Subject: Tender notice for engagement of professional agency to impart training on media management.

Sealed quotations under two bid system are invited on behalf of President for hiring an agency for training on Media Management for 7 to 8 days covering area communication, documentation/drafting, techniques of collating and storing information, handling social media etc.

A. Details of tender:-

(a) Office of Issue
(b) Tender reference no.
(c) Date of issue of Bid document
(d) Last date and time for receipt of tenders
(e) Time and date for opening of Technical Bids.
(f) Place of opening of Technical Bids
(g) Address for communication

Ministry of Tribal Affairs

No. 15025/08/2017-TRI & Media

18.01.2018

30.01.2018 by 1.00 P.M

30.01.2018 at 03.00 P.M.

Room No. 734 ‘A’ Wing, Shastri Bhawan, New Delhi

Under Secretary (TRI & Media) Room No. 217-D 2nd Floor, Ministry of Tribal Affairs, Shastri Bhawan, New Delhi-110001.
2. Terms and Conditions:-

I. Bid should be in two parts: Technical bid and Financial bid. Technical bid and Financial bid should be placed in separate sealed covers superscribed “Technical Bid” and “Financial Bid” respectively and thereafter both the covers should be placed in a single sealed cover superscribed as “Quotation for engagement of agency for impart training on Media Management “ and addressed to the Under Secretary (TRI& Media), Ministry of Tribal Affairs (Room No.21-D, 2nd Floor, Shastri Bhawan, New Delhi-110001). The Financial Bid, in separate envelope should be strictly as per the format given in Annexure-B. The rates quoted in the financial bids should be both in words and figures. Quotations with any cutting or overwriting in figures will not be considered, unless corrections are countersigned. The financial bid should be properly sealed and signed.

II. Master trainers should be highly qualified and experienced. A Ph.D in Sociology or Anthropology with good understanding of tribal lives and culture is essential. Team should also have Masters in communication / journalism / mass media.

III. Trainers should also have high-end experience in media sector of at least 10 years.

IV. Panel of trainers should have at least 5 experts including those who have had experience of working with development agencies such as World Bank, UNICEF and ILO

V. Experts should have high end proven capability in extending training in social media to reputed agencies including in government.

VI. Experts should also have proven experience of working in a tribal sector framework in development and government domains.

VII. The bid should be accompanied with a signed copy of the terms and conditions stipulated for award of the contract, conveying his acceptance of the same.

VIII. Conditional tender will not be entertained. Similarly, quotations received after stipulated date and time will also not be considered under any circumstances.

3. This tender documents can be downloaded from the Ministry’s website & Central Public Procurement portal or can be collected from the Under Secretary(TRI), Room No. 217-F, ‘D’ Wing, Shastri Bhawan, New Delhi.

4. The bid should be accompanied with a signed copy of the terms and conditions stipulated for award of the contract, conveying his acceptance of the same.
5. Conditional tender will not be entertained. Similarly, quotations received after stipulated date and time will also not be considered under any circumstances.

6. Tenderers should furnish Earnest Money Deposit (EMD) amounting Rs.10,000/- (Rupees Ten Thousand only) in the form of demand draft drawn in favour of DDO, Ministry of Tribal Affairs, New Delhi, payable at Delhi. EMD will be forfeited if the successful bidder withdraws his bid during the validity period of 90 days.

7. Sealed quotations must be dropped only in the Tender Box of Ministry of Tribal Affairs kept near the Gate No.5 ‘A’ Wing, Shastri Bhawan, New Delhi-110001 by 01:00 P.M. on 30.01.2018. Tenders sent by fax/speed post or courier will not be considered. The quotations will be opened on 30.01.2018 at 03.00 P.M. in Room No.734, A, 7th Floor, Ministry of Tribal Affairs, Shastri Bhawan in the presence of tenderers/agencies or their authorized representatives who may be present.

8. Evaluation Criteria:- (I) The client shall follow two bid system where the technical bid and financial bid shall be evaluated separately. The Technical Bid and financial bid will be evaluated by evaluation committee of this Ministry and its decision will be final.

   Scoring: Weightage will be given as under:-
   For Technical bid : 70%
   For Financial bid : 30%

9. Scrutiny of the proposals for responsiveness will be done to determine whether the Bidders meet the eligibility criteria as defined under:-

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Criteria</th>
<th>Documentary Evidence</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>The Firm/Agency should be a registered entity with minimum 3 years of existence on the day of the submission of bid. In case of consortium the lead agency / firm shall be the bidder, however supporting documents for all partners are to be attached</td>
<td>Certificate of Incorporation / Registration, PAN Card, Service Tax Registration Certificate for the Firm &amp; for all Consortium partners.</td>
</tr>
<tr>
<td>2.</td>
<td>The Firm/Agency. (all Members put together in the case of a consortium should have an average turnover of INR 25.00 lakh during the last three financial years from the Media communications Services/Creative Services/Promotional Services</td>
<td>Audited Balance Sheets and Profit &amp; Loss Statements for the last three financial years countersigned by Charted Accountant.</td>
</tr>
<tr>
<td>3.</td>
<td>In last 3 years, Firm/Agency (Any member of the consortium must have completed / in progress minimum 3 projects of Social Media Management in Government or in Private Sector.</td>
<td>Work Order/Client Completion Certificate</td>
</tr>
<tr>
<td>4.</td>
<td>The Firm/Agency (Any member of the Consortium)</td>
<td>Self/HR Certification</td>
</tr>
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<td></td>
</tr>
<tr>
<td>must have minimum 10 experienced professionals in the area of Social Media Management.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. The Firm / Agency (All member of the Consortium) should not have been black listed by Central or State Governments &amp; PSUs. Details of any litigation/arbitration cases that firm/agency be presently engaged against GoI.</td>
<td>Self-Certification</td>
<td></td>
</tr>
<tr>
<td>6. EMD &amp; Tender Fees amount of Rs. 10,000/-</td>
<td>DD/Pay order</td>
<td></td>
</tr>
</tbody>
</table>

10. **Scope of Training:-**

   The training module will basically cover communication. Documentation/drafting, techniques of collating and storing information, handling social media etc. Place of Training will be Shastri Bhawan or any other places in Delhi where Ministry will decide.

11. In the event of any dispute or difference arising between parties pertaining to or relating to this agreement, the same shall be referred to arbitration by a sole arbitrator appointed by this Ministry. All proceedings of such arbitration shall be governed by the existing Arbitration Act relating to. The venue of such arbitration shall be Delhi.

12. **Termination:** The work order can be terminated by the Ministry, if the services are not up to its satisfactory without any prior notice.

13. Any other terms and conditions will be governed by as per GFR provisions and GOI instructions issued

   [Signature]

   (Nadeem Ahmad)

   Under Secretary to the Govt. of India

   Tele: 23073708

**Copy to:-**

Technical Director (NIC) for uploading the tender document on this Ministry’s website and Central Procurement Portal.
### PROFORMA FOR TECHNICAL BID

#### ANNEXURE-A

**Part A-General Information**

<table>
<thead>
<tr>
<th>Sl.No</th>
<th>Criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Name of the agency</td>
</tr>
</tbody>
</table>
| 2. | Full Address of Reg. Office  
   Telephone No.:  
   FAX No.:  
   E-Mail Address: |
| 3. | Full Address of Operating/Branch office in Delhi  
   (i) Telephone No.:  
   (ii) FAX No.:  
   (iii) E-Mail Address: |
| 4. | Banker of Agency with full address |
| 5. | Registration No. of the Agency/Firm |
| 6. | PAN |
| 7. | GSTIN |
| 8. | Service Tax paid during the last three financial years. (along with Service tax no.) |
| 9. | Financial turnover and IT Returns of Agency for the last three financial years |
| 10. | Details of majors contracts handled in last three years. |
| 11. | Certificate of satisfactory performance from the organization to whom the service was provided. |
| 12. | Certificate- Not blacklisted etc. |

**Signature of authorized person**

Date:  
Place:  
Signature:  
Name:  
Seal:
### Part-B, Agency Profile (70% weightage will be given on part B)

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Details required</th>
<th>Copy should be enclosed</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Profile of the bidder:- Experience in Social Media Management for State or Central Government or any PSU or Public Sector Company</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>a. Experience on project wise for State or Central Government The experience outside Govt./PSU may also be considered for evaluation of Technical proposals.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>b. Experience on project wise for any PSU or Public Sector Company</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Profile or CVs of the professionals to be deployed for this work</td>
<td>Profile or CV should be at least 5 experts</td>
</tr>
<tr>
<td>4.</td>
<td>Experience of handling Social Media of Central Government.</td>
<td>Copy should be enclosed.</td>
</tr>
<tr>
<td>5.</td>
<td>Overall financial strength of the bidder in terms of turnover, in last three years</td>
<td>Copy of balance sheet required</td>
</tr>
</tbody>
</table>

### DECLARATION

1. I, ___________________________ son/daughter/wife of Shri ___________________________, proprietor/Director/authorized signatory of the Agency mentioned above, is competent to sign this declaration and execute this tender document.

2. I have carefully read and understood all the terms and conditions of the tender and undertake to abide by them.

3. The information/documents furnished along with the above application are true and authentic to the best of my knowledge and belief. I/we, am/are well aware of the fact that furnishing of any false information/fabricated document would lead to rejection of my/our tender at any stage besides liabilities towards prosecution under appropriate law and forfeiture of EMD and Performance Guarantee.

Signature of authorized person

Date: ___________________________  
Place: ___________________________
ANNEXURE-B

PROFORMA FOR FINANCIAL BID

30% weightage will be given on Financial bid

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Work</th>
<th>Cost in Rs.</th>
<th>Taxes</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Cost of training for 10-12 person for 6 hrs/per day</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Cost of training for 1 persons for 6 hrs per day</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Required equipment will be brought by agency and no extra cost will be paid by Ministry.
- Responsibility of safety of equipment will be agency.
- No any other charges like TA/DA or any type of expenses will be borne by Ministry.

Signature of authorized person

Date: 
Name: 
Place: 
Seal: