

Expression of Interest (EOI) for Empanelment of Media Agencies for Scientific Content and Information Dissemination.

I. Introduction:

Technology Bio Incubator and Atal Incubation Centre are two Section 8 companies registered under the Indian Companies Act and are involved in promoting incubation facilities for new age entrepreneurs.

The work mandate of TBI and AIC involves mass media campaigns to promote and highlight the schemes of the Government that promote entrepreneurship and also bring into focus various campaigns being launched across the entire region of UT of J&K and Ladakh.

TBI & AIC would like to utilize the services of a professional Media Planning Agency for complete seamless 360° solutions through well thought about strategy, innovative campaigns across all media for TBI/AIC through astute research based Strategic as well as Tactical Media Planning Strategy and Formulation, including digital media strategy and for cost effective media Buying (Buying media space/slots across various platforms) and release (placement of advertisement/ branding etc.) during the period of contract for media campaigns of TBI/AIC from time to time.

Agencies from reputed Media companies / agencies with at least five years' experience of major national / international media campaigns and with a proven work experience with large business houses or Tourism Boards can apply for empanelment.

II. ELIGIBILITY / QUALIFYING CRITERIA FOR AGENCIES

The Agencies meeting the following minimum qualifying criteria are eligible to apply:-

- (a) The bidders' firm should be a registered entity under the Companies Act 1956/2013 of India. A valid proof such registration shall be furnished.
- (b) The bidders' firm should have average annual turnover of at least 2 Crore in the last three financial years and should not have incurred any losses during last three financial years. A summary statement of the firm's turnover (in figures) duly certified by a CA shall be provided.
- (c) The bidder should not have been blacklisted by any of the State or Central Government organization. It should not have been found guilty of any criminal offence by any Court of law. They should submit a 'self-declaration' for the same.
- (d) The bidders shall furnish the name and contact details (including mail ID, mobile number) of a contact person who is authorized to represent the bidder during the entire tender process. Details of one single person shall be provided.
- (e) The bidders shall have a strong and qualified creative and content writing team

with communications skills to write clearly and compellingly in English and Hindi with expertise in communication and media (including social media) management.

- (f) The successful bidder shall submit CVs (clearly indicating their qualification and experience (or other proof of employment) of the manpower along with the acceptance of work order. After supply order successful bidder shall submit the CVs.
- (g) The bidder should enclose brief organizational profile including a background of the organization, infrastructure capability (list of computers, high-end computers, scanners and heavy-duty printers, video/graphic/multi-media editing and creation tools, etc.) and existing manpower (with designations) as on date of filing the tender.
- (h) The bidder shall have a minimum experience of three years in the field of the subject matter of this RFP and should have provided/have been providing services in the field to Central/State Government/PSUs/ Reputed Pvt. Organisations. Proof of experience with details of the amount of work order shall be attached.
- (i) The bidder should have had experience in handling large state/national level events on social media with live coverage. Proof of experience, preferably with link to the recorded event, shall be furnished.
- (j) The bidder should be income tax assessee for the last three years. Copies of Income tax returns for last 3 years and PAN/TAN Card should be enclosed in bid.

Note: All relevant documents/proof on the above should be attached with the technical bid.

III. SCOPE OF WORK

The scope of work of the selected bidder shall be, but not limited to, the following:

- a) The bidder shall be responsible for handling, managing, and maintaining all the official social media and mass-media handles of TBI/AIC/IIIM (Facebook, Twitter, YouTube, Instagram, Blog and any other in future) as per the framework and guidelines for "Use of Social Media for Government Organizations" issued by Department of Electronics and Information Technology, Ministry of Communications and Information Technology, Government of India.
- b) The bidder shall be responsible for creating/designing and executing the individual platform content strategy and overall social media communication strategy to amplify the outreach and quality of social media of TBI/AIC/IIIM to the public and stakeholders. The communication strategies need to include geo-targeted campaign focused on areas that generate the most traffic to the social media site of TBI/AIC/IIIM.
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- d) The bidder shall be responsible for sharing updates from various operational units of IIIM including live events and broadcast/streaming through Facebook, Twitter, YouTube, Webcast and any other social media and mass-media means as per relevance. The choice of setup or infrastructure is to be decided by the firm. The final product must meet best quality standards and should be ensured to satisfaction and approval of TBI/ AIC/IIIM.
- e) The bidder shall be responsible for running innovative outreach campaigns about TBI/AIC/IIIM and publicizing all the national and international events, seminars and workshops including but not limited to Science Day, TBI/AIC/IIIM foundation day, etc. through these social media platforms. Paid promotional activity on social media is not acceptable.
- f) The bidder shall provide/share content developed for posting on IIIM website/web portal as and when required.
- g) The bidder shall provide repackaging of the content (videos and photographs) into suitable formats.
- h) The bidder shall provide new and attractive look to all social media handles in form of artwork, creative themes, etc. to satisfaction and approval of TBI/AIC/IIIM.
- i) The bidder shall popularize and facilitate the crowdsourcing of data through all social media platforms of TBI/AIC/IIIM.
- j) The bidder shall made provision of quality control and analysis of all such data received from these social media platforms and share it with TBI/AIC/IIIM as social media analytics report monthly.
- k) The bidder shall integrate the crowd source data received from these social media platforms with TBI/AIC/IIIM crowd source database.
- l) The bidder shall duly design posts after studying the societal impact in context of the activities related to forecast and weather warning dissemination.

- m) The bidder shall enhance audience engagement on all social media channels through designing and implementing contests, campaigns, promotions etc.
- n) The bidder shall monitor the social sentiment on the digital media and establish a response mechanism system.
- o) The bidder shall work towards reputation/brand management by posting and filtering of user comments, providing responses to all the official social media handles/profiles and creation of relevant tagging and linkages of the content on all the platforms. The data governance policy is as per the policies of Govt. of India.
- p) The bidder shall use Voice Overs (VO) and background music with content in certain cases, subject to approval by TBI/AIC/IIIM without any additional cost.
- q) The bidder shall incorporate a good industry-standard listening tool for analyzing comments/remarks about TBI/AIC/IIIM in various media like newspapers, magazines, social media platforms, etc., both offline and online, national, and international. If the firm is using third-party tools, they shall submit undertaking in this regard for support during the entire service period.
- r) Dashboard access may be created/provided, if required.
- s) The bidder shall submit the brief Bio-data of each professional along with the bid and updated Bio-data at the time of award of contract. The successful firm shall submit the detailed CVs of the team proposed to be deployed for the said work at the time of signing of the contract. The manpower deployed for the work of this tender shall only be deputed for work after approval of TBI/AIC/IIIM.
- t) The bidder shall ensure data is secure and immune to any fraudulent activity.
- u) The bidder shall monitor the social media accounts at one place (centrally). Bidder shall submit fortnightly report on the entire work progress. Format of the report will be shared by TBI/AIC/IIIM at the time of signing of the contract. The report can also be sought as and when necessary.

IV. DETAILS OF EOI

The EOI documents along with Tender Fees and E.M.D. must be submitted online only through Government e-Procurement System only. Proposals in Hardcopy will not be considered.

Interested Bidders eligible as per qualification criteria may submit their response to the EOI latest by 30/11/2023 till 1500hrs. Pre bid meeting for the same is scheduled on 10/11/2023 at 1300hrs. Confirmation for attending the pre-bid meeting to be given one day in advance by sending an email request with all details of the concerned to iiim.tbi@iiim.res.in. The attendees should carry authorisation letters from their respective media houses/agencies for attending the pre bid.

Pre bid meeting Venue

CSIR IIIM Board Room, CSIR Indian Institute of Integrative Medicine, Canal Road, Jammu 180001.

The EOI submitted by interested parties should consist of the following:

1. Tender Document Fees of Rs. 1,180/- (Rupees One Thousand one hundred eighty including GST) towards non-refundable EOI Document Fees. Scanned copy of the DD to be uploaded on the portal and the physical copy submitted to the office. In case of RTGS the proof of RTGS payment shall have to be uploaded.

2. EMD of INR 2,00,000/- (Rupees Two Lakhs) must be paid/deposited through DD/RTGS/NEFT in the favour of The Director, Indian Institute of Integrative Medicine, Jammu in the IIM Bank Account No. 30186230982 at SBI, Hari Market, Jammu. (EMD of the agency not empanelled will be refunded. EMD of the successful agencies will be transformed into performance security. EMD of the agencies empanelled will be refunded on successful completion of the works and after the empanelment period. No interest will be paid on any EMD submitted.). Scanned copy of the EMD shall be uploaded in the Cover-I of EOI on CPP Portal.

3. Covering Letter (please refer to annexure 1)

4. Details of the company (please refer to annexure 2)

5. Format for Declaration regarding clean track record (please refer annexure 3)

6. Check List for submission of EOI and copy of relevant proof documents (please refer to annexure 4)

7. Statement with documentary proof as applicable against each item mentioned in II. Eligibility/Qualification Criteria above.

8. Credentials regarding major work done so far

9. Remarks against clause III. Scope of Work above duly mentioning about the capability and credentials against each.

10. Sample Media campaigns/Case study of various kinds should be included.

V. PROCEDURE FOR SELECTION/EMPANELMENT

1. The proposals should be complete in all criteria as mentioned in this document. Incomplete proposals may be liable for summary rejection.

2. TBI/AIC reserves the right to reject any or all the proposals without assigning any reason whatsoever. Any form of canvassing shall invite immediate disqualification.

3. All the proposals received will be scrutinized to assess their eligibility based on the qualifying criteria. Those proposals which do not meet the qualifying criteria will be rejected, forthwith, or at any stage of detection.

4. Agencies fulfilling the eligibility criteria (shortlisted agencies) will be called for a presentation before the committee. The final empanelment will be based on a presentation.

During the evaluation TBI/AIC/IIIM will have a right to ask any clarification. Presentation shall be marked on a scale of 1 to 100. Then the total marks shall become scores.

Evaluation parameters for presentation shall be based on the following:-

- a) The Agency Average annual turnover for (2020-21, 2021-22, 2022-23) shall be minimum Rs. 2 Crore (Two Crore) for each year.

Marks:- (Marking on total average turnover of above mentioned 3 years)

Average Annual Turnover for last three financial years (Attach CA Certificate)

(i) 2 Cr: 5 Marks

(ii) More than 2 Cr: 10 marks

Total Marks: 10

- b) The agency should have experience in mass media for minimum 03 years in India engaged in Mass media management.

(i) 03 years: 5 marks,

(ii) 04 years or above: 10 marks

Total Marks: 10

- C) Key Personnel Qualifications and Experiences (Education, - Technical Knowledge Publications, Articles, Experience previous experience within or outside the company) of proposed staff.

Total Marks: 10

- D) The Media Planning Agency should have undertaken the work of Mass Media for a single client for a value of Rs. 1 Crore or above in last 3 financial years. Marks:- (Marking on maximum nos. of clients through which agency received work order value of Rs. 1 Crore or above)

(i) Work orders from 1 client = 5 marks

(ii) Work orders from 2 clients or above= 10 marks

Total marks: 10

- E) Understanding the requirements of TBI/AIC/IIIM in terms of Media Planning- Target Market, Target Audience, Long Term and Short-Term Goals.

Total Marks: 20

- F) (i) Sample Media Plan (yearly) for brand reinforcement for TBI/AIC/IIIM

(ii) Sample Media Plan for promotion of an TBI/AIC/IIIM

(iii) Sample media plan for real time updates/information to target audience.

Total Marks: 30

- G) Out of the Box/ Innovative Ideas related to Mass Media

Total Marks: 10

The agencies scoring minimum of 70 marks shall be shortlisted and Request for Proposals shall be issued to the shortlisted agencies only.

All matters of dispute arising out of this shall be Governed by Indian Law and subject to the jurisdiction of courts at Jammu. Arbitration shall be referred to the Indian Arbitration Centre at New Delhi.

DD is to be made in the name of The Director, Indian Institute of Integrative Medicine, Jammu, payable at Jammu. In case of RTGS/NEFT the money is to be remitted into The Director, Indian Institute of Integrative Medicine, Jammu in the IIIM Bank Account No. 30186230982 at SBI, Hari Market, Jammu.

Annexure 1: Covering Letter

(To be submitted on letter head by the applicant)

To,
Chairperson,
Board of Governors
TBI/AIC.

Dated:

SUB: Expression of Interest (EOI) for Empanelment of Media Agencies for Scientific Content and Information Dissemination.

With reference to your EOI no. ----- dated -----, I / We, having examined all relevant documents and understood their contents, hereby submit our Proposal for selection as an agency for the subject project. The proposal is unconditional.

2. I/We acknowledge that the TBI/AIC/IIIM will be relying on the information provided in the Proposal and the documents accompanying the Proposal for selection of the agency, and we certify that all information provided in the Proposal and in the Appendices are true and correct, nothing has been omitted which renders such information misleading; and all documents accompanying such Proposal are true copies of their respective originals.

3. This statement is made for the express purpose of appointment as the agency for the aforesaid Project.

4. I / We shall make available to the TBI/AIC/IIIM any additional information it may deem necessary or require for supplementing or authenticating the Proposal.

5. I/We declare that:

(a) We have examined and have no reservations to the EOI Documents, including any Addendum issued by the Authority;

(b) I / We (the Team handling TBI/AIC/IIIM) do not have any conflict of interest as mentioned in the EOI Document;

(c) I / We have not directly or indirectly or through an agent engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice in respect of any tender or request for proposal issued by or any agreement entered into with the Authority or any other public sector enterprise or any government, Central or State; and

(d) I/We hereby certify that we have taken steps to ensure that in conformity with the provisions of this EOI, no person acting for us or on our behalf will engage in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice.

6. I / We understand that you may cancel the Selection Process at any time and that you are neither bound to accept any Proposal that you may receive nor to select the agency, without incurring any liability to the Applicants in accordance with the EOI document.

7. I / We further certify that in regard to matters relating to security and integrity of the country, we have not been charge-sheeted or convicted by any agency of the Government or by a Court of Law for any offence committed by us or by any of our Associates.

8. I/We hereby irrevocably waive any right or remedy which we may have at any stage at law or howsoever otherwise arising to challenge or question any decision taken by the Authority (and/ or the Government of India) in connection with the selection of agency or in connection with the Selection Process itself in respect of the above-mentioned Project.

9. I/We agree and understand that the proposal is subject to the provisions of the EOI document. In no case, shall I/we have any claim or right of whatsoever nature if the Consultancy for the Project is not awarded to me/us or our proposal is not opened or rejected.

10. I / We agree to keep this offer valid for 120 days from the proposal due date specified in the EOI.

11. In the event of my/our firm being selected as one of the empanelled agency, I/we agree and undertake to provide the services in accordance with the provisions of the EOI.

12. I/We have studied EOI and all other documents carefully. We understand that we shall have no claim, right or title arising out of any documents or information provided to us by the Authority or in respect of any matter arising out of or concerning or relating to the Selection Process including the award of Consultancy.

13. I/We agree and undertake to abide by all the terms and conditions of the EOI Document. In witness thereof, I/we submit this Proposal under and in accordance with the terms of the EOI Document.

Yours faithfully,

(Signature, name and designation of the authorized signatory) (Company Name and seal of the Applicant)

Annexure 2: Details of the bidder

S.no.	Particulars	Details	Supporting Docs
1.	Name of the Agency / Firm		
2.	Address		
3.	Name of the Proprietor / Partners / Directors		
4.	Date of Establishment/Incorporation		
5.	PAN No. and GST No.		
6.	Details of Bank and Branch		
7.	No. of years in Media business		
8.	No. of branches/offices (if any) & their addresses		
9.	Infrastructure: (_____)		
	Media Strategist (Number)		
	Client Servicing Manager (Number)		
	Other Staff (Number)		
10.	Details of key personnel to be assigned who will work on TBI/AIC/IIIM project with age, qualification, experience (in years), notable skills and achievements		
11.	Financial Position: Turnover (Rs. in Crore) each year		
	2020–21		
	2021– 22		
	2022 –23		
12.	List of Clients serviced in last three years (Proof to be attached):		
	Year	Name of the Client:	
	2020– 21		
	2021– 22		
	2022– 23		
13.	List of enclosures:		

(Authorized Signatory)

Name:

Place/Date

Designation:

Company Seal

Annexure 3: Format for Declaration regarding clean track record

Dated:

To,

Chairperson,
Board of Governors
TBI/AIC.

Ref: **“Expression of Interest (EOI) for Empanelment of Media Agencies for Scientific Content and Information Dissemination.**

”

Dear Sir,

We have carefully gone through the Terms & Conditions contained in the EOI no. regarding “Empanelment of Media Planning Agencies”. We hereby declare that my company has not been debarred/black listed by any Central/State Government/Public Sector Undertaking/ Semi Government organizations in India. We further certify that I am competent officer in my company to make this declaration.

In accordance with the above we would like to declare that:

1. We have not been found guilty for offences under criminal laws or under any criminal proceedings in India that may have an impact of affecting or compromising the delivery of services as required under this assignment.
2. We are not blacklisted by any Central/State Government/Public Sector Undertaking/ Semi Government organizations in India.
3. The information provided in the EOI document is true and no false representation has been made.

Yours faithfully,

(Signature of the Bidder)

Name:

Designation:

Company:

Seal

Annexure 4: Check List for submission of EOI

Sl No	Enclosures	Status (Submitted/ Not Submitted)	Comments, if any
1	Covering Letter (Annexure 1)		
2	Details of Bidder (Annexure 2)		
3	Tender Document Fee		
4	Earnest Money Deposit (E.M.D.)		
5	Credentials regarding major work done so far		
6	Remarks against clause III. Scope of Work above duly mentioning about the capability and credentials against each.		
7	Sample Media campaigns/Case study of various kinds (Agency's Past work along with proposed campaigns for TBI/AIC/IIIM)		

Documents to be submitted as per Eligibility/ Qualification Criteria:-

- 8 The Agency turnover for last 3 years (CA Certificate to be submitted).
- 9 The agency experience (Proof of experience to be submitted)
- 10 The agency should have released atleast one international campaign of media buying released in international print/ radio/ tv / digital platform. (Campaign related work order covering these media to be submitted)
- 11 The Media Planning Agency should have undertaken the work for a single client in last three financial years (Proof copy of work order etc. to be submitted).
- 12 The Agency should have valid INS accreditation. (Copy to be enclosed).
- 13 The Agency shall have a pan-India presence with the required infrastructure for handling such assignment. Further, the Bidder shall have minimum staff strength of 15 with suitable experience in this field. (Details of offices and staff to be submitted)
- 14 The Agency shall not have been be blacklisted by any Central/ State Government/ Public Sector Undertakings and shall not have been involved in any major litigation that may have an impact affecting or compromising the delivery of services required. (An undertaking will have to be given as provided in Annexure 3).

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10. Sample Media campaigns/Case study of various kinds should be included.

V. PROCEDURE FOR SELECTION/EMPANELMENT

1. The proposals should be complete in all criteria as mentioned in this document. Incomplete proposals may be liable for summary rejection.

2. TBI/AIC reserves the right to reject any or all the proposals without assigning any reason whatsoever. Any form of canvassing shall invite immediate disqualification.

3. All the proposals received will be scrutinized to assess their eligibility based on the qualifying criteria. Those proposals which do not meet the qualifying criteria will be rejected, forthwith, or at any stage of detection.

4. Agencies fulfilling the eligibility criteria (shortlisted agencies) will be called for a presentation before the committee. The final empanelment will be based on a presentation.

During the evaluation TBI/AIC/IIIM will have a right to ask any clarification. Presentation shall be marked on a scale of 1 to 100. Then the total marks shall become scores.

Evaluation parameters for presentation shall be based on the following:-

- a) The Agency Average annual turnover for (2020-21, 2021-22, 2022-23) shall be minimum Rs. 2 Crore (Two Crore) for each year.

Marks:- (Marking on total average turnover of above mentioned 3 years)

Average Annual Turnover for last three financial years (Attach CA Certificate)

(i) 2 Cr: 5 Marks

(ii) More than 2 Cr: 10 marks

Total Marks: 10

- b) The agency should have experience in mass media for minimum 03 years in India engaged in Mass media management.

(i) 03 years: 5 marks,

(ii) 04 years or above: 10 marks

Total Marks: 10

- C) Key Personnel Qualifications and Experiences (Education, - Technical Knowledge Publications, Articles, Experience previous experience within or outside the company) of proposed staff.

Total Marks: 10

- D) The Media Planning Agency should have undertaken the work of Mass Media for a single client for a value of Rs. 1 Crore or above in last 3 financial years. Marks:- (Marking on maximum nos. of clients through which agency received work order value of Rs. 1 Crore or above)

(i) Work orders from 1 client = 5 marks

(ii) Work orders from 2 clients or above= 10 marks

Total marks: 10

- E) Understanding the requirements of TBI/AIC/IIIM in terms of Media Planning- Target Market, Target Audience, Long Term and Short-Term Goals.

Total Marks: 20

- F) (i) Sample Media Plan (yearly) for brand reinforcement for TBI/AIC/IIIM

(ii) Sample Media Plan for promotion of an TBI/AIC/IIIM

(iii) Sample media plan for real time updates/information to target audience.

Total Marks: 30

- G) Out of the Box/ Innovative Ideas related to Mass Media

Total Marks: 10

The agencies scoring minimum of 70 marks shall be shortlisted and Request for Proposals shall be issued to the shortlisted agencies only.

All matters of dispute arising out of this shall be Governed by Indian Law and subject to the jurisdiction of courts at Jammu. Arbitration shall be referred to the Indian Arbitration Centre at New Delhi.

DD is to be made in the name of The Director, Indian Institute of Integrative Medicine, Jammu, payable at Jammu. In case of RTGS/NEFT the money is to be remitted into The Director, Indian Institute of Integrative Medicine, Jammu in the IIIM Bank Account No. 30186230982 at SBI, Hari Market, Jammu.

Annexure 1: Covering Letter

(To be submitted on letter head by the applicant)

To,
Chairperson,
Board of Governors
TBI/AIC.

Dated:

SUB: Expression of Interest (EOI) for Empanelment of Media Agencies for Scientific Content and Information Dissemination.

With reference to your EOI no. ----- dated -----, I / We, having examined all relevant documents and understood their contents, hereby submit our Proposal for selection as an agency for the subject project. The proposal is unconditional.

2. I/We acknowledge that the TBI/AIC/IIIM will be relying on the information provided in the Proposal and the documents accompanying the Proposal for selection of the agency, and we certify that all information provided in the Proposal and in the Appendices are true and correct, nothing has been omitted which renders such information misleading; and all documents accompanying such Proposal are true copies of their respective originals.

3. This statement is made for the express purpose of appointment as the agency for the aforesaid Project.

4. I / We shall make available to the TBI/AIC/IIIM any additional information it may deem necessary or require for supplementing or authenticating the Proposal.

5. I/We declare that:

(a) We have examined and have no reservations to the EOI Documents, including any Addendum issued by the Authority;

(b) I / We (the Team handling TBI/AIC/IIIM) do not have any conflict of interest as mentioned in the EOI Document;

(c) I / We have not directly or indirectly or through an agent engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice in respect of any tender or request for proposal issued by or any agreement entered into with the Authority or any other public sector enterprise or any government, Central or State; and

(d) I/We hereby certify that we have taken steps to ensure that in conformity with the provisions of this EOI, no person acting for us or on our behalf will engage in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice.

6. I / We understand that you may cancel the Selection Process at any time and that you are neither bound to accept any Proposal that you may receive nor to select the agency, without incurring any liability to the Applicants in accordance with the EOI document.

7. I / We further certify that in regard to matters relating to security and integrity of the country, we have not been charge-sheeted or convicted by any agency of the Government or by a Court of Law for any offence committed by us or by any of our Associates.

8. I/We hereby irrevocably waive any right or remedy which we may have at any stage at law or howsoever otherwise arising to challenge or question any decision taken by the Authority (and/ or the Government of India) in connection with the selection of agency or in connection with the Selection Process itself in respect of the above-mentioned Project.

9. I/We agree and understand that the proposal is subject to the provisions of the EOI document. In no case, shall I/we have any claim or right of whatsoever nature if the Consultancy for the Project is not awarded to me/us or our proposal is not opened or rejected.

10. I / We agree to keep this offer valid for 120 days from the proposal due date specified in the EOI.

11. In the event of my/our firm being selected as one of the empanelled agency, I/we agree and undertake to provide the services in accordance with the provisions of the EOI.

12. I/We have studied EOI and all other documents carefully. We understand that we shall have no claim, right or title arising out of any documents or information provided to us by the Authority or in respect of any matter arising out of or concerning or relating to the Selection Process including the award of Consultancy.

13. I/We agree and undertake to abide by all the terms and conditions of the EOI Document. In witness thereof, I/we submit this Proposal under and in accordance with the terms of the EOI Document.

Yours faithfully,

(Signature, name and designation of the authorized signatory) (Company Name and seal of the Applicant)

Annexure 2: Details of the bidder

S.no.	Particulars	Details	Supporting Docs
1.	Name of the Agency / Firm		
2.	Address		
3.	Name of the Proprietor / Partners / Directors		
4.	Date of Establishment/Incorporation		
5.	PAN No. and GST No.		
6.	Details of Bank and Branch		
7.	No. of years in Media business		
8.	No. of branches/offices (if any) & their addresses		
9.	Infrastructure: (_____)		
	Media Strategist (Number)		
	Client Servicing Manager (Number)		
	Other Staff (Number)		
10.	Details of key personnel to be assigned who will work on TBI/AIC/IIIM project with age, qualification, experience (in years), notable skills and achievements		
11.	Financial Position: Turnover (Rs. in Crore) each year		
	2020–21		
	2021– 22		
	2022 –23		
12.	List of Clients serviced in last three years (Proof to be attached):		
	Year	Name of the Client:	
	2020– 21		
	2021– 22		
	2022– 23		
13.	List of enclosures:		

(Authorized Signatory)

Name:

Place/Date

Designation:

Company Seal

Annexure 3: Format for Declaration regarding clean track record

Dated:

To,

Chairperson,
Board of Governors
TBI/AIC.

Ref: **“Expression of Interest (EOI) for Empanelment of Media Agencies for Scientific Content and Information Dissemination.**

”

Dear Sir,

We have carefully gone through the Terms & Conditions contained in the EOI no. regarding “Empanelment of Media Planning Agencies”. We hereby declare that my company has not been debarred/black listed by any Central/State Government/Public Sector Undertaking/ Semi Government organizations in India. We further certify that I am competent officer in my company to make this declaration.

In accordance with the above we would like to declare that:

1. We have not been found guilty for offences under criminal laws or under any criminal proceedings in India that may have an impact of affecting or compromising the delivery of services as required under this assignment.
2. We are not blacklisted by any Central/State Government/Public Sector Undertaking/ Semi Government organizations in India.
3. The information provided in the EOI document is true and no false representation has been made.

Yours faithfully,

(Signature of the Bidder)

Name:

Designation:

Company:

Seal

Annexure 4: Check List for submission of EOI

Sl No	Enclosures	Status (Submitted/ Not Submitted)	Comments, if any
1	Covering Letter (Annexure 1)		
2	Details of Bidder (Annexure 2)		
3	Tender Document Fee		
4	Earnest Money Deposit (E.M.D.)		
5	Credentials regarding major work done so far		
6	Remarks against clause III. Scope of Work above duly mentioning about the capability and credentials against each.		
7	Sample Media campaigns/Case study of various kinds (Agency's Past work along with proposed campaigns for TBI/AIC/IIIM)		

Documents to be submitted as per Eligibility/ Qualification Criteria:-

- 8 The Agency turnover for last 3 years (CA Certificate to be submitted).
- 9 The agency experience (Proof of experience to be submitted)
- 10 The agency should have released atleast one international campaign of media buying released in international print/ radio/ tv / digital platform. (Campaign related work order covering these media to be submitted)
- 11 The Media Planning Agency should have undertaken the work for a single client in last three financial years (Proof copy of work order etc. to be submitted).
- 12 The Agency should have valid INS accreditation. (Copy to be enclosed).
- 13 The Agency shall have a pan-India presence with the required infrastructure for handling such assignment. Further, the Bidder shall have minimum staff strength of 15 with suitable experience in this field. (Details of offices and staff to be submitted)
- 14 The Agency shall not have been be blacklisted by any Central/ State Government/ Public Sector Undertakings and shall not have been involved in any major litigation that may have an impact affecting or compromising the delivery of services required. (An undertaking will have to be given as provided in Annexure 3).