

Reference No. QCI/PPID/0321/032

**Request for Proposal
for**

**Selection of Service Provider for releasing
advertisements and other publicity material in print
and electronic media under MSME Sustainable (ZED)
Certification Scheme**



**Quality Council of India (QCI),
Institution of Engineers Building,
2nd Floor, 2, Bahadur Shah Zafar Marg,
New Delhi-110002**

Tender Notice

1. Quality Council of India invites proposals for “**Selection of Service Provider for releasing advertisements and other publicity material in print and electronic media under MSME Sustainable (ZED) Certification Scheme**”
2. The content of this RFP enlists the requirements of the Quality Council of India and the Principal Authority of QCI: ZED. It includes the Bidding Terms which details out all that may be needed by the potential bidders to understand the financial terms and bidding process and explain the contractual terms that the Quality Council of India and the principal authority: ZED Division wish to specify at this stage.
3. After the submission of the Technical and Financial proposals according to the instructions provided in the sections below, the bids will be evaluated through a two-stage process.
4. The Documents to be submitted:

Form 1	Covering letter with the Proposal in response to RFP Notice
Form 2	Relevant Project Experience
Form 3	Resource Profiles
Form 4	Details of responding organization
Annexure - A	Technical Proposal Format
Annexure - B	Financial Proposal Format

5. For any queries, you may please contact the below-mentioned persons:
For technical queries: Dr. Mahavir P Tiwari Email id: mahavir.zed@qcin.org
For any other queries: Procurement Team Email id: procurement@qcin.org
6. Interested parties may send the technical and financial proposal in two separately sealed envelopes inside a larger sealed envelope super-scribing “**Selection of Service Provider for releasing advertisements and other publicity material in print and electronic media under MSME Sustainable (ZED) Certification Scheme**”. The Bid may be submitted at the following address on or before **05th April 2021** by 5 pm via post to:
Deputy Director (Accounts), Quality Council of India (QCI)
2nd Floor, ICCW Building, 4-Deen Dayal Upadhyaya Marg
New Delhi - 110002, India

Tender Summary

#	Item	Details
1	Project Scope	Selection of Service Provider for releasing advertisements and other publicity material in print and electronic media under MSME Sustainable (ZED) Certification Scheme
2	Bid Selection	Quality & Cost Based Selection (QCBS)
3	Payment Schedule	<ul style="list-style-type: none">• 25% Advance• 75% within 15 days submission of deliverables and submission of proper invoices
4	Earnest Money Deposit	Not Applicable
5	Tender Release Day and Date	Monday, 15 th March, 2021
6	Last Day and Date of Submission Of Proposal	Monday, 05 th April 2021
7	Performance Bank Guarantee	3% of the contract value
8	Estimated Budget	INR 2.75 Crores
9	Presentation Round	To be notified via e-mail

1. INTRODUCTION

1.1. Quality Council of India (QCI)

The Quality Council of India (QCI) is a pioneering experiment of the Government of India in setting up organizations in partnership with the Indian industry. The mandate of QCI is to lead nationwide quality movement in India by involving all stakeholders for emphasis on adherence to quality standards in all spheres of activities primarily for promoting and protecting interests of the nation and its citizens. To achieve this, QCI is playing a pivotal role in propagating, adoption and adherence to quality standards in all important spheres of activities including education, healthcare, environment protection, governance, social sectors, infrastructure sector and such other areas of organized activities that have significant bearing in improving the quality of life and well-being of the citizens of India.

1.2. ZED Division

The ZED Division leads various projects of National importance with a focus on 'Atmanirbhar Bharat'. The division is involved in flagship programmes of Ministry of Micro, Small & Medium Enterprises, Ministry of Tourism, Ministry of Defence, Ministry of Housing & Urban Affairs and others.

2. SCOPE OF WORK AND DELIVERABLES FOR THE VENDOR

2.1. Objective

The objective of promotional activities are to build awareness and educate people at large about the MSME Sustainable (ZED) Scheme, its components and benefits amongst Citizens, Government and other Stakeholder.

2.2. Purpose

Selection of service provider for releasing advertisements and other publicity material in print and electronic media at regional and national level under MSME Sustainable (ZED) Certification Scheme.

2.3. Scope of Work

The Scope of Work would be releasing advertisements and other publicity material in print and electronic media at regional and national level. The idea is to create a focussed and maximum reach of the scheme in different parts of the country, using different channels of communication (print & electronic), within the allocated budget. The work includes **preparation of media plan and coordinating actual release of spots/advertisements in various channels of publicity like print and electronic media**. The Scope of work would broadly cover:

S. No.	Activity	Deliverables
1.	Newspaper Release	a. Colour print advertisements in various newspapers in English, Hindi and other regional languages covering Pan India b. Quarter Page Advertisements (2 insertions)

S. No.	Activity	Deliverables
2.	TVC Release	<p>a. Broadcast on various channels (Hindi, English, Marathi, Bengali, Punjabi, Telugu, Tamil, Gujarati, Kannada and Odiya) with a mix of 10, 20 and 30 sec edits</p> <p>b. Duration of campaign: 7-10 days</p>
3.	Radio Release	<p>a. Broadcast on various channels (Hindi, English, Marathi, Bengali, Punjabi, Telugu, Tamil, Gujarati, Kannada and Odiya) with a mix of 10, 20 and 30 sec edits</p> <p>b. Duration of campaign: 7-10 days</p>

3. TERMS OF ENGAGEMENT

3.1. Pre-Qualification Criteria

S. No	Basic Requirements	Specific Requirements	Documents Required
a.	Legal Entity	The Applicant should be a company registered in India under the Companies Act 2013 or any other previous Companies Act or a Limited Liability Partnership registered under the LLP Act, 2008 or a registered Partnership under the Indian Partnership Act, 1932*or. Registered as a society under the societies Act, 1860 . The organisation should be in existence since last 05 years.	<p>Copy of valid Registration Certificates</p> <p>Copy of Certificates of incorporation</p>
b.	Turnover	Average Annual Turnover of the Bidder during the last Three financial years, i.e. FY 2017-18, FY 2018-19, 2019-20 (as per the last published audited balance sheets), should be more than Rs.12 CR	Audited Annual Accounts or a Certificate stating the turnover of last three FY's with CA's Registration Number and Seal
c.	Technical Capability & Experience	<ul style="list-style-type: none"> The Agency should be registered with DAVP and Prasar Bharti The Agency should have an experience to execute government/PSU/Central/State Govt/Autonomous Organisations/Statutory Bodies of similar type (Minimum 3 contracts of minimum Rs 1.5 Cr each, and 1 contract of Rs 3 Cr.) The Agency should preferably have multi-region presence in various parts of India (North, South, East and West) for better understanding of the regional Industrial structure The Agency should have INS Accreditation 	<p>Copy of Valid Registration Certificates</p> <p>Work Order / Work Completion Certificates from the client</p> <p>Copy of Address Proof of offices Pan India</p> <p>Proof of Accreditation Certificate</p>

d.	Tax Registration	The company shall hold valid GST and PAN certificates.	Copies of relevant certificates of registration
e.	Blacklisting	The bidder should not be blacklisted by any central or state government agency, PSU/ autonomous body/ Statutory organisation etc.	Undertaking in this regard to be submitted.

4. BID EVALUATION AND SELECTION PROCESS

Overall evaluation of the bids will be done in three stages namely Pre-qualification, Technical and Financial evaluation based on QCBS. The final awarding of the contract will be done based on a **Quality & Cost Based Selection (QCBS)** procedure by assigning 70% weightage to technical evaluation and 30% weightage to financial evaluation.

4.1. Proposal Submission Guidelines

All vendors shall mark the below title in bold on all submissions and their company name with address clearly mentioned at the bottom right corner of the cover.

BID Submission for RFP: **Selection of Service Provider for releasing advertisements and other publicity material in print and electronic media under MSME Sustainable (ZED) Certification Scheme** . Also mention on top of the sealed envelope, the nature of the document “**Technical Proposal**” or “**Financial Proposal**”.

4.1.1 Technical Proposal

The Technical Proposal (**one hard copy**) shall be submitted with the following:

- a. Pre-Qualification Documents (as per the Pre-Qualification Criteria clause)
- b. Technical Presentation
 - i. Form - 1
 - ii. Form - 2
 - iii. Form - 3
 - iv. Form - 4
 - v. Technical Bid Format as given in Annexure – A

4.1.2 Financial Proposal

The Proposal should be signed by the authorized signatory and submitted in a sealed envelope, only as a hardcopy, separate from the Technical proposal. Softcopies are not permissible. The Proposal must adhere to the following guidelines:

- a. The Vendors should submit the proposal as per the format in Annexure- B.
- b. A single, all-inclusive price quote.
- c. A detailed explanation of the pricing structure including all price components, unit costs, resource loading, estimates of overheads and any other assumptions made in arriving at the final all-inclusive price quote.
- d. This overall price quote would also include fees against professional services.
- e. Taxes would be additional and as per applicable statutory norms.

4.2. Bid Evaluation

After the Vendors submit their Technical and Financial Proposals according to the instructions provided in the sections below, the bids will be evaluated through a two-stage process as described below:

- a. Technical Evaluation
- b. Financial Evaluation

4.2.1 Technical Evaluation

As the first step, the Technical Proposal will be evaluated based on the “Technical Evaluation Methodology” provided in the subsequent section.

4.2.2 Financial Evaluation

The Proposals, only of the Vendors whose Technical Proposals qualify (i.e. whose Technical-Score is equal to or higher than 70%).

Of the proposals opened, the lowest “Project-Cost” will be designated as “L1” and awarded a score of 100. For the other qualifying Vendors, their -Score will be calculated according to the formula:

$$\text{Score} = (\text{Project-Cost of "L1"}) / (\text{Project-Cost of Vendor}) * 100$$

4.2.3 Calculation of Final Score

The “Final Score” of each qualifying Vendor will be calculated as indicated below.

$$\text{Final Score} = 0.7 * (\text{Technical-Score}) + 0.3 * (\text{Commercial-Score})$$

Post that the Vendor with the best Final Score will be called for the contract negotiation. In case of a tie in the Final Score, the Vendor with the higher Technical-Score post the presentation and the interview will be first invited for the contract negotiation.

4.3. Evaluation Criterion

Evaluation Criterion		Service Provider Identification
		Max. Score (%)
1. Experience of the Firm		35
1.1	Past experience in carrying similar assignments: <ul style="list-style-type: none"> • Relevant Work Orders and satisfactory client references/work completion certificates from minimum 3 client since the past 2 years, preferably from government department/public sector / Central or State Government/ Autonomous Body/ Statutory Organisation recognized organization or quality monitoring agencies with value more than 1.5 Cr • Relevant Work Orders and satisfactory client references/work completion certificates from minimum 1 client since the past 2 years, preferably from government 	25

	department/ public sector / Central or State Government/ Autonomous Body/ Statutory Organisation recognized organization or quality monitoring agencies with value more than 3 Cr (The Work Orders or references will be judged on relevance, financial value and the quality of services and will be awarded accordingly)	
1.3	Network of offices	5
1.4	Awards and Accreditations received for the agency	5
2. Methodology		40
2.1	Presentation on Plan, Approach and documentation proposed for release of spots/advertisements in various channels of publicity like print and electronic media	30
2.2	One Case study of previous relevant assignment	10
3. Turnover		10
3.1	Average Annual Turnover for last three Financial Years	10
4. Lead and Team profile		15
4.1	Manpower (Relevant experience of the team assigned)	15
Total Points		100

4.4. General Terms and Conditions

The Vendor for this engagement would be selected through a competitive bid process, the details of which are provided below:

1. Companies wishing to bid for this engagement should respond to QCI (contact information in the previous section) with a proposal and required supporting documentation (indicated below). The proposal would contain 2 parts:
 - a. Technical Proposal
 - b. Financial Proposal
2. The contract will be awarded to the Vendor whose proposal conforms to the terms of the RFP and is, in the opinion of QCI, the most advantageous and represents the best value of the assignment, price and other factors considered. QCI reserves the right to negotiate with the most competitive Vendor if required.
3. No marketing literature pertaining to the service provider is to be enclosed along with the proposal. If enclosed, it will be treated as a factor of disqualification. However, the statutory documentation related to the company incorporation, pan card, directors, etc should be submitted as part of Technical bid.
4. The Technical and financial Proposals should be submitted separately. There should not be any financial information in the Technical Proposal.
5. The Technical and proposals should be submitted in the given format and signed by authorized signatory.
6. The instructions and other details pertaining to the Bid submission and the evaluation process are provided below.
7. **Presentation:** As a part of Evaluation of proposals submitted by the applicants, QCI reserves the right to seek further information or a presentation from the Organizations for evaluation purposes. QCI may call for such information/presentation at a short notice.

- 8. Performance Bank Guarantee:** The Purchaser will require the selected Bidder to provide a Performance Bank Guarantee (as mentioned in the Tender Summary Table), within 15 days from the Notification of award. The Performance Guarantee shall contain a claim period of three months from the last date of validity. The validity period shall be three (3) months from the expiry of contract. The selected 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 delivery and Warranty period. In case the selected Bidder fails to submit performance guarantee within the time stipulated, the Purchaser at its discretion may cancel the order placed on the selected Bidder without giving any notice. Purchaser shall invoke the performance guarantee in case the selected Bidder fails to discharge their contractual obligations during the period or Purchaser incurs any loss due to Bidder's negligence in carrying out the project implementation as per the agreed terms & conditions.
- 9. Ethics:** QCI expect all operators, shortlisted bidder(s) to show highest ethical standards during the course of the assignment especially during on-groundwork. If any complaints/information regarding any incident of malpractices (bribery, seeking monetary or non-monetary favor/gifts) is brought to the notice, the shortlisted bidder(s) shall take the necessary action (to the extent of expulsion/removal) as per its organization rules and laws applicable at that time. QCI is absolved of any liability/claim arising out of any such above situations.
- 10. Confidentiality: MAINTENANCE OF CONFIDENTIALITY**
The bidder(s) must not divulge any confidential information and assure that reasonable steps are taken to provide for the safe custody of any and confidential information in its possession and to prevent unauthorized access thereto or use thereof. The shortlisted bidder(s) must not, without the prior written consent of QCI, disclose any confidential information of QCI or any government department or relating to any ministry or any other party. In giving written consent to the disclosure of confidential information, QCI may impose such conditions as it thinks fit, and the bidder must comply with these conditions. Confidentiality clause shall survive for a longer period of one year after the termination of contract or contract expiry period, whichever is later.
- 11.** QCI reserves the right to accept or reject any bid, to annul the entire bid process or reject all bids at any time prior to award of contract, without thereby incurring any liability to the affected Vendor(s) or any obligation to inform the affected Vendor(s) the grounds for such decision. QCI also reserves the right to negotiate with the successful Vendor if necessary.
- 12.** The Vendor to be selected through this bid process will provide deliverables as indicated in this document. The Vendor should note that as a part of requirement for this assignment, the Vendor will share with QCI all intermediate documents, drafts, reports, surveys and any other item related to this assignment. No work products, methodology or any other methods used by the Vendor should be deemed as proprietary and non-shareable with QCI by the Vendor.
- 13.** The contract will be awarded to the Vendor whose proposal conforms to this RFP and is, in the opinion of QCI, the most advantageous and represents the best value to the assignment, price and other factors considered.
- 14.** No part of this document including the Annexure can be reproduced in any form or by any means, disclosed or distributed to any person without the prior consent of QCI, except to the extent required for submitting the bid and no more. The information contained in this document is only disclosed for the purposes of enabling potential Vendors to submit a proposal to QCI. This document should not therefore be used for any other purpose. This

document contains proprietary information furnished for evaluation purposes only; except with the written permission of the QCI, such information may not be published, disclosed, or used for any other purpose. The bidding firms acknowledge and agree that this document and all portions thereof, including, but not limited to, any copyright, trade secret and other intellectual property rights relating thereto, are and at all times shall remain the sole property of QCI. The title and full ownership rights in the information contained herein and all portions thereof are reserved to and at all times shall remain with QCI. Vendors must agree to take utmost care in protecting the proprietary and confidential nature of the information contained herein.

15. QCI, by issuance of this RFP does not necessarily indicate or imply that the project will be commenced. The Vendor will absolve QCI of all responsibilities if the project does not start within a stipulated timeframe. QCI reserves the right to withdraw this assignment any time without prior consultation or intimation to the Vendors.
16. The interested Vendors shall furnish an affirmative statement as to the existence of, absence of, or potential for conflict of interest on the part of the Vendor or any prospective subcontractor due to prior, current, or proposed contracts, engagements, or affiliations with QCI. Additionally, such disclosure shall address any and all potential elements (time frame for service delivery, resource, financial or other) that would adversely impact the ability of the Vendor to complete the requirements as given in the RFP.
17. The Vendor shall not make any alteration / changes in the bid after the closing time and date. Unsolicited correspondence from the Vendor will not be considered.
18. If at any stage of the tendering process or during the currency of the agreement any suppression / misrepresentation of such information is brought to the knowledge of QCI, QCI shall have right to reject the bid or terminate the agreement, as the case may be, without any compensation to the Vendor.
19. The Vendor shall be deemed to have complied with all clauses in this RFP. Evaluation shall be carried out on the available information in the bid
20. The firms / agencies submitting their proposals would be responsible for all of its expenses, costs and risks incurred towards preparation and submission of their proposals, attending any pre-proposal meeting and visiting the site or any other location in connection therewith. QCI shall, in no case, be responsible or liable for any such costs whatsoever, regardless of the outcome of the process.
21. The proposals submitted by the service provider shall remain valid for a period of two months after the closing date (deadline) for submission of proposals prescribed in this document.
22. During evaluation, QCI may, at its discretion, ask the respondents for clarifications on their proposals. The firms/agencies are required to respond within the time frame prescribed by QCI.
23. At any time prior to deadline for submission of proposals, QCI may for any reason, modify the RFP document. The prospective respondents having received the RFP document shall be notified of the amendments on the website.
24. QCI may at its sole discretion and at any time during the evaluation of proposal, disqualify any respondent, if the firm:
 - a. Submitted the proposal after the response deadline
 - b. Made misleading or false representations in the forms, statements and attachments submitted in proof of the eligibility requirements

- c. Exhibited a record of poor performance such as abandoning works, not properly completing the contractual obligations, inordinately delaying completion or financial failures, etc. in any project in the preceding three years
 - d. Submitted a proposal that is not accompanied by required documentation or is non-responsive, failed to provide clarifications related thereto, when sought
 - e. Submitted more than one proposal
 - f. Was declared ineligible by the Government of India/State/UT Government for corrupt and fraudulent practices.
25. QCI reserves the right to (a) reject any / all proposals without assigning any reasons thereof, (b) relax or waive any of the conditions stipulated in this RFP document as deemed necessary in the best interest of QCI and the objectives of the project without assigning any reasons thereof and (c) include any other item(s) in the Scope of work at any time after consultation.

5. DOCUMENTS SUBMISSION

The following set of documents needs to be submitted to qualify for the evaluation process. These documents are:

- Form 1: Covering letter with the Proposal in response to RFP Notice
- Form 2: Relevant Project Experience
- Form 3: Resource Profiles
- Form 4: Details of responding organization
- Annexure A: Technical Proposal Format
- Annexure B: Financial Proposal Format

All service providers shall mark the below title in bold on all submissions and their company name with address clearly mentioned at the bottom right corner of the cover.

“Selection of Service Provider for releasing advertisements and other publicity material in print and electronic media under MSME Sustainable (ZED) Certification Scheme”

Also mention on top of the sealed envelope, the nature of the document “Technical Proposal” or “Financial Proposal”. The Technical and Financial Proposal should be signed by the authorized signatory and submitted in a sealed envelope, only as a hardcopy, both the proposals separately. Softcopies are not permissible.

Form 1: Covering letter with the Proposal in response to RFP Notice

(To be submitted on the Letterhead of the responding firm)

{Place}

{Date}

To,

Deputy Director (Accounts),
Quality Council of India,

Subject: Submission of proposal in response to the RFP for ***Selection of Service Provider for releasing advertisements and other publicity material in print and electronic media under MSME Sustainable (ZED) Certification Scheme***

Dear Sir,

1. Having examined the RFP document, we, the undersigned, herewith submit our proposal in response to your RFP dated <dd/mm/yy> for Selection of Service Provider for releasing advertisements and other publicity material in print and electronic media under MSME Sustainable (ZED) Certification Scheme”, in full conformity with the said RFP document.
2. We attach our technical response and our financial quotation, the technical response and the financial response in a separate sealed cover as required by the RFP both of which together constitutes our proposal, in full conformity with the said RFP.
3. We undertake, if our proposal is accepted, to adhere to assign a team dedicate to this project.
4. We have read the provisions of RFP and confirm that these are acceptable to us. We further declare that additional conditions, variations, deviations, if any, found in our proposal shall not be given effect to.
5. We undertake, if our proposal is accepted, to adhere to the scope of engagement or such modified plan as may subsequently be mutually agreed between us and QCI or its appointed representatives.
6. We agree to unconditionally accept all the terms and conditions set out in the RFP document and also agree to abide by this bid response for a maximum period of TWO MONTHS from the date fixed for bid opening and it shall remain binding upon us with full force and virtue, until within this period a formal contract is prepared and executed, this bid response, together with your written acceptance thereof in your notification of award, shall constitute a binding contract between us and QCI.

7. We affirm that the information contained in this proposal or any part thereof, including its exhibits, schedules, and other documents and instruments delivered or to be delivered to through this proposal is true, accurate, and complete.
8. We confirm that we have not been blacklisted by any central or state government agency, PSU etc.
9. This proposal includes all information necessary to ensure that the statements therein do not in whole or in part mislead the QCI as to any material fact. We agree that QCI is not bound to accept the lowest or any bid response you may receive. We also agree that you reserve the right in absolute sense to reject all or any of the products/ service specified in the bid response without assigning any reason whatsoever.

It is hereby confirmed that I/We are entitled to act on behalf of our corporation/company/firm/organization and empowered to sign this document as well as such other documents, which may be required in this connection.

Dated this Day of 2021

(Signature) (In the capacity of)

Duly authorized to sign the Bid Response for and on behalf of:

(Name and Address of Company) Seal/Stamp of Service Provider

Form 2: Relevant Project Experience

S. No.	Name of the Project/Engagement	Client name	Duration (Period)	Value

Form 3: Resource Profiles

Using the format provided below, please provide summary information on the team you propose for the project. (Include CVs)

Resource Summary

S. No	Proposed Role	Number of Resources	Area of Expertise	Key Responsibilities

Form 4: Details of responding organization

S. No.	Particulars	Details to be furnished	
1.	Details of responding Company		
	Name		
	Address		
	Telephone	Fax	
	E-mail	-	Website
2.	Information about responding Company		
	Status of Company (<i>Public Ltd. / Pvt. Ltd etc.</i>)		
	Details of Registration (<i>Ref e.g. ROC Ref #</i>)		Date
			Ref #
	Details of Service Tax Registration		Date
			Ref #

2.	Current Year Turnover (Rs Crores) from application development and audit related operations in India;		
3.	Company Profile (Operations in India)		
3.1	Average turnover from Indian Operations from application development and audit related services in last three years	(Turnover in Rs Crores)	
3.2	Extent of operations in India (national spread) i.e. number of offices in India (client specific / project specific offices should not be taken into account)	(Number of Offices in different cities/towns and their address)	
4.	Company Experience		
4.1	Experience of working on similar technical Specifications		(Number of Projects and their brief description)
5	Registered with DAVP and Prasar Bharti and INS Accreditation		Provide a copy of certificate

Annexure A: Technical Proposal Format

The agency has to submit a detailed media plan, best suited for the campaign, with a rationale and justification that supports the plan as per the following:

1. Newspaper Release:

State	Newspaper	Edition	Circulation	Language	Campaign Period	No. Of Ads

2. TV Release:

State	Channel/ Station	Programme	Campaign Period (in no. of days)	Time Band	Edit Duration	No. Of Spots (per day or during the campaign)

3. Radio Release:

State	Channel/ Station	Programme	Campaign Period (in no. of days)	Time Band	Edit Duration	No. Of Spots (per day or during the campaign)

Annexure B: Financial Proposal Format

(To be submitted by the Vendor as per the format given below in a separate sealed cover)

S No	Items as per the proposed media plan	DAVP Rate	Discount (if any) Offered, (%)	Consultancy Fee (If any) for execution of the plan	Total value in Rupees (Exclusive of taxes)	Taxes and other Charges
1	Newspaper Release					
2	TVC Release					
3	Radio Release					
Total amount (in words):						

Please mention the following in preparing your bid:

- Dated this [date / month / year]
- Authorized Signatory (in full and initials)
- Name and title of signatory
- Duly authorized to sign this proposal for and on behalf of [Name of Vendor]
- Name of Firm
- Address