



**Short Term open e-Tender for  
Selection of an Event Management Agency for  
Media Activities related to online/ virtual interaction  
programme 'Pariksha Pe Charcha 2021' planned  
during 3<sup>rd</sup>/ 4<sup>th</sup> week of March, 2021.**

**NIT No.: EdCIL/EIS&EPS/MOE/2021/EM-PPC2021  
Dated: 03/03/ 2021**

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## CHAPTER - 1: INTRODUCTION

EdCIL (India) Limited, a **Mini Ratna CPSE** (Central Public Sector Enterprise), was incorporated in 1981, under the Ministry of Human Resource Development. It is an ISO 9001:2015 & 14001:2015 Certified Company. It is a continuously dividend paying and profit-making company and the only PSU (Public Sector Undertaking) under Ministry of Human Resource Development to serve the education sector.

1. The company over the three & half decade of existence has executed many projects and consultancies and has a large number of satisfied clients spanning across Govt. of India, State Governments, Foreign Missions, Autonomous Bodies, Centres of Excellence (IITs, IIMs, IIITs, IISERs etc.) and their large corporates.

2. EdCIL offers a wide range of Information and Communication Technology (ICT) consultancy, Turnkey and Technology solutions in different segments of Education and Human Resource Development within the country and overseas. EdCIL currently runs Project Management Support Units (PMSUs) known as Technical Support Groups (TSGs) for Pan India projects of Ministry of Human Resource Development like “SarvaShiksha Abhiyan(SSA)”, “Mid-Day Meal Scheme (MDM)”, “National Mission on Education through Information & Communication Technology (NMEICT)”, “Higher Education Statistics and Public Information System (HESPIS)”, “Pandit Madan Mohan Malviya National Mission on Teachers & Teaching (PMMMNMTT)” etc.

3. EDCIL presently has strong verticals in the following areas:

a. **Educational Infrastructure Services (EIS):** The EIS vertical provides Educational Infrastructure Services (**Turnkey execution and Project Management Consultancy (PMC)**) services to the Educational Institutions.

b. **Educational Procurement Services (EPS):** EPS vertical provides the **Procurement of educational aids** ranging from school kits to hi-tech laboratory equipment focusing on maximizing Total Cost of Ownership in educational and human resource development space.

c. **Advisory Services (AS):** Offers advisory services ranging from preparation of **Detailed Project Report (DPR)** formulation for setting up of any Educational Institution, organizational restructuring, impact assessment studies and curriculum deigning etc. Following key services are offered by the Advisory vertical in the Education (School Chains and Higher education) and HR advisory space:

- Preparation of Concept notes & Detailed Project Reports (DPRs) (Greenfield and Brown field), for all domestic institutions across states and central ministries and for expansion of global institutions in select countries in South East Asia and the Middle East
- Organization Restructuring (sectoral/ institutional)
- Improving Operational Efficiency
- Digitization Planning

- Training Designing
- Impact assessment of two to three key schemes across different states
- Designing of new education schemes
- Policy recommendations to states
- Education content Design

**d. Online Testing & Assessment Services:** The company offer **online recruitment** services to various Government Departments/Public Sector Undertakings, Educational Institutions in order to select and appoint executives for various organizations, on Pan-India Basis. This is a large and high growth vertical of the company with opportunities for further increase in market share in view of the large size of market both in India and overseas

**e. Digital Education System (DES):** The Company focuses on all emerging areas of **IT/ICT** applications in the both **Schools and Higher education**, such as Wi-Fi and Network Solutions, ERP implementation, E-content preparation, Virtual Classrooms and Smart Campuses etc.

**f. Overseas Education Services (OES):** The following services are specifically offered to high potential target markets covering mostly SAARC, Middle East and African nations:

- Placement of Overseas Students in select Indian Institutes (sponsored schemes as well as SFS segments)
- Placement of Indian faculty in overseas institutes;
- Student/faculty exchanges.

**g. Technical Support Group (TSG):** This is EDCIL's project management and logistical support vertical to extend operational support to Ministry of Human Resource Development (MOE) in implementing several Mega Pan-India projects/schemes.

**h. Study in India Programme:** MOE appointed EdCIL as nodal agency for implementation of recently launched programme "Study in India"; initiative aims to make India a preferred education hub for students all across the globe, by elevating its position in the global educational landscape.

**4.** The company has expertise and large network of alliance partners and tie-up with quality monitoring bodies to undertake skill building including Information and Communication Technology (ICT) training and Teachers training projects. The successful clients include:

#### **National**

Various Ministries; State Government; Statutory/Autonomous Bodies/Public Sector Undertakings; Private Sector;

#### **Overseas**

Alemaya Agricultural University, Ethiopia; Association of Professional Engineers, Scientists and Managers (APESMA), Australia, DEAKIN University, Australia; Arba Minch Water Technology Institute, Ethiopia;

AtilimUniversity, Turkey; British Universities India Consortium, United Kingdom; New Zealand Education International Ltd. New Zealand; University of Kocaeli, Turkey; University of Witwatersrand, South Africa; Wellington Polytechnic, New Zealandetc.

**5.** EdCIL has executed several projects in above mentioned areas funded by World Bank, African Development Bank and other International Organizations.

**6.** EdCIL currently runs Project Management Support Units (PMSUs) known as Technical Support Groups (TSGs) for Pan India projects of Ministry of Human Resource Development like “Sarva Shiksha Abhiyan (SSA)”, “Mid-Day Meal Scheme (MDM)”, “National Mission on Education through Information & Communication Technology (NMEICT)”, “Higher Education Statistics and Public Information System (HESPIS)”, “Pandit Madan Mohan Malviya National Mission on Teachers & Teaching (PMMMNMTT)”etc.

## CHAPTER - 2: NOTICE INVITING TENDER

NIT No.: EdCIL/EIS&EPS/MOE/2021/EM-PPC2021

Date: 03/03/2021

EdCIL (India) Limited on behalf of Ministry of Education intends to invite short term open e-tender under two packet system (on QCB Selection) from experienced Event Management agency for media activities related to online/ virtual interaction programme of Hon'ble Prime Minister of India Shri Narendra Modi with the Students "**Pariksha Pe Charcha 2021**".

S.No.	Item	Details
1	Name of Work: Organizing media activities related to the Event " <b>Pariksha Pe Charcha 2021</b> " with all preparations for the online/ virtual interaction of the Hon'ble Prime Minister of India Shri Narendra Modi with the Students.	Place: Online
2	Date of availability of Tender Document	03 March, 2021 to 10 March, 2021 up to 11:00 hours
3	Mode of Selection	Short Term Open Tender two packet on QCBS system
4	Last date and time for submission of bids	10 March, 2021 up to 12:00 hours
5	Bid validity	30 days from the date of submission of Bid
6	Opening of Technical Bid	10 March, 2021 at 12:30 hours
7	Presentation by the Bidders to the Evaluation Committee	10 March, 2021 at 15:00 hours (any change will be intimated)
8	Opening of Financial Bid	Qualified bidders would be informed separately
9	Earnest Money Deposit (EMD)	Rs. 3,50,000/- (in the form of Demand Draft)
10	Cost of Bid Document	"NIL"

### **Earnest Money (EMD)**

- The bidder shall furnish along with bid an Earnest Money deposit amounting to Rs. 3,50,000/- (Rupees Three Lakh Fifty Thousand Only) in the form of Demand Draft in favour of EdCIL India Limited payable at Noida.
- Bids received without EMD shall be summarily rejected.

- The earnest money of unsuccessful bidders shall be refunded without interest after issue of Letter of Award to the successful bidder or signing of contract whichever is earlier.
- EdCIL reserve the rights to cancel this tender without assigning any reasons.

All the interested Bidders qualifying the minimum eligibility criteria should bring their presentation (PPT) and present before the Evaluation Committee on 10<sup>th</sup> March, 2021 at 15:00 hours at EdCIL House, 18A, Sector 16A, Noida.

Chief General Manager (EIS & EPS)  
EdCIL (India) Limited,  
18 A, Sector-16A, Noida-201 301  
Tel: +91120-4156001, 4154003,  
0120-2512004,05,06.

## **CHAPTER 3: INSTRUCTIONS FOR E-TENDERING**

### **1. Instructions for Online Bid Submission:**

- 1) E-tendering is new technology for conducting public procurement in a transparent and secured manner. As per Government of India's directives, EdCIL (India) Limited has adopted E-tendering.
- 2) For conducting electronic tendering, EdCIL (India) Limited has decided to use Electronic tender portal link available with detailed information on e-tendering process at EdCIL website. This portal built using Electronic tender's software is referred to as <http://www.tenderwizard.com/EDCIL>.
- 3) The bidders are required to submit soft copies of their bids electronically on <http://www.tenderwizard.com/EDCIL> e-tendering website, using valid Digital Signature Certificates. The instructions given below are meant to assist the bidders in registering on the Tender Wizard E-Tendering Portal, prepare their bids in accordance with the requirements and submitting their bids online on the Tender Wizard E-Tendering Portal.
- 4) The scope of work to be tendered is available in the complete bid documents which can be viewed /downloaded from Tender Wizard E-Tendering Portal of <http://www.tenderwizard.com/EDCIL>. Both Technical Bid and Financial Bid will be submitted concurrently duly digitally signed in the website <http://www.tenderwizard.com/EDCIL>. No claim shall be entertained on account of disruptions of internet service being used by bidders. Bidders are advised to upload their bids well in advance to avoid last minute technical snags.
- 5) All Corrigendum/ Addendum/ Amendment/Corrections, if any, will be published on the website <http://www.tenderwizard.com/EDCIL>.
- 6) It is mandatory for all the applicants to have Digital Signature Certificate (in the name of person who will sign the bid document) from any of the licensed certifying.
- 7) To participate in the e-tendering submission, it is mandatory for the applicants to get registered their firm/joint venture with the Tender Wizard E-Tendering Portal of <http://www.tenderwizard.com/EDCIL> to have user ID & Password from Tender Wizard E-Tendering Portal.
- 8) **Register your organization on Tender Wizard E-Tendering Portal by following link <http://www.tenderwizard.com/EDCIL> well in advance of your first tender submission deadline on Tender Wizard E-Tendering Portal for obtaining credentials by paying Annual registration charges. Vendor Registration is Valid for 1year.**
- 9) Get your organization's concerned executives trained on **Tender Wizard E-Tendering Portal** well in advance of your first tender submission deadline

on E-tender Site.

10) Submit your tender well in advance by relevant documents along with copy of EMD of tender submission deadline on **Tender Wizard E-Tendering Portal** as there could be last minute problems due to internet timeout, breakdown, etc.

11) Tenders should be submitted only through Tender Wizard E-Tendering Portal and obtain the Tender Acknowledgement copy as a proof of successful submission.

12) Vendors Training Program: Vendors are requested to contact at Tender wizard Helpdesk for any information regarding E-tendering / training.

a) For online registration, intended bidders may write us at [harishkumar.kb@etenderwizard.com](mailto:harishkumar.kb@etenderwizard.com) or contact no. 080-49352000/9686115318/9650520101/8800445981.

b) For any further query related to Training Session, Tender Uploading/downloading or any other query related to tender please contact Tender wizard Helpdesk.

➤ Telephone: 080-49352000/9686115318 or

➤ Write us mail on Email Id:

- [harishkumar.kb@etenderwizard.com](mailto:harishkumar.kb@etenderwizard.com),
- [ambasa@etenderwizard.com](mailto:ambasa@etenderwizard.com),
- [twhelpdesk759@gmail.com](mailto:twhelpdesk759@gmail.com),
- [twhelpdesk963@gmail.com](mailto:twhelpdesk963@gmail.com)

## 2. Digital Signature Certificates

For integrity of data and authenticity/non-repudiation of electronic records, and to be compliant with IT Act 2000, it is necessary for each user to have a Digital Signature Certificate (DSC). Also referred to as Digital Signature Certificate(DSC)of Class 2or above, issued by a Certifying Authority (CA) licensed by Controller of Certifying Authorities (CCA)[refer <http://www.cca.gov.in>].

## 3. Registration

a) To use the **Tender Wizard E-Tendering Portal**, vendors need to register on the portal by going on the link provided at EdCIL tender webpage as <http://www.tenderwizard.com/EDCIL>. Registration of each organization is to be done by one of its senior persons who will be the main person coordinating for the e-tendering activities. In **Tender Wizard Portal** terminology, this person will be referred to as the Super User (SU)of that organization. For further details, please visit the website/portal, and click on the 'Supplier Organization' link under 'Registration' (on the Home Page)and follow further instructions as given on the site. Pay Annual Registration Fee as applicable.

b) After successful submission of Registration details and Annual Registration Fee, please contact **Tender Wizard** Helpdesk (as given below), to get your registration accepted/activated.

c) **Important Note:**

I. To minimize the problems during the use of **Tender Wizard E-Tendering Portal** (including the Registration process), it is recommended that the user should use as per the instructions given under 'Tender Wizard E-Tendering Portal User-Guidance Centre' located on Home Page, including instructions for timely registration on Portal. The instructions relating to 'Essential Computer Security Settings for Use of Tender Wizard E-Tendering Portal and 'Important Functionality Checks' should be especially taken into cognizance.

II. Please note that even after acceptance of your registration by the Service Provider, to respond to a tender you will also require time to complete activities related to your organization, such as creation of users, assigning roles to them, etc.

#### **4. SEARCHING FOR TENDER DOCUMENTS**

I. There are various search options built in the Tender Wizard E-Tendering Portal, to facilitate bidders to search active tenders by several parameters. These parameters could include Tender ID/ Tender Search Code (TSC), organization name, location, date, value, etc. There is also an option of advanced search for tenders, where in the bidders may combine a number of search parameters such as organization name, form of contract, location, date, other key words etc. to search for a tender published on the Tender Wizard E-Tendering Portal.

II. Once the bidders have selected the tenders they are interested in, they may download the required documents/ tender schedules. This would enable the Tender Wizard E-Tendering Portal to intimate the bidders through e-mail alert in case there is any corrigendum issued to the tender document.

III. The bidder should make a note of the unique Tender ID/ Tender Search Code (TSC) assigned to each tender, in case they want to obtain any clarification/help from the Help desk.

#### **5. PREPARATION OF BIDS**

I. Bidder should take into account any corrigendum/addendum published on the portal before submitting their bids.

II. Please go through the tender advertisement and the tender document carefully to understand the documents required to be submitted as part of the bid. Please note the number of covers in which the bid documents have to be submitted, the number of documents-including the names and content of

each of the document that need to be submitted. Any deviations from these may lead to rejection of the bid.

III. Bidder, in advance, should get ready the bid documents to be submitted as indicated in the tender document/ schedule and generally, they can only be in PDF format. Bid documents may be scanned with 100dpi with black and white option.

## **6. SUBMISSION OF BIDS**

I. Bidder should log into the site well in advance for bid submission and complete all formalities of registration (at least two days in advance of the closing date) so that he/she upload the bid in time i.e. on or before the bid submission time. Bidder will be sole responsible for any delay in uploading of bid within the stipulated time.

II. The bidder has to digitally sign and upload the required bid documents one by one as indicated in the tender document.

III. Bidder has to pay the EMD as applicable through demand draft as per tender condition in favour of “**EdCIL (India) Ltd**” payable at **Noida** and enter details of the instruments. An original copy of demand draft for EMD is required to be submitted.

IV. A standard Financial Bid form has been provided with the tender document to be filled by all the bidders. Bidders are requested to note that they should necessarily submit their financial bids in the format provided and no other format is acceptable. If the financial bid format is found to be modified by the bidder, the bid will be rejected.

V. The server time (which is displayed on the bidder’s dashboard) will be considered as the standard time for referencing the deadlines for submission of the bids by the bidders, opening of bids etc. The bidders should follow this time during bid submission.

VI. The uploaded tender documents become readable only after the tender opening by the authorized bid openers.

VII. Upon the successful and timely submission of bids, the portal will give a successful bid submission message & bid summary will be displayed with the bid no. and the date & time of submission of the bid with all other relevant details.

## **7. ASSISTANCE TO BIDDERS**

I. Any queries relating to the tender document and the terms and conditions contained therein should be addressed to the Tender Inviting Authority. For any other tender related queries bidders are requested to contact on below given numbers/email.

<b>EdCIL / Tender Wizard E-Tendering Portal Helpdesk</b>	
Telephone/ Mobile	Customer Support:080-49352000 (Multiple Telephone lines) EmergencyMobileNumbers:9686115318/9650520101/8800445981 (Please contact in case of emergency during non-working hours.)
E-mail ID	<b>To Tender Wizard</b> <a href="mailto:harishkumar.kb@etenderwizard.com">harishkumar.kb@etenderwizard.com</a> <a href="mailto:ambasa@etenderwizard.com">ambasa@etenderwizard.com</a> <a href="mailto:twhelpdesk759@gmail.com">twhelpdesk759@gmail.com</a> <a href="mailto:twhelpdesk963@gmail.com">twhelpdesk963@gmail.com</a> & cc to: <a href="mailto:eprocure@edcil.co.in">eprocure@edcil.co.in</a> <a href="mailto:Cgm.infracivil@edcil.co.in">Cgm.infracivil@edcil.co.in</a>

## 8. Offline Submissions: (AS PER TENDER REQUIREMENT)

a) The bidder is requested to submit the following documents in a Sealed Envelope to the above-mentioned address (given in NIT) before the start of Public Online Tender Opening Event.

- i. **Original Demand Draft as EMD in the form of Demand Draft.**
- ii. **Original copy of the power-of-attorney, if applicable.**

**Note: The Bidder should also upload the scanned copies of all the above-mentioned original documents as Bid-Annexure during Online Bid-Submission.**

b) The envelope shall bear (the project name), the tender number and the words 'DO NOT OPEN BEFORE' (due date & time).

## 9. Public Online Tender Opening Event (TOE)

a. Tender Wizard E-Tendering Portal offers a unique facility for 'Public Online Tender Opening Event (TOE)'. Tender Opening Officers, as well as, authorized representatives of bidders can simultaneously attend the Public Online Tender Opening Event (TOE) from the comfort of their offices. Alternatively, one/two duly authorized representative(s) of bidders (i.e. Supplier organization) are requested to carry a Laptop with Wireless Internet Connectivity, if they wish to come to Buyer Organization for the Public Online TOE.

b. Every legal requirement for a transparent and secure 'Public Online Tender Opening Event (TOE)', including digital counter-signing of each opened bid by the authorized TOE-officer(s). Simultaneous online presence of

the participating bidders' representatives for TOE has been implemented on Tender Wizard E-Tendering Portal.

c. Tender Wizard E-Tendering Portal has a unique facility of 'Online Comparison Chart' which is dynamically updated as each online bid is opened. The format of the chart is based on inputs provided by the Buyer for each Bid-Part of a tender. The information in the Comparison Chart is based on the data submitted by the Bidders. A detailed Technical and/ or Financial Comparison Chart enhance Transparency.

d. Tender Wizard E-Tendering Portal has a unique facility of a detailed report titled 'Minutes of Online Tender Opening Event (TOE)' covering all important activities of 'Online Tender Opening Event (TOE)'. This is available to all participating bidders for 'Viewing/Downloading'.

## 10. CRITICAL DO'S AND DON'TS FOR BIDDERS

Specifically, for Supplier organizations, the following '**SEVEN KEY INSTRUCTIONS for BIDDERS**' must be assiduously adhered to:

I. Obtain individual Digital Signing Certificate (DSC or DC) well in advance of your first tender submission deadline on **Tender Wizard E-Tendering Portal**.

II. Register your organization on **Tender Wizard E-Tendering Portal** well in advance of the important deadlines for your first tender on Tender Wizard E-Tendering Portal viz. 'Date and Time of Closure of Procurement of Tender Documents' and 'Last Date and Time of Receipt of Bids'. Please note that even after acceptance of your registration by the Service Provider, to respond to a tender you will also require time to complete activities related to your organization, such as creation of- Marketing Authority (MA) [i.e. a department within the Supplier/ Bidder Organization responsible for responding to tenders], users for one or more such MAs, assigning roles to them, etc. It is mandatory to create at least one MA. This unique feature of creating an MA enhances security and accountability within the Supplier/ Bidder Organization.

III. Get your organization's concerned executives trained on Tender Wizard E-Tendering Portal well in advance of your first tender submission deadline on the Portal.

IV. For responding to any particular tender, the tender (i.e., its Tender Search Code or Tender No) has to be assigned to an MA. Further, an '**Official Copy of Tender Documents**' should be procured/ downloaded before the expiry of Date and Time of Closure of Procurement of Tender Documents.

Note: Official copy of Tender Documents is distinct from downloading 'Free Copy of Tender Documents'. Official copy of Tender Documents is the equivalent of procuring physical copy of Tender Documents with official

receipt in the paper-based manual tendering system.

V. Submit your bids well in advance of tender submission deadline on Tender Wizard E-Tendering Portal (There could be last minute problems due to internet timeout, breakdown, etc.)

VI. Tender Wizard E-Tendering Portal will make your bid available for opening during the Online Public Tender Opening Event (TOE) 'ONLYIF' your 'Status pertaining Overall Bid-Submission' is '**Complete**'. For your record, you can generate and save a copy of 'Final Submission Receipt'. This receipt can be generated from 'Bid-Submission Overview Page' only if the 'Status pertaining overall Bid-Submission' is 'Complete'.

## **11. MINIMUM REQUIREMENTS AT BIDDER'S END**

- a. Computer System having configuration with minimum Windows 7 or above, and Broadband connectivity
- b. Digital Certificate(s)

### **Note:**

- I. The Bid shall be typed in English and signed by the Bidder or a person duly authorized to bind the Bidder to the Contract. The person(s) signing the Bids shall initial all pages of the Bids.
- II. All envelopes should be securely sealed and stamped.
- III. It is mandatory for the Bidder to quote for all the items mentioned in the tender.

## **CHAPTER-4: BRIEF INFORMATION ON PROGRAM**

The overall theme of the event is **Hon'ble Prime Minister's Online Interaction with Students to beat Examination Stress "Pariksha Pe Charcha 2021"**

### **Information**

**Event:** Hon'ble Prime Minister's Online Interaction with Students to beat Examination Stress.

**Date& Venue:** Online in the 3<sup>rd</sup> / 4<sup>th</sup> week of March, 2021.

The event is about 2-hours On-line Programme. The broad flow of the event is as follows:

1. Inaugural Session
  - I. Introduction by Hon'ble Shiksha Mantri,
  - II. Cultural Program by Students,
  - III. Live Interaction with Students joining directly from all over the country as well as selected students.
  
2. Prime Minister's Speech

The selected bidder is advised to follow all essential protocol and security norms for the effective functioning of the event. All necessary permissions and clearances shall be obtained by the successful bidder. However, required assistance will be provided by EdCIL in coordination with MOE.

## **CHAPTER-5: INSTRUCTIONS TO BIDDERS**

### **1. Technical Eligibility Criteria for the Agencies**

(a) The experienced agencies worked for large event management for The Hon'ble President of India or The Hon'ble Prime Minister of India, and empanelled with DAVP as a multi media agency under Category 'A' are only eligible to participate in this appointment process.

(b) The Bidder should not have been blacklisted by any Central Government/ Public Sector Undertaking as on the date of bid submission. Copy of undertaking signed by authorized signatory should be submitted with the technical bid.

(c) The bidder should be an exclusively registered Event management Agency/ company (Pvt Ltd., or Ltd., company/ public Ltd/ partnership firm/ Proprietorship firm/ LLP) for not less than 10 years on the date of press notification. **No consortium/ Joint Venture are allowed.**

### **2. Evaluation of Proposals**

#### **2.1 Evaluation of Technical Proposal:**

Bidder will be required to submit the Technical and Financial bid, each in two separate sealed envelopes; and the sealed envelopes to be submitted as part of one single sealed envelope addressed to CGM (EIS & EPS), EdCIL (India) Limited, EdCIL House, 18A, Sector 16A, Noida – 201 301 (U.P). The Evaluation Committee intends to evaluate the Technical Proposals, by applying the evaluation criteria as detailed below. Each responsive Proposal shall be given a technical score under Quality & Cost Based Selection (QCBS) criteria.

#### **2.2 Evaluation Criteria:**

(a) The technically qualified Bidders shall make a detailed presentation to the Tender Committee in a Power Point Format (PPT) (duration of presentation is 20 minutes) for evaluation purposes. This presentation shall be made by eligible Bidders only at EdCIL (India) Limited, EdCIL House, 18A, Sector 16A, Noida – 201 301 (U.P).

(b) The Technical Proposals of the qualified Bidders shall be analyzed and evaluated and the Technical Proposal Marks (TPM) shall be assigned to the proposal of each Bidder. Details of evaluation parameters are as shown below:

S. No.	Bid Component	Technical Proposal Marks
1	<b>Prior experience of the Bidder</b>	<b>40</b>
1a)	<p>The Bidder should have successfully executed at least 3 major events in the current and/ or last 3 completed financial years (2017-18, 2018-19, 2019-20, 2020-21) for Government of India or any Central Ministry/ Government Departments/ CPSEs involving The Hon'ble President of India or the Hon'ble Prime Minister of India, out of which one event should be of a minimum value of Rs. 4 Crores.</p> <p>(i) 3 (three) major events out of which one event should be of a minimum value of Rs 4 (Four) Crores = 25 Marks</p> <p>(ii) 2 (two) Major events out of which one event should be of a minimum value of Rs 4 (Four) Crores = 20 Marks</p> <p>(Copies of relevant work orders in the name of the bidding agency for such projects handled in the current and last 3 completed financial years should be submitted along with the technical bid.)</p>	25
1b)	<p>The Bidder should have successfully executed at least 1 virtual/ hybrid event in the current and/ or last 3 completed financial years (2017-18, 2018-19, 2019-20, 2020-21) for Government of India or any Central Ministry/ Government departments/ CPSEs.</p> <p>(Copies of relevant work orders in the name of the bidding agency for such projects handled in the current and last 3 completed financial years should be submitted along with the technical bid.)</p>	15
2	<p><b>Experience in relevant field (experience for the following will be either from the main bidders or from their subsidiary company)</b></p> <p>(Copies of relevant work orders in the name of the bidding agency for such projects handled in the current and last 3 completed financial years should be submitted along with the technical bid.)</p>	<b>25</b>
2a)	<p>The Bidder should have minimum 3 years experience in making designing of creatives/ short videos/ film productions/ digital media for any Central Ministries/ Government departments/ CPSEs</p> <p>(i) Experience of 3 Yrs and more = 5 marks</p> <p>(ii) Experience of 5 Yrs and more = 10 marks</p>	10
2b)	<p>The Bidder should have minimum 5 years experience in designing and publishing of print media for any Central Ministries/ Government departments/ CPSEs</p> <p>(i) Experience of 5 Yrs and more = 3 marks</p> <p>(ii) Experience of 10 Yrs and more = 5 marks</p>	5

2c)	The Bidder should have minimum 3 years experience in social media campaigning for any Central Ministries/ Government departments/ CPSEs. (i) Experience of 3 Yrs and more = 5 marks (ii) Experience of 5 Yrs and more = 10 marks	10
<b>3</b>	<b>Event Proposals</b> (Presentation to be made on event concept and flow of maximum duration of 20 minutes to evaluation committee of EdCIL). The bidder shall submit a copy of such presentation in PPT [containing the concepts on proposed video/ audio profile, visual designs, creative, etc.] which will be kept as record.	<b>35</b>
3a)	Understanding the requirements of the Event and concept/ theme for the project	10
3b)	Proposed concept & plan of the events • Technological Innovation • Creatives ideas • Social media plan • End-to-end management • Adherence to the protocol of The Hon'ble President of India or The Hon'ble Prime Minister of India	20
3c)	Similar nature works executed by bidder: Agency to display the technology concept and its integration of undertaking Online/ virtual event of large scale.	5
	<b>TOTAL</b>	<b>100</b>

The Evaluation Committee shall evaluate and rank each Technical Proposal on the basis of the Proposal's responsiveness to the scope using the evaluation criteria and score system specified above. Each Technical Proposal shall receive a technical score as:

$$\text{Technical Proposal Marks (TPM)} = 100 \times \frac{\text{Technical Proposal under consideration}}{\text{Highest Technical bid}}$$

The Proposal shall be rejected if it does not achieve the minimum technical marks of 65 (sixty-five) out of maximum of 100 (one hundred) marks.

### 3. Evaluation of Financial Proposals:

Financial Proposals of the technically qualified Bidders as evaluated according to the above mentioned evaluation matrix (i.e. the Bidders scoring more than 65 marks) shall be opened by the Techno-Commercial Evaluation Committee in the presence of the representative of the Bidders, who chose to attend the opening of bids. The quoted fee shall be read out and recorded.

$$\text{Financial Proposal Marks (FPM)} = 100 \times \frac{\text{Lowest Financial Bid}}{\text{Financial Bid under consideration}}$$

The lowest evaluated Financial Proposal will receive a maximum of 100 marks.

#### 4. Final Evaluation:

The final evaluation will be made on the basis of the following:

- Weightage for the Technical Proposal: 0.7
- Weightage for the Financial Proposal: 0.3

Combined Technical and Financial score, **(HPM) = TPM x 0.7 + FPM x 0.3**

#### 5. Award of Work

The Bidder with the highest aggregate score (HPM) on the merit of evaluation shall be awarded the work.

#### 6. Scope of work

##### 6.1 Creative Innovative Ideas

- Creative and innovative design work for branding of the event.
- Elaborated presentation on the nature of subject work.
- The Presentation should be innovative and interesting in order to excite the imagination and interest of the student audience.
- Digital attractions and technology to be used to showcase the event.
- Overall theme and conceptualization of the event.
- Content and AVs.
- Elaborated presentation on the nature of launches.
- The event should be innovative in order to excite the imagination and interest of your audience.
- Think outside of the box.
- Use of technology.

##### 6.2 Media and communication:

- Promotional videos of duration of 60 seconds, 2 Minutes, 3 minutes with voice over,
- Still photographers at Delhi/ NCR for event days.

##### 6.3 Cultural Programme:

- Arrangements for live/ video Recording of a video film of short cultural programme by Kala Utsav winners/ NBB artists before commencement of the event.

##### 6.4 Print media:

- Half page and quarter page advertisements (Color) on front page (on event day) in National Leading daily newspapers

##### 6.5 Publicity for PPC 2021 including social media coverage:

- Creatives and designing of banners/ posters,
- Daily tweets and posts for the social media handles of Honorable Shiksha

Mantri and Edu. Ministry.

- Creative designing, providing and placing of banners/ standees.
- Road side hoardings.

#### **6.6 Promotion through FM, celebrities, e-learning platforms etc.**

#### **6.7 Programme and Event Flow**

- Drafting a sequence of event-activities to be listed in the order that they occurred.
- They go in time order from the beginning to the middle to the end without jumping around in time.

#### **6.8 Innovative activities using technology during the online event.**

#### **6.9 PM arrangements including protocol and other formalities.**

#### **6.10 Invitees management:**

- List of online invitees
- Manage invitations
- Manage email invitations
- Tracking links
- Follow-up mechanism

**Please Note:** The Event Manager shall also have the option to place before the Client any new technology/ new concept/ new idea w.r.t the arrangements, infrastructure requirements etc. as part of the Concept Presentation. The Client reserves the right to approve/ disapprove the same and no change in the above stated infrastructure requirements or event capacity shall be allowed without prior written approval of the Client.

#### **Time Line:**

After selection of the agency, the agency will be issued a work order. On acceptance of the work order, the agency will immediately start the process of roll out of activities.

#### **NOTE:**

- a) Agencies suggestions:  
Any other factor incidental for PM function
- b) The scope of work is not restricted and the suggestions from the agencies are welcome

#### **7. Obligations of Client:**

The Client (EdCIL) will approach MOE for all clearances as shall be obtained by the Ministry. The agency shall be required to render assistance to MOE/EdCIL on all statutory clearances as required for the assignment, from time to time.

#### **8. Payment schedule:**

The selected agency will be required to submit a Performance Security equivalent to 3% of contract value in the form of Bank Gaurantee (issued from Nationalised bank)/ Demand Draft (DD) in favour of EdCIL India Limited payable

at Noida/ FDR. (The PBG/ FDR should be valid up to 30 days from the date of completion of the event.)

**Payment stages:**

- (a) 30% of the contract value shall be paid on submission of bills (GST invoice) against the stages/ items completed in full or on part.
- (b) Balance 70% payment shall be made after final bill submission by the agency after successful completion of the event to the entire satisfaction of the MOE/ PMO/ EdCIL.

**9. Loss of Property and/or Life:**

Any loss of property and/ or life during preparations of the event and the event itself would be borne entirely by the Event Manager and EdCIL shall not be held liable for any claims. The Event Manager shall be responsible for the payments arising out of any Third-Party claims. The Event Manager is advised to procure insurance for meeting such liabilities at his own expense.

**10. Consortium**

Any kind of JV/Consortium shall not be allowed.

**11. Modifications in program schedule**

The Event Manager shall have to submit the video of the rehearsals of the program before the event and the Client has the right to make any modifications in the program as per its requirements and the same shall have to be incorporated by the Event Manager.

**12. Settlement of Disputes**

The parties shall use their best efforts to settle amicably all disputes arising out of or in connection with the agreement or its interpretation. Any dispute between the parties, which cannot be settled amicably within 30 days of receipt, by one party of the other party's request for such amicable settlement, shall be submitted to arbitration by the sole Arbitrator to be appointed by EdCIL. The arbitration proceedings shall be conducted in accordance with the provisions of the Arbitration and Conciliation Act, 1996. The arbitration proceedings shall be held at New Delhi and the Courts at New Delhi shall have the jurisdiction.

Either party's performance under this agreement is subject to acts of God, war, epidemics, government regulation, strikes, or any other occurrence of event(s) or emergency beyond the party's control (except for rains), making it impossible, illegal, or commercially impracticable for either party to perform its obligations under this agreement, in whole or in part.

**13. Representations and Warranties**

The Event Manager represents and warrants that all services performed under this Agreement shall be of professional quality conforming to generally accepted industry practices. Services performed by the Event Manager which are determined by the EdCIL to be of less than professional quality shall, at the EdCIL's option, be corrected by Event Manager, at the Event Manager's

expense.

**14. Licenses and Rights for use of Names and Song**

a) EdCIL does hereby grant to the Event Manager a limited non-exclusive license to use the Event name and EdCIL name solely in connection with the preparations, programmes and management of the events, provided the Event Manager complies with the terms and conditions contained in this Agreement.

b) The event manager shall not use the name of their own company in any official communication or promotional material pertaining to the event, either before, during or after the event without prior approval of EdCIL.

c) The Event Manager shall not use the names and the song/video/jingles for any event or purpose other than the said event.

d) The authority of the Event Manager to use the names and the song commences upon the effective date of this Agreement and terminates upon the expiration of the term of this Agreement or upon termination of this Agreement, whichever shall occur first.

e) The Event Manager shall not sublicense, transfer or assign the use of the names and song/video to any person or entity without the prior consent of the EdCIL.

**15. Intellectual Property Rights**

The selected Bidder shall not use any material with intellectual property right without prior permission. The Bidder shall have to take any and all permissions and clearance related to intellectual property used during the event. EdCIL shall not be held liable for any default.

**16. Terms of Contract**

The contract shall be effective on the date of its signing and shall continue until the date of the successful completion of both the events unless terminated sooner by either of the parties.

**17. Termination**

The contract shall stand terminated for following reasons:

- a) Successful completion of both the events.
- b) In case of non-performance of work due.
  - Due to Force Majeure.
  - Due to non-performance of contract by either of the parties.

**18. In case of Termination due to Force Majeure**

Force Majeure shall mean occurrence in India of any act of God, such as rain, fire, flood, earthquake or other natural calamity causing the cancellation of the event. In such a case, the Event Manager shall be paid only for the time actually spent planning the event. In case of any material and equipments cost, the same shall be paid on actual basis.

**19. In case of Termination by Client**

a) Time is the essence of this event and in case of delay of any activity of this event Client reserves to terminate the contract and forfeit PBG submitted by the selected agency and recover other reputational losses from the agency and in such case no payment shall be made to the agency.

b) If the Client terminates this agreement 3 days before the event for reasons other than Force Majeure or reasons mentioned above, the Client shall refund the Performance Security to the Event Manager and the Client may reimburse the Event Manager for reasonable outstanding expenses. If the Client terminates this agreement for any reason within 1 day of the scheduled event, 50% (fifty percent) of contract price shall be payable to the Event Manager. However, EdCIL reserves its rights to pay full or a part of 50% value of contract. This value as decided by EdCIL in consultation with client (MOE) may pay in a single or in two or more stages of payment.

**20. In case of Termination by Event Manager**

If the Event Manager terminates this agreement, then the Client shall forfeit the Performance Security paid by the Event Manager and the client can also forfeit the bank guarantee submitted against the mobilization advance paid to the Event Manager. The Client shall also claim compensation for damages incurred due to termination of contract on actual basis.

**21. Liquidated Damage & Penalty**

It may kindly be noted that in the event the service provider fails to comply with any one or more terms and conditions mentioned in the RFP document and corrigendum thereto subsequently, EdCIL would reserve it's right to recover liquidated damage & penalty up to 10% of the value of contract in addition to other rights and remedies available to the company shall be at absolute liberty and freedom to treat the proposal as rejected.

Similarly, for any delay, EdCIL would have right to levy liquidated damage maximum up to 10% of the contract value.

**SELF-DECLARATION – NON-BLACKLISTING**

(On Non-Judicial Stamp Paper of Rs. 100/- duly attested by the Notary Public)

To,

EdCIL (India) Limited  
(A Mini Ratna category-I CPSE of Government of India)  
EdCIL House, 18 A, Sector-16 A NOIDA – 201301 (U.P.), India

Sir,

In response to the Tender EdCIL/..... dated....., I/We hereby declare that presently our organization is not declared ineligible/black listed/debarred for corrupt & fraudulent practices either indefinitely or for a particular period of time by any State/ Central Government/ PSU/Autonomous Body on the date of bid submission.

If this declaration is found to be incorrect then without prejudice to any other action that may be taken, my/ our EMD may be forfeited in full and the tender if any, to the extent accepted may be cancelled.

Thanking you,

Yours faithfully,

Name of the Bidder:  
Authorized Signatory:  
Seal of the Organization:  
Date:  
Place:

**PERFORMANCE BANK GUARANTEE FORMAT**

Name of the Bank: -----

To  
EdCIL (India) Ltd.,  
18A, Sector-16 A, Noida

In consideration of the EdCIL acting through \_\_\_\_\_  
(Designation & address of Contract Signing Authority), (hereinafter called "The EdCIL (India) Ltd") having agreed under the terms and conditions of agreement/Contract Acceptance letter No. \_\_\_\_\_ dt. .... Made between.....  
(Designation & address of contract signing Authority) and  
..... (here in after called "the said Service Provider" for the work..... (here in after called "the said agreement") having agreed for submission of a irrevocable Bank Guarantee Bond for ₹ ..... ₹ .....only)) as a performance security Guarantee from the Service Provider for compliance of his obligations in accordance with the terms & conditions in the said agreement.

1. We.....( indicate the name of the Bank) hereinafter referred to as the Bank, undertake to pay to the EdCIL (India) Ltd an amount not exceeding ₹ ..... ( ₹ .....only) on demand by the EdCIL (India)Ltd.

2. We..... ( indicate the name of the bank, further agree that ( and promise) to pay the amounts due and payable under this guarantee without any demur merely on a demand from the EdCIL (India) Ltd through the Chief General Manager, EdCIL (India) Ltd, Noida or -----(Designation & Address of contract signing authority), stating that the amount claimed is due by way of loss or damage caused to or would be caused or suffered by the EdCIL (India) Ltd by reason of any breach by the said Service Provider of any of the terms of conditions contained in the said agreement or by reason of the Service Provider failure to perform the said agreement. Any such demand made on the Bank shall be conclusive as regards the amount due and payable by the Bank under this guarantee. However, our liability under this guarantee shall be restricted to an amount not exceeding ₹ .. ( ₹ .....Only).

3. (a) We ..... ( indicate the name of Bank ) further undertake to pay to the EdCIL (India) Ltd any money so demanded notwithstanding any dispute or dispute raised by the Service Provider in any suite or proceeding pending before any court or Tribunal relating to liability under this present being absolute and unequivocal.

(b) The payment so made by us under this Performance Guarantee shall be a valid discharge of our liability for payment there under and the Service Provider shall have no claim against us for making such payment.

4. We..... (indicate the name of bank) to further agree that the guarantee herein contained shall remain in full force and effect during the period that would be taken for the performance of the said agreement and that it shall continue to be enforceable till all the dues of the EdCIL (India) Ltd under or by virtue of the said

agreement have been fully paid and its claims satisfied or discharged by .....  
(Designation & Address of contract signing authority) on behalf of the EdCIL (India) Ltd, certify that the terms and conditions of the said agreement have been fully and properly carried out by the said Service provider and accordingly discharges this guarantee.

5 (a) Notwithstanding anything to the contrary contained herein the liability of the bank under this guarantee will remain in force and effect until such time as this guarantee is discharged in writing by the EdCIL (India) Ltd or until (date of validity/ extended validity) whichever is earlier and no claim shall be valid under this guarantee unless notice in writing thereof is given by the EdCIL (India) Ltd within validity/ extended period of validity of guarantee from the date aforesaid.

(b) Provided always that we.....( indicate the name of the Bank) unconditionally undertakes to renew this guarantee or to extend the period of guarantee form year to year before the expiry of the period or the extended period of the guarantee, as the case may be on being called upon to do so by the EdCIL (India) Ltd. If the guarantee is not renewed or the period extended on demand, we ..... (indicate the name of the Bank) shall pay the EdCIL (India) Ltd the full amount of guarantee on demand and without demur.

6. We, ..... (indicate the name of Bank ) further agree with the EdCIL (India) Ltd that the EdCIL (India) Ltd shall have the fullest liberty without our consent and without effecting in any manner out of obligations hereunder to vary any of the terms and conditions of the said contract from time to time or to postpone for any time or from time to time any to the powers exercisable by the EdCIL (India) Ltd against the said service provider and to forbear or enforce any of the terms and conditions of the said agreement and we shall not be relieved from our liability by reason of any such variation, or extension being granted to the said service provider for any bearance act or omission on the part of the EdCIL (India) Ltd or any indulgence by the EdCIL (India) Ltd to the said service provider for by any such matter or thing whatsoever under the law relating to sureties for the said reservation would relive us from the liability.

This guarantee will not be discharged by any change in the constitution of the Bank or the Service Provider.

7. We, (indicate the name of the bank) lastly undertake not to revoke thisguarantee except with the previousconsent of the EdCIL (India) Ltd in writing.

8. This guarantee shall be valid upto(Date of Completion plus Handholding Period). Unless extended on demand by EdCIL (India) Ltd. Notwithstanding anything to the contrary contained hereinbefore, our liability under this guarantee is restricted to Rs..... (Rs.....only) unless a demand under this guarantee is made on us in writing on or before..... we shall be discharged from our liabilities under this guarantee thereafter.

Dated:                    the                    day of                    For

(indicate the name of bank)

Signature of Banks Authorised official

(Name)-----

Designation with Code No. -----

Full Address-----

Witness:

1.

2.

**Power of Attorney**

Know all men by these presents, we..... (name of service provider and address of the registered office ) do hereby constitute, nominate appoint and authorize Mr./Ms.....son/daughter/wife of and presently residing at....., who is presently employed with /retained by us and holding position of.....as our true and lawful attorney(hereinafter referred to as the "Authorized Representative") to do in our name and on our behalf, all such acts, deeds and things are as necessary or required in connection with or incidental to submission of our proposal for and selection as the <project title> for the <name of the client>.....project, proposed to be developed by the..... (the "client") including but not limited to signing and submission of all applications, proposals and other documents and writings, participating in pre bid and other conferences and providing information/responses to the client, representing us in all matters before the Client, signing and execution of all contracts and undertakings consequent to acceptance of our proposal and generally dealing with the client in all matter in connection with or relating to or arising out of our Proposal for the said project /or upon award thereof to us till the entering into of the Agreement with the client.

AND, we do hereby agree to ratify and conservice provider all acts, deeds and things lawful done or caused to be done by our said Authorized Representative pursuant to and in exercise of the powers conferred by this power and Attorney and that all acts, and things done by our said Authorized Representative in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us.

[IN WITNESS WHEREOF WE.....THE ABOVE NAMED PRINCIPAL HAVE EXECUTED THIS POWER OF ATTORNEY ON THIS .....DAY OF .....2019.

For ..... (Name and registered address of client)

(Signature, name, designation, and address)

Witness:

- 1. (Signature, name and address)
  - 2. (Signature, name and address) Notarised
- Accepted

.....  
(Signature, name, designation, and address of the attorney) Notes:

1. The mode of the execution of the power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executants (s) and when it is so required the same should be under seal affixed in accordance with the required procedure.

2. Wherever required, the applicant should submitted for verification the extract of the charter documents and other documents such as a resolution/Power of

Attorney in favour of the person executing this Power of Attorney for delegation of power hereunder on behalf of the applicant.

3. For a Power of Attorney executed and issued overseas, the document will also have to be legalized by the Indian Embassy and notarized in the jurisdiction where the Power and Attorney is being issued. However, the Power of Attorney provided by the applicants from countries that have signed The Hague Legislation Convention, 1961 are not required to be legalized by the Indian Embassy it is carries a conforming Apostle certificate.

## **FINANCIAL BID**

(To be uploaded separately)

## **Financial Bid Covering Letter**

<<On Bidder's Letter head>>

To,

Chief General Manager (EIS & EPS),  
EdCIL (India) Limited  
EdCIL House, 18A,  
Sector 16A, Noida. (U.P)

**Subject:** Organizing Event “**Pariksha Pe Charcha 2021**” with all preparations and Protocols for the interaction of the Hon'ble Prime Minister of India Shri Narendra Modi with the Students.

Sir/Madam,

We, the undersigned, offer to provide the event management services for EdCIL event in accordance with your detailed terms of reference dated \_\_\_\_\_ subsequent corrigendum (if any). Our attached financial proposal is attached in a sealed cover. This amount is including of all the taxes. Details of taxes are provided in the financial bid format.

### **1. PRICE AND VALIDITY**

- a) All the rates mentioned in our bid are in accordance with the terms as specified in the detailed terms of reference documents. All the rates and other terms and conditions of this Bid are valid for the entire duration of the contract.
- b) We hereby confirm that we understand that all the applicable taxes shall be including in the prices mentioned in the Financial Bid.

### **2. QUALIFYING DATA**

We confirm having submitted the information as required by the detailed terms of reference document. We are not submitting any assumptions or conditions with our financial proposal as it is all inclusive proposal. EdCIL reserves the right to reject our proposal in case of any discrepancy or conditions found with our proposal.

### **3. BID PRICE**

We declare that our Bid Price is for the entire scope of the work as specified in the detailed terms of reference document. Our bid prices are mentioned in the submitted Financial Bid.

Our Financial Bid shall be binding upon us subject up to expiration of the validity period of the Proposal.

We understand you are not bound to accept any proposal you receive. We hereby declare that our bid is made in good faith, without collusion or fraud and the

information contained in the bid is true and correct to the best of our knowledge and belief.

Thanking you,

(Authorized Signatory of Bidder)

Signature:

Name:

Designation:

Address:

Seal:

Date:

**Financial Bid Format for Event Pariksha Pe Charcha 2021 to be held in the 3<sup>rd</sup>/  
4<sup>th</sup> week of March, 2021**  
**(to be uploaded online in excel sheet provided with the tender document):**

S. No	Description	Estimated Qty.	Unit	Rate	Amount
1	<p>Pre-event activities:</p> <ul style="list-style-type: none"> <li>• Launch of the programmes- Creative Innovative Ideas</li> <li>• Programme and Event Flow including event management</li> <li>• Innovative activities using technology</li> <li>• Event Promotion and Marketing</li> <li>• Digital invitees management</li> </ul> <p>Post event activities:</p> <ul style="list-style-type: none"> <li>• Bidder shall submit : <ul style="list-style-type: none"> <li>(a) Post event report neatly spiral bounded document covering all the activities involved right from the beginning up to the completion of the project.</li> <li>(b) A summary video of the event with highlights of speech.</li> </ul> </li> <li>• The content used for event including still photographs/ videos/ jingles/ creatives etc shall be submitted to EdCIL in Hard Disk/s.</li> </ul>	LS	LS		
	<b>Creatives/ Banners:</b>				
2	Digital posters in multiple regional languages to be created and disseminated to kids through online. The posters shall contain details of the event and encourage the students. (English, Hindi and other national languages)	10	Nos.		
3	Designing of Banners for websites which will be displayed as a pop up on websites of schools across the country.	10	Nos.		
4	Creatives and designing of Good digital posters. These posters shall be used in each school. (English, Hindi and other national languages)	5	Nos.		
5	Individual contest/event activities to be promoted on Social Media platforms through graphics QR code & link to that contest/event	1	Nos.		

6	Creatives and designing of digital banners to be put up on all the Ministry's social media accounts as well as most accessed government websites carrying the details of the contest.	LS	LS		
7	Banners to be designed and shared on video streaming platforms (that host shows for kids). These will pop up as ads and should be clickable. Top 10 visited sites will also be roped in to publish these banner ads.	LS	LS		
	<b>Social Media Promotion</b>				
8	Daily tweets and posts from the social media handles of Honourable Shiksha Mantri and Edu. Ministry.	LS	LS		
9	Countdown post on Social media handle of the ministry. These to be made interesting through statements like-'Have you registered yet?' 'Do you want to meet the PM?' etc (myGov social media promotions may be referred)	LS	LS		
10	Inorganic Social media campaigning (Paid promotion) on Facebook, Twitter, Instagram, LinkedIn, Google Ads (for estimated reach of 5 Lacs in each platform)	LS	LS		
	<b>Videos:</b>				
11	A 3 min. video of underprivileged children from schools in the remotest parts of the country such as Jehanabad, Bastar, Shrawasti, Chamoli, Leh, Gadchiroli etc.	1	Nos.		
12	A one-minute (4 children x 15 seconds testimonials) video to be prepared on children who participated in last year's edition of PPC and to be shared to social media platforms of the Ministry.	1	Nos.		
13	A good video of 2-3 mins with visuals/ bytes of previous PPC and voice over of how this time it is even more special and grand. The same video will also be adapted in a one minute format for use on	1	Nos.		

	partner channels.				
14	A 3 min. short videos of children from various parts of the country saying - I participated, did you? (North East, Kashmir, Bihar, Bengal, Tamil Nadu etc)	1	Nos.		
15	A short video of previous years' winners on 'What was the most impressive element of PM's personality?'	1	Nos.		
16	Animated videos to be developed by plugging in PPC aspect to it	1	Nos.		
17	A video posted by a common man who is a parent and is participating in the contest.	1	Nos.		
	<b>Print Media:</b>				
18	Quarter page advertisements (Color) on front page (before event day) in National Leading newspapers may be published few days before event (English: 5 top leading dailies); (Hindi: 5 top leading dailies).	1	Nos.		
19	Half page advertisements (Color) on front page (on event day) in National Leading newspapers may be published on the event day (English: 5 top leading dailies); (Hindi: 5 top leading dailies).	1	Nos.		
	<b>Radio</b>				
20	The details of the event through Ad campaigns and RJ mentions to be plugged during programmes of top FM radio channels (10 Ads/ Mentions per day * 7 days)	LS	LS		
21	To create and release catchy one radio jingles (2 samples * 30 Sec)	1	Nos.		
	<b>Others:</b>				
22	Promotion through e- learning platforms	1	Nos.		

23	Arranging tweets/ interviews by the eminent national celebrities	LS	LS		
	<b>Cultural Programme:</b>				
24	Video Film/ Recording of a short cultural programme by Kala Utsav winners/ NBB artists before commencement of the event (Approx 10 min duration)	LS	LS		
25	Arrangements for short cultural programme at National Bal Bhawan (NBB) or any other place in Delhi/NCR	LS	LS		
26	Still photographers at Delhi/ NCR for event days	LS	LS		
27	Creative designing, providing and placing of <b>standees</b> on all the ministry's offices, organizations as per the directions of MOE	50	Nos.		
28	Road side hoardings (qty in sq.ft) (including creative designing, printing and placing)	5000	Sq. Ft.		
	<b>Total Amount (Exclusive of taxes)</b>				
	GST (mentioned in %) (in Rs.)				
	<b>Total Amount (Inclusive of taxes)</b>				
<b>Total Amount (Exclusive of taxes) (in Words):</b> .....					
.....					
GST (in Words): .....					
.....					
<b>Total Amount (Inclusive of taxes) (in Words):</b> .....					
.....					

**Note:**

1. Any extra/ deviation/ additional/ substitute items shall be paid as per DAVP approved rates, wherever applicable.
2. The rates should include all expenses whatsoever for the complete event as indicated in the above said BOQ including the rates for all coordination with the EdCIL/ MOE/ PMO/ NIC/ MyGov etc.

(Authorized Signatory of the bidder)  
Signature:  
Name:  
Designation:  
Address:  
Seal:

Date: