply the reach of content and promote content organically on various social media platforms following fair and legitimate methods.
- 2.17. The bidder shall enhance audience engagement on all social media channels through designing and implementing contests, campaigns, promotions, etc. for generating awareness

on weather/meteorology and related fields as well as IMD's activities among people and for engaging citizens over IMD's initiatives following fair and legitimate methods.

- 2.18. The bidder shall ensure that significant posts made by the public on the IMD's social networking sites are monitored on a real-time basis and are brought to the notice of the designated IMD's officials through daily e-mail reports.
- 2.19. The bidder shall provide training, skill up-gradation and capacity building of the officials of IMD to handle social media sites through lectures, seminars, workshops, classroom/ online teaching etc. as per mutually agreed schedule.
- 2.20. The bidder shall have credible contingency plan to effectively handle crisis and emergencies.
- 2.21. The bidder shall provide content writing and media communication services like press releases, media mapping and management, professional coordination during exhibitions, seminars, workshops and other events/activities.
- 2.22. The bidder will be responsible for 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, storyboards etc. without any infringement of Intellectual Property Rights (IPR).
- 2.23. The bidder shall be responsible for information gathering, material collection, documentation and validation with concerned users for creative content writing and social media/other media management.
- 2.24. The bidder shall perform editing and proofreading of the content provided by IMD for uploading on Social Media and IMD website/web portal.
- 2.25. The bidder shall develop new content for IMD website/web portal in consultation with IMD and update the same as and when required.
- 2.26. Onsite support staff will gather information from the journals of national and international repute and sources like newspapers and other materials related to IMD functioning. These news clips will be referred to by the project staff to identify news and feature stories and ideas to be incorporated either in a new line of developments or creating policies and programs in the field of meteorology.
- 2.27. Conceptualizing and designing the jobs like brochures, magazines and newspaper advertising, leaflets/fliers, banners and posters, backdrops, hoardings, kiosk designs, exhibition materials, coffee table book, invitation cards and envelopes etc.
- 2.28. The bidder shall be responsible for uploading of news, events, schemes and achievements related information, images and videos on daily basis in coordination with IMD officials on Social Media and IMD website/web portal.
- 2.29. The bidder shall assist IMD, as and when required, during the Mega Events/Seminars/Conferences etc. organized by IMD.
- 2.30. The bidder shall design and provide creative inputs for presentations being made by IMD.
- 2.31. The bidder shall have the responsibility of ensuring that all content featured/published on the basis of this assignment is free of legal encumbrances including copyright issues. IMD will not have any responsibility in this matter.

- 2.32. The bidder shall undertake that all processes and standards are being followed to ensure that the data is secure and immune to any fraudulent activity.
- 2.33. The bidder shall submit a suggested process of Performance Review on a quarterly basis before signing of contract. This will be appropriately and suitably amended (if required) by IMD and implemented.
- 2.34. The bidder shall submit fortnightly, “Effectiveness Analysis and MIS Reports” to IMD on the effectiveness of the social media strategy for IMD’s forecast, warnings and activities on the social media platforms and the results achieved.
- 2.35. The bidder should suggest the number of reports eliciting periodicity, format and content of such reports which should help IMD to know the exact position of the efforts undertaken.
- 2.36. A predefined fortnightly content calendar for each of the social media platform to be shared with IMD, a week in advance for approval. The same cycle to be followed for approval of the content calendar throughout the year.
- 2.37. The bidder shall provide minimum five qualified and experienced professionals onsite at IMD. The job requirement, educational qualification and experience for each professional is described below:
  - 2.37.1. One professional Media Consultant-cum-Chief Editor for content writing for press releases as per requirement in print and electronic media, interviews with IMD officials, writing blogs at least once in 10 days, project-based feature stories for magazines and dailies, etc. Regular media mapping exercise including scrutiny of weather/meteorology related news, publications and electronic media coverage on projects. He/she must be a post graduate in Journalism/Mass Communication Media/Science Communication etc. with a minimum of 7 years of experience in the field of media and communication. Experience in the field of Science/Meteorology will be a preferred advantage.
  - 2.37.2. Two young professional with expertise in social media (Twitter/ Facebook/ YouTube/Instagram/Google+ etc.) management, content writing on regular day-to-day basis. He/she must be a graduate preferably in Journalism/Mass Communication/Media/Science Communication, etc. with a minimum 2 years of field experience.
  - 2.37.3. Two young multimedia professional for conceptualizing and designing brochures, leaflets/fliers, banners, backdrops, hoardings, kiosk design, invitation cards; graphic design for magazines and newspapers advertising; design and creative inputs for presentations made by IMD; coordination with different media platforms-(print, electronic, audio, visual, digital, etc.) and other designing jobs. He/she must be a graduate in Graphics Design & Publishing Tools with a minimum 2 years of experience in relevant field.
- 2.38. Minimum two other qualified and experienced professionals will provide offsite support from the bidder’s office as and when required by IMD.
- 2.39. All the manpower to be provided by the bidder shall work in coordination with team spirit and essentially have good communication skill in English and Hindi.
- 2.40. Additional supportive onsite/offsite manpower shall be provided by the bidder as and when necessary for time bound activities without any further financial implications.



