

## Bid Corrigendum

GEM/2025/B/6026100-C6

Following terms and conditions supersede all existing "Buyer added Bid Specific Terms and conditions" given in the bid document or any previous corrigendum. Prospective bidders are advised to bid as per following Terms and Conditions:

### Buyer Added Bid Specific Additional Terms and Conditions

1. **OPTION CLAUSE:** The buyer can increase or decrease the contract quantity or contract duration up to 25 percent at the time of issue of the contract. However, once the contract is issued, contract quantity or contract duration can only be increased up to 25 percent. Bidders are bound to accept the revised quantity or duration
2. Buyer Added text based ATC clauses

#### Corrigendum 1

The corrigendum and response to the pre-bid queries are uploaded in the ATC document. The interested bidder are advised to go through the document and participate in the tender accordingly.

**Payment Terms:** QCI shall make payments to the selected agency based on the successful completion of work as per scope as per following:

(i) 10% of the total contract price will be paid upon QCI's written approval of the initial logo concept presentations, demonstrating a clear understanding of QCI's brand and objectives.

(ii) Refined Concept Presentation and Selection: 20% of the total contract price will be paid upon QCI's written approval of the refined logo concepts and the selection of the final concept for further development.

(iii) Final Logo Design and Style Guide Delivery: 30% of the total contract price will be paid upon QCI's written approval of the finalized logo design, including all variations, and the comprehensive style guide.

(iv) Delivery of Final Digital Assets: 40% of the total contract price will be paid upon QCI's receipt and verification of all final digital assets in the specified formats and resolutions, as outlined in the project specifications.

2. **Performance Security:** The selected Bidder shall submit irrevocable Performance security, within 15 days from the Notification of award, for a value equivalent to 5% of the contract value. The Performance security submitted in the form of Bank Guarantee shall contain a claim period of three months from the last date of validity. The bank guarantee shall be valid for the period of contract duration plus three (03) months of claim period. The selected Bidder shall be responsible for extending the validity date and claim period of the Performance Bank Guarantee as and when it is due on account of non-completion of the delivery and Warranty period.

The selected vendor can submit e-PBG OR physical copy of Performance Guarantee should be submitted at QCI-HO within 15 days from the notification of award. The selected bidder would be required to send SFMS code while creation of PBG to the IFSC code provided by QCI.

In case the selected bidder fails to submit a Performance Guarantee within the time stipulated, QCI at its discretion may cancel the order placed on the selected bidder without giving any notice. QCI shall invoke the performance guarantee in case the selected bidder fails to discharge their contractual obligations during the period or QCI incurs any loss due to bidder's negligence in carrying out the project implementation as per the agreed terms & conditions.

## Deliverables

The selected agency must deliver the following:

- 1. Harmonized Logos for All QCI Divisions** (Multiple formats – JPEG, PNG, EPS, SVG, AI).
- 2. Brand Identity Manual (PDF & Digital Interactive Format)**
- 3. Standardized Design Templates** for marketing and communication materials.
- 4. Editable Design Files** for internal use.
- 5. Training Session / Workshop** for QCI's branding team.
- 6. The copyright and ownership** of all final design assets, including but not limited to logos, branding guidelines, templates, and any other deliverables, shall rest solely with **Quality Council of India (QCI)**.
- 7.** The selected agency shall have **no rights** to use, reproduce, or distribute any part of the final assets without prior written approval from QCI.
- 8.** All raw, editable design files (AI, PSD, EPS, SVG, etc.) must be submitted to QCI upon project completion.
- 9.** Any third-party elements incorporated must be **free from copyright restrictions** or licensed exclusively for QCI's use.

The bidder should submit Final price as per Financial bid format given in clause VIII

3. Buyer uploaded ATC document [Click here to view the file](#).

## Disclaimer

The additional terms and conditions have been incorporated by the Buyer after approval of the Competent Authority in Buyer Organization, whereby Buyer organization is solely responsible for the impact of these clauses on the bidding process, its outcome, and consequences thereof including any eccentricity / restriction arising in the bidding process due to these ATCs and due to modification of technical specifications and / or terms and conditions governing the bid. If any clause(s) is / are incorporated by the Buyer regarding following, the bid and resultant contracts shall be treated as null and void and such bids may be cancelled by GeM at any stage of bidding process without any notice:-

1. Definition of Class I and Class II suppliers in the bid not in line with the extant Order / Office Memorandum issued by DPIIT in this regard.
2. Seeking EMD submission from bidder(s), including via Additional Terms & Conditions, in contravention to exemption provided to such sellers under GeM GTC.
3. Publishing Custom / BOQ bids for items for which regular GeM categories are available without any Category item bunched with it.
4. Creating BoQ bid for single item.
5. Mentioning specific Brand or Make or Model or Manufacturer or Dealer name.
6. Mandating submission of documents in physical form as a pre-requisite to qualify bidders.
7. Floating / creation of work contracts as Custom Bids in Services.
8. Seeking sample with bid or approval of samples during bid evaluation process. (However, in bids for [attached categories](#), trials are allowed as per approved procurement policy of the buyer nodal Ministries)
9. Mandating foreign / international certifications even in case of existence of Indian Standards without specifying equivalent Indian Certification / standards.
10. Seeking experience from specific organization / department / institute only or from foreign / export experience.
11. Creating bid for items from irrelevant categories.

12. Incorporating any clause against the MSME policy and Preference to Make in India Policy.
13. Reference of conditions published on any external site or reference to external documents/clauses.
14. Asking for any Tender fee / Bid Participation fee / Auction fee in case of Bids / Forward Auction, as the case may be.

Further, if any seller has any objection/grievance against these additional clauses or otherwise on any aspect of this bid, they can raise their representation against the same by using the Representation window provided in the bid details field in Seller dashboard after logging in as a seller within 4 days of bid publication on GeM. Buyer is duty bound to reply to all such representations and would not be allowed to open bids if he fails to reply to such representations.

\*This document shall overwrite all previous versions of Bid Specific Additional Terms and Conditions.

[This Bid is also governed by the General Terms and Conditions](#)



भारतीय गुणवत्ता परिषद्

द्वितीय तल, इंस्टीट्यूशन ऑफ इंजीनियर्स भवन,  
२, बहादुर शाह जफर मार्ग, नई दिल्ली - ११०००२

Quality Council of India

2nd Floor, Institution of Engineers Building,  
2, Bahadur Shah Zafar Marg, New Delhi - 110 002

**Date-20<sup>th</sup> March 2025**

**BUYER ADDED BID SPECIFIC TERMS AND CONDITIONS**

Name of the work: "Request for Proposal for Engagement of an agency for Logo Refinement & Brand Identity Development"

**GeM Bid No: GEM/2025/B/6026100**

The bid is governed by the terms and conditions in the following order of precedence (i.e in case of same clause, the clause mentioned in Corrigendum 1 will supersede the clause mentioned in RFP)

- Corrigendum 1 with response to Queries
- Original RFP

**Corrigendum-1 “Request for Proposal for Engagement of an agency for Logo Refinement & Brand Identity Development”**

This is with reference to the GeM bid reference no. **GEM/2025/B/6026100** and RFP ref. no. QCI/MEDIA/0225/420 for “Request for Proposal for Engagement of an agency for Logo Refinement & Brand Identity Development”. Below are the changes in mentioned clauses issued vide this corrigendum notification:

S. No	Clause no. / Reference	Original Clause		Changes/Amendment (Deletion are indicated with a strikethrough and additions are in bold and underlined)		
1	Clause VI, Evaluation Criteria	S. No.	Criteria	Maximum Marks	S. No.	Criteria
		1	Experience & Portfolio	20	1	Experience & Portfolio
		2	Proposed Approach, Methodology & Implementation Plan <ul style="list-style-type: none"> <li>Demonstrated understanding of the <b>Scope of Work</b> as outlined in Clause IV.</li> <li>Clear and structured <b>approach and methodology</b> for execution.</li> <li>Detailed <b>indicative implementation plan</b> aligned with Form 5 (Annexure-A).</li> <li>Ability to provide strategic insights on <b>brand harmonization</b> across QCI's divisions.</li> </ul>	50		<u>Bidders should provide work order/ agreement/work completion certificates of similar nature from 4 (Four) different clients of assignment value of at least Rs 10 lakhs each (5 marks for each experience)</u>
		3	Four sample creatives for any of the experiences submitted in sub-clause 3 of Clause V (7.5 marks per sample). It should cover - <ul style="list-style-type: none"> <li>Problem Definition</li> <li>Design Strategy</li> <li>Solution Provided</li> <li>Result/Outcome</li> </ul>	20	2	Proposed Approach, Methodology & Implementation Plan <ul style="list-style-type: none"> <li>Demonstrated understanding of the <b>Scope of Work</b> as outlined in Clause IV.</li> <li>Clear and structured <b>approach and methodology</b> for execution.</li> <li>Detailed <b>indicative implementation plan</b> aligned with Form 5 (Annexure-A).</li> <li>Ability to provide strategic insights on <b>brand harmonization</b> across QCI's divisions.</li> </ul>
		4	Team deployment plan as per Form 6 attached as Annexure- A	10	3	Four sample creatives for any of the experiences submitted in sub-clause 3 of Clause V ( <b>5 marks per sample</b> ). It should cover - <ul style="list-style-type: none"> <li><u><b>Problem Definition: Identifies the core issue or challenge the client faces, such as inconsistent branding or outdated design, setting the foundation for the project.</b></u></li> <li><u><b>Design Strategy: The planning phase where the agency defines its approach, research, objectives, and vision to ensure the design aligns with the client's goals and target audience.</b></u></li> <li><u><b>Solution Provided: The final design solution, including logos, color schemes, and typography, executed to align with the design strategy and brand identity.</b></u></li> <li><u><b>Result/Outcome: The assessment of the design's impact, showcasing measurable results like</b></u></li> </ul>
		Total marks		100		20



3	Form 6: Team Deployment (Core & Non-core)	Format: Team Deployment (Core & Non-core)				Format: Team Deployment																																																																																																			
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### Response to pre-bid queries

Clause No.	Clause Name	Statement as per the RFP Document	Query by Bidder	Remarks	Response by QCI
VI. (1.)	Evaluation Criteria	Experience & Portfolio	Kindly clarify the parameters on which the bidders will be evaluated for the “experience & portfolio” criterion.	-	Kindly refer to the attached corrigendum
V. (4.)	Pre-Qualification Criteria	Resources: The bidder should submit CVs of key personnel to be engaged for the assignment.	Kindly confirm the following: i. the number and profiles of the resources to be engaged, OR the bidder shall have the flexibility to determine the optimal number and profiles of resources to be allocated for the assignment. ii. that the resources allocated for the assignment may operate from the bidder’s premises.	-	Yes, the bidder has the flexibility to determine the optimal number and profiles of resources required for the assignment. Additionally, the resources allocated for the assignment may operate from the bidder’s premises but should be willing to travel to the QCI premises if required.
Form 5	Deliverable Implementation Format		The deliverables mentioned in Form 5 are not congruent with the scope of work prescribed in the RFP document. They seem to be more aligned with survey related work. Therefore, we request that Form 5 may be omitted from the RFP document as it is not relevant.	-	Kindly refer to the attached corrigendum.
Form 6	Team Deployment (Core & Non-core)		We would like to humbly submit that with respect to the details sought in Form 6, it is not feasible or pragmatic to provide the exact number of person/months inputs that will be required from the different domain experts/resources at the preliminary stage of bid submission. Therefore, we request that Form 6 may be omitted at the current stage of bid submission.	-	Kindly refer to the attached corrigendum
Form 5	Deliverable Implementation Format	Deliverable 1 1) Data Collection 2) Inception report 3) Incorporating 4) Drafting	The deliverables outlined do not seem to be as per the deliverables for this project. This was also discussed in the pre-bid query virtual call. Is there a change suggested here or can we change it as per deliverables outlined above in the document?	-	Kindly refer to the attached corrigendum
Form 6	Team Deployment (Core & Non-core)	Experts’ inputs (in person/month) per each milestone listed in deliverables) Deliverable / Milestone	Not sure of this will entirely be a numerical value? So if person A will be involved from start to end so person/month will be 1? Then what is: per each milestone listed in deliverables? There seems to be 5 deliverables outlined as per clause IV B What will be Total Input? Do we multiply with number of months? Please guide us in understanding this entire form 6	-	Kindly refer to the attached corrigendum
sub-clause 3 of Clause V	Evaluation Criteria	-	It should cover - • Problem Definition • Design Strategy • Solution Provided • Result/Outcome	-	Kindly refer to the attached corrigendum



-	-	-	The team will be working from the QCI office?	-	The resources allocated for the assignment may operate from the bidder's premises but should be willing to travel to the QCI premises if required
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**Reference Number: QCI/MEDIA/0225/420**

**Request for Proposal  
for  
Engagement of an agency for Logo Refinement & Brand Identity  
Development**



**QUALITY COUNCIL OF INDIA**

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## Tender Notice

1. Quality Council of India invites proposals for **“Engagement of an agency Logo Refinement & Brand Identity Development”**
2. The content of this Request for Proposal (RFP) enlists the requirements of the QCI. 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 QCI wishes 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:
  - A. The “Technical Bid” shall contain the following:
    - i. Signed and stamped Form –1, 2, 3,4 ,5, 6 and attached as Annexure-A
    - ii. EMD details (Bid security as per RFP)
    - iii. All the supporting documents as detailed in pre-qualification criteria
    - iv. Any other details that the bidder may like to provide.
  - B. The “Financial Bid” shall contain the following:
    - i. The bidder should submit the proposal as per the format through online mode only in relevant sections in GeM Portal (<https://gem.gov.in>)
5. The Technical Bids and Financial Bids should be submitted on GeM portal as per the guidelines.

## Tender Summary

S. No.	Item	Details
1.	<b>Project Scope</b>	Engagement of an agency for Logo Refinement & Brand Identity Development
2.	<b>Contract Duration</b>	3 Months
3.	<b>Performance Bank Guarantee</b>	5% of the Contract value
4.	<b>Method of Evaluation</b>	Quality and Cost Based Selection
5.	<b>Earnest Money Deposit (EMD)</b>	30,000
6.	<b>Bid Validity</b>	120 days
	<b>Pre-bid queries</b>	To be submitted to <a href="mailto:procurement@qcin.org">procurement@qcin.org</a> (as per format given in <b>Annexure-A</b> )

## I. INTRODUCTION

### Quality Council of India (QCI)

QCI was established as an autonomous non-profit organization by the Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce and Industry, Govt. of India in partnership with the Indian Industry. QCI plays 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.

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.

**The various boards under QCI are:**

1. **National Accreditation Board for Testing and Calibration Laboratories (NABL)** - NABL has been established with the objective of providing Government, Industry Associations and Industry in general with a scheme of Conformity Assessment Body's accreditation which involves third-party assessment of the technical competence of testing including medical and calibration laboratories, proficiency testing providers and reference material producers.
2. **National Accreditation Board for Hospitals & Healthcare Providers (NABH)** - NABH is set up to establish and operate accreditation program for healthcare organizations. The board is structured to cater to much desired needs of the consumers and to set benchmarks for progress of health industry. The board while being supported by all stakeholders including industry, consumers, government, has full functional autonomy in its operation.
3. **National Accreditation Board for Education and Training (NABET)** - NABET has established a mechanism for the accreditation personnel certification, accreditation of vocational training organizations and skill assessment bodies. NABET also works in the domain areas of Education and Training. NABET works with various government departments for creating a credible model of assessment and provides its expertise to the departments to take credible decisions based on ground data.
4. **National Accreditation Board for Certification Bodies (NABCB)** - NABCB provides accreditation to Certification and Inspection Bodies based on assessment of their competence as per the Board's criteria and in accordance with International Standards and Guidelines. NABCB is internationally recognized and represents the interests of the Indian industry at international forums through membership and active participation with the objective of becoming a signatory to international Multilateral / Mutual Recognition Arrangements (MLA / MRA). NABCB is a member of the International Accreditation Forum (IAF) and its regional body Pacific Accreditation cooperation (PAC).
5. **National Board for Quality Promotion (NBQP)** - NBQP works on the vision of promoting quality of life for the citizens of India. It has two important missions; the first one is to promote application of quality management standards and statistical quality tools with an objective of enabling industry, to improve their competitiveness, with specific focus on SME sectors. The

second mission is focused on empowering the consumers to demand quality and consequently creating a back-pressure on suppliers to ensure quality of their products and services.

**Besides the Boards there are Divisions which predominantly play a crucial role in implementing projects of the government or the Industry:**

1. **The Project Planning & Implementation Division (PPID)** - This division works with various ministries in the government both at centre and state level. Set up with a vision of young professionals who could help the government from outside on key issues and provide support wherever required. PPID has worked with number of Ministries on projects, including (but not limited to) Ministry of Petroleum and Natural Gas, Ministry of Railways, NITI Aayog (erstwhile planning commission of India), Ministry of New and Renewable Energy, Department of Administrative Reform and Public Grievances (DARPG) and others.
2. **ZED Division** - The ZED Division leads various projects of National importance with a focus on 'Atmanirbhar Bharat'. The division is involved in flagship programs of Ministry of Micro, Small & Medium Enterprises, Ministry of Tourism, Ministry of Defence, Ministry of Housing & Urban Affairs and others.
3. **Project Analysis and Documentation Division (PADD)** - PADD aims towards the design, development, and implementation of voluntary conformity assessment frameworks for governmental, inter-governmental, regional, and global organizations.
4. **Strategy and Policy Division (SPD)** – SPD is a driving force for transformative change, dedicated to achieving quality excellence for a developed India. By focusing on strategy and policy interventions, the SPD aims to strengthen India's quality infrastructure and ecosystem, positioning QCI as a global leader in quality transformation. The SPD is committed to developing and implementing innovative strategies to elevate the quality standards across various sectors, including manufacturing, services, and governance. Through collaborative partnerships and a proactive approach, the SPD seeks to create the world's most advanced quality ecosystem that supports India's development priorities and strengthens its position in the global economy.

## II. BACKGROUND

QCI is responsible for promoting quality standards across various industries and sectors. Over time, the logos of QCI's Boards and divisions have developed inconsistencies in shape, COLOUR palette, typography, size, and branding application. This lack of uniformity affects brand recognition, trust, and alignment with the government's identity.

Quality Council of India (QCI) invites proposals from experienced design agencies for refinement of the logo and establishing a unified brand identity for QCI and its associated boards/divisions. The objective of this project is to create a modern, authoritative, and consistent brand identity that aligns with QCI's government-backed positioning while maintaining simplicity.

To address these challenges, QCI seeks to develop a harmonized brand identity for all its boards and divisions, ensuring a consistent, scalable, and cost-effective design system.

### III. OBJECTIVE

The goal of this project is to:

- **Maintain the existing QCI logo** while refining the logos of its boards and divisions to align with QCI's identity, ensuring they look like part of a unified ecosystem.
- **Harmonize branding across QCI's boards and divisions** under the **"1QCI" principle**, ensuring a consistent visual identity across:
  - A. **Boards:** NABCB, NABH, NABET, NABL, NBQP
  - B. **Divisions:** PPID, PADD, NDIE (ZED), SPD
- **Establish a cohesive visual identity for the products and services of QCI's boards and divisions**, ensuring clarity and consistency across all offerings.
- **Ensure a cost-effective design approach** that retains existing brand equity while simplifying application and usage.
- **Develop a comprehensive visual identity framework** to ensure consistency across all communication and branding touchpoints, including digital, print, and physical assets

### IV. SCOPE OF WORK

The selected design agency will be responsible for refining and standardizing the logos and branding assets of QCI's **boards and divisions** while ensuring alignment with QCI's overall identity. The scope includes:

#### A. Logo Standardization

1. **Refinement of QCI's Boards' and Divisions' Logos:**
  - Concept development and iterative refinement.
  - Ensure alignment with **government branding principles** (trust, authority, and public service).
  - Avoid overt corporate aesthetics while keeping it modern and approachable.
  - Develop scalable versions for different use cases (full, compact, and icon-based).
  - Provide multiple variations:
    - Full-color version.
    - Black & white version.
    - Monochrome version.
    - High-contrast version for accessibility.
2. **Harmonization Across QCI Divisions**
  - Unify **shapes, typography, color palette, and proportions** to align with "1QCI" branding.
  - Ensure visual consistency across all QCI boards and divisions while allowing for distinct identities where necessary.
  - Standardize branding elements across:
    - **NABCB, NABH, NABET, NABL, NBQP, PPID, PADD, NDIE (ZED)**
  - Rationalize existing logos into a cohesive structure while preserving key identity markers unique to each division.
3. **Logo Harmonization Across All the Products and Services**
  - Establish a unified branding framework for all **products and services** offered by QCI's boards and divisions.



- Ensure uniform branding elements while allowing flexibility for board-specific requirements.
  - Develop a structured framework to maintain coherence across diverse offerings.
- 

## B. Branding Guidelines Development

The agency must create a **comprehensive Brand Identity Manual** to ensure consistent application of QCI's branding across all platforms.

### 1. Logo Usage Guidelines

- Define **standardized formats** for different platforms:
  - Print (brochures, reports, certificates, banners).
  - Digital (web, email, social media).
  - Physical (signage, event branding).
- Clear rules on **scalability, spacing, and placement**.
- Prohibited usage examples to prevent distortion, color alterations, or misplacement.

### 2. Color Palette Standardization

- Define **primary, secondary, and tertiary colors**.
- Provide color values in **RGB, CMYK, HEX, and Pantone** formats.
- Ensure consistent color application across all QCI divisions while allowing flexibility for board-specific branding elements.

### 3. Typography Guidelines

- Selection of **official font families** for:
  - Headlines, subheadings, and body text.
  - Digital vs. print formats.
- Define font hierarchy and pairing guidelines.

### 4. Graphic Elements & Iconography

- Define **supplementary graphic elements** (icons, patterns) to reinforce QCI's identity.
- Establish **design styles for infographics, charts, and data visuals**.

### 5. Application Across Various Touchpoints

- **Letterheads & Office Stationery** (business cards, envelopes).
- **Marketing Materials** (flyers, posters, certificates, reports).
- **Digital Branding** (email signatures, website assets, social media graphics).
- **Event Branding** (backdrops, standees, name badges, delegate kits).

## A. Logo Implementation Strategy

### 1. Roadmap for Adoption

- Transition plan from the existing logo to the new identity.
- Guidelines for **gradual rollout across all divisions and stakeholders**.

### 2. Scalability & Future-Proofing

- The design must be **adaptable for future needs** (new divisions, digital advancements).
- Ensure **compatibility with both print and digital media**.

## B. Deliverables

The selected agency must deliver the following:

1. **Harmonized Logos for All QCI Divisions** (Multiple formats – JPEG, PNG, EPS, SVG, AI).
  2. **Brand Identity Manual (PDF & Digital Interactive Format)**.
  3. **Standardized Design Templates** for marketing and communication materials.
  4. **Editable Design Files** for internal use.
  5. **Training Session / Workshop** for QCI's branding team.
- The **copyright and ownership** of all final design assets, including but not limited to logos, branding guidelines, templates, and any other deliverables, shall rest solely with **Quality Council of India (QCI)**.
  - The selected agency shall have **no rights** to use, reproduce, or distribute any part of the final assets without prior written approval from QCI.
  - All raw, editable design files (AI, PSD, EPS, SVG, etc.) must be submitted to QCI upon project completion.
  - Any third-party elements incorporated must be **free from copyright restrictions** or licensed exclusively for QCI's use.

## V. PRE-QUALIFICATION CRITERIA

S. No.	Basic Requirements	Specific Requirements	Documents Required
1.	Registration	<p>The Bidder(s) interested in participating in the Selection Process must be a duly registered legal entity in India, under any one of the following categories:</p> <ul style="list-style-type: none"><li>• A Limited Liability Partnership ("LLP") registered under the LLP Act, 2008.</li><li>• an Indian Company ("Company") registered under the Companies Act, 1956/ 2013 or any previous Companies' Act.</li><li>• a "Partnership Firm" registered under the Indian Partnership Act, 1932.</li></ul> <p>With minimum 1 year of existence at the time of submission of the bid</p>	<p>Registration documents of the Bidder as a company/firm or any legal entity along with:</p> <ol style="list-style-type: none"><li>i. Incorporation Certificate of the company, or</li><li>ii. Certified copy of registered Partnership Deed; copy of Statement filed in the Register of Firms disclosing names, addresses and relevant details of ALL partners of the Partnership Firm</li><li>iii. MSME Certificate (if applicable).</li><li>iv. Any other supporting document, as may be required.</li><li>v. GST and PAN</li></ol>
2.	Turnover	<p>Average Annual Turnover of the applicant during the last three (03) financial years, i.e. FY 2021-22, 2022-23, 2023-24 (as per the last published audited financial statements), should be more than ₹ 60,00,000</p>	<ol style="list-style-type: none"><li>i. CA Certificate certifying the turnover for FY 2021-22, 2022-23, 2023-24 with CA's Registration Number, FRN, UDIN, or;</li><li>ii. Audited Financial Statements for FY 2021-22, 2022-23, 2023-24 (to support the claim).</li></ol>

3.	Experience	The Bidder(s) must have relevant experience with reference to refinement of logos and branding strategy for Central or State Govt., Union Territory, PSU, CPSU, SPSU, Central universities, national institutes, private organisations in the last 05 (five) years as per below: <ul style="list-style-type: none"> <li>• 01 (one) contract of minimum contract value of ₹ 12,00,000 or</li> <li>• 02 (two) projects/ contracts of minimum contract value of ₹ 9,00,000 or</li> <li>• 03 (three) projects/ contracts of minimum contract value of ₹ 6,00,000</li> </ul>	Copy of Work order / Agreement / Work Completion Certificate from the client*
4.	Resources	The bidder should submit CVs of key personnel to be engaged for the assignment.	<ul style="list-style-type: none"> <li>• Resume of the profiles. HR should also certify that details provided in the resume are correct.</li> <li>• Relevant project citations with roles played in every project.</li> </ul> Submission as per format given in Annexure-A (Form 6)
5.	Non- Blacklisting	The bidding entity must not be blacklisted / terminated / debarred by any state or central government or their agencies and should not have been found guilty of any criminal offence by any court of law, in the last three (3) years.	Submission as per format given in Annexure-A (Form - 4)

*\*Note In case agency bound by any Non-Disclosure Agreement (NDA) clause and not able to submit the work order copy, redacted version of the Documents can be submitted masking confidential information such as name of the party however the Document should clearly mention the nature of work performed, contract value, duration of contract.*

## VI. EVALUATION CRITERIA

Evaluation of the bids will be done in two-stages namely Technical Evaluation (comprising pre-qualification check and technical presentation) and financial evaluation based on QCBS basis.

The technical evaluation shall be based on the following criteria:

S. No.	Criteria	Maximum Marks
1	Experience & Portfolio	20
2	Proposed Approach, Methodology & Implementation Plan <ul style="list-style-type: none"> <li>• Demonstrated understanding of the <b>Scope of Work</b> as outlined in Clause IV.</li> <li>• Clear and structured <b>approach and methodology</b> for execution.</li> <li>• Detailed <b>indicative implementation plan</b> aligned with Form 5 (Annexure-A).</li> <li>• Ability to provide strategic insights on <b>brand harmonization</b> across QCI's divisions.</li> </ul>	50

3	Four sample creatives for any of the experiences submitted in sub-clause 3 of Clause V (7.5 marks per sample). It should cover - <ul style="list-style-type: none"> <li>• Problem Definition</li> <li>• Design Strategy</li> <li>• Solution Provided</li> <li>• Result/Outcome</li> </ul>	20
4	Team deployment plan as per Form 6 attached as Annexure- A	10
<b>Total marks</b>		<b>100</b>

The minimum marks for qualifying will be 70 out of 100.

#### I. METHOD OF SELECTION

1. The bids shall be evaluated on Quality and Cost Based Selection (QCBS).
2. 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%.
3. The financial bids of only those bidders who qualify for the technical evaluation will be invited.
4. The proposal with the lowest cost will be given a score of 100 and the other proposals will be scored on a pro-rata basis, inversely proportional to the offered cost i.e., lower marks for higher priced offers.
5. Subcontracting may be allowed only upon prior written intimation to QCI at the Bidding stage itself, the responsibility for management and liability shall rest with the selected service provider.

**TOTAL SCORE:** The total score shall be obtained by weighing 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)]

#### VII. TERMS AND CONDITIONS:

1. **Contract Duration:** The contract will be assigned for a period of three (03) months, which may be extended further, subject to satisfactory performance of the service provider on the same terms & conditions and the requirements of QCI.
2. **Professional liability:**
  - i. The consulting firm is expected to carry out its assignment with due diligence and in accordance with the prevailing standards of the profession. The consulting firm shall provide detailed reports / presentations in line with deliverables. The reports/ presentations shall be reviewed by QCI for validation of the suggestions/ progress made. QCI may also at times engage any other party for validation of the recommendations made by the consulting firm.
  - ii. In case, any deficiency is observed or the recommendations suggested by the consulting firm is not appropriate, the report/presentations shall not be accepted and the consulting firm would be required to make a fresh report/presentation. Such delays in the final acceptance of the consulting firm's report/presentation after every stage shall be considered as deficiency in service. To avoid deficiency in service and delays arising out of such events, it shall be the endeavour of the consulting firm to hold mutual discussions with QCI at every stage in order to complete the activities as scheduled.

- 3. Right to implementation:** QCI shall be at its liberty to modify/implement the suggestions/strategies arising out of the engagement of the selected bidder either directly or through any other party.
- 4. Authorization of Signatory:** The Bid may be signed either by the Principal Officer of the service providing firm or his duly Authorized Representative, in which case he/she shall submit a certificate of authority. All certificates and documents (including any clarifications sought and any subsequent correspondence) received hereby, shall, as far as possible, be furnished and signed by the Representative or the Principal Officer. The Principal Officer/ authorized representative of the firm shall sign the proposal and also initial all pages of the original Technical Proposal. The authorization shall be in the form of a written power of attorney accompanying the Proposal or in any other form demonstrating that the representative has been duly authorized to sign. The power or authorization, or any other document consisting of adequate proof of the ability of the signatory to bind the Bidder shall be annexed to the Bid.
- 5. Payment Terms:** QCI shall make payments to the selected agency based on the successful completion of work as per scope as per following:
- i. 10% of the total contract price will be paid upon QCI's written approval of the initial logo concept presentations, demonstrating a clear understanding of QCI's brand and objectives.
  - ii. Refined Concept Presentation and Selection: 20% of the total contract price will be paid upon QCI's written approval of the refined logo concepts and the selection of the final concept for further development.
  - iii. Final Logo Design and Style Guide Delivery: 30% of the total contract price will be paid upon QCI's written approval of the finalized logo design, including all variations, and the comprehensive style guide.
  - iv. Delivery of Final Digital Assets: 40% of the total contract price will be paid upon QCI's receipt and verification of all final digital assets in the specified formats and resolutions, as outlined in the project specifications.
- 6. Amendments to RFP:** 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 to take the proposed amendments into account while 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. Earnest Money Deposit (EMD)/ Bid Security:** Bidders shall submit, along with their Bids, Bid Security (EMD) of **INR 30,000** as per the details mentioned below:
- i. By demand draft in favour of Quality Council of India, payable at New Delhi, or
  - ii. Deposit through RTGS/ NEFT as detail under\*\*: -
- \*\*For payment of EMD through Bank transfer:**

<b>Name of the Bank</b>	ICICI Bank., Gurgaon Millennium Plaza Branch
<b>Name of the Account</b>	Quality Council of India
<b>Saving Bank Account</b>	739301000237
<b>IFSC Code</b>	ICIC0007393

**Note:**

- i. NO CHEQUES WILL BE ACCEPTED. The applicant whose Tender Fee and EMD has been deposited by NEFT/RTGS, must enclose the transaction details/ evidence along with their technical bid, otherwise the bid will be rejected.
- ii. Bid security in any other form will not be entertained.
- iii. No interest will be payable to the Bidder on the amount of the EMD. Unsuccessful Bidder's EMD will be discharged/ returned as promptly as possible, but not later than 30 days of completion of the process
- iv. In case bid is submitted without the bid security then QCI reserves the right to reject the bid without providing opportunity for any further correspondence to the bidder concerned. The EMD may be forfeited:
  - If a bidder withdraws its bid during the period of bid validity.
  - Bidder does not respond to requests for clarification of its Proposal.
  - Bidder fails to provide required information during the evaluation process or is found to be nonresponsive.
  - In case of a successful bidder, if the bidder fails to sign the contract in accordance with this RFP.

8. **Exemption of EMD for MSEs/ Startups applicant:** "Micro and Small Enterprises (MSEs) as defined in MSE Procurement Policy issued by Department of Micro, Small and Medium Enterprises (MSME) and Startups as recognized by Department for Promotion of Industry and Internal Trade (DPIIT)" are exempted from submission of EMD (Bid security) in this tender. Bidders claiming exemption of EMD under this rule (170 of GFR) are however required to submit a signed Bid securing declaration accepting that if they withdraw or modify their Bids during the period of validity, or if they are awarded the contract and they fail to sign the contract, or to submit a performance security before the deadline defined in the request for bids document, they will be suspended for the period of 24 months from being eligible to submit Bids for tenders with QCI. Scan copy of the signed documents related to exemption of EMD along with Bid Security Declaration shall be submitted at the time of submission of bid.

**Note: MSEs with trading as major activity will not be allowed exemption for payment of EMD.**

**9. EMD Refund:**

- **For Unsuccessful Bidders:** The EMD of all unsuccessful bidders would be refunded without interest by QCI on finalization of the bid in all respects by the successful bidders within 45 days after finalization of tender.

- **For Successful Bidders:** The EMD of successful bidders would be returned within 30 days, without any interest upon submission of Performance Bank Guarantee by the successful bidders within the stipulated timeline.
- Bid submitted without EMD (except for exempted categories) shall be treated as non-responsive and will be liable for rejection.

**10. Performance Security:** The selected Bidder shall submit irrevocable Performance security, within 15 days from the Notification of award, for a value equivalent to **5% of the contract value**. The Performance security submitted in the form of Bank Guarantee shall contain a claim period of three months from the last date of validity. The bank guarantee shall be valid for the period of contract duration plus three (03) months of claim period. The selected Bidder shall be responsible for extending the validity date and claim period of the Performance Bank Guarantee as and when it is due on account of non-completion of the delivery and Warranty period.

The selected vendor can submit e-PBG OR physical copy of Performance Guarantee should be submitted at QCI-HO within 15 days from the notification of award. The selected bidder would be required to send SFMS code while creation of PBG to the IFSC code provided by QCI.

In case the selected bidder fails to submit a Performance Guarantee within the time stipulated, QCI at its discretion may cancel the order placed on the selected bidder without giving any notice. QCI shall invoke the performance guarantee in case the selected bidder fails to discharge their contractual obligations during the period or QCI incurs any loss due to bidder's negligence in carrying out the project implementation as per the agreed terms & conditions.

**11. Conflict of Interest:**

- i. The bidder shall not have a conflict of interest that may affect the Selection Process or the work envisaged under this RFP (the "Conflict of Interest"). Any Applicant found to have a Conflict of Interest shall be disqualified.
- ii. QCI requires that the Service Provider provides professional, objective, and impartial advice and at all times hold the QCI's interest paramount, avoid conflicts with other assignments or its own interests, and act without any consideration for future work.
- iii. The Service Provider shall not accept or engage in any assignment that would be in conflict with its prior or current obligations to other clients, or that may place it in a position of not being able to carry out the assignment in the best interests of the QCI.
- iv. In the event that a Service Provider identifies a potential conflict of interest, they shall make a disclosure to QCI as soon as any potential conflict comes to their notice but in no case later than 7 (seven) days from the receipt of such proposals and any breach of this obligation of disclosure shall be construed as Conflict of Interest. QCI shall, upon being notified by the Service Provider under this Clause, decide whether it wishes to terminate this service or otherwise, and convey its decision to the service provider within a period not exceeding 15 (fifteen) days.

**12. Fraud/Corruption:** QCI requires that the bidders participating in the selection process adhere to the highest ethical standards, both during the selection process and throughout the execution of the Contract. In pursuance of this policy, QCI defines, for the purpose of this paragraph, the terms set forth as applicable to both the parties:

- i. “corrupt practice” means the offering, giving, receiving, or soliciting, directly or indirectly, of anything of value (whether in cash or kind) to influence the action of a public official in the selection process or in Contract execution.
- ii. “fraudulent practice” means a misrepresentation or omission of facts in order to influence a selection process or the execution of a Contract.
- iii. “collusive practices” means a scheme or arrangement between two or more bidders with or without the knowledge of QCI, designed to establish prices at artificial, non-competitive levels.
- iv. “coercive practices” means harming or threatening to harm, directly or indirectly, persons or their property to influence their participation in a procurement process or affect the execution of a Contract. QCI will reject a proposal for award if it comes to know that the bidder recommended for award has, directly or through an agent, engaged in corrupt, fraudulent, collusive or coercive practices in competing for the Contract in question; and
- v. QCI will terminate the Contract, if already awarded and will declare the bidder ineligible, either indefinitely or for a stipulated period of time, to be awarded a Contract, if at any time it determines that the bidder has, directly or through an agent, engaged in corrupt, fraudulent, collusive or coercive practices in competing for, or in executing, a Contract.

**13. Termination of Contract:**

**i. Termination for Default**

QCI reserves the right to terminate / short close the contract, without prejudice to any other remedy for breach of contract, by giving 15 days’ notice if the Service Provider fails to perform any obligation(s) under the contract and if the Service Provider, does not cure their failure within a period of 7 days (or such longer period as QCI may authorize in writing) after receipt of the default notice from QCI.

**ii. Termination for Insolvency**

QCI may at any time terminate the contract by giving written notice without compensation to the Service Provider, if the Service Provider becomes bankrupt or otherwise insolvent, provided that such termination will not prejudice or affect any right of insolvent, provided that such termination will not prejudice or affect any right of action or remedy which has accrued or will accrue thereafter to QCI.

**iii. Termination for Convenience**

QCI may by written notice sent to Service Provider, terminate the contract, in whole or part, at any time for its convenience, by giving 15 days’ notice. However, the payment shall be released to the extent to which performance of work executed as determined by Service Provider till the date upon which such termination becomes effective.



- iv. The Service Provider may terminate this contract, or any particular Services, by giving 15 days' written notice to QCI, if the Service Provider reasonably determines that the Service Provider can no longer provide the Services in accordance with applicable law or professional obligations.
14. The bidder should adhere to laws of land and rules, regulations and guidelines prescribed by various regulatory, statutory and Government authorities which are applicable to respective business, obligations and subject matters of the contract. QCI reserves the right to conduct an audit / on-going audit of the services provided by the bidder. QCI reserves the right to ascertain information from organizations to which the bidders have rendered their services for execution of similar projects.
15. **Intellectual Property Rights:** All the rights relating to the Trademarks and Copy Rights in respect of work generated by the selected service provider(s) on behalf of QCI and paid for by QCI shall vest with QCI. Provided that QCI would reimburse the Firm for any sums of money paid for the assignment / licensing of the copyright by way of fees, charges, or otherwise as provided by the guidelines, regulations, rules, or policies of any professional body or association, with prior approval from QCI. In order to perform the services, the service provider must obtain at its sole account, the necessary assignments, permits and authorizations from the title holder of the corresponding patents, models, trademarks, names or other protected rights and shall keep QCI harmless and indemnify QCI from and against claims, proceedings, damages, costs and expenses (including but not limited to legal costs) for and/ or on account of infringements of said patents, models, trademarks names or other protected rights.
- All documents, reports, information, data etc. collected and prepared by the service provider in connection with the scope of work submitted to QCI will be the property of QCI. The service provider shall not be entitled, either directly or indirectly, to make use of the documents and reports given by QCI for carrying out of any services with any third parties. The service provider shall not, without the prior written consent of QCI, be entitled to publish studies or descriptive articles, with or without illustrations or data, in respect of or in connection with the performance of services. The pre-existing intellectual property of the service provider used in deliverables shall remain vested with the service provider.
16. **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.
17. **Ethics:** QCI expects all assessors, Service Provider to show highest ethical standards during the course of the assignment; if any complaints/information regarding any incident of bribery, corrupt payment, an unauthorized offer etc., is brought to the fore, the Service Provider 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; all personnel should have signed the code of conduct with the Service Provider and any conflict of interest shall be declared to QCI.

- 18.** The contract will be awarded to the service provider 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.
- 19. Written Undertakings:** 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.
- 20. Security:** The Service Provider shall not disclose the details of this Contract with any third party at any point of time unless required by law. That the Service Provider and its employees/professionals/personnel are only authorized to access the information shared and or collected under this project and no third party shall have any access to any information either written or oral without the written consent of QCI. The Service Provider shall ensure that all the data collected and processed and information received under this project or during the execution of this project and or required to be shared with QCI, by the Service Provider under this Contract shall be in totally secure mode and that the Service Provider shall take all necessary steps to prohibit any unauthorized sharing/publishing of data in the public domain or with any other party or person who is not authorized by QCI to receive such information and or data. That the Service Provider shall ensure that all the data collected and information received under this contract shall be used only for the purpose of execution of this contract and once the purpose of this contract is fulfilled then all the papers, drawings, notes, memoranda, manuals, specifications, designs, devices, documents, diskettes, CD's, DVD's. Tapes, Trade Secrets and any other material on any media containing or disclosing any confidential or proprietary technical or business information shared during the course of execution of this contract shall be returned to QCI.
- 21. 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.

**The selected service provider will be required to sign a mutually agreed Non-Disclosure Agreement (NDA) with QCI.**

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. The information contained in this document is only disclosed for the purposes of enabling potential service providers to submit a proposal to QCI. This document

should not therefore be used for any other purpose. These documents contain 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. service providers must agree to take utmost care in protecting the proprietary and confidential nature of the information contained herein.

**22. Settlement of Disputes:**

- i. Amicable Settlement: The Parties shall use their best efforts to settle amicably all disputes arising out of or in connection with this Work order or its interpretation.
  - ii. Disputes Settlement: Any dispute between the Parties as to matters arising out of and relating to this Work Order that cannot be settled amicably within thirty (30) days after receipt by one Party of the other Party's request for such amicable settlement may be submitted by either Party for settlement in accordance with the provision specified in the RFP or all disputes shall be finally settled by Secretary General, QCI.
- 23.** 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 service provider(s) or any obligation to inform the affected service provider(s) the grounds for such decision. QCI also reserves the right to negotiate with the successful service provider, if necessary.
- 24.** Subcontracting: There must be no further subcontracting without prior written consent of QCI; all manpower deployed by the Service provider shall be on-roll employees of the Service provider or must have a direct employment contract with the Service provider.

**25. Removal of Data:** The Service Provider must ensure that its employees/professionals' subcontractors and/ personnel do not:

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

**26. Access by QCI:**

- i. The QCI may, at all reasonable times and on giving reasonable notice to the Service Provider access the premises of the Service Provider to the extent relevant to the performance of this contract; require the provision by the Service Provider, its employees, personnel or professionals agents of records and information in a data format and storage medium accessible by the QCI by use of the Service Provider existing computer hardware and software; inspect and copy documentation, books and records, however stored, in the custody or under the control of the Service Provider, its employees, agents, professional or personnel; and require assistance in respect of any inquiry in to or concerning the Services or this Contract.

- ii. For these purposes an inquiry includes any audit whether administrative or statutory review 'audit or inquiry (whether within or external to the Department), any request for information directed to the QCI by any authority or Government Department or any Ministry and any inquiry conducted by Parliament or any Parliamentary committee.
- iii. The Service Provider must provide access to its computer hardware and software to the extent necessary for the Service Provider to exercise its rights under this clause, and provide QCI with any reasonable assistance requested by the Service Provider to use that hardware and software provided that any proprietary information including confidential information like profit margins, overheads and other such confidential information about its employees, sub-contractors, organization would not be made available.

**27.** 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.

**28. Force Majeure:** Neither party shall be held responsible for non-fulfillment 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 may then mutually decide about the future course of action.

Force Majeure shall not include:

- i. any event which is caused by the negligence or intentional action of a Party or by or of such Party's agents or employees, nor
- ii. any event which a diligent Party could reasonably have been expected both to take into account at the time of the signing of the Contract and avoid or overcome with utmost persistent effort in the carrying out of its obligations hereunder.
- iii. Insufficiency of funds or manpower or inability to make any payment required for execution of services under this Contract.

**29. Indemnity:** Service Provider undertakes to indemnify QCI from any losses that QCI may incur due to any deficiency in services rendered by Service Provider or any instance of corruption or improper payment.

**30. Taxes & Duties:** The service provider shall be liable to pay all direct and indirect taxes, duties, fees and other impositions levied under the laws of India.

**31. Rescinding of Work order:** The work order issued by QCI to Service Provider for the above scope can be withdrawn at any time by giving a notice period of 7 days if an Service Provider fails to perform/execute work as per the requirements specified in this document after two warnings (served in writing) or in case of non-compliance/breach of any of the terms and conditions of this order.

**32. Validity of Proposals:** 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 shall not be required nor permitted to modify its Proposal.

33. QCI, by issuance of this RFP does not necessarily indicate or imply that the project will be commenced. The service provider will absolve QCI of all responsibilities if the project does not start within a stipulated time frame. QCI reserves the right to withdraw this assignment any time without prior consultation or intimation to the service provider
34. The service provider shall not make any alteration / changes in the bid after the closing time and date. Unsolicited correspondence from the service provider will not be considered.
35. The service provider shall be deemed to have complied with all clauses in this RFP. Evaluation shall be carried out on the available information in the bid and QCI is not liable to seek clarifications on the documents not submitted as part of the bid.
36. 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.
37. **Disclaimer:** QCI shall not be responsible for any late receipt of applications for any reasons whatsoever. The applications received late will not be considered. 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
  - iv. To adopt method deemed fit to evaluate the proposals.
  - v. To select multiple Service Provider for the project for allocation of work in different areas if it meets the essential criteria for qualification.

## VIII. SUBMISSION OF PROPOSALS

### 1. Technical Bid:

The intending Service Provider is expected to prepare proposals covering the following aspects:

- i. Signed and stamped Form-1, 2, 3, 4, 5, 6 attached as Annexure-A
- ii. EMD details (Bid security as per RFP)
- iii. Supporting documents for the details required as per pre-qualification criteria.
- iv. Any other details that the bidder may like to provide.

### 2. Financial Bid:

The bidder should submit the proposal as per the format through online mode only in relevant sections in GeM Portal (<https://gem.gov.in>).

The Proposal should be stamped and signed by the authorized signatory on the company letterhead.

The applicants should submit the proposal as per the format given below:

S. No	Description	Base Price	Applicable Taxes	Final Price (in Rs.)
1	Fixed fee for rendering Logo Designing and Brand identity Services.			

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 service provider]
- Name of the Firm
- Address of the Firm

**A. Submission Details**

1. The Applicants shall submit the proposals online through GeM Portal (<https://gem.gov.in>) as per the date and time mentioned on the GeM portal. It is the responsibility of the Applicant to submit the bid before the last date and time on the online portal, and QCI shall not be responsible for any delay due to any of the technical/server issues.
2. The Applicant shall submit the Proposal in the form and manner specified in this RFP. Bid proposals received in the physical form at the client's address will not be accepted.

For any queries, you may please contact the below

Procurement Team, QCI

Email id: [procurement@qcin.org](mailto:procurement@qcin.org)

## ANNEXURE-A

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

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

To,  
Deputy Director (Finance & Accounts),  
Quality Council of India,  
Institution of Engineers Building,  
2<sup>nd</sup> Floor, 2, Bahadur Shah Zafar Marg, New Delhi-110002

Subject: Submission of proposal in response to the RFP for “\_\_\_\_\_”.

Dear Sir,

1. Having examined the RFP document, we, the undersigned, herewith submit our proposal in response to your RFP dated \_\_\_\_ for “\_\_\_\_\_”, in full conformity with the said RFP document.
2. We attach our technical response and our financial quotation 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 120 days 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 bids 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. 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 2025 (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 Bidder

{Place}

{Date}

### Form 2: Relevant Project Experience

S.No.	Name of the Project/ Engagement	Client Name	Duration (Period)	Approximate value of the assignment

### Form 3: Details of the responding firm

S. No.	Particulars	Details to be furnished	
1.	<b>Details of responding Company</b>		
	Name of the organisation:		
	Address		
	Name of the SPOC:		
	Mobile No. of the SPOC:	Fax	
	E-mail	Website	
2.	<b>Information about responding Company</b>		
	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 #
3.	Current Year Turnover (Rs                      Crores)                      from _____ Services                      in India;		
4.	Company Profile (Operations in India)		
4.1	Average turnover from Indian Operations from _____ services in last three years	(Turnover in Rs Crores)	
4.2	Full-time professional staff engaged in similar projects	(Number                      of Staff)	
4.3	Extent of operations in India (national spread) i.e. number of offices in India (client specific / project specific offices should not be considered)	(Number                      of Offices                      in different cities/towns and their address)	



#### Form 4: Format for Non-Blacklisting Undertaking

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

To,  
Deputy Director (Finance & Accounts),  
Quality Council of India,  
Institution of Engineers Building,  
2nd Floor, 2, Bahadur Shah Zafar Marg,  
New Delhi-110002

**Subject:** Non-Blacklisting declaration in connection with RFP Ref. No. \_\_\_\_\_ dated \_\_\_\_\_ for \_\_\_\_\_

Dear Sir,

This is to notify you that our Firm/Company/Organisation \_\_\_\_\_ intends to submit proposal in response to invitation for Tender Ref. No. \_\_\_\_\_ for <>. In accordance with the above, we declare that:

- a. We are not involved in any major litigation that may have an impact of affecting or compromising the delivery of services as required under this agreement
- b. We are not blacklisted by any Central/ State Government/ agency of Central/ State Government of India or any other country in the world/ Public Sector Undertaking/ any Regulatory Authorities in India or any other country in the world for any kind of fraudulent activities.

Dated this Day of (Year)

(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 Bidder

### Form 5: Deliverable Implementation Format

The bidder needs to provide a detailed plan of ideas & timing as shown below:

#	Deliverable	Weeks						
		0-2	2-4	4-6	6-8	8-12	....n	Total
D-1	Deliverable 1							
	1) Data Collection							
	2) Inception report							
	3) Incorporating Comments							
	4) Drafting							
	5) Delivery of Final report							
D-2	Deliverable 2							
D-n								

### Form 6: Team Deployment (Core & Non-core)

No	Name & Position	Experts' inputs (in person/month) per each milestone listed in deliverables)	Total Input
		Deliverable / Milestone	
<b>Core Team</b>			
CT 1			
CT 2			
CT n			
	<b>Subtotal (A)</b>		
<b>Non-Core Team</b>			
NCT 1			
NCT 2			
.....			
NCT n			
	<b>Subtotal (B)</b>		
	<b>Total (A+B)</b>		

### Pre-bid queries format

Bidder shall submit all pre-bid queries in excel in the following format.

Information Sought	Details provided by the Bidder
Name (Authorized Signatory)	
Designation	
Company	
Address	
Contact Number	
E-mail Address	
Date	

Note: Please paste the table above in email body as well

Clause No.	Clause Name	Statement as per the RFP Document	Query by Bidder	Remarks