



India Meteorological Department  
MausamBhawan, Lodi Road  
New Delhi-110003

**Notice Inviting Tender (NIT)**

Tender Enquiry No. CPU/52/0719/9917

Dated: 09 .03.2022

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 Indian firms for procurement of 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	23 /03/2022 / 1100 Hrs ISSD, Mausam Bhawan, IMD, Lodi Road, New Delhi-110003. Telephone No. 011-43824227
2.	Closing date and time for submission of tender	26/04/2022/ 1500 Hrs
3.	Tender Opening date & time (Technical Bid)	28 /04/2022/ 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.2,40,700/- (Rupees Two Lakh Forty Thousand Seven Hundred) only. EMD shall be accepted from the participating firm only in the form of Bank Guarantee (BG). Banker's Cheque/Demand Draft are NOT acceptable.
6. 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.

7. (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.
8. 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.
9. The bidder shall download the Tender Enquiry Document from <https://eprocure.gov.in/eprocure/app> and <https://internal.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.
10. EMD should be issued in the favour of "O/o Director General of Meteorology, IMD, New Delhi" and payable at New Delhi.
11. Purchaser: The President of India  
Through Director General of Meteorology  
India Meteorological Department  
Lodi Road, New Delhi-110003
12. Consignee: Head (ISSD) (HQ)  
India Meteorological Department  
Lodi Road, New Delhi-110003
13. 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

## निविदा आमंत्रित करने की सूचना (एनआईटी)

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

दिनांक : .03.2022

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 भारतीय निविदाकारों से दो बिड प्रणाली अर्थात (एक) तकनीकी बिड और (दो) दर बिड में ऑनलाइन निविदा आमंत्रित करते हैं।
2. सामान/ वस्तुएँ/ सेवाओंकानाम: **भारत मौसम विज्ञान विभाग द्वारा संचार मीडिया परामर्श की सेवाएं लेना**
3. विनिर्देशन और मात्रा:आर एफ पी के अनुसार,
4. निविदाअनुसूचीइसप्रकारहै:

1.	प्री बिड कांफ्रेंस (क) दिनांक व समय (ख) स्थान	23/03/2022 / 1100 Hrs  <b>ISSD, मौसम भवन, कार्यालय महानिदेशक, भारत मौसम विज्ञान विभाग, लोदी रोड, नई दिल्ली-110003 Telephone No. 011-43824227</b>
2.	निविदा जमा करने की अंतिम तिथि व समय	26/04/2022/ 1500 Hrs
3.	निविदा खोलने की तिथि व समय (तकनीकी बिड)	28/04/2022/ 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) : Rs.2,40,700/-** ((Rupees Two Lakh Forty Thousand Seven Hundred) केवल, बैंकगारंटी अथवा मियादी जमा रसीद (एफ०डी०आर०) द्वाराही स्वीकार की जायेंगी।
6. ई०एम०डी०, निविदा खुलने की तिथि से २४० दिन के लिये वैध होनी चाहिये। हस्ताक्षरितई०एम०डी०तथा अन्य दस्तावेज की स्कैन कीगई प्रतिवेबसाईट <https://eprocure.gov.in/eprocure/app> परआनलाइनअपलोडकरे। मूल ईएमडी (B.G. / FDRके रूप) में और छूट के लिए किसी भी अन्य प्रमाण पत्र को केंद्रीय क्रय एकक (सीपीयू) कमरा नंबर 517 में बोलियों के जमाकरनेकीअंतिमतिथिवसमय से पहले जमा करना होगा।
7. (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) एन०एस०आई०सी० 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) ईएमडी में छूट निविदा खोलने की तारीख पर उनके पंजीकरण की वैधता के अधीन हैं।

8. ऐसे निविदाकार जो रुचिरखते हैं इस आवश्यकता के बारे में और जानकारी प्रेषित से ले सकते हैं। सभी भावी निविदाकर्ता प्रीबिड बैठक (समारोह स्थल, तारीख और समय) में भाग ले सकते हैं यदि ऊपर पैरा 4 में अनुरोध किया गया है। ऐसे निविदाकार जो रुचिरखते हैं इस आवश्यकता के बारे में और जानकारी प्रेषित से ले सकते हैं।
9. निविदाकर्ता <https://eprocure.gov.in/eprocure/app> और <https://internal.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 ईएमडी दस्तावेज की स्कैन की गई प्रति वेबसाइट <https://eprocure.gov.in/eprocure/app> पर आनलाइन अपलोड करें।
10. ईएमडी दस्तावेज "O/o Director General of Meteorology, IMD, New Delhi" के पक्ष और नई दिल्ली में देय, जारी किया जा सकता है।
11. क्रयकर्ता: भारत के महामहिम राष्ट्रपति  
भा.मौ.वि.वि.के माध्यम से  
भारत मौसम विज्ञान विभाग,  
लोदी रोड, नई दिल्ली-110003
12. प्रेषित: प्रमुख (ISSD), भारत मौसम विज्ञान विभाग  
लोदी रोड, नई दिल्ली-110003
13. जांच प्राधिकारी: प्रमुख (ISSD), भारत मौसम विज्ञान विभाग,  
लोदी रोड, नई दिल्ली-110003

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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)

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



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

# Content

Chapter 1	Instructions to Bidders	03
Chapter 2	Conditions of Contract	07
Chapter 3	Schedule of Requirements	15
Chapter 4	Specifications and allied Technical Details	19
Chapter 5	Price Schedule (to be utilized by the bidders for quoting their prices)	23

## Chapter 1: Instructions to Bidders

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

### 1. Introduction :

The Purchaser has issued this TE document 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 chapter (“Instructions to Bidders”) provides the relevant information as well as instructions to assist the prospective **Indian 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 <https://mausam.imd.gov.in> & CPP portal <https://eprocure.gov.in/eprocure/appon> 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](https://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:

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

The following documents must be uploaded on CPP PORTAL <http://eprocure.gov.in> with **Technical Bid** otherwise bids may be ignored and not to considered for technical evaluation:

- (i) Registration certificate of bidding firm with Government of India. Credential/document shall be attached.
- (ii) CheckList/ compliance table (as per Annexure-I) properly filled and signed.
- (iii) Documentary evidence for fulfillment of Eligibility /Qualification criteria(s).
- (iv) Tender terms & Conditions Acceptance Form (as per Annexure-III) duly signed. (i.e. Bidder has agreed to all the terms & condition of tender enquiry document).
- (v) Un-priced/without price bid with make & model etc. as mentioned in Annexure-II should also be given in **Technical Bid**.
- (vi) All pages of the Technical bid should be page numbered, indexed and signed with company/firm seal by authorized signatory.

### (b) 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 submitted as per price schedule format (Annexure-IV).
- (iii) **The Bidders 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.
- (iv) 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.



- (v) If there is a discrepancy between the amount expressed in words and figures, the amount in words shall prevail.

**Note\*** Price bid shall be rejected prima-facie in case of any deviation from the technical bid of the bidder and found that any fact concealed or hidden 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> **manual bids are not accepted.**

## **10. Instructions For Online Bid Submission**

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

## **11. 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.

## **12. 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. Bids from foreign bidders shall not be accepted and shall be directly rejected as per Ministry of Finance (GOI) order issued on 15-05-2020.

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.

## **13. Scrutiny and Evaluation of Tenders:**

### **(a) 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 shortcomings are found in the technical bids:

- (i) Registration certificate of Indian bidding firm with government body in not attached.
- (ii) Tender is not signed *on each page*.
- (iii) Check List/ Compliance Table (Annexure-I) not enclosed.
- (iv) Scanned copy of Tender Acceptance Form (Annexure-II) is not enclosed in technical bid. Tender Acceptance Form (Annexure-II) not duly signed and stamped. **(i.e. all the terms & conditions of tender document are acceptable.)**
- (v) Tender validity is shorter than the required period.
- (vi) The firm has not submitted a signed **Bid Security Declaration** (Annexure-III) on their company letter head as per point 7 of Chapter 2.
- (vii) Bidder has not agreed to give the required performance security.
- (viii) Bidder has not submitted compliance certificate that they comply with the Govt order **F.No. 6/18/2019-PPD dated 23<sup>rd</sup> July 2020 and further amendments of Min. of Finance, DoE, Public Procurement Division**

**(b) 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.

**Criteria for Technical Evaluation**

**Evaluation and comparison of proposals**

The technical bids will be evaluated on the basis of its responsiveness to the requirements to be fulfilled at the technical stage. In the Second Stage, the financial bid of all bidders, who have attained minimum score of 70 out of 100 in the technical evaluation as per criteria given below, will be opened and compared. The contract will be awarded to the bidder using the QCBS- Quality and Cost Based Selection method out of the technically qualified bidders.

Technical Bids will be evaluated as per the criteria detailed below:

No.	Evaluation Criterion	Max. Marks
1	Background/profile and registration of organization : Brief on the profile and the track record of the agency indicating the strength and the credentials of the agency, network details, Number of Employees, in-house facilities etc.	10
2	<p>Proven practical experience with all stages of social media management and services (on the basis of No. of major assignments as given below).</p> <p>(a) Three similar completed works costing not less than the amount equal to 40% of the estimated cost Or (3 marks)</p> <p>(b) Two similar completed works costing not less than the amount equal to 50% of the estimated cost Or (3 marks)</p> <p>(c) One similar completed work costing not less than the amount equal to 80% of the estimated cost. (4 marks)</p> <p><b>Note:</b> One single work will be considered only in one of the above categories which suits the highest value amongst (a/b/c)</p>	10
3.	Past experience of handling similar assignments with Govt. of India, State Governments and PSUs related organization. Preferred in the field of science and technology (on the basis of experience in years for these major assignments) 10 Marks for Science & Technology projects and 5 Marks for others.	15
4.	Key Personnel Qualifications and Experiences (Education, - Technical Knowledge Publications, Articles, Experience previous experience within or outside the company) of proposed staff. (Except Meteorological Experts)	15
5	Average Annual Turnover for last three years (2017-18, 2018-19, 2019-20) (Attach CA Certificate) 1 to 2 Cr – 5 Marks More than 2 Cr - 10 marks	10
6	Proposed Creative Communication and Social Media strategy plan for IMD to be submitted and presented before the committee. The decision of the evaluation committee shall be final & binding.	40
<b>Total Score</b>		<b>100</b>

**(c) Financial evaluation:**

Thereafter, in the second stage, the Price Bids of technically qualified **Indian Bidders who scored 70 marks or more** only shall be opened for further scrutiny and evaluation on a date notified after evaluation of the techno commercial tender.

The technically qualified price bids will be evaluated for deciding lowest bidder (L-1) on the basis of ultimate landing all inclusive cost in single currency INR only. (excluding GST)

- i) All the bids which qualify in the technical evaluation stage will only be considered for opening of their financial bids.
- ii) Venue, date and time for opening of the financial bids will be informed to the selected bidders by e-mail to the concerned person authorized by the firm.
- iii) Financial bids will be opened in the presence of technically qualified bidders who wish to present on the occasion.
- iv) The financial bid must be submitted as per the format given at **Annexure IV**.
- v) The rates quoted should be inclusive of GST. The rate at which the GST has been included should be clearly mentioned in the bid. In case nothing is mentioned, it will be assumed that taxes/other levies are included in the rates quoted. In case of difference between words and figures words will be given priority.
- vi) QCBS- Quality and Cost Based Selection method will be used for selection of bidder out of the technically qualified bidders.

**Financial Bid Evaluation** : Proposal with the lowest cost (L1 bidder) will be given a financial score of 100 and other proposal given financial scores that are inversely proportional to their prices.

Example :

Bidder Name	Total amount quoted (Rs.) of Financial Bid	Financial Score
(1)	(2)	(3)
A	80	$80/80 \times 100=100.00$
B	100	$80/100 \times 100 = 80.00$
C	150	$80/150 \times 100 = 53.33$

**Overall Evaluations – Identification of successful bidder :**

Total/Final Score as per criteria Technical/Quality Score X Technical Weightage in % i.e. 70% + Financial Score X Financial Weightage i.e. 30%.

The Bidder who obtains maximum Total/Final Score will be declared as successful bidder.

**Example :**

Bidder Name	Technical/Quality Score obtained	Financial Score obtained	Calculation	Final Score	Rank of the Bidder
<b>(1)</b>	<b>(2)</b>	<b>(3)</b>			
A	<b>85</b>	100	$(85 * 70\%) + (100 * 30\%)$	$59.50 + 30.0 = 89.50$	L2
B	97	80	$(97 * 70\%) + (80 * 30\%)$	$67.39 + 24.0 = 91.39$	L1
C	90	53.33	$(90 * 70\%) + (53.33 * 30\%)$	$63.0 + 15.99 = 78.99$	L3

Here Bidder **‘B’** will be declared as successful bidder.

- vii) In case two firms offer the same lowest net bundled prices, the firm with higher technical score shall be declared L1. The decision of the Department shall be final and binding in this regard.

## Chapter 2: Conditions of Contract

1. **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. Whenever there is any conflict between the provision in the **Conditions of Contract with regard to specific Para under this section and that in the “RFP” i.e. “Schedule of Requirements/ Specifications and allied Technical Details”**, the provision contained in the RFP shall prevail and have an over-riding effect. Any Special instructions and conditions (like qualification criteria, delivery schedule, mode of delivery & sites of delivery etc.) mentioned in **“Schedule of Requirements/ Specifications and allied Technical Details”** will also apply for this purchase.

3. **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.

4. **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.

5. **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. Micro and small Enterprises shall have to furnish performance security if purchase order is placed to them. There is no relaxation in this regard.

6. **Eligibility & Qualification criterion for Bidders:**

(a) **Only Indian Firms** are eligible to participate in tender **subject to registration of the firm under the Companies Act 1956/2013 of India. And also fulfill other specific qualification criteria, terms and conditions mentioned in technical requirement section and tender enquiry document also.**

(b) The complete name and address of the bidding firm and its permanent income tax account number (PAN) as allotted by the Indian Income Tax authority must be submitted.

(c) **Compliance of Rule 144(xi) of GFR-2017:** Bidder has to submit a compliance certificate that they comply with the Govt order F.No. 6/18/2019-PPD dated 23<sup>rd</sup> July 2020 and further amendments of Min. of Finance, DoE, Public Procurement Division, failing which their bid shall not be accepted and liable to be rejected.

## 7. Earnest Money Deposit (EMD) :

As per office memorandum No. F.9/4/2020-PPD dated 12/11/2020 of Ministry of Finance, Department of expenditure PPD, No provision of EMD is being kept till the tenders issue till 31/12/2021. The firm has to submit a signed **Bid Security Declaration** as per **Annexure-III** on their company letter head accepting that if they withdraw or modify their bids during period of validity etc., they will be suspended for the time specified in the tender documents, failing which their bid will be declared as unresponsive.

## 8. Performance Security:

- (a) Successful bidder shall submit performance security within twenty (20) days from date of dispatch of supply order/award of contract by the purchaser or within fifteen (15) days from the receipt of supply order by the Firm whichever is earlier.
- (b) The purchaser may consider annulment/cancellation of supply order/ award of contract if performance security not received in stipulated time.
- (c) In accordance to OM No. F.9/4/2020-PPD dated 12th Nov. 2020 issued by Procurement Policy Division, Department of Expenditure, Ministry of Finance, Govt. of India, the supplier/successful bidder, shall furnish performance security to the purchaser for an amount equal to three percent (3%) of the total value of the contract excluding AMC if any, valid up to sixty (60) days beyond the contract period.
- (d) **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.**
- (e) 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 favor 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. Bank Guarantee shall be issued from any Nationalized Bank of India.
- (f) 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.

## 9. 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.

#### **10. Payment Terms:**

- i) The Firm shall send its claim for payment in writing on quarterly basis along with relevant documents etc., duly signed with date,. The payment shall be made after satisfactory performance duly certified by IMD.
- ii) 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.
- iii) Tax deducted at source (TDS) shall be done before making payment to the Firms as per existing law in force. The 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.

#### **11. 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.

#### **12. 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.

#### **13. Fall Clause**

The Bidder undertakes that it has not supplied/is not supplying similar services/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, State Government 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 be adjusted from their bills, if the contract has already been concluded.

#### **14. 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.

#### **15. 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

### Check List/ compliance table for evaluation of technical bids

S. N	Guidelines to be followed for technical evaluation of bids	Yes/No/Exempted/ NA	Page No. of bid
1	Is the check list (Annexure-I) of TE properly filled and submitted?		
2.	(i) Is Registration certificate from MSME/NSIC attached?		
	(ii) Is the MSME/NSIC registration certificate attached matches with the purpose mentioned in Tender Document? If no, then bid is to be rejected with reasons.		
3.	Has the firm kept the validity of his bid as per TE Document? Minimum 180 days validity of tender bid is mandatory.		
4.	Has the firm submitted duly filled and signed Tender Acceptance Letter (Annexure-II) on firm's letter head accepting all the terms and conditions of the tender ? If not, bid may be rejected with reason.		
5.	Has the firm submitted duly filled and signed Bid security declaration form (Annexure III) on firm's letter head accepting all terms and conditions of the tender?		
6.	Whether unsigned blank PRICE SCHEDULE (Annexure IV) is as per the format of Tender Enquiry document and submitted by the firm? If not, bid may be rejected.		
7.	Has the firm submitted copy of the last purchase order(s) and end user certificate and past experience certificate, if any applicable as per tender requirement?		
8.	(i) Is Permanent Account No. (PAN) of bidding firm with proof submitted along with bid?		
	(ii) Is GST Number with Registration Certificate received from GST authority is attached along with bid?		
9.	Is the bidder submitted the firm's registration certificate from Government bodies in India under the Companies Act 1956/2013 of India.		
10.	Whether bidder's attested bank details are enclosed?		
11.	Is the name of the bidder with complete postal address to whom supply order is to be placed mentioned? Details of one single nodal person from the bidder to be mentioned		
12.	Are all the pages of bidding documents including blank price schedule format properly signed and stamped is attached with technical bid by the bidder?		

<b>S. N</b>	<b>Guidelines to be followed for technical evaluation of bids</b>	<b>Yes/No/Exempted/ NA</b>	<b>Page No. of bid</b>
<b>13.</b>	Has the bidder enclosed compliance statement sheet for the “List of technical specifications of hardware/software/services requirements” clause/by-clause as per RFP section of tender bid?		
<b>14.</b>	Is proof of registered office in Delhi-NCR which is operational for scope of work of the tender document for a minimum of last three years attached? Statement of address- recent Electricity Bill and landline telephone number of registered office/s in Delhi-NCR.		
<b>15.</b>	Proof of firm’s positive turnover in the last five years. A summary statement of the firm’s turnover (in figures) duly certified by a CA.		
<b>16.</b>	Name and contact details (including mail ID, mobile number) of a contact person who is authorized to represent the bidder during the entire tender process. One and single contact person should be assigned for the purpose.		
<b>17.</b>	A self-declaration that the firm is equipped to provide services as per point no.2(w) of Chapter 3 of the tender document, and that the bidder will submit CVs and salary slips (or other proof of full-time employment) of the manpower alongwith the acceptance of work order.		
<b>18.</b>	A brief organizational profile including background of the organization, infrastructure capability (list of computers, high-end computers, scanners and heavy-duty printers, video/graphic/multi-media editing and creation tools, etc.) and existing manpower (with designations) as on date of filing the tender.		
<b>19.</b>	Proof of minimum experience of three years in providing social media and management services to Government/semi-government organizations, preferably scientific organizations, with details of the amount of work order. Link to some popular works if available also be enclosed.		
<b>20.</b>	A declaration that the bidder has licensed/legally valid third-party social media listening and analytical tools with valid proof.		
<b>21.</b>	Proof of experience in handling large state/national level events on social media with live coverage. Link to the recorded event if available also be enclosed.		

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

## Annexure-II

### 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- **Schedule of Requirements/ Specifications and allied Technical Details**”.

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)

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**Note:** The undertaking shall be signed by authorized signatory, duly authorized 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.

## Annexure – III

### Undertaking for Tender/Bid Security Declaration

We, \_\_\_\_\_ (Legal Name of Tenderer / Bidder) hereby confirm that we are submitting the tender for \_\_\_\_\_ (Name of the work as per Para 2 of NIT) floated by India Meteorological Department, Ministry of Earth Sciences, Govt. of India, New Delhi.

We do hereby undertake that in the following cases, we shall be debarred from participating in the retender of this work and also will be debarred from participating in any tender of India Meteorological Department, Ministry of Earth Sciences, Govt. of India, New Delhi for a period as specified in table below:

Sr. No.	Case	Period of Ban*
1.	if we resile or withdraw our Tender during the period of Tender evaluation before opening of Financial Bids or	2 years
2.	if, having been notified of the acceptance of our Tender by Office of the DGM, India Meteorological Department, Ministry of Earth Sciences, Govt. of India, New Delhi during the period of tender validity, we a) Fail or refuse to enter into rate contract with O/o the DGM, India Meteorological Department, Ministry of Earth Sciences, Govt. of India, New Delhi within the time limit specified and/or b) Fail or refuse to submit unconditional acceptance of Supply Order within the time limit specified and/or c) Fail or refuse to furnish the performance security in accordance with Para 8 of Chapter 2 within the time limit specified	3 years

*\*Period of ban shall be from the date of resiling / withdrawal of this tender or from date of issue of Supply Order, as the case may be.*

(Signature with date and seal of the company)

(Name and designation)

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**Note:** The undertaking shall be signed by authorized signatory, duly authorised to sign tender for and on behalf of Bidder

## Chapter 3: Schedule of Requirements

### 1. Overview

India Meteorological Department (IMD) is the nodal agency 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 specialized 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:

- (a) The bidder shall be responsible for handling, managing, and maintaining all the official social media and mass-media handles of IMD (Facebook, Twitter, YouTube, Instagram, Blog and any other in future) as per the framework and guidelines for "Use of Social Media for Government Organizations" issued by Department of Electronics and

Information Technology, Ministry of Communications and Information Technology, Government of India.

- (b) The bidder shall be responsible for creating/designing and executing the individual platform content strategy and overall social media communication strategy to amplify the outreach and quality of social media of IMD to the public and stakeholders. The communication strategies need to include geo-targeted campaign focused on areas that generate the most traffic to the social media site of IMD.
- (c) The bidder shall be responsible for creating content/posts according to the requirements of IMD, may be multiple times in a day through, Audio-Visual- text, graphics, cartoons, smart art, animations with graphics including both 2D and 3D, story boards etc. without any infringement of Intellectual Property Rights (IPR) and legal encumbrances including copyright issues. IMD will not have any responsibility in this matter.
- (d) The bidder shall be responsible for sharing updates from various operational units of IMD including live events and broadcast/streaming through Facebook, Twitter, YouTube, Webcast and any other social media and mass-media means as per relevance. The choice of setup or infrastructure is to be decided by the firm. The final product must meet best quality standards and should be ensured to satisfaction and approval of IMD. IMD will not bear any additional cost such as of travel of firm's resource persons, stringers for shoot or recordings, etc.
- (e) The bidder shall be responsible for running innovative outreach campaigns about IMD and publicizing all the national and international events, seminars and workshops including but not limited to WMO day, Science day, IMD foundation day, etc. as suggested by IMD through these social media platforms. Paid promotional activity on social media is not acceptable.
- (f) The bidder shall provide/share content developed for posting on IMD website/web portal as and when required.
- (g) The bidder shall provide repackaging of the content (videos and photographs) into suitable formats.
- (h) The bidder shall provide new and attractive look to all social media handles in form of artwork, creative themes, etc. to satisfaction and approval of IMD.
- (i) The bidder shall popularize and facilitate the crowdsourcing for weather data through all social media platforms of IMD.
- (j) The bidder shall made provision of quality control and analysis of all such data received from these social media platforms and share it with IMD as social media analytics report on a monthly basis.
- (k) The bidder shall integrate the crowd source data received from these social media platforms with IMD crowd source database.
- (l) The bidder shall duly design posts after studying the societal impact in context of the activities related to forecast and weather warning dissemination.
- (m) The bidder shall work towards generating awareness on weather/meteorology and related fields, engaging citizens over IMD's initiatives following fair and legitimate methods.
- (n) The bidder shall enhance audience engagement on all social media channels through designing and implementing contests, campaigns, promotions etc.
- (o) The bidder shall make prompt and proper updating of social media handles and other social media activities of the department. All queries received on all the platforms which

need not require inputs from IMD must be replied to within 2 hours and all queries which require a consultation with IMD should be answered within one working day by the bidder.

- (p) The bidder shall monitor the social sentiment on the digital media and establish a response mechanism system.
- (q) The bidder shall work towards reputation/brand management by posting and filtering of user comments, providing responses to all the official social media handles/profiles and creation of relevant tagging and linkages of the content on all the platforms. The data governance policy is as per the policies of Govt. of India.
- (r) The bidder shall work by adding a weather presenter in certain cases, subject to the approval of IMD. IMD will not bear any additional cost.
- (s) The bidder shall use Voice Overs (VO) and background music with content in certain cases, subject to approval by IMD. IMD will not bear any additional cost.
- (t) The bidder shall incorporate a good industry-standard listening tool for analyzing comments/remarks about IMD in various media like newspapers, magazines, social media platforms, etc., both offline and online, national and international. If the firm is using third-party tools, they shall submit undertaking in this regard for support during the entire service period.
- (u) Dashboard access may be created/provided, if required.
- (v) The bidder shall submit the bio-data of each professional along with the bid and updated bio-data at the time of award of contract. The successful firm has to submit the CVs at the time of signing of the contract.
- (w) The bidder shall ensure data is secure and immune to any fraudulent activity.
- (x) The bidder shall provide six qualified and experienced professionals onsite at IMD. The job requirement, educational qualification and experience for each professional is described below:
  - One professional Media Consultant-cum-Chief Editor for content writing - for print and electronic media, press release, 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 degree/diploma in Journalism/Mass Communication Media/Science Communication etc. and Graduate in Science 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 (Minimum salary at least Rs. 1,00,000/- per month)
  - Two Young Professionals 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 (Minimum salary at least Rs. 35000/- per month)
  - Two young multimedia professional (Proficient in both Hindi and English) 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 (Minimum salary at least Rs. 40000/- per month)

- One Consultant with Post Graduate in Physics/Meteorology/Earth Sciences/Mathematics/Statistics for content editing and review (Minimum salary at least Rs. 50000/- per month)

- (y) The manpower deployed for the work of this tender shall only be deputed for work after approval of IMD.
- (z) The bidder shall set-up a Digital Command Centre (DCC) at IMD premises at its own cost which will be working 24X7. Work timings for onsite support shall be 9AM to 6PM, all days. However, during any severe weather event or any special occasion the onsite support may be extended beyond the specified duration which will be intimated in advance. All the six manpower required in the tender document will be stationed full-time at the DCC. Additional manpower may also be stationed as per requirements subject to approval of IMD. All manpower shall have expertise in social media (Twitter/ Facebook/ YouTube/Instagram/etc.). Additional supportive onsite/offsite manpower shall be provided by the bidder as and when necessary for time bound activities without any further financial implications.
- (aa) The bidder shall monitor the social media accounts at one place (centrally), preferably at the DCC. Bidder shall submit fortnightly report on the entire work progress. Format of the report will be shared by IMD at the time of signing of the contract. The report can also be sought any time as and when necessary.

## Chapter 4: Specifications and allied Technical Details

### 1. Key Deliverables:

The main deliverables of the assignment will be:

S No	Mode of deliverable	Details	Frequency
1	Audio/Video	5-10 minutes full HD audio/video bite/clip (weather/climate and meteorology related bytes) with graphic/animations as per requirement of the film(including both 2D and 3D animations) with graphics for media (English, Hindi) which would be recorded.	Once daily: all 7 days. (2 in number daily Hindi and English totaling minimum 14 a week)

S No	Mode of deliverable	Details	Frequency
		10-15 minutes full HD audio/video capture on weekly weather update (English, Hindi) (weather/ climate and meteorology related bytes/clips with graphics including both 2D and 3D animations which would be recorded).	Once a week (2 in number weekly Hindi and English totaling minimum 02 a week).
		Scripts and/or creatives for 2-5 minutes short film in full HD for important weather events and achievements/recognitions of IMD and any other related activity of IMD. These short films are meant for public, academia and policy makers, on all social media and mass-media platforms, TV channels and websites etc. The arrangement of video footage is the responsibility of the firm. It can involve multiple locations across India. IMD will not bear any additional cost.	4 numbers (1 in each quarter).
		5-15 minutes documentary (shoot in full HD with voice overs, 2D and 3D animations, and dubbing that may be in any of the 22 regional languages as required by IMD) for important weather events and achievements/recognitions of IMD and any other related activity of IMD. These short films are meant for public, academia and policy makers, on all social media and mass-media platforms, TV channels and websites etc. The arrangement of video footage is the responsibility of the firm. It can involve multiple locations across India. IMD will not bear any additional cost.	1 number in a year.
2	Digital Media	Achieve monthly organic (unsponsored/unpaid) growth of at least 5000 followers month on month in each of the social media handles (Facebook, Twitter, Instragram, Youtube etc.). The indicators for growth will be holistic, including subscribers/followers; as well as engagements (likes, shares, comments etc.).	Monthly report
3	Setting up a Digital Command Centre (DCC) in IMD premises or other	With the following main deliverables: (i) Instantly addressing public concerns/comments. Depending on the weather situation, queries may vary from 5 to 50 approximately per day. It may increase with increase in popularity of the social media platforms. (ii) Regular weather updates. (iii) Sharing live updates from operational units of	For real/near real time activity.

S No	Mode of deliverable	Details	Frequency
	premises as specified by IMD	IMD. (iv) Real time response (v) Contextual content (vi) Reputation/brand management. (vii) Other work specified under scope of work of the tender document.	
4	Incorporate listening tool	(i) Monitor the social media accounts in one place. (ii) Optimize social marketing efforts and increase outreach and quality. (iii) Find user-generated content. (iv) Other work specified under scope of work of the tender document.	Regularly and on-demand if required
5	Man-power support	On-site full time and as per scope of work of the tender document.	6 (as per scope of work)
6	Hardware Availability in DCC	Computers, high-end computers, scanners and heavy-duty printers, video/graphic/multi-media editing and creation tools like DSLR cameras and other hardware and software to carryout daily work of DCC.	