### 3. Key Deliverables:

The main deliverables of the assignment will be:

Sl. No.	Mode of deliverable	Details	Approximate number of designs/year
1.	Print	Design/customisation of Newspaper Advertisements ,posters & pamphlets/ Flyers/cards/table calendar etc.	12 insertions 12 posters & 12 pamphlets / Flyers
		Coffee table book	Once in 2 years
		Brochures	2 numbers
		Booklet on annual achievements	1 number
2.	Audio/Video	1-2 minutes audio/video byte for media	daily
		Scripts/ creatives for 1-3 minutes short film	3 numbers
		5-10 minutes documentary	1 number
3.	Digital Media	Posts and using film on IMD's activities on portals of IMD/Face-book/Twitter/Youtube and other social media Creation of Info graphics	200 posts per month
		Design and creation of Web banners of varying sizes	5 designs
		Composition of bulk emailers	50 days in a year
		Writing Science Blogs on IMD work/Meteorology/MoES activities	At least once in a week
		Composition of bulk WhatsApp messages	Throughout the year 2 messages per day
4.	Production	1-3 minutes short film	3 short films
		5-10 minutes documentary	1 documentary

#### **4. Eligibility, Essential Competencies and Details to be furnished in the Technical Bid**

- 4.1. The bidder should be empanelled with Bureau of Outreach and Communication (formerly DAVP) as Multi Media A Category Bidder, as all press/media related releases will be routed through DAVP wherever applicable. Bidder should have experience in the field of digital and media communications management as well as experience of content writing and graphic design & creative work.
- 4.2. Strong creative and content writing team with communications skills to write clearly and compellingly in English and Hindi with expertise in communication and media (including social media) management.
- 4.3. The bidder should enclose brief organizational profile including background, availability of staff and experience of the bidder in the relevant field.
- 4.4. The bidder should have office in Delhi-NCR. Address, Telephone number of the office along with proof of the office at Delhi-NCR should be attached.
- 4.5. The bidder should have at least 10 years' experience in the field of the subject matter of this RFP and should have provided/have been providing services in the field to Govt. Departments/organizations/PSUs/ State Govt./ Quasi Govt. organizations etc. Documentary proof in this regard should be attached.
- 4.6. The bidder should have licensed social media listening and analytical tools.
- 4.7. The bidder should have had experience in handling large state/national level events on social media with live coverage.
- 4.8. The bidder should have media planning capability and in-house multi media/graphic design capabilities. Details & proof of service facilities for Technical Support on services, maintenance and availability of multi media lab components and manpower are to be attached.
- 4.9. The bidder should be income tax assessee for the last five years. Copies of Income tax Returns for last 5 years and PAN/TAN Card should be enclosed.
- 4.10. The bidder should not have been blacklisted by any of the State or Central Government organization. It should not have been found guilty of any criminal offence by any Court of law. They should submit a 'self declaration' for the same.
- 4.11. All relevant documents/proof should be attached with the technical bid.

## 5. Criteria for Technical Evaluation

5.1. All the bids will be technically evaluated based on “Evaluation Criteria” mentioned here under:

Sl. No.	Evaluation Criterion	Max. Marks	Remarks
1.	No. of Employees in social media management >= 150 employees : 10 marks >=100 & <150 employees : 7 marks >=50 & <100 employees : 5 marks <50 employees : 2 marks	10	
2.	Average Annual Turnover in last 5 years >=50crores : 10 marks >=10crores : 7 marks >=5crores : 5 marks >=1crore : 2 marks	10	
3.	No. of clients serviced <10 : 2 marks >=10 and <25 : 5 marks >=25 and <40 : 7 marks >=40 : 10 marks	10	
4.	Past experience in handling social media >=10 yrs : 10 marks >=5 and <10 : 5 marks < 5 : 2 marks	10	
5.	Presentation a) Vision about Social Media for IMD : 2 marks b) Organization and staffing : 2 marks c) Understanding of the Scope of Work : 2 marks d) Work plan to manage various social media platform for IMD : 2 marks e) Previous success stories : 2 marks	10	
6.	‘Likes’ in Facebook account managed by the bidder in the last one year on a single project With < 1,00,000 likes : 1 mark With >= 1,00,000 and <5,00,000 : 2 marks With >= 5,00,000 and <10,00,000 : 3 marks With >= 10,00,000 likes : 5 marks	5	
	‘Followers’ in the Twitter account managed by the bidder in last one year on a single project With < 25,000 followers : 1 mark With >= 25,000 and < 50,000 : 2 marks With >= 50,000 and < 1,00,000 : 3 marks With >= 1,00,000 likes : 5 marks	5	

	You tube channel management of bidder having more than 5,000 subscribers and having video views <25,000 : 1 mark video views >=25,000 and <50,000 : 2 marks video views >=50,000 and <1,00,000 : 3 marks video views >= 1,00,000 likes : 5 marks	5	
	Social media management bidder with less than 1,00,000 followers : 3 marks more than 1,00,000 followers : 5 marks	5	
7.	Number of promotional clips, videos made for events (no event recording shall be considered for evaluation) in last 10 years. 5 relevant clips/videos : 5 marks 8 or more than relevant clips/videos : 10 marks	10	
8.	Sample of designed promotional marketing collateral, logo, brochures, newsletters, flyers, web pages, banners etc. (Project having complete Media and creative work shall be considered for evaluation with adequate supporting documents) Sample for three project : 5 marks Sample for five or more than project: 10 marks	10	
9.	Multi-State presence (office with minimum no. of 5 skilled staff) Presence in 1 States : 2 marks Presence in 3 States : 5 marks Presence in 5 States : 7 marks Presence in 6 or more than States : 10 marks	10	
	<b>Total</b>	100	

- 5.2. The bidders having 60 cut-off marks (excluding the marks of presentation) will only be invited for presentation.
- 5.3. The bidder needs to achieve a minimum 70 cut-off marks in this technical evaluation stage to be qualified for commercial bid opening. Only those bidders who achieve the specified cut-off Technical Evaluation marks would be short-listed for Commercial Bid Evaluation and will be called "Qualified Bidders". In case one / none of the bidder score a minimum of 70 marks then the bidders who have achieved the top 3 marks will qualify for the commercial evaluation stage. However, IMD may at its discretion consider the next highest technical marks.

## **6. Contract period**

- 6.1. The total period of the contract will be two years from the date of commencement of contract.
- 6.2. This period can be extended/ shortened at the discretion of the competent authority. There shall be an option to renew the empanelment for a further additional period of 1 year based on satisfactory performance and with the existing Terms and conditions. IMD will have the right to drop the bidder from the said assignment without assigning any reason whatsoever. IMD also reserves the right to modify the term and conditions.

## **7. Payment Terms**

- 7.1. Payment shall be made on quarterly basis after satisfactory service performance certificate by IMD official.

## **8. Penalty clause**

- 8.1. The detailed Service Level Agreement (SLA) will be signed with successful bidder after the award of contract. 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 IMD. All designs, reports, other documents and software submitted by the bidder pursuant to this work order shall become and remain the property of IMD, and the bidder shall, not later than upon termination or expiration of this work order, deliver all such documents and software to IMD, together with a detailed inventory thereof.
- 8.2. 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 obligations, IMD may take a decision to cancel the contract with immediate effect. Further, performance security of the bidder may also be forfeited if the performance of the bidder is not satisfactory.
- 8.3. In case of late services / no services on a specific activity, in which the Bidder 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 delay or part thereof, of the cost of contract value up to maximum of 10% of the contract value from the Bidder. The timeline/schedule of deliverables will be decided as and when the requirement/ tasks /activities arise.
- 8.4. IMD will have the right to cancel the contract at any time without assigning any reason thereof.