

# Tender Document

***HIRING OF EXPERT MANPOWER FROM MEDIA  
COMMUNICATIONS AGENCY***

***FOR***

***National Testing Agency (NTA)***



## **NATIONAL TESTING AGENCY**

(An autonomous organization under the Department of Higher Education,  
Union Ministry of Education, Government of India)

Block C-20/1A/8, Sector 62,  
Gautam Budh Nagar, Noida -201309 (UP).

Website: [www.nta.ac.in](http://www.nta.ac.in)

Tele:0120-3946612/2555250

E-mail: [genadmin@nta.ac.in](mailto:genadmin@nta.ac.in)

**Cost of Tender Form: Rs 10,000 /-  
EMD- Rs. 5 Lakhs**

## NOTICE INVITING TENDER

Online bids are invited on single stage two bid tender system for *Hiring Expert Manpower from Media Agency/Firm/Company* on annual basis to effectively propagate and publicize all initiatives and achievements of the organization across India. Manual bids shall not be accepted.

Tender documents may be downloaded from NTA web site [www.nta.ac.in](http://www.nta.ac.in) (for reference only) and CPPP site <https://eprocure.gov.in/eprocure/app> Bids shall be submitted online only at CPPP website: <https://eprocure.gov.in/eprocure/app>.

Tenderer/Contractor are advised to follow the instructions provided in the 'Instructions to the Contractors/Tenderer' for the e-submission of the bids online through the Central Public Procurement Portal for e Procurement at <https://eprocure.gov.in/eprocure/app>. Bid documents may be scanned with 100 dpi with black and white option which helps in reducing size of the scanned document. Tenderer who has downloaded the tender from the NTA website [www.nta.ac.in](http://www.nta.ac.in) and Central Public Procurement Portal (CPPP) website <https://eprocure.gov.in/eprocure/app>, <https://eprocure.gov.in/epublish/app> shall not tamper/modify the tender form including downloaded price bid template in any manner. In case if the same is found to be tempered/modified in any manner, tender will be completely rejected and EMD would be forfeited and tenderer is liable to be banned from doing business with NTA .

### 1. Disclaimer:

This Tender is not an offer by the National Testing Agency (NTA), but an invitation to receive offers from vendors. No contractual obligation whatsoever shall arise from the tender process until and unless a formal contract is signed and executed by a duly authorized officer of the National Testing Agency.

### 2. Introduction:

The Ministry of Education (formerly MHRD), Government of India (GOI) has established National Testing Agency (NTA) as an independent autonomous organization under Society Registration Act 1860 National Testing Agency (NTA) has been established as a premier, specialist, autonomous and self-sustained testing organization to conduct entrance examinations for admission/fellowship in higher educational institutions.

To assess competence of candidates for admissions and recruitment has always been a challenge in terms of matching with research based international standards, efficiency, transparency and error free delivery. The National Testing Agency is entrusted to address all such issues using best in every field, from test preparation, to test delivery and to test marking.

### 3. Aims & Objectives of the tender:

This tender is being floated for *Hiring of Expert Manpower from Media/Communication Agency/Firm/Company* for NTA to effectively propagate and publicize all initiatives and achievements of the organization across India as per scope of work and provide other ad-hoc requirement of manpower like cameraman and language translator etc.

### 4. Important Events and Dates:

S. No	Particulars	Details
1. 1	Description of Work	Tender Document for SELECTION OF COMMUNICATIONS AGENCY for National Testing Agency (NTA)
2. 2	Tender Form/RFP issued by	National Testing Agency (NTA)
3.	Authorized Officer for Clarifications	Joint Director, NTA
4.	Availability of Tender Form/RFP	Tender Form/RFP can be downloaded from NTA website <a href="http://www.nta.ac.in">www.nta.ac.in</a>
5.	Tender Form/RFP ID	NTA/2020-21/031

6.	Cost of Tender Form/RFP	Rs 10,000/- (Rs. Ten thousand only)
7.	Earnest Money Deposit (EMD)	Rs 5,00,000 (Rs. Five lakhs only)
8.	Sale/ Download of Tender Form/RFP	<b>From 12.2.2021</b>
9.	Pre-Bid meeting for queries, if any	<b>On 19.2.2021 at 11:30 PM through VC</b>
10.	(a) Last date for submission of Bid	<b>By 3.00 PM of 4<sup>th</sup> March 2021</b>
	(b) Opening of Technical bid to assess essential pre-requisites requirements	<b>By 3.00 PM of 5<sup>th</sup> March 2021</b>
	(c) Presentation & Demonstration by Shortlisted Bidders on the basis of 10 (b) above.	To be decided and notified later
11.	Opening of Financial bid of technically qualified bidders.	To be decided and notified later

## 5. Scope of Work:

5.1 NTA intends to *Hire Expert Manpower from Media/Communication Agency/Firm/Company* on annual basis to effectively propagate and publicize all initiatives and achievements of the organization across India. In order to help shape media highlights on various public initiatives of the National Testing Agency across the country, the firm shall perform, inter - alia, in consultation with NTA, the following tasks:

- a. Popularize NTA among masses – Highlight important work the organization is doing. This will be will done through content generation in the form of press releases, success stories, interviews.
- b. Conceptualize and develop innovative videos (for various popular platforms on social media) in coordination with the education and communication officials of National Testing Agency to highlight its success stories and impact.
- c. Develop high quality monthly e-newsletter (in English, Hindi) providing vital information to all National Testing Agency's stakeholders. The newsletter will be the collation of new initiatives take by National Testing Agency in the form of stories, snippets and interviews
- d. Writing and editing of content for the NTA's programs, projects, events, reports, case studies, brochure etc.
- e. Designing and developing print materials like reports, IEC material, brochures, collaterals etc.
- f. Establish NTA as a premier organization that conducts online examination, creates question bank, develops R&D culture and a pool of testing experts, and provides quality testing services to academic/other institutions in India by using domestic and international expertise. Opinion pieces by senior officials of National Testing Agency in mainstream newspapers will help establish the NTA's credentials in this domain.
- g. Identify platforms where National Testing Agency could participate as an industry expert. There are several events organized by industry associations where the senior officials of National Testing Agency can appear as speaker.
- h. Highlight NTA's initiatives in holding entrance and recruitment exams entrusted to it by various Ministries/Departments of the Government of India and state governments, and reforms and training of school boards as well as other bodies where the testing standards should be comparable with the entrance examinations.
- i. Develop innovative content and creative to reach our target groups. Generate regular creative content for different mediums including print, digital, TV and social media.
- j. Create interesting messages around the work done by NTA to improve equity and quality in education by administering research based valid, reliable, efficient, transparent, fair and international level assessments.
- k. Create Social Media content in Hindi, English.
- l. Short video films to be used on various media platforms including social media.
- m. The *Expert Manpower from Media/Communication Agency/Firm/Company* will also undertake above mentioned activities related to Ministry of Education's work having an implication for NTAs role.

## 5.2 Manpower requirements

1. The firm should be fully equipped with trained and skilled Communication professionals and should have the latest instruments such as computers, scanners, high speed photocopy machines etc. at its offices.
2. The firm should place 7 professionals as listed below :

S. No.	Designation	Role	Qualification
1	Senior Advisor Communication	Overall media and communication strategy: Pan India	Masters Degree/PG Diploma in Mass Communication/ Journalism/Sociology/Social Work or MBA
2	Lead NTA	To understand and execute the communication plan	Masters Degree/PG Diploma in Mass Communication/ Journalism/Sociology/Social Work or MBA
3	Media Manager	OpEd / Columns / third party endorsements	PG Diploma in Mass Communication/Journalism with experience in Public Relations/Communication/ Social Research/Events
4	Content Specialist	English- Develop media friendly content, which will be shared with relevant media to amplify the messaging in favour of NTA	PG Diploma in Mass Communication/Journalism with experience in Public Relations/Communication/ Social Research/Events
5	Content Specialist	Hindi- Develop media friendly content. The professional will also be responsible for networking with relevant journalists and share the right narrative about the client.	PG Diploma in Mass Communication/Journalism with experience in Public Relations/Communication/ Social Research/Events
6	Content Specialist	Social Media- Will draft content, graphics, for social media channels including Twitter, Facebook etc	PG Diploma in Mass Communication/Journalism with experience in Public Relations/Communication/ Social Research/Events
7	Senior Executive	Will work of strengthening regional outreach. To start with we can start disseminating content in 8 regional languages-namely Gujarati, Bangla, Oriya, Telugu, Tamil, Malayalam, Kannada and Punjabi.	Bachelor/Masters

CV's of the experts highlighting the qualification and relevant experience be included for each expert.

### **5.3 Responsibility of Bidder:**

1. To submit monthly report of the activities conducted during the month
2. To submit Annual report at the end of every year

## 6. Qualification/Eligibility criteria

S.No.	Eligibility Criteria	Supporting Document
1.	The bidder should be a company/ firm registered in India under 'The Companies Act, 2013' or partnership/proprietorship firm. The bidder should be registered and operating in India for a minimum of 5 years with an objective of offering relevant Communications/media Services. The Agency must have its offices in India with a well- staffed & fully functioning office in Delhi/NCR. It would be preferable if the head office/ headquarter of the Agency is located in Delhi/NCR.	Certificate of Incorporation, Articles of Association, Memorandum of Association etc to be submitted.  For partnership/proprietorship firm relevant documentary evidence to be submitted.  Authentic address proof, attested by the authorized signatory to be submitted.
2	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 of the 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
3	The firm should have successfully handled Media and Communications for a Central government's research institute	Proofs like work orders that mention the name of the government body to which the PR service is rendered.
4	The firm should have handled media and public relations for a Navratna, Mini Ratna government body.	Proofs like work orders that mention the name of the government body to which the PR service is rendered.
5	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.	Attested copy of audited balance sheet for last 3 financial years and CA certifying that the firm had made an average turnover of Rs 5 crore from Media Management and PR activities in India in the last three financial years in original.
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
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.
8.	Black listing / No conviction 1. Bidders should not have been blacklisted by any of the State or Central Government or any	Self-Declaration on Company Letter Head to be submitted by Authorized Signatory.

S.No.	Eligibility Criteria	Supporting Document																
	organization. 2. Should not have been found guilty of any criminal offence by any Court of law.																	
9.	Tax Details The bidder should have registered for (i) Service Tax (ii) PAN (iii) GST	Copies of the same (all three) Self Attested to be submitted.																
10.	<p><b><u>Qualification of Manpower For deployment in NTA</u></b></p> <table border="1"> <thead> <tr> <th>Designation</th> <th>Qualification</th> </tr> </thead> <tbody> <tr> <td>Senior Advisor Communication</td> <td>Masters Degree/PG Diploma in Mass Communication/ Journalism/Sociology/Social Work or MBA</td> </tr> <tr> <td>Lead NTA</td> <td>Masters Degree/PG Diploma in Mass Communication/ Journalism/Sociology/Social Work or MBA</td> </tr> <tr> <td>Media Manager</td> <td>PG Diploma in Mass Communication/Journalism with experience in Public Relations/Communication/ Social Research/Events</td> </tr> <tr> <td>Content Specialist</td> <td>PG Diploma in Mass Communication/Journalism with experience in Public Relations/Communication/ Social Research/Events</td> </tr> <tr> <td>Content Specialist</td> <td>PG Diploma in Mass Communication/Journalism with experience in Public Relations/Communication/ Social Research/Events</td> </tr> <tr> <td>Content Specialist</td> <td>PG Diploma in Mass Communication/Journalism with experience in Public Relations/Communication/ Social Research/Events</td> </tr> <tr> <td>Senior Executive</td> <td>Bachelor/Masters</td> </tr> </tbody> </table>	Designation	Qualification	Senior Advisor Communication	Masters Degree/PG Diploma in Mass Communication/ Journalism/Sociology/Social Work or MBA	Lead NTA	Masters Degree/PG Diploma in Mass Communication/ Journalism/Sociology/Social Work or MBA	Media Manager	PG Diploma in Mass Communication/Journalism with experience in Public Relations/Communication/ Social Research/Events	Content Specialist	PG Diploma in Mass Communication/Journalism with experience in Public Relations/Communication/ Social Research/Events	Content Specialist	PG Diploma in Mass Communication/Journalism with experience in Public Relations/Communication/ Social Research/Events	Content Specialist	PG Diploma in Mass Communication/Journalism with experience in Public Relations/Communication/ Social Research/Events	Senior Executive	Bachelor/Masters	Attach Relevant Documents in Support of Qualification & experience.
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**Notes:**

1. Bidders should submit the supporting documents mentioned in the table outlining Eligibility Criteria
2. Bids of firms not confirming to the eligibility criteria listed above will be summarily rejected. Submission of forged documents will also result in summary rejection of the bid.
3. Technical Presentation: By only the parties confirming the eligibility criteria and other requirements as mentioned.
4. Even though bidders may satisfy the above requirements, they may be disqualified if they have:

- a. Made misleading or false representation or facts or deliberately suppressed the information to be provided in the forms, statements and enclosures of this document. Record of poor performance such as abandoning work, not properly completing the contract or financial failures/weaknesses.
- b. If confidential inquiry reveals facts contrary to the information provided by the bidder.
- c. If confidential inquiry reveals unsatisfactory performance in any of the selection criteria.
- d. If bidder is engaged in any activity such as conducting of coaching classes etc. which can influence conduct of professional exam.
- 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.**

## 7. General Information:

- a. This is a **"Two Bid"** tender. The **technical bid** should contain all the relevant information and desired enclosures in the prescribed format along with Earnest Money Deposit (EMD) and Cost of Tender Form. The Tender fee can be in the form of DD or can be remitted to the bank account of NTA. The EMD can be in the form of DD remitted to the bank account of NTA directly. The Account of NTA is in State Bank of India, D-211/1, Sector -61, Noida. The details are as under:-

Account No.	37714486224
IFSC Code	SBIN0005222
MICR Code	110002422

- b. **The financial bid should contain only commercials. In case, any bidder encloses the financial bid within the technical bid, the same shall be rejected summarily.**
- c. All information called for in the enclosed forms should be furnished against the respective columns in the forms. If information is furnished in a separate document, reference to the same should be given against respective columns in such cases. If any particular query is not applicable, it should be stated as "Not Applicable". However, the bidders are cautioned that not giving complete information called for in the tender forms or not giving it in clear terms or making any change in the prescribed forms or deliberately suppressing the information may result in the bidder being summarily disqualified. Tenders made by fax and those received late will not be entertained.
- d. The Responses should be typewritten or (legible) handwritten but there should not be any overwriting or cutting. Correction, if any, shall be made by neatly crossing out, initialing, dating and rewriting. The name and signature of bidder's authorized person should appear on each page of the application. All pages of the tender document shall be numbered and submitted as a package along with forwarding letter on bidder's letter head.
- e. The bidder should enclose bid security (EMD) of INR 5,00,000 (Five lakhs only) only in form of Demand Draft/ NEFT/RTGS drawn in favor of **DG,NTA,Noida** or remitted online to NTA bank account. The tenders without EMD shall be summarily rejected. No exemption for EMD will be entertained. The successful bidder shall be required to deposit performance security in form of bank guarantee valid for a year, equal to ten percent (10%) of total contract value within 15 days from the date of the award of the work. The EMD of the unsuccessful bidders shall be returned without interest after award of work to the successful bidder. The EMD of the successful bidder shall be returned only after the signing of the contract along with performance security deposit. The EMD stands forfeited in case the bidder withdraws or amends his bid after submission of tender document and tender closing date/time. (CPPP permits bid modification before bid closing date/time).
- f. 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.
- g. The Bidder is advised to attach any additional information, which they think is necessary regarding their capabilities to establish their capabilities in all respects to successfully complete the envisaged work. They are however, advised not to attach superfluous information. No further information will be entertained after tender document is submitted, unless NTA calls for it.
- h. Even though bidder may satisfy the qualifying criteria, they are liable for disqualification if they have a record of poor performance or not able to understand the scope of work etc.

- i. Prospective bidders may seek clarification regarding the project and/ or the requirements for prequalification, in writing through mail within a reasonable time.
- j. The tender document can be downloaded from NTA's web site: [www.nta.ac.in](http://www.nta.ac.in) or CPP Portal and submitted along with a fee of INR 10,000 (Ten thousand) only in the form of demand draft/NEFT in favor of **DG, NTA, Noida or remitted online to NTA account**. There is no exemption from payment of tender document fees and tenders without requisite fees shall not be accepted. The technical and financial documents should be kept separately in sealed envelopes and both these envelopes should be kept in one envelope super scribing "**Tender for Hiring of Expert Manpower from Media/Communication Agency/Firm/Company for National Testing Agency**" so as to reach NTA Office, Noida by last date of date/time of bid submission. Late tenders shall not be accepted, under any circumstances. The technical bid shall be opened as per schedule at NTA Office, Noida in the presence of bidders who may like to be present.
- k. All disputes arising with respect to the bid document shall be subject to the jurisdiction of appropriate court of Delhi, India alone and shall be governed by the law of India. NTA reserves right to award the work/cancel the award without assigning any reason. In case of differences about the bid document, if any, the decision of NTA shall be final.
- l. The payment shall be in Indian Rupees only. The successful bidder has to sign an agreement on non-judicial stamp paper of Rs. 100, which shall contain clauses related to tender document like liquidated damages on account of delays, errors, cost and time over runs etc. In case the bidder fails to execute the contract, NTA shall have liberty to get it done through any other agency with full cost recoverable from the bidder in addition to damages and penalty.
- m. **Bidders are neither allowed to join hands to participate in the tender nor allowed to submit multiple bids. Any such act will make the bid liable for rejection.**
- n. Any disputes arising out of this tender will be subject to the courts of Delhi only.
- o. **Even though bidders may satisfy the above requirements, they may be disqualified for the following reasons:**
  - If misleading or false representation of facts are made or deliberately suppressed in the information provided in the forms, statements and enclosures of this document.
  - If they have a record of poor performance such as abandoning work, not properly completing the contract or financial failures/weaknesses.
  - If confidential inquiry reveals facts contrary to the information provided by the bidder.
  - If confidential inquiry reveals unsatisfactory performance in any of the selection criteria.
  - If bidder is engaged in any activity which can influence the conduct of exam such as conducting of coaching classes etc.

In such cases, NTA has the right to cancel or modify the tender.

## **8. Technical Evaluation:**

### **8.1 The technical bid shall consist of –**

- Technical information as desired in prescribed format
- The financial information as per **Annexure – I**
- The details of similar works as per **Annexure – II**
- The details of work under executed or awarded as per **Annexure – III**
- The Performance Report of works referred in Annexure II & III as per **Annexure – IV**



- Organizational Structure and information as per **Annexure V**
- The details of Technical and Administrative manpower to be employed for this work as per **Annexure VI**.
- **Annexure VII is deleted**
- EMD and tender fees.

**8.2** Detailed technical evaluation shall be carried out by a Technical Evaluation Committee constituted for this purpose by the NTA along with other conditions in the tender document to determine the substantial responsiveness of the tender. For this clause, the substantially responsive bid is one that conforms to all the essential pre-requisites /eligibility criteria and terms and condition of the tender without any material deviation.

**8.3 Evaluation of the Technical Bid Proposal:** Technical Bid will be assigned a **Technical score (TS) out of a maximum of 100 points**, as per the Scoring Model provided at **Annexure-VIII**. Technical evaluation will be based on the criteria given below:

1. Prior experience
2. Number and nature of assignments
3. Turnover
4. Availability of adequately trained personnel
5. Presentation

**Presentation:** The vendor will be required to give a presentation of their capacity/capability to work as “Media Communications Agency for NTA” .They will also be required to make a presentation on their capabilities as per the conditions specified in this document. The date of presentation shall be notified separately. The venue for demonstration and presentation will be NTA Office at Noida/Delhi or as communicated by NTA. The Technical Evaluation Committee will call the bidders for presentation or clarifications to assess the understanding of the bidder regarding the scope and magnitude of the work. However, whether to call the bidder for further discussion or not is at the sole discretion of the Technical Evaluation Committee constituted for the purpose.

**8.4 The financial bid shall consist of Annexures –IX only.**

## **9.0 Methodology and Criteria for Bid evaluation**

- Scrutiny of the tender document will be done by NTA to determine whether the documents have been properly signed, Tender fee and Earnest Money Deposit (EMD) paid and all relevant papers submitted. Tenders not conforming to such requirements will be rejected
- COMPUTATION OF COMPOSITE SCORE (CS) as per QCBS**  
Composite Score (CS) of the technically qualified bidders will be calculated as the sum of weightage assigned to 70% of Technical Score (TS) and 30% of Financial Score (FS), which is as follows:  

$$T_n = 70x(T_p)$$
 Technical Evaluation (Annexure VIII) (70% weightage)  

$$F_n = 30xF_{min}/F_b$$
, where  $F_b$ = Financial bid of the Bidder under consideration.  
 $F_{min}$ = lowest value of financial bid amongst the quoted bidders.
- The final score will be calculated by summing the technical and financial scores. Final score= $T_n+F_n$ . The Bidder with highest Final score will be eligible for award.
- NTA does not bind itself to accept the lowest or any particular tender and has the right to refuse any Tender without assigning any reason or select any Bidder that is in the final evaluation list.

**Note:**

1. NTA reserves the sole right for carrying out amendments/ modification/ changes including any addendum shall be published on NTA website <https://www.nta.ac.in>.
2. The Bidder shall bear all costs associated with the preparation and submission of the tender and NTA will not be responsible or liable for these costs.
3. Evaluation Criteria of Technical Bid for calculation of Technical Score (TS)
4. Qualifying Technical Marks: A bidder must get minimum technical marks of 70 to get qualified for opening of financial bid. If any bidder gets less than 70 marks, then that bidder will not be eligible for further selection process and its financial bid will not be opened.

## **10.0 Opening of Financial Bid**

Financial bid of only technically qualified bidders shall be opened on the day and time to be informed to the bidders through the Portal. The financial bid will be opened in the presence of the authorized representatives of such successful bidders, who choose to attend the bid opening.

### **11.0 Duration of the Project and Time Frame**

Duration of the contract agreement will be one year with option to extend by two more years on year on year basis subject to satisfactory performance. The successful bidder should be ready to start the work within 30 days of signing of agreement.

### **12.0 Payment Terms**

a. The Firm shall be paid on a monthly basis for its services after the completion of each month. The payment will be based on rates finalized for the award of contract to the successful Firm. Firm to submit monthly report along with the invoice. All payments are subject to TDS.

b. The Firm shall furnish bills of expenses it incurred for the travel/accommodation/food for the hired manpower or any other expenses incurred in the arrangement of events. The reimbursements of such bills/invoices shall be made by NTA subject to prior personal approval of DG, NTA and on production of originals. No additional services charges are payable to the bidder on this account. The sanction by DG, NTA for such expenditure will be subject to NTA norms in similar cases.

### **13.0 Force Majeure:**

Force Majeure is herein defined as any cause, which is beyond the control of the selected bidder or NTA as the case may be which they could not foresee or with a reasonable amount of diligence could not have foreseen and which substantially affect the performance of the contract, such as:

- Natural phenomenon, including but not limited to floods, droughts, earthquakes and epidemics.
- Acts of any government, including but not limited to war, declared or undeclared priorities, quarantines and embargos
- Terrorist attack, public unrest in work area provided either party shall within 10 days from occurrence of such a cause, notifies the other in writing of such causes.

The selected bidder or NTA shall not be liable for delay in performing his/her obligations resulting from any force majeure cause as referred to and/or defined above. Any delay beyond 30 days shall lead to termination of contract by parties and all obligations expressed quantitatively shall be calculated as on date of termination. Notwithstanding this, provisions relating to indemnity, confidentiality survive termination of the contract. However, NTA shall make payment for all the services rendered by the selected bidder till such date of termination of contract.

### **14.0 Fraudulent and Corrupt Practices:**

The Bidders and their respective officers, employees, agents and advisers shall observe the highest standard of ethics during the Selection Process. Notwithstanding anything to the contrary contained in this RFP, NTA shall reject a Proposal without being liable in any manner whatsoever to the Bidder, if it determines that the Bidder has, directly or indirectly or through an agent, engaged in corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice (collectively the "Prohibited Practices") in the Selection Process. In such an event, NTA shall, without prejudice to its any other rights or remedies, forfeit and appropriate the Bid Security or Performance Security, as the case may be, as mutually agreed genuine pre-estimated compensation and damages payable to the Authority for, inter alia, time, cost and effort of the Authority, in regard to the RFP, including consideration and evaluation of such Bidder's Proposal.

For the purposes of this Section, the following terms shall have the meaning hereinafter respectively assigned to them:

- "corrupt practice" means (i) the offering, giving, receiving, or soliciting, directly or indirectly, of anything of value to influence the action of any person connected with the Selection Process (for avoidance of doubt, offering of employment to or employing or engaging in any manner whatsoever,

directly or indirectly, any official of NTA who is or has been associated in any manner, directly or indirectly with the Selection Process or the LOI or has dealt with matters concerning the Agreement or arising there from, before or after the execution thereof, at any time prior to the expiry of one year from the date such official resigns or retires from or otherwise ceases to be in the service of NTA, shall be deemed to constitute influencing the actions of a person connected with the Selection Process); or (ii) save as provided herein, engaging in any manner whatsoever, whether during the Selection Process or after the issue of the LOA or after the execution of the Agreement, as the case may be, any person in respect of any matter relating to the Project or the LOA or the Agreement, who at any time has been or is a legal, financial or technical consultant/ adviser of NTA in relation to any matter concerning the Project;

- “fraudulent practice” means a misrepresentation or omission of facts or disclosure of incomplete facts, in order to influence the Selection Process;
- “coercive practice” means impairing or harming or threatening to impair or harm, directly or indirectly, any persons or property to influence any person’s participation or action in the Selection Process;
- “undesirable practice” means (i) establishing contact with any person connected with or employed or engaged by NTA with the objective of canvassing, lobbying or in any manner influencing or attempting to influence the Selection Process; or (ii) having a Conflict of Interest; and
- “restrictive practice” means forming a cartel or arriving at any understanding or arrangement among Bidders with the objective of restricting or manipulating a full and fair competition in the Selection Process.

#### **15.0 Limitation of Liability:**

Neither party shall be liable to the other party for any special, indirect, incidental, exemplary, punitive or consequential losses or damages or loss of profit, loss of goodwill, loss of revenue or operational losses whether in contract, tort or other theories of law, even if such party has been advised of the possibility of such damages. The total aggregate liability of either party under this Agreement shall not exceed the exam value paid to bidder by NTA for the Service that gives rise to such liability. The limitation on any Party’s liability herein shall not apply to (i) liability for damages, resulting from the willful misconduct and (ii) breach of the use terms in respect of bidder’s application system. The bidder shall not be held liable for any delay or failure in its obligations, if and to the extent such delay or failure has resulted from a delay or failure by or on behalf of NTA to perform any of NTA’s obligations. In such event, Bidder shall be (a) allowed additional time as may be required to perform its obligations, and (b) entitled to charge NTA for additional costs incurred, if any, as may be mutually agreed upon between the Parties.

#### **16.0 Dispute Resolution:**

All disputes pertaining to the tender shall fall within the jurisdiction of Delhi only. The Director (Admn) of the NTA shall be the official by whose designation the NTA may sue or be sued.

In the event of any dispute arising between the parties, the same shall be referred to the Director General, NTA, Noida, whose decision shall be final and binding on the parties.

#### **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.

#### **18.0 Arbitration Clause:**

- (a) In case of any dispute arising between the Parties, both the parties will try to resolve the issue mutually within 20 days of dispute raised. In any case, the either party will give notice in writing to

other party indicating concern, proposed remedy to settle the issue. If the issue does not settle by negotiation, in the manner as prescribed, the same may be resolved exclusively by arbitration. In such case, the matter will be referred to the sole arbitrator appointed by Director General, National Testing Agency, for adjudication. Arbitration shall be held in Delhi and conducted in accordance with the provisions of Arbitration and Conciliation Act, 1996.

- (b) The arbitrator may from time to time with the consent of both the parties enlarge the time frame for making and publishing the award. Subject to the aforesaid, Arbitration and Conciliation Act, 1996 and the rules made there under, any modification thereof for the time being in force shall be deemed to apply to the arbitration proceeding under this clause.
- (c) The venue of the arbitration proceeding shall be the office of NTA, Noida or such other places as the arbitrator may decide.
- (d) The contract shall be interpreted in accordance with the laws of the Union of India & will be under the jurisdiction of court in Delhi.”

### **19.0 Processing Norms:**

NTA and selected bidder acknowledge and agree that the provision of Services under this tender may require the selected bidder to interact with the customers and suppliers of NTA relating to the Services as special agent for and on behalf of NTA and/or to process transactions, in accordance with the general or special guidelines, norms and instructions (“Processing Norms”) provided by NTA and agreed by the Parties. The selected bidder shall be entitled to rely on and act in accordance with any such Processing Norms agreed by the parties and the selected bidder shall incur no liability for claims, loss or damages arising as a result of selected bidder’s compliance with the Processing Norms. NTA agrees to indemnify, defend and hold Bidder and its affiliates, their officers and employees involved in the Services, harmless from any and all claims, actions, damages, liabilities, costs and expenses, including but not limited to reasonable attorney’s fees and expenses, arising out of or resulting from the selected bidder’ compliance with Processing Norms. Further, NTA shall be responsible for all activity occurring under its control and shall abide by all applicable local, state, national and foreign laws, treaties and regulations in connection with their use of the Service, including those related to data privacy, international communications and the transmission of technical or personal data.

### **20.0 Penalty:**

- (i) The detail Service Level Agreement (SLA) will be signed with successful bidder. Any breach in SLA will lead to penalty and later termination of the contract. All the documents/ code / application etc. prepared and developed by the bidder’s manpower will be the property of the client. All designs, reports, other documents and software submitted by the bidder’s manpower pursuant to this work order shall become and remain the property of the NTA and the bidder shall, not later than upon termination or expiration of this contract, deliver all such documents and software to the NTA, together with a detailed inventory thereof.
- (ii) 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 fulfil any of the contractual obligation, the NTA may take a decision to cancel the contract with immediate effect and reserves the right to blacklist the agency. Further, performance security of the agency may also be forfeited if the performance of the agency is not satisfactory. (iii) In case of late services / no services on a specific activity, in which the Agency fails to deliver the services thereof within the period fixed for such delivery in the schedule or at any time repudiates the contract, the firm shall be liable to pay a Liquidated Damages (LD). LD will be imposed @ 1% of per week of the cost of contract value up to maximum of 10% of the contract value from the Agency. The timeline/schedule of deliverables will be decided as and when the requirement/ tasks /activities arise.

### **21.0 Performance Guarantee:**

NTA will require the successful bidder to provide an irrevocable, unconditional Performance Bank Guarantee within 15 days from signing of the agreement post Notification of award, for a value equivalent to 10% of the total cost. The Performance Guarantee should be valid for a period of 36 months. The Performance Guarantee shall be kept valid till completion of the project. The Performance Guarantee shall contain a claim period of three months from the last date of validity. The successful bidder shall be responsible for extending the validity date and claim period of the Performance Guarantee as and when it is due on account of non-completion of the project. In case the successful bidder fails to submit performance guarantee within the time stipulated, NTA at its discretion may cancel the order placed on the successful bidder without giving any

notice. NTA shall invoke the performance guarantee in case the successful Vendor fails to discharge their contractual obligations during the period or NTA incurs any loss due to Vendors negligence in carrying out the project implementation as per the agreed terms & conditions. In case the contract is extended on year on year basis then performance guarantee has to be extended for the corresponding period by the successful bidder.

## **22.0 Labour Laws and Safety Measures**

- (i) Agencies shall comply with all the provisions of labour law related legislation acts as enacted by Government from time to time and in case of any prosecution / penalty, consortium shall be liable for the same.
- (ii) Agencies shall be liable for payments of duties viz. P.F. E.S.I. etc. including any compensation payable under Workmen Compensation Act. Ministry of AYUSH shall have no responsibility or financial or other liabilities towards professional employed by agencies. (iii) Agencies will take all safety measures / precautions during the work. Any accident due to negligence / any other reason will be to consortium account.

## **23.0 Applicable Law and Jurisdiction**

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

## **24.0 Insurance and Medical Facilities**

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

## FINANCIAL INFORMATION

- I. Financial Analysis: Details to be furnished duly supported by figures in Balance Sheet/ Profit & Loss Account for the last three years i.e. 2017-18, 2018-19 & 2019-20 as certified by the Chartered Accountant, as submitted by the Bidder to the Income-Tax Department (copies to be attached).

Table-1 : Total Turnover

S. No.	Details	(1) 2017-18	(2) 2018-19	(3) 2019-20
i)	Gross annual turnover			
ii)	Profit/Loss			
iii)	Financial Position :			
	a) Cash			
	b) Current Assets			
	c) Current Liabilities			
	d) Working Capital (b-c)			
	e) Current Ratio :			
	Current Assets/Current Liabilities (b/c)			

Table-2 : Turnover from Media/PR work Only

S. No.	Details	(1) 2017-18	(2) 2018-19	(3) 2019-20
i)	Gross annual turnover			

- II. Please attach - Up to date Income Tax Clearance Certificate
- Audited Balance Sheet.
  - For the financial year 2019-20, the bidder is allowed to submit duly certified provisional balance sheet in case audited balance sheet is not available.
- Certificate of net worth from Bankers of Bidder.

III. Note: Attach additional sheets, if necessary.

(Signature with date and Seal of Bidder)

DETAILS OF SIMILAR WORK EXECUTED

S N0	Name of work/ Project & Locatio n	Organization name	Date of commencem ent as per contract	Actual Date of complet ion	Litigation/ Arbitratio n pending in progress with details	Name, Designati on and address/ telephone number of officer to whom reference may be made	Rema rks
1	2	3	4	5	6	7	8

(Signature with date and Seal of Bidder)

## DETAILS OF WORK UNDER EXECUTION OR AWARDED

S NO	Name of work/Pro ject & Location	Organiza tion name	Date of commencem ent as per contract	Stipulat ed date of complet ion	Upto date percent age progres s of work	Slow progress if any, and reasons thereof	Name, Designati on and address/ telephone number of officer to whom reference may be made	Remark s
1	2	3	4	5	6	7	8	9

(Signature with date and Seal of Bidder)



**Performance Report of Works referred in ANNEXURE II & III**

(Furnish this information for each individual work done by the bidder for whom the work was executed)

1. Name of Work/Project & Location : \_\_\_\_\_  
\_\_\_\_\_
2. Owner or Sponsoring Organization : \_\_\_\_\_  
Address : \_\_\_\_\_  
\_\_\_\_\_
  - Contact Person : \_\_\_\_\_
  - Designation : \_\_\_\_\_
  - Telephone No(s) : \_\_\_\_\_
  - E-mail : \_\_\_\_\_
3. Agreement No. : \_\_\_\_\_
4. Estimated Cost : \_\_\_\_\_
5. Tendered Cost : \_\_\_\_\_
6. (A) Date of Start : \_\_\_\_\_  
(b) Stipulated date of completion : \_\_\_\_\_  
(c) Actual date of completion : \_\_\_\_\_
7. Amount of compensation : \_\_\_\_\_  
Levied for delayed completion,  
Or any other damages, if any
8. Performance reports/assessment by clients (Supported by documentary evidence, if any)
  - (a) Quality of work - Excellent/ Very Good/ Good/ Fair: \_\_\_\_\_
  - (b) Resourcefulness - Excellent/ Very Good/ Good/ Fair: \_\_\_\_\_

**(Signature with date and Seal of Bidder)**

**STRUCTURE OF THE ORGANIZATION**

1. Name and address of bidder: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_
2. (a) Telephone No. : \_\_\_\_\_  
 (b) Fax No. : \_\_\_\_\_  
 (c) Email address : \_\_\_\_\_
3. Legal Status (Attach copies of original document defining the legal status).  
 (a) An Individual/Consortium : \_\_\_\_\_  
 (b) A Proprietary/Partnership agency : \_\_\_\_\_ A Trust:  
 : \_\_\_\_\_ A Limited Company or  
 Corporation: \_\_\_\_\_
4. Particulars of Registration with various Government bodies & Statutory Tax Authorities:  
 (Attach attested photocopy)  
 (a) Registration Number : \_\_\_\_\_  
 (b) Organization/Place of registration: \_\_\_\_\_  
 (c) Date of validity : \_\_\_\_\_
5. Names and titles of Directors & Officers with Designation to be concerned with this work with Designation of individuals authorized to act for the organization:  
 \_\_\_\_\_  
 \_\_\_\_\_
6. Were you or your company ever required to suspend the work for a period of more than six months continuously after you commenced the works? If so, give the name of the project and reason for not completing the work.  
 \_\_\_\_\_  
 \_\_\_\_\_
7. Have you or your constituent partner(s) ever left the work awarded to you incomplete? If so, give name of the project and reason for not completing the work.  
 \_\_\_\_\_  
 \_\_\_\_\_
8. Have you or your constituent partner(s) been debarred/black listed for tendering in any organization at any time? If so, give details.  
 \_\_\_\_\_  
 \_\_\_\_\_
9. Area of specialization and Interest : \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_
10. Any other information considered necessary but not included above.  
 \_\_\_\_\_  
 \_\_\_\_\_

**(Signature with date and Seal of Bidder)**

**DETAILS OF TECHNICAL & ADMINISTRATIVE PERSONNEL TO BE EMPLOYED FOR THIS WORK****TABLE-1:**

Category	Total Number of regular employee	Number available for this work	Minimum Qualification	Remarks
Technical				
Administrative				

**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
<b>1</b>	<b>Bidder's Profile</b>		<b>20 Marks</b>		
<b>1.1</b>	<b>Staff strength in PR/Media work</b>  Overall PR/Media staff strength in the organisation	EPF Registration Certificate and Self Declaration from the Authorized Signatory / HR Head	05 Marks		
	Less than 7		00		
	7 to 10		03		
	>10		05		
<b>1.2</b>	<b>Overall staff strength</b>  The organization should have overall 25 personnel in the organization (Pl attach proof)	Self-Declaration from the authorized signatory / Departmental Head for required Manpower	05 Marks		
	Less then 7 personnel		00		
	7 to 25 personnel		03		
	More than 25 personnel		05		
	<b>Experience of Key Personnel</b>		<b>10</b>		
	<b>Lead:</b>  Minimum Qualification: Masters Degree/PG Diploma in Mass Communication/ Journalism/Sociology/Social Work or MBA		05		
<b>1.3</b>	Less than 5 years:		00		
	5-10 years		03		
	More than 10 years		05		
	<b>Media/Content Manager:</b>  Minimum Qualification: PG Diploma in Mass Communication/Journalism with experience in Public Relations/Communication/ Social		<u>05</u>		

	<b>Research/Events</b>				
	<b>Less than 5 years</b>		<b>00</b>		
	<b>5-10 years</b>		<b>03</b>		
	<b>More than 10 years</b>		<b>05</b>		
<b>2</b>	<b>Bidder's Financial Turnover</b>		<b>20 Marks</b>		
	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.	<b>Audited Balance Sheet or CA Certificate</b>	<b>20 marks</b>		
	Less than 5 Crore		00		
	>=5 Crore to 6 Crore		05		
	>06 Crore to 8 Crore		10		
	>8 Crore		20		
<b>3</b>	<b>Bidder's experience in comprehensive media and public relations in INDIA</b>		<b>20 Marks</b>		
	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			
	<b>Less than Rs, 50 lakhs</b>		<b>00</b>		
	>=50 lakhs to 1 crore		10		
	>1 crore		20		
<b>4</b>	<b>Past performance with state government</b>		<b>10 Marks</b>		
	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			
	Less than 3		00		
	3 to 5		07		

	>5		10		
<b>5.</b>	<b>Internet Ranking / Technical Specifications</b>		<b>10 Marks</b>		
	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		
<b>6</b>	<b>Approach and Methodology</b>		<b>20 Marks</b>		
6.1	The marks for Approach and Methodology will be given by the Committee based on the Presentation made by the bidder		20		
<b>Total Score</b>			<b>100</b>		

**Signature of Bidder**

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

## FINANCIAL BID - In Indian Rupees

Sl. No.	Item Description	Quantity (Number of Manpower Required)	Units (Unit Rate Per Month)		UNIT RATE per month in Rs. P	UTILISATION FACTOR	ANNUAL RATE in Rs. P	TOTAL AMOUNT In Words
1	2	4	5	8	7	8	13	15
1	<b>FIXED COST</b>							
1.01	Senior Advisor Communication	1.00	Nos	Indicate only monthly rate in 'Unit rate per Month' which will be multiplied by Utilization factor of 12 (for full year) to arrive at annual rate		12.00	0.00	INR Zero Only
1.02	Lead NTA	1.00	Nos			12.00	0.00	INR Zero Only
1.03	Media Manager	1.00	Nos			12.00	0.00	INR Zero Only
1.04	Content Specialist	1.00	Nos			12.00	0.00	INR Zero Only
1.05	Content Specialist	1.00	Nos			12.00	0.00	INR Zero Only
1.06	Content Specialist	1.00	Nos			12.00	0.00	INR Zero Only
1.07	Senior Executive	1.00	Nos			12.00	0.00	INR Zero Only
2	<b>Other Rates (Rate of Manpower on requirement basis)</b>							
2.01	Trained Cameraman for Still Photographer for one full day	1.00	Nos	The utilization factor for deriving the 'Rate of manpower on requirement basis' has been assumed to be 40 days in one-year cycle as estimated by NTA		40.00	0.00	INR Zero Only
2.02	Trained Cameraman Videography for one full day	1.00	Nos			40.00	0.00	INR Zero Only
2.03	Language Translator for translating a document having 1000 words	1.00	Nos			40.00	0.00	INR Zero Only
<b>Total in Figures</b>							0.00	INR Zero Only
<b>Quoted Rate in Words</b>		<b>INR Zero Only</b>						
<p>1. The Unit rate per month shall be paid to the agency per month subject to payment terms of RFP.</p> <p>2. The utilization factor for deriving the 'Rate of manpower on requirement basis' has been assumed to be 40 days in one-year cycle as estimated by NTA.</p> <p>3. Disclaimer. For 'other rates of manpower of requirement basis' the utilization factor of 40 days has been introduced only for evaluation purposes of tender. Hence, it is merely indicative in nature and does not assure/ guarantee the quantum of work. The actual engagements may increase/ decrease subject to the activities being undertaken by NTA.</p> <p>4. In case of any mismatch, the total cost indicated in words shall be taken as firm and binding.</p> <p>5. Quoting for all line items is mandatory.</p> <p>6. All taxes shall be paid extra as per prevailing rates.</p> <p>7. The total value of the financial bid will be sum of Column 13.</p>								
(Signature and Seal of Bidder)								
Name in Capital letter: _____ (in the capacity of: _____) Duly authorized to sign Bid for and on behalf of _____								

**TENDER ACCEPTANCE LETTER**  
(To be given on Company Letter Head)

Date:

To,

---

---

**Sub: Acceptance of Terms & Conditions of Tender.**

Tender Reference No: \_\_\_\_\_

Name of Tender / Work: -

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Dear Sir,

1. I/ We have downloaded / obtained the tender document(s) for the above mentioned 'Tender/Work' from the web site(s) namely:

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as per your advertisement, given in the above-mentioned website(s).

2. I / We hereby certify that I / we have read the entire terms and conditions of the tender documents from Page No. \_\_\_\_\_ to \_\_\_\_\_ (including all documents like annexure(s), schedule(s), etc .), which form part of the contract agreement and I / we shall abide hereby by the terms / conditions / clauses contained therein.

3. The corrigendum(s) issued from time to time by your department/ organization too has also been taken into consideration, while submitting this acceptance letter.

4. I / We hereby unconditionally accept the tender conditions of abovementioned tender document(s) / corrigendum(s) in its totality / entirety.

5. I / We do hereby declare that our Firm has not been blacklisted/ debarred by any Govt. Department/Public sector undertaking/Autonomous Body etc.

6. I / We hereby unconditionally accept that for conduct of NTA work, I/We will abide by the directions/instructions issued by NTA from time to time.

7. I / We certify that all information furnished by the our Firm is true & correct and in the event that the information is found to be incorrect/untrue or found violated, then your department/ organisation shall without giving any notice or reason therefore or summarily reject the bid or terminate the contract , without prejudice to any other rights or remedy including the forfeiture of the full said earnest money deposit absolutely.

Yours Faithfully,  
(Signature of the Bidder, with Official Seal)



**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>.

**REGISTRATION**

- 1) Bidders are required to enroll on the e-Procurement module of the Central Public Procurement Portal (URL: <https://eprocure.gov.in/eprocure/app>) by clicking on the link “**Online bidder Enrollment**” on the CPP Portal which is free of charge.
- 2) As part of the enrolment process, the bidders will be required to choose a unique username and assign a password for their accounts.
- 3) Bidders are advised to register their valid email address and mobile numbers as part of the registration process. These would be used for any communication from the CPP Portal.
- 4) Upon enrolment, the bidders will be required to register their valid Digital Signature Certificate (Class II or Class III Certificates with signing key usage) issued by any Certifying Authority recognized by CCA India (e.g. Sify / nCode / eMudhra etc.), with their profile.
- 5) Only one valid DSC should be registered by a bidder. Please note that the bidders are responsible to ensure that they do not lend their DSC’s to others which may lead to misuse.
- 6) Bidder then logs in to the site through the secured log-in by entering their user ID / password and the password of the DSC / e-Token.

**SEARCHING FOR TENDER DOCUMENTS**

- 1) There are various search options built in the CPP Portal, to facilitate bidders to search active tenders by several parameters. These parameters could include Tender ID, Organization Name, Location, Date, Value, etc. There is also an option of advanced search for tenders, wherein the bidders may combine a number of search parameters such as Organization Name, Form of Contract, Location, Date, Other keywords etc. to search for a tender published on the CPP Portal.
- 2) Once the bidders have selected the tenders they are interested in, they may download the required documents / tender schedules. These tenders can be moved to the respective ‘My Tenders’ folder. This would enable the CPP Portal to intimate the bidders through SMS / e-mail in case there is any corrigendum issued to the tender document.
- 3) The bidder should make a note of the unique Tender ID assigned to each tender, in case they want to obtain any clarification / help from the Helpdesk.

**PREPARATION OF BIDS**

- 1) Bidder should take into account any corrigendum published on the tender document before submitting their bids.
- 2) Please go through the tender advertisement and the tender document carefully to understand the documents required to be submitted as part of the bid. Please note the number of covers in which the bid documents have to be submitted, the number of documents - including the names and content of each of the document that need to be submitted. Any deviations from these may lead to rejection of the bid.

- 3) Bidder, in advance, should get ready the bid documents to be submitted as indicated in the tender document / schedule and generally, they can be in PDF / XLS / RAR / DWF/JPG formats. Bid documents may be scanned with 100 dpi with black and white option which helps in reducing size of the scanned document.
- 4) To avoid the time and effort required in uploading the same set of standard documents which are required to be submitted as a part of every bid, a provision of uploading such standard documents (e.g. PAN card copy, annual reports, auditor certificates etc.) has been provided to the bidders. Bidders can use “My Space” or “Other Important Documents” area available to them to upload such documents. These documents may be directly submitted from the “My Space” area while submitting a bid, and need not be uploaded again and again. This will lead to a reduction in the time required for bid submission process.

## **SUBMISSION OF BIDS**

- 1) Bidder should log into the site well in advance for bid submission so that they can upload the bid in time i.e. on or before the bid submission time. Bidder will be responsible for any delay due to other issues.
- 2) The bidder has to digitally sign and upload the required bid documents one by one as indicated in the tender document.
- 3) Bidder has to select the payment option as “offline” to pay the tender fee / EMD as applicable and enter details of the instrument.
- 4) Bidder should prepare the EMD as per the instructions specified in the tender document. The original should be posted/couriered/given in person to the concerned official, latest by the last date of bid submission or as specified in the tender documents. The details of the DD/any other accepted instrument, physically sent, should tally with the details available in the scanned copy and the data entered during bid submission time. Otherwise the uploaded bid will be rejected.
- 5) Bidders are requested to note that they should necessarily submit their financial bids in the format provided and no other format is acceptable. If the price bid has been given as a standard BoQ format with the tender document, then the same is to be downloaded and to be filled by all the bidders. Bidders are required to download the BoQ file, open it and complete the white coloured (unprotected) cells with their respective financial quotes and other details (such as name of the bidder). No other cells should be changed. Once the details have been completed, the bidder should save it and submit it online, without changing the filename. If the BoQ file is found to be modified by the bidder, the bid will be rejected.
- 6) The server time (which is displayed on the bidders’ dashboard) will be considered as the standard time for referencing the deadlines for submission of the bids by the bidders, opening of bids etc. The bidders should follow this time during bid submission.
- 7) All the documents being submitted by the bidders would be encrypted using PKI encryption techniques to ensure the secrecy of the data. The data entered cannot be viewed by unauthorized persons until the time of bid opening. The confidentiality of the bids is maintained using the secured Socket Layer 128 bit encryption technology. Data storage encryption of sensitive fields is done. Any bid document that is uploaded to the server is subjected to symmetric encryption using a system generated symmetric key. Further this key is subjected to asymmetric encryption using buyers/bid opener’s public keys. Overall, the uploaded tender documents become readable only after the tender opening by the authorized bid openers.
- 8) The uploaded tender documents become readable only after the tender opening by the authorized bid openers.
- 9) Upon the successful and timely submission of bids (ie after Clicking “Freeze Bid Submission” in the portal), the portal will give a successful bid submission message & a bid summary will be displayed with the bid no. and the date & time of submission of the bid with all other relevant details.
- 10) The bid summary has to be printed and kept as an acknowledgement of the submission of the bid. This acknowledgement may be used as an entry pass for any bid opening meetings.

## **ASSISTANCE TO BIDDERS**

- 1) Any queries relating to the tender document and the terms and conditions contained therein should be addressed to the Tender Inviting Authority for a tender or the relevant contact person indicated in the tender.
- 2) Any queries relating to the process of online bid submission or queries relating to CPP Portal in general may be directed to the 24x7 CPP Portal Helpdesk.