**\*The deliverables can be increased or decreased based on need & mutual consensus as & when required.**

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

- (a) The bidders' firm should be a registered entity under the Companies Act 1956/2013 of India. A valid proof such registration shall be furnished.
- (b) The bidders' firm should have a registered office in Delhi-NCR which is operational for scope of work of the tender document for a minimum of last three years. A proof of the same with a certificate of registration/incorporation, a statement of address and landline telephone number shall be furnished. Only documents that are issued by government bodies will be considered valid. Registered Offices in co-working spaces are not acceptable.
- (c) The bidders' firm should have a positive turnover in the last five years. A summary statement of the firm's turnover (in figures) duly certified by a CA shall be provided.
- (d) 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 as specified in Annexure-II.
- (e) The bidders shall furnish the name and contact details (including mail ID, mobile number) of a contact person who is authorized to represent the bidder during the entire tender process. Details of one single person shall be provided.
- (f) The bidders shall have a strong and qualified 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 as per 2(x) of Chapter 3.

- (g) The successful bidder shall submit CVs (clearly indicating their qualification and experience as per clause 2(x) (Chapter 2: Scope of Work) and salary slips (or other proof of full-time employment) of the manpower along with the acceptance of work order.
- (h) The bidder should enclose brief organizational profile including a background of the organization, infrastructure capability (list of computers, high-end computers, scanners and heavy-duty printers, video/graphic/multi-media editing and creation tools, etc.) and existing manpower (with designations) as on date of filing the tender.
- (i) The bidder shall have a minimum experience of five years 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. Proof of experience with details of the amount of work order shall be attached.
- (j) The bidder should have licensed social media listening and analytical tools. Legal third party may also be used. A self-declaration for the same shall be provided along with a proof for the same.
- (k) The bidder should have had experience in handling large state/national level events on social media with live coverage. Proof of experience, preferably with link to the recorded event, shall be furnished.
- (l) The bidders shall enclose a signed and stamped copy of the tender document, including all annexures. Annexure-II and III should be specifically printed on firm's letter head, duly signed and stamped before submission. This ensures that the bidders have read and agree to all terms and conditions including scope of work of the tender document.
- (m) 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.

**Note:** All relevant documents/proof on the above should be attached with the technical bid.

### **3. Contract Terms:**

- (a) The total period of the contract will be one year from the date of commencement of contract.
- (b) This period can be extended/shortened at the discretion of the competent authority without ascertaining any reasons and without any financial implications.
- (c) There shall be an option to renew the empanelment for a further additional period of 1 year or beyond (on yearly basis) based on satisfactory performance and with the existing terms and conditions.
- (d) IMD will have the right to terminate the contract without assigning any reason.
- (e) IMD also reserves the right to modify the term and conditions of the contract through mutual consultation.
- (f) The contract once awarded can be terminated by either party after giving two months' notice to the other party. Nevertheless, IMD would have the right to terminate the contract without notice before the expiry of the term, in case the work performance is not found up to the standard, or in case there is any violation of the terms and

conditions of the contract or IMD/GOI rules and regulations, or if there is any incident of indiscipline on the part of the Contractor or his staff.

- (g) Frequent changes of contract employees shall not be preferred but any changes shall be done with prior notice and to the satisfaction of IMD.
- (h) Under no circumstances the firm shall appoint any third party or sub-lease/sub-let the contract.
- (i) The bidder shall be solely responsible for compliance to provisions of various Labor, Industrial and any other laws applicable and all statutory obligations, such as, wages, allowances, compensations, EPF, bonus, gratuity, ESI, etc. relating to personnel deployed onsite at IMD. IMD shall have no liability in this regard.
- (j) All information, document, photos and data coming in the possession of firm as a result of the execution of the job shall all at time remain the property of IMD. The firm shall not make or allow to make an unauthorized copy, use, access or other utilization of these materials commercially or otherwise, directly or indirectly except as agreed to by the IMD. The firm shall also ensure complete confidentiality of the information and data provided to carrying out the job.

#### **4. Payment Terms**

- (a) No advance payment will be made.
- (b) Payment shall be made on quarterly basis, subject to satisfactory service performance of the service provider which is certified by the competent authority. Payment shall be based on actually volume of work carried out during the quarter. If actual volume of work increases/decreases as per defined work the payment will be done on pro-rata basis.
- (c) In situations where advertorials may be required, IMD will do the payment to DAVP if required. The bidder, however, shall facilitate creation/design of such advertorials.
- (d) The service provider shall send its claim for payment in writing at the end of each quarter with a list of delivered services/materials and its back-up, along with relevant documents as per tender requirements, duly signed and stamped with date, to IMD.
- (e) The bidder shall submit particulars of bank account required for making payments, and copies of PAN and TAN certificates.
- (f) Tax deducted at source (TDS)/other government levies, if any as applicable from time to time shall be done as per existing law in force. A proof of the same shall be furnished to the purchaser upon demand.
- (g) Any changes in terms of payment of the tender document submitted by the bidder will not be entertained by the purchaser after award of the tender.
- (h) Payments will only be made upon successful delivery of satisfactory services and deliverables listed in the tender document.

#### **5. Penalty clause**

- (a) The detailed Service Level Agreement (SLA) will be signed with successful bidder on award of the 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/ hand over all such codes, documents and software to IMD, 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 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.
- (c) The service provider shall deliver the services strictly as per timelines specified in list of deliverables in Annexure-IV. Failure to provide timely and satisfactory services shall invite penalty.
- (d) In case of late services / no services/ unsatisfactory 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.
- (e) IMD will have the right to cancel the contract at any time without assigning any reason thereof.
- (f) All audio-visual content will be cross checked by IMD after production. If it is found to be not as per requirement of IMD then no payment will be made for any such videos.
- (g) Absence of Manpower: In case any of the on-site manpower resources remains absent, a penalty of Rs. 6000/- (Rupees Six Thousand only) per day for Team Lead and Rs. 2500/- (Two Thousand five hundred only) per day for any of other professional resource will be imposed.
- (h) Unsatisfactory work: In case any three consecutive unsatisfactory work, the firm shall not be paid for the said work and a penalty of Rs 5000/- shall be imposed in each case.

**Chapter 5 : Price Schedule**  
(to be utilized by the bidders for quoting their prices)

**Annexure-IV**

**PRICE SCHEDULE (Price Bid format)**

Price to be quoted on firm/company letter heads only

S No	Mode of deliverable	Details	Frequency	Base price (INR)	Applicable taxes (INR)	Unit price (INR) (B+C)	Total price (INR) (AXD)
			A	B	C	D	E
1	Audio/ Video	5-10 minutes full HD audio/video bite/clip (weather/climate and meteorology related bytes) with graphic/animations as per requirement of the film (including both 2D and 3D animations) with graphics for media (English, Hindi) which would be recorded.	Once daily: all 7 days. Minimum 14 per week (Hindi & English)				



<b>S No</b>	<b>Mode of deliverable</b>	<b>Details</b>	<b>Frequency</b>	<b>Base price (INR)</b>	<b>Applicable taxes (INR)</b>	<b>Unit price (INR) (B+C)</b>	<b>Total price (INR) (AXD)</b>
		10-15 minutes full HD audio/video capture on weekly weather update (English, Hindi) (weather/ climate and meteorology related bytes/clips with graphics including both 2D and 3D animations which would be recorded).	Once a week (2 in number weekly Hindi and English totaling minimum 02 a week).				
		Scripts and/or creatives for 1-3 minutes short film in full HD for important weather events and achievements/ recognitions of IMD and any other related activity of IMD. These short films are meant for public, academia and policy makers, on all social media and mass-media platforms, TV channels and websites etc. The arrangement of video footage is the responsibility of the firm. It can involve multiple locations across India. IMD will not bear any additional cost.	4 numbers (1 in each quarter).				
		5-15 minutes documentary (shoot in full HD with voice overs, 2D and 3D animations, and dubbing that may be in any of the 22 regional languages as required by IMD) for important weather events and achievements/ recognitions of IMD and any other related activity of IMD. These short films are meant for public, academia and policy makers, on all social media and mass-media platforms, TV channels and websites etc. The arrangement of video footage is the	1 number in a year.				

S No	Mode of deliverable	Details	Frequency	Base price (INR)	Applicable taxes (INR)	Unit price (INR) (B+C)	Total price (INR) (AXD)
		responsibility of the firm. It can involve multiple locations across India. IMD will not bear any additional cost.					
2	Digital Media	Achieve monthly organic (unsponsored/unpaid) growth of at least 5000 followers month on month in each of the social media handles (Facebook, Twitter, Instagram, Youtube etc.). The indicators for growth will be holistic, including subscribers/followers; as well as engagements (likes, shares, comments etc.).	Monthly report				
3	Setting up a Digital Command Centre (DCC) in IMD premises or other premises as specified by IMD	With the following main deliverables: (i) Instantly addressing public concerns/comments. Depending on the weather situation, queries may vary from 5 to 50 approximately per day. It may increase with increase in popularity of the social media platforms. (ii) Regular weather updates. (iii) Sharing live updates from operational units of IMD. (iv) Real time response (v) Contextual content (vi) Reputation/brand management. (vii) Other work specified under scope of work of the tender document.	For real/near real time activity.				
4	Incorporate listening tool	(i) Monitor the social media accounts in one place. (ii) Optimize social marketing efforts and increase outreach and quality. (iii) Find user-generated content.	Regularly and on-demand if required				

S No	Mode of deliverable	Details	Frequency	Base price (INR)	Applicable taxes (INR)	Unit price (INR) (B+C)	Total price (INR) (AXD)
		(iv)Other work specified under scope of work of the tender document.					
5	Man-power support	On-site full time and as per scope of work of the tender document.	06(as per scope of work)				
6	Hardware Availability in DCC	Computers, high-end computers, scanners and heavy-duty printers, video/graphic/multi-media editing and creation tools like DSLR cameras and other hardware and software to carryout daily work of DCC.					
Grand total in figures							
Grand total in words							

**\*Extra videos to be remunerated on pro rata basis as per Column D.**

**Total Tender price:**

**In words:**

**Note:**

1. If there is a discrepancy between the unit price and total price THE UNIT PRICE shall prevail.
2. All applicable taxes must be mentioned against each item. Rate of each applicable tax must be mentioned in price bid.

Place:

Signature of Bidder:

Date:

Seal of the Bidder: