



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

**BUYER ADDED BID SPECIFIC TERMS AND CONDITIONS**

**Name of the work: "Engagement of Agency for Production of NABH Best Practices Video Series"**

**Tender Ref No: QCI/PPID/0725/460**

**Date: 30.07.2025**

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
- Response to pre-bid queries

## **Corrigendum-1**

This is with reference to the tender ref. no **QCI/SCO/0725/460 “Engagement of Agency for Production of NABH Best Practices Video Series”**. Please find below the revised changes and additions made to the RFP.

Note: Deletion are indicated with a ~~striketrough~~ and addition are highlighted by an underline.



**भारतीय गुणवत्ता परिषद्**  
**QUALITY COUNCIL®**  
**OF INDIA**  
Creating an Ecosystem for Quality

Tender ref. no. QCI/SCO/0725/460

Dated: - 21.07.2025

**Request for Proposal**  
**for**  
**Engagement of Agency for Production of NABH Best**  
**Practices Video Series**



**QUALITY COUNCIL OF INDIA**

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## **Tender Notice**

1. Quality Council of India invites proposals for **“Engagement of Agency for Production of NABH Best Practices Video Series”**
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. Form A, B, C, and D attached under Annexure-1
    - ii. All the documents required as per prequalification and technical evaluation criteria
    - iii. Any other details that the bidder may like to provide
  - B. The “Price Bid” shall contain the following:
    - i. The Vendors should submit the proposal as per the financial bid format through online mode only in relevant sections in GeM Portal (<https://gem.gov.in>)
    - ii. Taxes should be included in the above proposal.
5. The Technical Bids and Financial Bids may be submitted on GeM as per the guidelines

### Tender Summary

S. No.	Item	Details
1.	Project Scope	<b>Engagement of Agency for Production of NABH Best Practices Video Series</b>
2.	Contract Duration	<del>The work shall require to be completed in Six (06) months.</del> Eight (08) Months
3.	Performance Bank Guarantee	5% of the Contract value
4.	Proposal Selection	Quality & Cost Based Selection (QCBS)
5.	Earnest Money Deposit (EMD)	₹ 25,000
6.	Bid Validity	90 days
7.	Pre-bid meeting	<p>Date: 28.07.2025  Time: 3:00 PM-3: 30 PM  Link: <a href="#">Pre-Bid Meeting Link</a>  Meeting ID: 416 772 442 091 0  Passcode: df6Gh9Pw  Microsoft Team</p> <p>Pre-bid query to be submitted to <a href="mailto:procurement@qcin.org">procurement@qcin.org</a> in the format given in Annexure-2 within one (01) day of pre-bid meeting conducted (Details as per GeM portal)</p>
8.	Presentation Round	To be notified via email to the shortlisted bidders

## I. Introduction

### Quality Council of India (QCI)

Quality Council of India (QCI) is a premier autonomous body set up by Government of India. QCI is responsible for creating a Quality Mindset and envisions to ensure quality across products and services that touch every citizen. As an independent and autonomous body, QCI creates a mechanism for independent third-party assessments of products, services, and processes, coordinating its activities through its constituent boards and divisions. The Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce & Industry, serves as the nodal point for QCI.

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.

It functions through its five constituent Boards and Project Implementation Divisions to establish National Accreditation Programme and Third-Party Assessment models with an aim to improve the quality ecosystem of the nation.

## II. About The Project

The National Accreditation Board for Hospitals & Healthcare Providers (NABH), a constituent board of QCI, is initiating a high-impact video series to highlight best practices aligned with its standards. These bite-sized, bilingual videos will serve as awareness, training, and reinforcement tools for professionals in NABH-accredited healthcare facilities.

## III. Objective and Scope of Work

To onboard a creative and technically sound agency to produce **550 bilingual (Hindi & English)** short videos that demonstrate best practices, compliance benchmarks, and patient safety procedures in alignment with NABH standards.

The Scope of Work is mentioned below:

- **Total Videos:** 550
- **Average Duration:** 30 seconds to 1.5 minutes
- **Languages:** Bilingual (Hindi and English); other regional versions may be required.
- **Delivery Format:** HD-quality MP4 (1080p & compressed), optimized for web, mobile, and LMS use.
- **Shoot Locations:** NCR (multiple hospital/clinical environments as required)
  1. **Pre-Production:**
    - a. Conceptualization and scriptwriting based on NABH themes.
    - b. Storyboarding each video.
    - c. Theme finalization: infection control, documentation, SOPs, safety protocols, etc.
    - d. Translation and localization of scripts.
    - e. VO artist finalization (Hindi & English).
  2. **Production:**
    - a. 20 shoot days clustered for efficiency across locations/themes.
    - b. On-location filming (indoor/outdoor hospital environments).
    - c. Professional-grade filming (Full HD/4K), lapel & boom mics, diffused lighting setup.
    - d. Real-time procedures, reenactments, and interviews.
    - e. **Minimal disruption and compliance with clinical norms.**
  3. **Post-Production:**
    - a. Video editing to final duration (30 sec–1.5 min each).
    - b. Branded assets (title screens, bumpers, disclaimers).
    - c. Voice-over synchronization and multilingual subtitling.

- d. 2D animation and infographic overlays.
- e. Mastering in required formats.
- f. Meta-tagging: title, category, duration, specialty tag (e.g., Biomedical, Nursing).

**4. Creative & Technical Add-Ons:**

- a. Motion graphics template consistency.
- b. Consistent visual branding across all outputs.
- c. Modular design for repeatable video series.
- d. Animated transitions for clarity.
- e. Illustration-based content (for invisible or conceptual processes, SOP logic).

**5. Deliverables & Output:**

- a. Final Deliverables: 550 videos
- b. Formats: MP4, H.264 codec, HD & compressed.
- c. Platform Optimization: YouTube, WhatsApp, LMS, Instagram, LinkedIn.
- d. Meta-tagging per video: theme, category, department, and length

**6. Timeline:**

Phase	Duration
Pre-Production	3 Weeks
Production	20 Days
Post-Production	6 Weeks
Final Delivery	Staggered; begins 2 weeks post shoot

**7. Proposed Team Composition**

- a. Creative Director & Script Supervisor
- b. DOP (Director of Photography) + Assistant
- c. Audio Technician
- d. Production Coordinator
- e. Editors & Motion Graphics Designers
- f. Voice-over Artists (Hindi & English)
- g. Medical Content Consultant for script validation

## IV. Pre-qualification Criteria

S. No.	Basic Requirement	Specific Requirements	Documents Required
1	Legal Entity	<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;</li> <li>• a “Partnership Firm” registered under the Indian Partnership Act, 1932;</li> <li>• <b><u>a Sole Proprietorship firm, registered as such under the Applicable Laws of India</u></b></li> </ul> <p>With minimum 3 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> <ul style="list-style-type: none"> <li>• Incorporation Certificate of the company</li> <li>• PAN Card of the registered legal entity</li> <li>• GST certificate of the registered legal entity</li> <li>• 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>• MSME Certificate (if applicable)</li> <li>• <del>OEM Authorisation in case of reseller</del></li> <li>• Any other supporting document, as may be required</li> </ul>
2	Annual Turnover	<p>Average turnover of at least ₹ 50 (Fifty) lakhs Generated in the past three financial years (2022- 23, 2023-24, and 2024-25).</p>	<ul style="list-style-type: none"> <li>• Turnover certificate by CA (original); or</li> <li>• Audited financial statements for the last five/three financial years (i.e., (2022- 23, 2023-24, and 2024-25) to support the claim.</li> <li>• For FY 24-25, if audited financial statements are not available, bidder may submit provisional/ unaudited figures. This should be mentioned in the respective CA’s certificates.</li> </ul>
3	Work experience	<p>The Bidder should have supplied, deployed and maintained successfully at least 3 Video productions for PSU Organizations / Central Govt. or State Govt. /State PSU/Central PSU/ Autonomous Organisation/ Private Organisation in India in the last 3 years for the work order value of:</p> <ul style="list-style-type: none"> <li>• at least one video production work order for ₹ 10 lakhs</li> <li>• at least two video production work orders for ₹ 8 lakhs</li> </ul>	<ul style="list-style-type: none"> <li>• Contract/ Agreement/ Work Orders/Purchase Order/ Work Completion Certificate from client(s)</li> </ul>



		<ul style="list-style-type: none"> <li>at least three video production work orders for <del>₹ 8 lakhs</del> <b>₹ 5 lakhs</b></li> </ul>	
4	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.	<ul style="list-style-type: none"> <li>As per the format provided in <b>Annexure-1 Form-D</b> on the letterhead, signed and stamped by the authorized signatory</li> </ul>
5	Local Presence	The bidding entity must have a regional office in New Delhi-NCR	<ul style="list-style-type: none"> <li>Copy of Rent Agreement/Electricity Bill/Water Bill/<b>GST Certificate</b> etc.</li> </ul>

Interested Bidders submitting their proposals are expected to meet the above pre-qualification criteria. In case any Bidder fails to either meet all these criteria or does not furnish the requisite supporting documents/ documentary evidence in support thereof, the bid is liable to be summarily rejected.

## V. EVALUATION CRITERIA

Evaluation of the bids will be done in two stages namely Technical Evaluation (comprising prequalification check and technical presentation) and financial evaluation based on QCBS basis. The technical evaluation shall be based on the following criteria:

S. No.	Criteria	Weightage
1	Company Profile: Domain expertise, Turnover, Presence in India	10
2	Brief about the understanding of the mentioned scope of work	25
3	5 Case studies of providing proposed Video production for PSU Organizations / Central Govt. or State Govt. /State PSU/Central PSU/ Autonomous Organisation/ Private Organisation in India (5 marks for each assignment)	25
4	Creating 2–3-byte size video representing the NABH best practices aligned with its standards	20
5	CV and profile of proposed resources Creative Director & Script Supervisor, DOP + Assistant Cameraperson, Audio Technician, Production Coordinator, Editors & Motion Graphic Designers, VO Artists, Medical Consultant for content validation, and timeline for completion of work mentioned in the scope of work (HR/Admin/Authorized Signatory should also certify that details provided in the resume are correct)	20
	<b>Technical Score</b>	<b><u>100</u></b>

Minimum marks required for technical qualification is 70 out of 100.

## VI. METHOD OF SELECTION

- The bids shall be evaluated 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%. (in case of QCBS)
  - The financial bids of only those bidders who qualify for the technical evaluation will be invited. (in case of QCBS)
  - 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. (in case of QCBS)
- TOTAL SCORE: (in case of QCBS)**
- 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 about eight (08) months i.e. till 31st March ~~2025~~**2026**, which may be extended further, subject to satisfactory performance of the service provider on the same terms & conditions and the requirements of QCI.
2. **Presentation:** As a part of Evaluation of proposals submitted by the applicants, QCI may seek further information or a presentation from the Organizations for evaluation purposes.
3. **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
4. **Earnest Money Deposit (EMD)/Bid Security:** Bidders shall submit, along with their Bids, Bid Security (EMD) of ₹ **25,000** 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>	Axis Bank LTD, 6/83, Padam Singh Road, Karol Bagh, New Delhi
<b>Name of the Account</b>	Quality Council of India
<b>Saving Bank Account</b>	223010100053020
<b>IFSC Code</b>	<b><u>UTIB0000223</u></b>

**Note:**

- a. NO CHEQUES WILL BE ACCEPTED. The applicant whose EMD has been deposited by NEFT/RTGS, must enclose the transaction details/ evidence along with their technical bid, otherwise the bid will be rejected.
  - b. Bid security in any other form will not be entertained.
  - c. 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 responsible, but not later than 30 days of completion of the process
  - d. 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.
5. **EMD Terms:**
    - i. 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.
    - ii. For Successful Bidders: The EMD of successful bidders would be returned without interest upon submission of Performance Bank Guarantee by the successful bidders. The above-mentioned refund would be completed within 30 days of the issue of work order to the successful bidder.

- iii. In case bid is submitted without the bid EMD then QCI reserves the right to reject the bid without providing opportunity for any further correspondence to the bidder concerned.
6. **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.
7. **Performance Bank Guarantee:** QCI require the selected service provider to provide a Performance Bank Guarantee, within 15 days of the notification of award, for a value equivalent to 5% of the contract value. The Performance Guarantee shall contain a claim period of three months from the last date as per the contract duration. 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 submission of deliverables. 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.
8. **Written Undertakings:** QCI may at any time require the agency 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 agency must promptly arrange for all such undertakings to be given to QCI.
9. **Maintenance of Confidentiality:** The agency must not divulge any confidential information and assure that reasonable steps are taken to provide for the safe custody of all confidential information in its possession and to prevent unauthorized access thereto or use thereof; any deviation to this clause must be immediately reported to QCI. The agency 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 of one year after the termination of contract or contract expiry period.
10. **Removal of Data:** The agency must ensure that its employees/ professionals' subcontractors and/ personnel do not:
- remove any data or allow any data concerned with this contract to be removed from the places as notified/directed by QCI; or
  - take any data or allow any data to be taken outside of India, without QCI's prior written consent.
11. **Access by QCI:**
- The QCI may, at all reasonable times and on giving reasonable notice to the agency access the premises of the agency to the extent relevant to the performance of this contract; require the provision by the agency, its employees, personnel or professionals agents of records and

- information in a data format and storage medium access agency by the QCI by use of the agency's existing computer hardware and software; inspect and copy documentation, books and records, however stored, in the custody or under the control of the agency, 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 agency must provide access to its computer hardware and software to the extent necessary for the agency to exercise its rights under this clause, and provide QCI with any reasonable assistance requested by the agency 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.
12. **Knowledge transfer:** Subject to any qualification or provision to the contrary in the statement of work, the agency must provide the following assistance to the QCI on termination or expiration of this Contract: transferring or providing access to the QCI to all information stored by whatever means held by the agency or under the control of the agency in connection with this Contract; and making Specified Personnel / employees and Agency Personnel available for discussions with the QCI as may be required. The time, length and subject of these discussions will be at the sole discretion of the QCI, provided that any matter discussed is not considered to reveal any 'commercial-in-confidence information of the agency.
13. **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 may then mutually decide about the future course of action.
- Force Majeure shall not include:
- a. 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
  - b. any event which a diligent Party could reasonably have been expected both to consider 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.
  - c. Insufficiency of funds or manpower or inability to make any payment required for execution of services under this Contract.
14. **Ownership of 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, processes etc. agency shall keep them confidential and return the same post the closure of the project. Such material shall not be provided by agency or any of its employees or Contractors to any other party unless otherwise approved in writing by QCI.
15. **Indemnity:** agency undertakes to indemnify QCI from any losses that QCI may incur due to any deficiency in services rendered by agency or any instance of corruption or improper payment. The indemnification obligation should be limited to the total value of the work order.
16. **Rescinding of Work order:** The work order issued by QCI to agency's for the above scope can be withdrawn at any time by giving a notice period of 7 days if an agency 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.
17. **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 Agency fails to perform any obligation(s) under the contract and if the Agency, 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 Agency, if the Agency 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 Agency, 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 Agency till the date upon which such termination becomes effective.

The Agency may terminate this contract, or any Services, by giving 15 days' written notice to QCI, if the Agency reasonably determines that the Agency can no longer provide the Services in accordance with applicable law or professional obligations.

18. **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.**
19. **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.**
20. **Penalty: QCI reserves the right to impose penalties in case of delay, non-performance, or substandard work, and may also terminate the contract in case of major defaults.**
21. **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 EOI (the "Conflict of Interest"). Any Applicant found to have a Conflict of Interest shall be disqualified.
  - ii. QCI requires that the accredited body provides professional, objective, and impartial advice and always 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 agency shall not accept or engage in any assignment that would 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. Without limiting the generality of the above, an Applicant shall be deemed to have a Conflict of Interest affecting the Selection Process, if there is a conflict among this and other assignments

(prospective assignments which may arise by nature of an existing arrangement/agreement/empanelment) of the Bidder and any subsidiaries or entities controlled by such Bidder or having common controlling shareholders. While providing services to QCI for this assignment, the agency shall not take up any assignment that by its nature will result in conflict with the present assignment

- v. If a bidder 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 agency under this Clause, decide whether it wishes to terminate this service or otherwise, and convey its decision to the agency within a period not exceeding 15 (fifteen) days.

**22. Payment Schedule:**

- i. **The payment shall be made upon submission of monthly invoices, based on the actual number of videos produced during the respective month.**
- ii. QCI shall not be responsible for reimbursing any of the expenses incurred by the agency apart from those specifically agreed to in this RFP.
- iii. Incorrect Invoices, Under/Over Payment: In case an invoice is found to have been rendered incorrectly after payment, any underpayment or overpayment will be recoverable by or from the agency and, without limiting recourse to other available means, may be offset against any amount subsequently due by QCI to the agency under this Contract.

**23. Disclaimer:** QCI may at its sole discretion and at any time during the evaluation of proposal, disqualify any respondent, if the firm:

QCI reserves the right

- i. Submitted the proposal after the response deadline
- ii. Made misleading or false representations in the forms, statements and attachments submitted in proof of the eligibility requirements.
- iii. Exhibited a record of poor performance such as abandoning works, not properly completing the contractual obligations, inordinately delaying completion or financial failures, etc. in any project in the preceding three years
- iv. Submitted a proposal that is not accompanied by required documentation or is nonresponsive, failed to provide clarifications related thereto, when sought
- v. Submitted more than one proposal
- vi. Was declared ineligible by the Government of India/State/UT Government for corrupt and fraudulent practices.

## VIII. Submission of Proposals

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

**i. Technical Bid**

**The “Technical Bid” shall contain the following:**

- a. Technical Proposal
- b. Supporting documents required as per the pre-qualification criteria
- c. Supporting documents required as per technical evaluation criteria
- d. Signed and stamped Form-A, B, C, D attached as Annexure-
- e. Any other details that the bidder may like to provide

- ii. **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>).

**Part A**

S. No.	Particulars	No of Videos	Unit Cost*	Taxes	Total Cost*
1	Production of Videos	550			This amount should be

					submitted on GeM portal only
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*\*Inclusive of Taxes*

**Part B: The Bidder must submit the rate only for voice over. This amount must not be added in the final offer price on GeM.**

S. No.	Particulars	Rate only
1	Voice Over Cost for each video	<del>This amount should be submitted on GeM portal only</del>

*\*Inclusive of taxes*

**Note:** A detailed explanation of the pricing structure including all price components, unit costs, estimates of overheads and any other assumptions made in arriving at the final all-inclusive price quote should be provided.

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

**iii. Submission Details**

- 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
- 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.
- Please Note that Prices must not be indicated in the Technical Bid.

For any queries, you may contact the below:

**Procurement Team, QCI**

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

**Annexure-1**

**Form A: 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,  
Tower J 2<sup>nd</sup> Floor, World Trade Centre,  
Nauroji Nagar, New Delhi-110029

Subject: Submission of proposal in response to the RFP for “**Engagement Of Agency For Production Of Nabh Best Practices Video Series**”.

Dear Sir,

1. Having examined the RFP document, we, the undersigned, herewith submit our proposal in response to your RFP dated 17.07. 2025 for “**Engagement Of Agency For Production Of NABH Best Practices Video Series**”, 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 THREE MONTHS from the date fixed for bid opening and it shall remain binding upon us with full force and virtue, until within this period a formal contract is prepared and executed, this 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 B: Relevant Project Experience**

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

**Form C: Details of the responding firm**

S. No.	Particulars	Details to be furnished
1.	<b>Details of responding Company</b>	
	Name	
	Address	
	Mobile	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 D: Format for Non-Blacklisting Undertaking**

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

To,  
Deputy Director (Finance & Accounts),  
Quality Council of India,  
Tower J 2<sup>nd</sup> Floor, World Trade Centre,  
Nauroji Nagar, New Delhi-110029

**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 Bid

**Annexure-2**

**Format for Pre-bid query form**

- **Name of the agency:**
- **Name of the SPOC:**
- **Contact no. of SPOC:**
- **E-mail ID of SPOC:**

S. No.	Clause no., Page no.	Original clause in RFP document	The point on which Clarification required	Reason for amendment (if any)

Bidders are required to submit their queries as per the above format above on their letter head duly signed and also share the word file of the same to [procurement@qcin.org](mailto:procurement@qcin.org) within one (01) day of pre-bid meeting conducted.



Name of the work: "Engagement of Agency for Production of NABH Best Practices Video Series"

Tender Ref No: QCI/SCO/0725/460

Date: 30.05.2025

Response to pre-bid queries

S. No.	Clause No., Page No.	Original Clause in RFP Document	Point on which Clarification Required	Reason for Clarification / Amendment	Response by QCI
1	Clause IV – Pre-qualification Criteria, Page 6	Column - Specific Requirements  "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: • A Limited Liability Partnership ("LLP") registered under the LLP Act, 2008; • An Indian Company ("Company") registered under the Companies Act, 1956/2013;	Kindly clarify whether <b>Proprietorship Firms</b> with required experience and registrations are eligible to participate in the tender process. If not, we request the clause be amended to include <b>Sole Proprietorship Firms</b> as eligible bidders.	Many established and experienced creative and service-based agencies operate under the sole proprietorship model and have successfully executed similar assignments. Disallowing them may unnecessarily restrict fair competition and participation from competent agencies. Hence, we request inclusion of proprietorship firms with valid GST and PAN registrations and relevant experience.	Yes, sole proprietors are eligible. Please refer to the corrigendum for details.



		<ul style="list-style-type: none"> <li>• A Partnership Firm registered under the Indian Partnership Act, 1932;</li> </ul> <p>With a minimum 3 years of existence at the time of submission of the bid.”</p>			
2	Page No – 07, V. EVALUATION CRITERIA	<p>CV and profile of proposed resources Creative Director &amp; Script Supervisor, DOP + Assistant Cameraperson, Audio Technician, Production Coordinator, Editors &amp; Motion Graphic Designers, VO Artists, Medical Consultant for content validation, and timeline for completion of work mentioned in the scope of work. (HR should also certify that details provided</p>	<p>(HR should also certify that details provided in the resume are correct) We do not have any post as HR, can a company owner of the company certify this?</p>		Yes, kindly refer to corrigendum document.



		in the resume are correct)			
3	Page No – 7 IV. Pre-qualification Criteria No - 5	Local Presence The bidding entity must have a regional office in New Delhi-NCR	Copy of Rent Agreement/Electricity Bill/Water Bill etc. Can we submit GST Certificate as the proof of address?		Yes, kindly refer to corrigendum document.
4	Page No – 12 VIII. Submission of Proposals	Under Financial Bid PART B	How do we submit the Part B? Gem only takes total cost of the project once?		Please refer corrigendum document.
5	Page No – 12 VIII. Submission of Proposals	Under Financial Bid PART B Note: A detailed explanation of the pricing structure including all price components, unit costs, estimates of overheads and any other assumptions made in arriving at the final all-inclusive price quote should be provided.	How do we submit the breakup? Is it secure because the total cost will be encrypted but just uploading a pdf with price breakup with be available to see by anyone?		Please note that all financial documents, including price breakup PDFs uploaded on the GeM portal, are fully encrypted and remain confidential. They can only be accessed by the buyer after the bidder is technically qualified, ensuring complete security of your financial information