

NATIONAL TESTING AGENCY

Dt: 23.02.2021

Corrigendum to Tender Ref No- NTA/2020-21/031 & Tender ID: 2021 NTA 616055 1

The tender document is amended/explained (wherever applicable) as under:

S. No.	Section in Tender	Eligibility Criteria	Supporting Documents	Amendment
1.	Page 20; Annexure VIII; Marking Criteria for Technical Evaluation of Bids; Serial No. 1.1	Staff strength in PR/Media work: Overall PR/Media staff strength in the organisation	EPF Registration Certificate and Self Declaration from the Authorized Signatory/HR Head	EPF Registration Certificate and/or Self Declaration from the Authorized Signatory/HR Head. Consultants should be on the rolls of the firm/company for at least one year prior to date of tender opening. Documentary proof by means of payment/salary slips of Consultants to be furnished. Please see Revised Annexure VIII Self-declaration as per Annexure A
2.	Page 19; Details of Technical & Administrative personnel to be employed for this work; Table 1	Details have been sought regarding total number of Administrative and Technical Staff employed by the bidder and the number of personnel available for this work (as per the NTA tender)		Please see Revised Annexure VI

The explanation to Pre-Bid queries is as under:

S. No.	Section in Tender	Eligibility Criteria	Supporting Documents	NTA Remarks
1.	Qualification/ Eligibility Criteria Page 5, Serial No. 6	The firm should have experience of conducting Communication reports, Development Reports of at least three states governments, event management, publishing books, newsletters, magazines, content development, social media management and conducting workshops	Work orders/service agreements, hard copies of books/newsletters as proof of the activities	Hard Copies of Work orders/service agreements, books/newsletters as proof of the activities has to be scanned and uploaded with the bid
2.	Qualification/ Eligibility Criteria. Page 5, Serial No. 7	The bidder should participate as a single entity, no consortium or group companies will be allowed.	Self-Declaration on Company Letter Head to be submitted by Authorized Signatory.	Format for self-declaration in Annexure A
3.	Qualification/ Eligibility Criteria. Page 5, Serial No. 8	Blacklisting / No conviction 1. Bidders should not have been blacklisted by any of the State or Central Government or any Organization. 2. Should not have been found guilty of any criminal offence by any Court of law.	Self-Declaration on Company Letter Head to be submitted by Authorized Signatory.	Format for self-declaration in Annexure A
4.	Qualification/ Eligibility Criteria. Page 6, Serial No. 10	Qualification of Manpower For deployment in NTA	Attach Relevant Documents in Support of Qualification & experience.	All seven personnel experience documents required
5.	Qualification/ Eligibility Criteria. Page 7, Notes: Point 'e'	The selected bidder shall have to give an undertaking on stamp paper that there is no linkage of any kind between the them and any organization which is having conflict of interest with NTA like coaching classes etc.		Format for self-declaration in Annexure B

6.	General Information: Page 7, Notes point 'f', vis-à-vis Annexure II and III	Reference, information, and certificates from the respective clients certifying technical, delivery and execution capability of the bidder should be signed and the contact numbers of all such clients should be mentioned. NTA may also independently seek information regarding the performance from the clients.	Details sought: Name, Designation, and address/telephone number of officers to whom reference may be made	Pl furnish details of both the officials
7.	Page 11, Serial No. 17.0	Integrity Pact (On a Non-Judicial Stamp Paper of Rs.100/-): The vendors/ bidders are required to enter into "Integrity Pact" as notified by the CVC vide Circular No.02/01/2017 (file No.015/VGL/091 dated 13.1.2017) and amended from time to time. Only those bidders/ vendors who commit themselves to such a pact with NTA would be considered competent to participate in the bidding process. Willingness to be submitted with the bid.		Format for self-declaration in Annexure A
8.	General Query - While the RFP has sought seven personnel for PR and media requirements, whether all of them will have to sit at the NTA office for the defined working hours or they can operate from the agency's office and execute the defined work.			Will be discussed with successful bidder

Note: In addition to the above any other relevant details will be shared with the successful bidder. Other clause(s) of the tender document will also stand modified mutatis mutandis.

Joint Director

DETAILS OF MEDIA PROFESSIONALS & ADMINISTRATIVE (OTHER THAN MEDIA PROFESSIONALS) PERSONNEL TO BE EMPLOYED FOR THIS WORK

TABLE-1:

Category	Total Number of regular employee	Number available for this work	Minimum Qualification	Remarks
Media Professionals				
Administrative-other than media professional				

TABLE-2:

S No	Designation	Total number of employees in the category	Number available for this work	Minimum Qualification	Professional experience and details of work carried out	In what capacity these would be involved in this work	Remarks
1	2	3	4	5	6	7	8

(Signature with date and Seal of Bidder)

Marking Criteria for Technical Evaluation of Bids

Following Scoring Model will be followed for technical evaluation of the bids:

S. No	Description of Marking Scheme	Supporting Document	Maximum Marks	Marks scored as per self-assessment of the bidder	Marks awarded by Committee
1	Bidder's Profile		20 Marks		
1.1	<u>Staff strength in PR/Media work</u> Overall PR/Media staff strength in the organisation	EPF Registratio n Certificate and/or Self Declaration from the Authorized Signatory/ HR Head. Consultants should be on the rolls of the firm/compa ny for at least one year prior to date of tender opening. Documenta ry proof by means of payment/sa lary slips to Consultants to be furnished .	05 Marks		
	Less than 7		00		
	7 to 10		03		
	>10		05		
1.2	<u>Overall staff strength</u> The organization should have overall 07 personnel or more in the organization (PI attach proof)	Self-Declaratio n from the authorized signatory / Departmen tal Head for required Manpower	05 Marks		
	Less than 7 personnel		00		
	7 to 25 personnel		03		
	More than 25 personnel		05		

1.3	Experience of Key Personnel		10		
	Lead:				
	Minimum Qualification: Masters Degree/PG Diploma in Mass Communication/ Journalism/Sociology/Social Work or MBA		05		
	Less than 5 years:		00		
	5-10 years		03		
	More than 10 years		05		
	Media/Content Manager:				
	Minimum Qualification: PG Diploma in Mass Communication/Journalism with experience in Public Relations/Communication/ Social Research/Events		05		
	Less than 5 years		00		
	5-10 years		03		
More than 10 years		05			
2	Bidder's Financial Turnover		20 Marks		
	The firm's average turnover from Media Management and PR activities in India during the last three financial years (2017-18, 2018-19, 2019-20) should be at least Rs 5 crores.	Audited Balance Sheet or CA Certificate	20 marks		
	Less than 5 Crore		00		
	>=5 Crore to 6 Crore		05		
	>06 Crore to 8 Crore		10		
	>8 Crore		20		
3	Bidder's experience in comprehensive media and public relations in INDIA		20 Marks		
	The firm should have successfully handled comprehensive media and public relations mandate for a minimum of four PSUs / State governments / Central government ministries for at least one year. Amount billed by at least one PSUs / State governments / Central government ministries should be at least Rs. 50 lakhs per annum during any of the last three financial years 2017-18,2018-19 and 2019-20.	Proof of works completed, e.g., documents like work orders /completion certificates/ vouchers or any other supporting documents (CA certificate) generated in the name of			

		the bidder firm			
	Less than Rs, 50 lakhs		00		
	>=50 lakhs to 1 crore		10		
	>1 crore		20		
4	Past performance with state government		10 Marks		
	The firm should have experience of conducting Communication reports, Development Reports of at least three states governments, event management, publishing books, newsletters, magazines, content development, social media management and conducting workshops	Work orders/service agreements, hard copies of books/new sletters as proof of the activities			
	Less than 3		00		
	3 to 5		07		
	>5		10		
5.	Internet Ranking / Technical Specifications		10 Marks		
	Agency managing Social Media accounts (i.e. Facebook/ twitter/ YouTube)				
	1-3 Accounts with >1,00,000 likes		03		
	4-10 accounts with >1,00,000 likes		07		
	More than 10 accounts with > 1,00,000 likes		10		
6	Approach and Methodology		20 Marks		
6.1	The marks for Approach and Methodology will be given by the Committee based on the Presentation made by the bidder		20		
Total Score			100		

Signature of Bidder

Bidders scoring 70% or more scores as per above criteria will be considered technically qualified.

On Company Letter Head

Annexure A

Self-Declaration

Dated:

**To,
The Director General
National Testing Agency,
NOIDA**

Subject: Tender for Hiring of Media Professional / Media Agency

Ref: Tender RefNo- NTA/2020-21/031 & Tender ID: 2021 NTA 616055 1

1. "I/We _____ (Name of Bidder/Authorized Signatory) having corporate office located at _____, hereby certify and confirm that I/We is/are participating in this tender as a single entity and not as a part of consortium or group companies for the subject tender of National Testing Agency (NTA), and shall be solely responsible for the execution and delivery of the scope of work defined in the tender.
2. I/We _____ (Name of Bidder/Authorized Signatory) hereby certify that _____ (Name of Bidder) have not been blacklisted by any of the State or Central Government or any Organization and _____ (Name of Bidder) have not been found guilty of any criminal offence by any Court of law.
3. I/We _____ (Name of Bidder/Authorized Signatory) certify and confirm that I/We _____ (Name of Bidder/Authorized Signatory) have _____ employees in house responsible for PR/Media work and _____ employees over all on the rolls of the organization.
4. I/We _____ (Name of Bidder/Authorized Signatory) hereby agree to execute "Integrity Pact" with National Testing Agency on award of the contract to us.
5. I/ We _____ (Name of Bidder/Authorized Signatory) hereby declare that all the information and statements made in this bid are true and correct to the best of my knowledge and belief and nothing material has been concealed therein.
6. I/ We _____ (Name of Bidder/Authorized Signatory) hereby further declare that I/ We _____ (Name of Bidder/Authorized Signatory) are fully aware that if at any given point of time it is found that the declaration made herein is factually incorrect, NTA may take a decision to cancel the contract with immediate effect, exercise its right to blacklist the organization and the performance security may also be forfeited."

For _____

(Name of the authorized person with signature & seal of the company)

Name of the Company

(On Rs. 100/- non-judicial Stamp Paper)

Annexure B

Self-Declaration

Dated:

Subject: Tender for Hiring of Media Professional / Media Agency

Ref: Tender Ref No- NTA/2020-21/031 & Tender ID: 2021 NTA 616055 1

I/We _____ (Name of Bidder/Authorized Signatory) hereby certify that there is no linkage of any kind between _____ (Name of Bidder) and any coaching institutes/centres etc. which could adversely influence the conduct of NTA Exams and or functioning of NTA.

The above information is true to the best of our knowledge and records.

For _____

(Name of the authorized person with signature & seal of the company)

Name of the Company