



**भारतीय गुणवत्ता परिषद्**  
**QUALITY COUNCIL**<sup>®</sup>  
**OF INDIA**  
Creating an Ecosystem for Quality

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Tender ref. no. QCI/SCO/1225/489

Dated: - 17.12.2025

**Request for Proposal  
for  
Engagement of agency for  
publishing newspaper advertisement**



**QUALITY COUNCIL OF INDIA**  
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Nauroji Nagar, New Delhi-110029  
T: +91-11-26186680  
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## Tender Notice

1. Quality Council of India invites proposals for "**Engagement of agency for publishing newspaper advertisement**"
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 – 1, 2, 3 and 4 attached under Annexure-A
    - ii. EMD
    - iii. All the documents required as per prequalification criteria
    - iv. Any other details that the bidder may like to provide
  - B. The "Price Bid" to be submitted as per format under clause VIII sub-clause
5. The Technical Bids and Financial Bids should be submitted in separate envelopes enclosed into an outer envelope to Quality Council of India (Procurement unit), Tower J, 2nd floor, World Trade Center, Nauroji Nagar, New Delhi -110029, inside a sealed envelope super-scribing "**Engagement of agency for publishing newspaper advertisement**" on or before **December 20, 2025**, latest by **2 PM**.

### Tender Summary

S. No.	Item	Details
1.	<b>Project Scope</b>	Engagement of agency for publishing newspaper advertisement
2.	<b>Date of advertisement</b>	24.12.2025
3.	<b>Proposal Selection</b>	Least Cost System (LCS) – Total value-wise
4.	<b>Earnest Money Deposit (EMD)</b>	₹ 8,00,000
5.	<b>Bid Validity</b>	120 days
6.	<b>Contact details for queries</b>	<a href="mailto:procurement@qcin.org">procurement@qcin.org</a> 01126186680 (Ext: 151)
7.	<b>Submission details</b>	To be submitted in separate envelops enclosed into an outer envelope to Quality Council of India (Procurement unit), Tower J, 2nd floor, World Trade Center, Nauroji Nagar, New Delhi -110029, inside a sealed envelope super-scribing " <b>Engagement of agency for publishing newspaper advertisement</b> " on or before <b>December 20, 2025</b> , latest by <b>2 PM</b>

## 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. 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.

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.

The various Boards are:

i. **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.

ii. **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.

iii. **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.

iv. **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).

v. **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 backpressure on suppliers to ensure quality of their products and service.

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

i. **The Project Planning & Implementation Division (PPID)**

This division works with various ministries in the government both at Central 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.

ii. **NDIE Division**

The 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.

iii. **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.

iv. **Strategy and Policy Division (SPD)**

SPD is 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

The Quality Council of India (QCI) proposes to undertake a nationwide newspaper advertisement on **24 December 2025**, on the eve of Good Governance Day. The advertisement is proposed as a full-page colour release, including premium placements in select newspapers, as detailed in the enclosed media plan.

## III. SCOPE OF WORK

The selected agency would be responsible to publish a **full-page nationwide newspaper advertisement** on **24 December 2025** in publications as per below:

S. No.	Publication	Language	Page	Editions
1	Asomiya Pratidin	Assamese	-	All
2	Amar Asom		-	All
3	Anandabazar Patrika	Bengali	Third Page	All
4	Bartaman		-	All
5	Times of India	English	Third Page	All
6	The Hindustan Times		Third Page	All
7	Deccan Chronicle		Third Page	All
8	Economic Times		Third Page	All
9	Mint		Third Page	All
10	Ahmedabad Mirror		-	All
11	Bengaluru Mirror		-	All
12	The Hindu		Third Page	All
13	Pune Mirror		-	All
14	Mumbai Mirror		-	All
15	The Telegraph		-	All
16	Divya Bhaskar	Gujarati	Third Page	All
17	Nav Gujarat Samay		-	All
18	Sandesh		Third Page	All
19	Gujarat Samachar		Third Page	All
20	Dainik Bhaskar	Hindi	Third Page	All editions except Rajasthan State
21	Dainik Jagran		Third Page	All
22	Rajasthan Patrika		Third Page	All
23	Kahwat	Kashmiri	-	All
24	Soan Meeraas		-	All
25	Kashur Times		-	All
26	Vijaya Karnataka	Kannada	-	All
27	Prajavani		-	All
28	Malayala	Malayalam	-	All
29	Mathrubhumi		-	All
30	Hueiyan Lanpao	Manipuri	-	All

**TENDER DOCUMENT FOR ENGAGEMENT OF AGENCY FOR PUBLISHING NEWSPAPER ADVERTISEMENT**  
**Tender ref. no. QCI/SCO/1225/489**

31	Poknapham		-	All
32	The Sangai Express		-	All
33	Lokmat	Marathi	-	All
34	Vanglaini	Mizo	-	All
35	Prameya	Odia	-	All
36	Sambad		-	All
37	Punjab Kesari	Punjabi	-	All
38	Dinakaran	Tamil	-	All
39	Andhra Jyothi	Telugu	-	All
40	TEL. J. D. Patrika Vaartha		-	All

- The content and creative for the advertisement will be provided by QCI.

\*The cells with no Page mentioned, the bidder(s) shall make effort to provide best page possible.

\*\* "All editions" shall refer only to the all editions of the newspaper published in the specified language(s).

#### **IV. PRE-QUALIFICATION CRITERIA**

S. No.	Basic Requirements	Specific Requirements	Document(s) Required
1.	Certifications/ Empanelment	<ul style="list-style-type: none"> <li>• The bidder(s) should be empanelled with DAVP (Directorate of Advertising &amp; Visual Publicity)</li> <li>• The bidder(s) should be registered with INS (Indian Newspaper Society)</li> </ul>	i. Valid DAVP empanelment letter ii. Valid INS registration certificate
2.	Average Annual Turnover	Minimum Average annual turnover of at least <b>₹ 5 crores</b> generated in the past three (3) financial years (2022-23, 2023-24 and 2024-25).	iii. CA Certificate certifying the turnover for FY 2022-23, 2023-24, and 2024-25 with CA's Registration Number, FRN, UDIN, or; iv. Audited Financial Statements for FY 2022-23, 2023-24, and 2024-25 (to support the claim).

3.	Non-Blacklisting declaration	The bidder should not have been blacklisted by any central or state government agency, PSU etc. in the last 5 years preceding the proposal due date.	Submission as per format given in Annexure-A (Form D)
4.	EMD	Bidders shall submit, along with their Bids, Bid Security (EMD) of ₹ 8,00,000 as per Clause VI sub-clause 4	Details of the same NEFT/RTGS transaction number or DD copy to be submitted.

*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. METHOD OF SELECTION

- The evaluation will be based on two- bid system for award for work to the successful bidder.
- In evaluation first eligibility of the bidders will be examined as technical bid evaluation.
- Only technically qualified bidders will be considered for opening and evaluation of price bid.
- The final evaluation will be based on Lowest Cost System (LCS) – Total value-wise

## VI. TERMS & CONDITIONS

- 1. Date of advertisement:** The nationwide full-page newspaper advertisement has to be published on **24 December 2025**.
- 2. 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.
- 3. 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 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.
- 4. Earnest Money Deposit (EMD)/ Bid Security:** Bidders shall submit, along with their Bids, Bid Security (EMD) of ₹ 8,00,000 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>	UTIB0000223

**Note:**

- i. 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.
- 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 the case of a successful bidder, if the bidder fails to sign the contract in accordance with this RFP.

**Note:** MSEs/START-UP (Micro and Small) are exempted from paying Earnest Money Deposit. In this case participants are required to submit valid MSE registration certificates (Udyam Registration) or Start-up certificate to avail exemption. MSEs with trading as major activity will not be allowed exemption for payment of EMD.

**5. EMD Refund:**

- a) **For Unsuccessful Bidders:** The EMD of all unsuccessful bidders would be refunded without interest by QCI on finalization of the bid in all respects within 45 days after finalization of tender.
- b) **For Successful Bidders:** The EMD of successful bidders would be returned without interest upon completion of scope of work (publishing advertisement). The above-mentioned refund would be completed within 30 days of the publication of advertisement by the successful bidder. In case a 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. Payment Terms:**

- i. The payment shall be made post successful publication of newspaper advertisement as per scope in Clause III.
- ii. Payment shall be made on within 30 days of receipt of tax invoice complete in all respect and QCI project team sign-off.
- 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 Service provider, as the case may be, and, without limiting recourse to other available means, may be offset against any amount subsequently due by QCI to the Service provider under this contract.

**7. 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.

**8. Ownership Rights:** Ownership of all new artifacts (data, reports, presentations and other publications) generated during the assignment or otherwise with respect to the assignment, will rest with QCI and it will have the right to resell/ implement the same with any other organization.

**9. 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.

**10. 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 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.

**11. 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.

**12.** 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.

**13. Intellectual Property Rights/Interventions:** QCI will own all the intellectual property resulting out of services being performed under this contract

“Intellectual Property and Invention” includes documents, reports, concept papers, ideas, concepts, creations, discoveries, inventions, improvements, know-how, trade or business secrets; trademarks, service marks, designs, utility models, tools, devices, models, methods, procedures, processes, systems, principles, algorithms, works of authorship, flowcharts, drawings, books, papers, models, sketches, formulas, teaching techniques, electronic codes, proprietary techniques, research projects, and other confidential and proprietary information, computer programming code, databases, software programs, including their source code; data, documents, instruction manuals, records, memoranda, notes, user guides; in either printed or machine-readable form, the whether or not copyrightable or patentable, or any written or verbal instructions or comments.

“Intellectual Property Rights” or “IPRs” / “Inventions” include (i) all rights, title and interest under any statute or under common law including patent rights; copy rights including moral rights; and any similar rights in respect of Intellectual Property, anywhere in the world, whether negotiable or not; (ii) any licenses, permissions and grants in connection therewith; (iii) applications for any of the foregoing and the right to apply for them in any part of the world; (iv) right to obtain and hold appropriate registrations in Intellectual Property and, (v) all extensions and renewals thereof (vi) Causes of action in the past, present or future, related thereto including the rights to damages and profits, due or accrued, arising out of past, present or future infringements or violations thereof and the right to sue for and recover the same.

The Service Provider may use data, software, designs, utilities, tools, models, systems and other methodologies and know-how ("Materials") that the Service Provider owns in performing the Services. The Materials (including any improvements or knowledge developed while performing the Services), and in any working papers that are developed in the course of the Services shall rest with QCI. The Service Provider shall not use any such Materials included in the Reports, as well as the Reports themselves without the prior permission of QCI.

All copyrights and IP of developed content, source files, and assets shall belong to QCI and NeGD. Vendor shall ensure all stock images, audio, and video used are either royalty-free or properly licensed for unrestricted governmental use.

On completion of the project, all documents, SOPs, reports, dashboards, data etc. collected and prepared by the Service Provider as a part of the contract, shall be transferred to QCI.

- 14. Standard of Performance:** The agency agrees to perform services diligently, efficiently, and economically, adhering to professional standards and practices. They will act as a faithful adviser to QCI, prioritizing the QCI's interests in all dealings with third parties.
- 15. Companies' Personnel:** The service provider shall employ and provide at its own cost such qualified and experienced audit personnel as are required to carry out the Services. Their salaries, claims, insurance, damages, compensation, travel etc. will be the liability of the service provider(s) and QCI will in no way be responsible for any such claims/ damages.
- 16. Limitation of Liability:** The total aggregate liability of the Service Provider, whether arising from breach of contract, or any wrongful act other than a breach of contract (including negligence), breach of statutory duty, or otherwise, in connection with this Agreement, shall not exceed an amount equal to five (5) times the total fees paid or payable to the Service Provider under this Agreement.
- 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. Penalty:** In case of delay in publication, incorrect placement, deviation from approved editions/size, or non-compliance with the approved artwork or schedule, QCI may impose a suitable penalty as decided by the competent authority. QCI shall also have the right to withhold or recover payments, seek corrective publication at no additional cost, forfeit security if not refunded, or terminate the contract in case of material breach, without prejudice to any other rights available under law or the tender conditions.
- 19.** 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.

**20. 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.

**21. 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.

**22.** 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.

**23. Subcontracting:** There must be no further subcontracting without prior written consent of QCI.

**24. Maintenance of Confidentiality:**

- i. Any sensitive data accessed during the project (government documents, internal communications, etc.) must be treated as strictly confidential.
- ii. 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.
- iii. 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.

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

**27. 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.

**28. 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.

**29.** 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.

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

- Submitted the proposal after the response deadline
- Made misleading or false representations in the forms, statements and attachments submitted in proof of the eligibility requirements
- 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.
- Submitted a proposal that is not accompanied by required documentation or is non-responsive, failed to provide clarifications related thereto, when sought
- Submitted more than one proposal
- Was declared ineligible by the Government of India/State/UT Government for corrupt and fraudulent practices.

**31. Knowledge transfer:** Subject to any qualification or provision to the contrary in the statement of work, the Service Provider 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 Service Provider or under the control of the Service Provider in connection with this Contract; and making Specified Personnel / employees and Service Provider 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 Service Provider.

**32. 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.

**33. 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 a 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.

**34. Validity of Proposals:** The proposals shall remain valid for a period of 120 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.

**35.** 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.

36. 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.
37. 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.
38. 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.
39. **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.

## VII. SUBMISSION OF PROPOSALS

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

### A. Technical Bid

The “Technical Bid” shall contain the following:

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

### B. Financial Bid:

The bidder should submit the proposal as per the following format, stamped and signed by the authorized signatory on the company letterhead. The excel sheet for the same is also available on QCI website.

S. No.	Publication	Language	Page*	Editions**	Size	Offered Rate (exclusive of taxes)	Premium (if any) (exclusive of taxes)	Total Amount (exclusive of taxes)
<b>[To be filled by bidder]</b>								
1	Asomiya Pratidin	Assamese	-	All				
2	Amar Asom		-	All				
3	Anandabazar Patrika	Bengali	Third Page	All				
4	Bartaman		-	All				

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5	Times of India	English	Third Page	All				
6	The Hindustan Times		Third Page	All				
7	Deccan Chronicle		Third Page	All				
8	Economic Times		Third Page	All				
9	Mint		Third Page	All				
10	Ahmedabad Mirror		-	All				
11	Bengaluru Mirror		-	All				
12	The Hindu		Third Page	All				
13	Pune Mirror		-	All				
14	Mumbai Mirror		-	All				
15	The Telegraph		-	All				
16	Divya Bhaskar	Gujarati	Third Page	All				
17	Nav Gujarat Samay		-	All				
18	Sandesh		Third Page	All				
19	Gujarat Samachar		Third Page	All				
20	Dainik Bhaskar	Hindi	Third Page	All editions except Rajasthan State				
21	Dainik Jagran		Third Page	All				
22	Rajasthan Patrika		Third Page	All				
23	Kahwat	Kashmiri	-	All				
24	Soan Meeraas		-	All				
25	Kashur Times		-	All				
26	Vijaya Karnataka	Kannada	-	All				
27	Prajavani		-	All				
28	Malayala	Malayalam	-	All				
29	Mathrubhumi		-	All				
30	Hueiyen Lanpao	Manipuri	-	All				
31	Poknapham		-	All				
32	The Sangai Express		-	All				
33	Lokmat	Marathi	-	All				
34	Vanglaini	Mizo	-	All				
35	Prameya	Odia	-	All				

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36	Sambad		-	All				
37	Punjab Kesari	Punjabi	-	All				
38	Dinakaran	Tamil	-	All				
39	Andhra Jyothi		-	All				
40	TEL. J. D. Patrika Vaartha	Telugu	-	All				
							<b>Grand Total (excluding taxes)</b>	
							<b>Taxes</b>	
							<b>Grand Total (including taxes)</b>	

*\*Exclusive of Taxes*

\* The cells with no Page mentioned, the bidder(s) shall make effort to provide best page possible.

\*\*"All editions" shall refer only to the editions of the newspaper published in the specified language(s).

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

The Technical Bids and Financial Bids should be submitted in separate envelopes enclosed into an outer envelope to Quality Council of India (Procurement unit), Tower J, 2nd floor, World Trade Center, Nauroji Nagar, New Delhi -110029, inside a sealed envelope super-scribing "**Engagement of agency for publishing newspaper advertisement**" on or before **December 20, 2025**, latest by **2 PM**.

#### C. Submission Details

1. The Financial and Technical Proposals should be submitted separately in the given format and signed by the Authorized Signatory. Financial bid, if submitted along with the technical bid is liable to be rejected.
2. All the pages of the proposal must be sequentially numbered and must contain the list of contents with page numbers. Any deficiency in the documentation may result in the rejection of the Bid.
3. All pages of the application shall be signed and stamped by the authorized signatory.
4. Please Note that Prices must not be indicated in the Technical Bid.

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,  
Tower J -200, World Trade Center  
Nauroji Nagar, New Delhi - 110029

Subject: Submission of proposal in response to the RFP for "**Engagement of agency for publishing newspaper advertisement**"

Dear Sir,

1. Having examined the RFP document, we, the undersigned, herewith submit our proposal in response to your RFP dated <\_\_/\_\_/\_\_> for "**Engagement of agency for publishing newspaper advertisement**" 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**

Section No.	S. No.	Particular	Detail
I	<b>COMPANY PROFILE:</b>		
	1.	Name of the Organization * (As appearing on PAN Card)	
	2.	Registered Office Address *	
	3.	<b>SPOC for the bid submitted:</b>	
		Name:	
		Mobile no.:	
		Email Address:	
	4.	<b>Address for Billing Office*</b>	
		Name of Contact Person *	
		Contact No. *	
		Mobile No.	
		E mail ID *	
	5.	<b>Name of Contact Person (Finance &amp; Accounts) *</b>	
		Contact no.	
		Mobile no.	
		E mail ID *	

II	<b>STATUTORY DETAILS:</b>		
	1.	<b>GST Details: -</b>	
		Whether Registered Assessee (Yes or No)	
		<b>If Yes: -</b>	
		GSTIN Number # *	
		Type of Assessee	
	2.	<b>MSME</b>	
		Whether Registered under MSME (Yes or No) *	
		<b>If Yes: -</b>	

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		MSME Registration No. and validity date # *	
	3.	Permanent Income Tax No. (PAN) #	
	4.	<b>NATURE OF ENTITY: *</b> <b>PROPRIETOR/PARTNERSHIP/ LPP/ PRIVATE LIMITED /PUBLIC LIMITED/GOVERNMENT</b>	
	5.	<b>WHETHER FUNCTIONING IN A SPECIAL ECONOMIC ZONE. (SEZ) (YES/ NO) *</b>	

<b>III</b>	<b>BANK DETAILS: -</b>		
		Name of Bank	
		Address of Bank	
		Bank Account No.	
		IFSC Code	
		SWIFT CODE (If party's billing address is outside India)	

<b>IV</b>	<b>Details of responding Company</b>		
1.	Current Year Turnover (Rs Crores)		
2.	Company Profile (Operations in India)		
2.1	Average turnover from Indian Operations	(Turnover in Rs Crores)	
2.2	Full-time professional staff engaged in related services	(Number of Staff)	
2.3	Extent of operations in India (national spread) i.e. number of offices in India (client specific / project specific offices should not be taken into account)	(Number of Offices in different cities/towns and their address)	
3.	Company Experience		

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3.1	Experience of providing similar services		(Number of clients and their brief description)
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**Declaration by Director/ Proprietor/ Partner:**

I/We declare that the information furnished above are correct to the best of my/our knowledge / belief. I/We undertake to inform you of any change in above particulars at the earliest.

**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,  
Tower J -200, World Trade Center  
Nauroji Nagar, New Delhi – 110029

**Subject:** Non-Blacklisting declaration in connection with RFP Ref. No. \_\_\_\_\_ dated\_\_\_\_ for **Engagement of agency for publishing newspaper advertisement**

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 **Engagement of agency for publishing newspaper advertisement**. 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