

Reference No. QCI/1021/067

Expression of Interest (EOI)

**For Hiring of Media Management Agency for Celebration of Silver
Jubilee of QCI**



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

EOI Notice

1. Quality Council of India invites proposal for “Hiring of Media Management Agency for Celebration of Silver Jubilee of QCI” through this EOI
2. The content of this EOI enlists the requirements of the Quality Council of India. It includes the Bidding Terms which details out all that may be needed by the potential bidders to understand the terms and bidding process and explain the contractual terms that the Quality Council of India wish to specify at this stage.
3. After the submission of the Technical Bids 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 A	Covering letter with the Proposal in response to EOI Notice
Form B	Relevant Project Experience
Form C	Details of responding organisation
-	Technical Bid including Supporting Documents for Pre-qualification Criteria

5. The Technical Bids may be submitted at the following address on or before October 28, 2021 by 3 P.M. via post to:
Deputy Director (Accounts & Administration), Quality Council of India (QCI)
Indian Council for Child Welfare, 2ndFloor, 4, Pandit Deen Dayal Upadhyaya Marg, Mata Sundari Railway Colony, Mandi House, New Delhi, India-110002

1. INTRODUCTION:

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.

2. BACKGROUND

Quality Council of India is celebrating its silver jubilee on 21st January 2022. As a precursor to the event, QCI intends to hold a series of sessions to raise awareness and buzz around QCI, the role it plays in ensuring quality standards in all important sphere of activities and the national/global quality ecosystem. The campaign will begin with short vignette series to raise awareness around QCI and the role it plays in ensuring quality standards in all important sphere of activities. The event shall be a two-day program. It would revolve around 'Atmanirbhar Bharat' scheme of the Government of India and focus on engaging with Global Supply chain and Multilateral Regional Groups. The theme of 25 years shall be closely aligned with India @ 75 years and Azadi ka Amrit Mahotsav.

The objective of the document is to hire a media management agency that would facilitate and coordinate in successful management of the event.

3. SCOPE OF WORK

The proposed scope of work under this contract includes the following deliverable elements:

- 3.1. The Agency shall be responsible for overall branding of the campaign which shall include:
 - a. Branding (logo creative, Tagline, Theme Creation, Ads & other promotional material branding) Suggest Title and Tagline for the event.
 - b. Digital Marketing
 - c. Public Relation (PR) (Online/Offline)
 - d. TV Release
 - e. FM Release (Delhi)
 - f. Press Ad Release (Delhi/National)
 - g. Culmination- The culmination event shall be held on January 21, 2022 with series of sessions.

- i. Session 1- Panel discussion
- ii. Session 2- Panel Discussion
- iii. Session 3- Ted Talk Style Speech
- iv. Session 4- Facilitation Ceremony

3.2. Campaign Construct

- a. Launch Episode - There would be an exclusive interview of the Chairman, Quality Council of India.

3.3. Sustenance Elements:

- a. Panel discussions- Fortnight episodes with panel discussion on pre-decided themes, to be slotted in the weekends. The panel discussion may focus on tangible improvement in quality across various sectors. The agency would identify the sectors and the relevant panellists for the discussions. The panellists may not be below the level of Secretary / CEO/ Chairman who can bring the necessary eyeballs and are better known in their space. We are targeting for 5-7 panel discussions. The panellist must be an expert of the domain area.
- b. Organise Ted Talk style sessions over time. 10-15 Sessions may be organised.

Note:

- I. The agency shall conceptualise and develop theme, content and material for the short films/documentaries, vignettes, interactive shows, audio visual material in any other formats as per requirement.
- II. The theme and agenda for panel discussions shall be suggested by the agency.
- III. The agency shall advise on appropriate communication strategy including media options and formats for campaign. Provide creative consulting, sharing the best practices expertise for brand advocacy and creative continuity.
- IV. The selected agency will be required to undertake a comprehensive social media campaign for the event and campaign on social media including but not limiting to on Twitter, Facebook, YouTube, Instagram etc. The campaign would essentially involve creation of films, advertisements, trending, web posts, blog bursting, etc. Indicative list of activities for Twitter, Facebook, YouTube etc. shall be provided by the Media Agency. Post frequency may be 2 posts per day with prime focus on Videos.
- V. Develop and execute sound PR strategy for print and electronic media. This may include, new papers advertisement, hoardings, radio and TV broadcasting, etc.

4. PRE-QUALIFICATION CRITERIA:

S. No	Basic Requirements	Specific Requirements	Documents Required
a.	Form of Organisation	The applicant shall be a single entity, registered as a Company under the Companies Act 2013 or Companies Act, 1956 or any other previous companies act, Partnership Firm registered under the Indian Partnership Act, 1932, LLP registered under the Limited Liability Partnership Act, 2008 or a Society registered under the Societies Registration Act, 1860 & should have been in existence in India for the last five (5) years.	Certificate of Registration /Incorporation under the respective Acts in India or the respective Memorandum of Association/Partnership Deed.
b.	Turnover	Average Annual Turnover of the applicant during the last three financial years, i.e FY 2018-19, FY2019-20, 2020-21 (as per the last published audited balance sheets or certified by CA), should be more than Rs. 10 Crores.	Audited Financial Statements or CA Certificate certifying the turnover with CA's Registration Number/ Seal
c.	Solvency	Certificate from schedule commercial bank indicating current solvency status of the agency	Signed and Stamped Certificate

d.	Technical Capability & Experience	<p>The applicant must have an experience of at least 5 years in similar scope of work and must have completed at least three projects with Centre/State Govt., PSUs, Trade Organisations Such as CII/FICCI/ASSOCHAM/SIAM etc of value not less than 4 Cr each.</p> <p>The agency should have prior experience of media management for high dignitaries such as the Hon'ble President of India/ Hon'ble Prime Minister as a guest.</p>	Work order/ Work Completion Certificates and the valid empanelment letter from the client(s)
e.	Tax Registration	The applicant shall hold valid GST and PAN certifications.	Certificate of Incorporation / Registration/ PAN Card GST Registration Certificate
f.	Blacklisting	The applicant shall not have been blacklisted by any central or state government agency, PSU etc.	Undertaking in this regard to be submitted.
g.	Regional Presence	The applicant should have a local office in Delhi/NCR region	Documentary evidence

5. METHOD OF SELECTION:

Based on the proposals received against this EOI (Stage -1), an RFP will be floated amongst the technically qualified bidders for submission of technical and commercial proposals (Stage-2)

The final evaluation (stage-2) shall be on Quality and Cost Based Selection (QCBS):

In deciding the final selection of the service provider, the technical bid of the proposal will be given a weightage of 70% and the financial bid will be given a weightage of 30%. The financial bids of only those bidders who qualify the technical evaluation will be invited. The proposal with the lowest cost will be given a score of 100 and the other proposals shall be scored on pro-rata basis, inversely proportional to the offered cost (i.e lower marks for higher priced offers).

TOTAL SCORE:

The total score shall be obtained by weighting the quality and cost scores and adding them.

Total Score = [Technical Score* 70 (Weightage given to technical criteria)] + [Financial Score* 30 (Weightage given to financial criteria)]

6. EVALUATION CRITERIA FOR STAGE-1

The technical evaluation shall be based on the following criteria:

S. No	Criterion
1	Prior experience of the Bidder
1 a)	<p>The Bidder should have successfully executed at least 3 works of similar scope in the last 5 completed financial years for Government of India or any Central Ministry or State Govt or Trade Organization value not less than 4 Crore each.</p> <p>The agency should have prior experience of media management of the event for high dignitaries such as the Hon'ble President of India/ Hon'ble Prime Minister as a guest. Copies of relevant work orders in the name of the bidding agency for such projects handled.</p>
2	The Bidder should have at least 10 regular professional manpower having relevant experience in media management. CVs of 10 such professionals to be submitted with technical bid. creative team having expertise in infographics and content writing
3	Understanding the requirements of the Event and concept / theme for the project. Proposed Media Plan (offline and online) for the event. Plan must include: Advertising & Promotion, Radio Advertising, Exhibits & Outdoor Media Printing & Installation, Production of Promotional Merchandise, Miking, Photography & Video Graphy, Outdoor Hoardings, Outdoor Banners and Frame, Print Media Advertisement, Television)

7. GENERAL TERMS AND CONDITIONS

- 7.1. **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.
- 7.2. **Pre-bid Meeting:** A virtual Pre-bid Meeting will be held on October 20, 2021 (timing will be communicated to the interested joinnees)
 - a. During the course of pre-bid conference(s), the Bidders will be free to seek clarifications and make suggestions for consideration of the QCI. QCI shall endeavour to provide clarifications and such further information as it may, in its

sole discretion, consider appropriate for facilitating a fair, transparent, and competitive Bidding Process.

- b. Non-attendance at the pre-bid conference shall not be a cause for disqualification of a Bidder. However, terms and conditions of the Addendum(s)/Corrigendum(s) shall be legally binding on all the Bidders irrespective of their attendance at the Pre-Bid Conference.
 - c. Interested bidders can send their queries/request to join the meeting to procurement@qcin.org before October 19, 2021 3 PM. The details to join the conference shall be shared against the request over the mail.
- 7.3. **Performance Bank Guarantee:** The Purchaser will require the selected service provider to provide a Performance Bank Guarantee, within 30 days from the Notification of award, for a value equivalent to 3% of the Financial Proposal value. The Performance Guarantee shall contain a claim period of three months from the last date of validity. 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.
- 7.4. **Amendments to EOI:** At any time prior to the last date for receipt of applications, QCI may for any reason, whether at its own initiative or in response to a clarification requested by a prospective applicant, modify the RFP document by an amendment. In order to provide prospective applicants reasonable time in which to take the amendment into account in preparing their proposals, QCI may at its discretion extend the last date for the receipt of proposals and/or make other changes in the requirements set out in the RFP. Any such amendment shall be communicated to the service providers.
- 7.5. **Conflict of Interest:** QCI requires that service provider provides professional, objective, and impartial analysis and data, and at all times hold the Employer's interest's paramount, strictly avoid conflicts with other Assignment/jobs or their own corporate interests and act without any consideration for future work.
- 7.6. **Ethics:** QCI expects service provider to show the highest ethical standards during the course of the assignment.
- 7.7. **Intellectual Property Rights:** QCI will own all the intellectual property resulting out of services being performed under this contract. To the extent, documents are provided by QCI with respect to the methodology, survey response data etc. The service provider shall keep them confidential and return the same post the closure of the project. Such material shall not be provided by service provider or any of its employees or contractors to any other party unless otherwise approved in writing by QCI.

7.8. **Language:** The Proposal should be filled by the bidders in English language only. If any supporting documents submitted are in any language other than English, translation of the same in English language is to be duly attested by the Bidders. For purposes of interpretation of the documents, the English translation shall govern. All correspondence and documents relating to the Proposal exchanged by the bidder and QCI shall also be written in the English language.

7.9. **Rejection of Application:** The application is liable to be rejected if:

- a. Not in prescribed forms and not containing all required details.
- b. Not properly sealed and signed as per requirements.
- c. Received after the expiry of due date and time.
- d. Missing of any supporting document(s) with the Proposal.

7.10. **Disclaimer**

- a. The QCI shall not be responsible for any late receipt of applications for any reasons whatsoever. The applications received late will not be considered and returned unopened to the applicant.
- b. The QCI reserves the right
 - i. To reject any/all applications without assigning any reasons thereof.
 - ii. To relax or waive any of the conditions stipulated in this document as deemed necessary in the best interest of the QCI without assigning any reasons thereof.
 - iii. To include any other item in the Scope of work at any time after consultation with applicants or otherwise

7.11. **Written Undertaking:** QCI may at any time require the service provider and its employees/advisors/professionals/Contractors, to whom confidential information may be disclosed in the course of execution of contract, to give a written undertaking in the form of a deed reasonably accepted to QCI and relating to the use and non-disclosure of the confidential information relating to QCI or any Government Department or relating to any Ministry and or such other information that QCI suggests to be confidential. Upon receiving a request aforesaid the service provider must promptly arrange for all such undertakings to be given to QCI.

7.12. **Force Majeure:** Neither party shall be held responsible for non-fulfilment of their respective obligations due to the exigency of one or more of the force majeure events such as but not limited to Acts of God, war, flood, earthquakes, strike, lockouts, epidemics, pandemics, riots, civil commotion etc., provided on the occurrence and cessation of any such events. The affected party thereby shall give a notice in writing to the other party within one week of such occurrence or cessation. If the force majeure conditions continue beyond six months the parties shall then mutually decide about the future course of action.

7.13. **Indemnity:** The service provider undertakes to indemnify QCI from and any losses that QCI may incur due to any deficiency in services rendered by the service provider or any instance of corruption or improper payment.

7.14. **Subletting of Work:** Sub-letting of work will be permitted based on the clear intimation to QCI and the approval of the QCI SPOC. However, final liability shall rest with the selected service provider.

7.15. **Maintenance of Confidentiality:** The service provider must not divulge any confidential information and ensure 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 service provider 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 agency must comply with these conditions. Confidentiality clause shall survive for a longer period as will be specified in the Non-Disclosure Agreement (NDA) to be signed before signing of original contract.

7.16. **Removal of Data:** The service provider must ensure that its employees/ professionals' subcontractors and/ personnel do not:

- a. remove any data or allow any Data concerned with this contract to be removed from the places as notified / directed by QCI; or
- b. take any Data or allow any Data to be taken outside of India, without the QCI's prior written consent.

7.17. **Disclaimer:**

- a. QCI shall not be responsible for any late receipt of applications for any reasons whatsoever. The applications received late will not be considered.
- b. QCI reserves the right
 - i. To terminate the EOI process at any time, without assigning any reasons thereof;
 - ii. To reject any/all applications without assigning any reasons thereof;
 - iii. To relax or waive any of the conditions stipulated in this document as deemed necessary in the best interest of the QCI without assigning any reasons thereof;
 - iv. To include any other item in the Scope of work at any time after consultation with applicants or otherwise;
 - v. To select multiple organizations for the project for allocation of work if it meets the essential criteria for qualification.

7.18. **Validity:** The proposals shall remain valid for a period of 90 days from the last date of submission. In exceptional circumstances, QCI may solicit the bidder's consent to an extension of the period of validity. The request and the responses thereto shall be made in writing. A bidder consenting to such request will not be required nor permitted to modify its Proposal.

8. SUBMISSION OF PROPOSAL

The technical proposal must contact in the following:

- 8.1. All the necessary supporting documents mentioned in the pre- qualification criteria
- 8.2. Form A: Covering letter with the Proposal in response to RFP Notice
- 8.3. Form B: Relevant Project Experience
- 8.4. Form C: Details of the responding organization
- 8.5. Proposed Conceptualization and execution of the proposed activities along with the timelines.
- 8.6. Details of the past projects undertaken relating to the mentioned scope of work highlighting the required scope of work.
- 8.7. Details of the resources proposed to be deployed for the project including educational qualification, experience and skill set.
- 8.8. Any other details that the bidder may like to provide.

Submission Guidelines:

- All the pages of the proposal must be sequentially numbered and must contain the list of contents with page numbers. Any deficiency in the documentation may result in the rejection of the Bid.
- All pages of the bid including the duplicate copies, shall be signed and stamped by the authorised signatory.
- Please Note that Prices must not be indicated anywhere in the Technical Bid.

Interested parties may send the technical bid in a sealed envelope super-scribing “Proposal for Hiring of Media Management Agency for Celebration of Silver Jubilee of QCI” to Deputy Director (Accounts & Administration), Quality Council of India, Indian Council for Child Welfare, 2nd Floor, 4, Deen Dayal Upadhyaya Marg Delhi- 110002, latest by October 28, 2021, 3 PM.

For further queries, you may please contact the below-mentioned:

For any other queries: Procurement Team

Email id: procurement@qcin.org

Form A: Application

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

{Place}

{Date}

To,

Deputy Director (Accounts & Administration),
Quality Council of India,
2nd Floor, Indian Council for Child Welfare Building,
4, Deen Dayal Upadhyay Marg,
New Delhi-110002

Subject: Submission of proposal in response to the EOI for “**Hiring of Media Management Agency for Celebration of Silver Jubilee of QCI**”

Dear Sir,

1. Having examined the EOI document, we, the undersigned, herewith submit our proposal in response to your EOI dated <dd/mm/yy> for Proposal for Selection of a media management agency.
2. We undertake, if our proposal is accepted, to adhere to assign a team dedicate to this project.
3. 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.
4. 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.
5. We agree to unconditionally accept all the terms and conditions set out in the RFP document and also agree to abide by this Proposal response for a maximum period of TWO MONTHS from the date fixed for Proposal 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 Proposal response, together with your written acceptance thereof in your notification of award, shall constitute a binding contract between us and QCI.
6. 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.
7. 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 Proposal 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 Proposal 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 Proposal Response for and on behalf of:

(Name and Address of Company) Seal/Stamp of Vendor

Form B: Relevant Project Experience

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

Form C: 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 Media Management Activity;		
3.	Company Profile (Operations in India)		
3.1	Average turnover from Indian Operations from Media Management Activity	(Turnover in Rs Crores)	
3.2	Full-time professional staff engaged in related Media Management	(Number of Staff)	
3.3	Extent of operations in India (national spread) i.e. number of offices in India	(Number of Offices in different cities/towns and their address)	

	(client specific / project specific offices should not be considered)		
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