



Education • Innovation • Transformation

## **Engagement of an Agency for Media Advocacy, Digital Outreach and Social Media Management for NCERT and its digital initiatives**

(Open e-tender 2-packet system on QCBS mode)

**NIT No.: EdCIL/EIS&EPS/SM/2026-27/01**

**Dated: 10.04.2026**

### **EdCIL (India) Limited**

(A "MINI RATNA" Govt. of India Enterprise)

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## **DISCLAIMER**

The information contained in this Tender document (the "TENDER") or subsequently provided to Bidder(s), whether verbally or in documentary or any other form by or on behalf of the Authority or any of its employees or advisors, is provided to Bidder(s) on the terms and conditions set out in this TENDER and such other terms and conditions subject to which such information is provided.

This TENDER is not an Agreement and is neither an offer nor invitation by the Authority to the prospective Bidders or any other person. The purpose of this TENDER is to provide interested parties with information that may be useful to them in making their financial offers (BIDs) pursuant to this TENDER. This TENDER includes statements, which reflect various assumptions and assessments arrived at by the Authority in relation to the Project. Such assumptions, assessments and statements do not purport to contain all the information that each Bidder may require. This TENDER may not be appropriate for all persons, and it is not possible for the Authority, its employees or advisors to consider the investment objectives, financial situation and particular needs of each party who reads or uses this TENDER. The assumptions, assessments, statements and information contained in the Bidding Documents, may not be complete, accurate, adequate or correct. Each Bidder should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments, statements and information contained in this TENDER and obtain independent advice from appropriate sources.

Information provided in this TENDER to the Bidder(s) is on a wide range of matters, some of which may depend upon interpretation of law. The information given is not intended to be an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. The Authority accepts no responsibility for the accuracy or otherwise for any interpretation or opinion of the law expressed herein.

The Authority, its employees and advisors make no representation or warranty and shall have no liability to any person, including any Bidder under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this TENDER or otherwise, including the accuracy, adequacy, correctness, completeness or reliability of the TENDER and any assessment, assumption, statement or information contained therein or deemed to form part of this TENDER or arising in any way for participation in this BID Stage.

The Authority also accepts no liability of any nature whether resulting from negligence or otherwise caused arising from reliance of any Bidder upon the statements contained in this TENDER. The Authority may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumptions contained in this TENDER.

The issue of this TENDER does not imply that the Authority is bound to select a Bidder or to

appoint the Selected Bidder, as the case may be, for the Project and the Authority reserves the right to reject all or any of the Bidders or BIDs without assigning any reason whatsoever.

The Bidder shall bear all its costs associated with or relating to the preparation and submission of its BID including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by the Authority, site visits, investigations, studies, or any other costs incurred in connection with or relating to its BID. All such costs and expenses will remain with the Bidder and the Authority shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by a Bidder in preparation or submission of the BID, regardless of the conduct or outcome of the Bidding Process.

## DEFINITIONS

Authorized Signatory	The bidder's representative/ officer vested (explicitly, implicitly, or through conduct) with the powers to commit the authorizing organization to a binding agreement. Also called signing officer/ authority having the Power of Attorney (PoA) from the competent authority of the respective Bidding service provider.
Bid	"Bid" means the response to this document presented in Two documents, Technical Bid and Financial Bid, which are supplied with necessary documents and forms as given in Annexure/s, complete in all respect adhering to the instructions and spirit of this document.
Bidder	"Bidder" means any service provider/ agency/ company/ contractor/ supplier responding to Request for Proposal and who makes a Bid.
Contract	"The Contract" means the agreement entered into between EdCIL and the selected bidder(s) in terms of clauses mentioned.
Contractor	"Contractor" means a Service provider/ Agency means who is able to provide services to EdCIL.
Day	"Day" means a working day as per Government of India (GOI).
EdCIL	EdCIL (India) Limited.
Evaluation	"Evaluation" shall include studies/projects/assignments related to Third party/External evaluation/ similar studies/ Impact Assessment / Govt. and Social sector development projects
TC	Tender Committee
NCR	Only for this tender purpose, NCR may include Delhi, Gautam Buddha Nagar (NOIDA & Greater Noida), Ghaziabad,

Faridabad, Gurgaon.

Tendering Authority	EdCIL in this Bid Document.
Services	"Services" means the services to be delivered by the successful bidder and as required to run the project successfully as per the Contract. A service is the intangible equivalent of an economic good.
Assignment / job	"Assignment / job" means the work to be performed by the Consultant pursuant to the Contract
Agency	" <b>Agency</b> " means a Service provider/ Contractor who is able to provide services to EdCIL.
Instructions to Bidders	"Instructions to Bidders" means the document which provides Bidders with all information needed to prepare their bids.
Proposal	" <b>Proposal</b> " means the Technical Proposal and the Financial Proposal of the Consultant.
RFP	" <b>RFP</b> " means the Request for Proposals to be prepared by the agency.
"Terms of Reference" (TOR)	"Terms of Reference" (TOR) means the document included in the RFP which explains the objectives, scope of work, activities, tasks to be performed, respective responsibilities of the Authority and the Consultant, and expected results and deliverables and timelines of the Assignment/job.

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## CHAPTER - 1: NOTICE INVITING TENDER

NIT No.: EdCIL/EIS&EPS/SM/2026-27/01

Dated: 10.04.2026

1.1 EdCIL (India) Limited invites open e- tender two packet system QCBS mode from experienced and eligible agencies for 'Engagement of an Agency for Media Advocacy, Digital Outreach and Social Media Management for NCERT and its digital initiatives'.

S. No.	Item	Details
1	Name of Work: 'Engagement of an Agency for Media Advocacy, Digital Outreach and Social Media Management for NCERT and its digital initiatives'	NIT No: EdCIL/EIS&EPS/SM/2026-27/01  Date: 10.04.2026
2	Tender Category (Services/ Goods/ works)	Services
3	Estimated cost (In Rs.)	Rs. 7,50,00,000/- plus GST
4	Date of availability of Tender Document	10.04.2026 to 30.04.2026 up to 1100 hours
5	Mode of Selection	Open e-Tender two packet system on QCBS mode
6	Bid Query window through email as given in RFP	10.04.2026 to 17.04.2026 up to 1100 hours
7	Pre-Bid Meeting	17.04.2026 at 14:30 hours
8	Last date and time for submission of bids	30.04.2026 up to 11:00 hours
9	Opening of Technical Bid	30.04.2025 at 15:00 hours
10	Presentation by the Bidders to the Evaluation Committee	Bidders would be informed separately
11	Opening of Financial Bid	Qualified bidders would be informed separately
12	Earnest Money Deposit (EMD)	Rs. 5,25,000/- (in the form of Demand Draft/ Bank transfer)
13	Performance Bank Guarantee	3% of the work order value (as per Annexure- IV)

14	The Currency in which payment shall be made	Indian Rupees (INR)
15	Bid Validity days	90 days (From last date of opening of tender)
16	No. of Covers	02 (Two packet) QCBS
17	Cost of Bid Document	"NIL"
18	Address for Communication	Chief General Manager (EIS & EPS) EdCIL (India) Limited, 18 A, Sector-16A, Noida-U.P., 201 301
19	Contact No.	0120-4156001-002,4154003
20	Email Address	<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>

- 1.2 Tender documents shall be downloaded from the electronic tender portal link available at EdCIL Tender web page and details mentioned in the tender document. Aspiring bidders who have not get registered in e-procurement should get themselves register/enroll before participating in e-tendering process. Interested bidders are advised to go through instructions provided at "Instructions to Bidders for e-tendering."
- 1.3 No manual bids shall be accepted. Bids should be submitted in the E-Tendering mode only.
- 1.4 Bidders are advised to visit the EdCIL Web site to get themselves updated for information on this tender. Corrigendum and addendum may be issued on the changes required. The Corrigendum/addendum are the part of tender documents and Bidders are supposed to upload the same, duly signed as per the guidelines given in the tender document. Bidders are advised to visit EdCIL e-tender web page regularly to update themselves for any notifications for this tender.

Chief General Manager (EIS & EPS)  
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Tel: 0120-4156001-002,4154003  
[EPBX.: 600]

## CHAPTER- 2 OFFLINE & ONLINE BID SUBMISSION DOCUMENTS

### 2.1 Offline Submissions: (AS PER TENDER REQUIREMENT)

2.1.1 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 the Public Online Tender Opening Event.

a. **Original Demand Draft as EMD in the form of Demand Draft/ Bank Transfer.**

b. **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.**

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

### 2.2 Online Submissions:

The Online bids (complete in all respect) must be uploaded online in **Two Envelopes** as explained below:

<b>Envelope-1</b> (Following documents to be provided as single PDF file) *File size shall be less than 5 MB each.			
<b>SI No.</b>	<b>Documents</b>	<b>Content</b>	<b>File Types</b>
1.	Technical Bid	Organization Declaration Sheet as per Annexure-I	.PDF
2.		All Annexures from I To XVIII	.PDF
3.		Corrigendum/ Addendum are also to be signed and uploaded.	.PDF

<b>Envelope-2</b>			
<b>SI No.</b>	<b>Documents</b>	<b>Content</b>	<b>File Types</b>
1.	Financial Bid	As per Financial Bid forms at Fin.forms I to Fin.forms II(D)	.PDF and Excel sheet

## CHAPTER 3: INSTRUCTIONS FOR E-TENDERING

### 3.1 Instructions for Online Bid Submission:

- 3.1.1 Following the Government of India's directives, EdCIL (India) Limited has adopted E-tendering, which is an open platform for submission of tenders online in a seemed manner and transparent to meet the requirements of end users.
- 3.1.2 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>.
- 3.1.3 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.
- 3.1.4 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 on 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.
- 3.1.5 All Corrigendum/ Addendum/ Amendment/ Corrections, if any, will be published on the website <http://www.tenderwizard.com/EDCIL>.
- 3.1.6 It is mandatory for all the applicants to have class-III Digital Signature Certificate (in the name of person who will sign the bid document) from any of the licensed certifying agency (Bidders can see the list of licensed Certifying Agencies from the link [www.cca.gov.in](http://www.cca.gov.in)) to participate in e-Procurement of EDCIL.
- 3.1.7 It is mandatory for the bidders to get their firm / company registered with e-procurement portal of EDCIL, i.e. [www.tenderwizard.com/EDCIL](http://www.tenderwizard.com/EDCIL) to have user ID & password by submitting a non-refundable annual registration charges of Rs. 2,000/- (Registration charges for 1 year) (Exclusive of taxes, levies, etc.) Which can be paid online using the e-payment gateway to KEONICS through the portal address mentioned above? The registration so obtained by the prospective bidder shall be valid for one year from the date of its issue and shall be subsequently renewed.
  - 3.1.7.1 Participants shall safely keep their User ID and password, which will be issued by the service provider i.e. KEONICS Ltd. upon registration, and necessary for e-tendering.
  - 3.1.7.2 Bidders are advised to change the password on receipt of activation mail.
  - 3.1.7.3 Bidders shall not disclose their User ID as well as password and other material information relating to the e-tendering to anyone and safeguard its secrecy.

- 3.1.8 Tenders should be submitted only through Tender Wizard E-Tendering Portal and obtain the Tender Acknowledgement copy as proof of successful submission.
- 3.1.9 Vendors are requested to contact Tender wizard Helpdesk for any information regarding E-tendering / training.
- a) For online registration, intended bidders may write us at [sandeep.g@etenderwizard.com](mailto:sandeep.g@etenderwizard.com) or contact no. 080-40482100/ 8800496478.
  - 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: 080-40482100/ 8800496478.  
write us mail on Email Id:- [sandeep.g@etenderwizard.com](mailto:sandeep.g@etenderwizard.com)

## 3.2 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 2 or above, issued by a Certifying Authority (CA) licensed by Controller of Certifying Authorities (CCA) [refer <http://www.cca.gov.in>].

## 3.3 Registration

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

### 3.3.3 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.

### **3.4 SEARCHING FOR TENDER DOCUMENTS**

- 3.4.1 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.
- 3.4.2 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.
- 3.4.3 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.

### **3.5 PREPARATION OF BIDS**

- 3.5.1 Bidder should take into account any corrigendum/ addendum published on the portal before submitting their bids.
- 3.5.2 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 documents that need to be submitted. Any deviations from these may lead to rejection of the bid.
- 3.5.3 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.

### **3.6 SUBMISSION OF BIDS**

- 3.6.1 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. The bidder will be sole responsible for any delay in uploading of bid within the stipulated time.
- 3.6.2 The bidder has to digitally sign and upload the required bid documents one by one as indicated in the tender document.
- 3.6.3 Bidder has to pay the EMD as applicable either through online or 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 the demand draft for EMD is required to be submitted.
- 3.6.4 A standard Financial Bid form has been provided with the tender document to be filled

in by all the bidders. Bidders are requested to note that they should 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.

- 3.6.5 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.
- 3.6.6 The uploaded tender documents become readable only after the tender opening by the authorized bid openers.
- 3.6.7 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.

### 3.7 ASSISTANCE TO BIDDERS

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 the given numbers/email.

<b>EdCIL/ Tender Wizard E-Tendering Portal Helpdesk</b>	
Telephone/ Mobile	Customer Support: 080-40482100 (Multiple Telephone lines) Emergency Mobile Numbers: 9964074577/ 9650520101 (Please contact in case of emergency during non-working hours.)
E-mail ID	<b>To Tender Wizard</b> <a href="mailto:sandeep.g@etenderwizard.com">sandeep.g@etenderwizard.com</a> / <a href="mailto:harishkumar.kb@etenderwizard.com">harishkumar.kb@etenderwizard.com</a> & cc to: <a href="mailto:ashishyadav@edcil.co.in">ashishyadav@edcil.co.in</a> / <a href="mailto:cgm.infracivil@edcil.co.in">cgm.infracivil@edcil.co.in</a>

### 3.8 MINIMUM REQUIREMENTS AT BIDDER'S END

- 3.8.1 Computer System having configuration with minimum Windows 7 or above, and Broadband connectivity
- 3.8.2 Digital Certificate(s)
- 3.8.3 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.
- 3.8.4 All envelopes should be securely sealed and stamped.
- 3.8.5 It is mandatory for the Bidder to quote for all the items mentioned in the tender.

## **CHAPTER-4: SCOPE & METHODOLOGY FOR MEDIA ADVOCACY, DIGITAL OUTREACH AND SOCIAL MEDIA MANAGEMENT FOR NCERT AND ITS DIGITAL INITIATIVES**

### **4.1 INTRODUCTION**

The selected agency shall support NCERT in enhancing outreach, awareness and engagement for its digital education initiatives through integrated **multi-media advocacy, digital campaigns and social media management**. The agency will undertake activities across traditional media, digital platforms and social media to promote NCERT initiatives and ensure effective communication with stakeholders including students, teachers, parents and policymakers.

### **4.2 SCOPE OF WORK**

#### **4.2.1 Media related activities for NCERT and its Digital Initiatives**

1. To Design a comprehensive Media Advocacy and strategy that builds on the strategic priorities of NCERT and the vision of the National Education Policy (NEP) 2020.
2. To Conceptualize and develop media and promotional strategy for key NCERT digital initiatives (PM eVIDYA, DIKSHA, NISHTHA, SWAYAM MOOCs, etc.) and suggest creative tools and platforms to execute the same.
3. Drafting and issuance of press releases suitable to ensure wide media coverage in National dailies across States regarding the launch of new features, portal updates, and significant achievements of NCERT's digital programs.
4. To Liaison with PIB, Media Houses, Publications, and Digital Media entities for regular dissemination and coverage of news related to NCERT and its role in promoting digital and inclusive education.
5. To Identify NCERT matters of public interest (e.g., new e-content, teacher training modules, student competitions) that may interest mainstream media, such as eminent print, electronic and online media, and develop special stories for ready publication and coverage by the mainstream media.
6. Preparation of monthly analytical reports on the basis of media coverage.
7. Sentimental Analysis, Online Reputation Management (ORM), and responding to posts/ comments as required.
8. To Facilitate national media partnerships/ alliances and manage crisis situations in times of need.

#### **4.2.2 Development of Strategy for Crisis Communication**

1. To create a credible contingency plan to effectively handle crisis and emergencies.
2. In the event of unforeseen occurrences, which may have potential of creating negative perception about the Client, the agency will have to take proactive steps to

help the Client's representatives communicate effectively using various media platforms and channels as deemed fit.

3. Monitoring coverage in print, TV and digital media effective damage control arisen out of erroneous and misleading media reports.

#### 4.2.3 Social Media related activities

1. Creation and/or maintenance of official accounts/ pages of the Client on X (previously Twitter), Facebook, Instagram, LinkedIn, YouTube, Threads, Koo and other social media platforms which may emerge in the future. The agency shall create and subsequently maintain Social Media Platform for the Client including but not limited to Facebook Page, Twitter Profile, YouTube Channel, Blogs and Instagram.
2. Creation of relevant blogs and forums wherein the participation of targeted audience can be invoked.
3. Uploading creatives on daily basis in form of infographics, images, Gifs, videos, text over videos, audio clips, jingles, promos of events and programs etc. on various social media platforms, creations of interactive content like surveys, quizzes, contests etc in consultation with the Client.
4. Updates: Daily informative and promotional updates in the form of relevant text, pictures, audio, unique and interactive content, interviews, news, quiz, etc.
5. Engage with users: Regularly organize online surveys, quizzes, contests on all platforms in consultation with the client.
6. Publicity: Publicize all national/ international festivals, cultural events, National and International Events, etc. as suggested by the Client, time to time using Social Media Platforms.
7. Gate Keeping: Moderation of all platforms multiple times in a day in order to deal with spam, unauthorized advertisements, inappropriate content, etc.
8. Deploy real-time NLP (Natural Language Processing) classification models for automated detection, flagging, and instant hiding of malicious content or spam.
9. Media Tracking: Use a good industry standard monitoring tool for analyzing comments/ remarks about the Client in various media like newspapers, magazines, blogs, social media platforms, etc. both online and offline.
10. Tagging: Create relevant hashtags and linkages of content on all platforms.
11. Copyright: Content shared online must be copyright protected and unauthorized use of this must be monitored.
12. Live coverage of the event: Facilitate live coverage of Client's event through live tweeting, Facebook live, etc. at various social media platforms.

#### 4.2.4 Media Advocacy and Marketing Campaigns for NCERT's Digital Initiatives

1. **Print Media Advocacy for Digital Initiatives:** To design, conceptualize, and release advocacy creatives and advertisements specifically promoting NCERT's digital initiatives in leading national and regional newspapers. This includes:
  - a. Designing creative layouts and impactful messaging tailored to specific digital initiatives (e.g., promoting PM eVIDYA DTH channels, SWAYAM MOOCs,

DIKSHA resources, ePathshala mobile app, All India Children's Educational eContent Competition).

- b. Securing and releasing advertisements on premium pages of newspapers (All India and zonal Editions) to ensure maximum visibility for digital education programs.
  - c. Providing post-release clippings, circulation reach data, and readership statistics for documentation of campaign reach
2. **Digital Media Marketing for Digital Initiatives:** Execution of comprehensive digital marketing campaigns across various online platforms specifically to promote NCERT's digital initiatives. Key activities include:
- a. Content Development: Creation of campaign creatives, infographics, animated videos, and copywriting aligned with the advocacy goals of each digital initiative (PM eVIDYA, DIKSHA, NISHTHA, SWAYAM, ePathshala, etc.).
  - b. Platform Management: Execution of organic and inorganic campaigns across identified platforms including YouTube, Facebook, Instagram, Twitter (X), LinkedIn, Snapchat specifically targeting users interested in educational content.
  - c. Search Engine Marketing: Managing Google Search Ads and Google Display campaigns to drive traffic to NCERT's digital portals (DIKSHA, ePathshala, SWAYAM, PM eVIDYA microsites)
  - d. SEO: Implementing Search Engine Optimization (SEO) strategies to improve the organic visibility of NCERT's digital resources and initiative-specific landing pages
3. The target audience for digital media marketing campaigns shall be Males/Females in the age group of 11-65 years, including students, parents, teachers, and educational administrators across India, segmented according to the specific digital initiative being promoted.

#### 4.2.5 Query Management, Media Tracking and Reporting

1. All the queries received on the social media platforms regarding NCERT must be replied to and addressed within 24 hours in consultation with the designated NCERT/EdCIL officials.
2. Ensure that significant communication in the form of posts/comments/mentions etc. made by the public on NCERT's social networking sites is monitored on a real time basis and is brought to the notice of the designated NCERT/EdCIL officials through daily e-mail reports.
3. Deploy Large Language Model (LLM) powered conversational agents on official channels to automate routine queries (e.g., how to access PM eVIDYA channels, DIKSHA app download, SWAYAM course registration, NEP guidelines, NCERT publication details).
4. Round the clock monitoring of NCERT's entities on the agreed upon Social Media platforms, updating, analyzing social media trends, moderation and intervention as and when required.
5. The agency must submit weekly and monthly 'Effectiveness Analysis Report' to NCERT/EdCIL on the effectiveness of the social media strategy for NCERT and the

media advocacy campaigns for digital initiatives. The agency must submit a detailed analysis on the steps undertaken for overall promotion across all platforms and the results achieved.

6. The components of the report would include:

- a. Social Media Analysis (for NCERT): Social Channel Analysis, traffic analysis, followers growth on multiple social media platforms, comparative Facebook/Twitter/Instagram/YouTube Engagement Analysis, content analysis of the most engaging type of post.
- b. Campaign Performance Report (for Digital Initiatives): Reach, impressions, click-through rates, and cost metrics for paid Google and Social Media campaigns broken down by initiative (PM eVIDYA, DIKSHA, SWAYAM, etc.).
- c. Buzz Report: Share of trend analysis, topic analysis, sentiment and perception analysis across all media (print, TV, digital) related to NCERT and its digital initiatives.
- d. Media Coverage Report: Compilation of print and online mentions, share of voice, and sentiment analysis specifically for digital initiative campaigns.

7. Miscellaneous Work:

- a. Any other work related to Social Media and its activities. Other miscellaneous related activities associated with main work including to provide monthly strategic inputs for creative campaigns for both NCERT's social media presence and digital initiative promotions
- b. Ensure that the quick response to the posts is provided on the social media platforms under the supervision of the designated Client official.
- c. Ensure that the viewership over all the Social Media platforms of NCERT increases substantially and increases its reach.
- d. Any other works entrusted by client for sensitizing the people through social media and other media platforms about NCERT's digital initiatives.
- e. During any event/activity of NCERT (e.g. workshops, competitions, training programs, product launches), it is the responsibility of the successful bidder to depute their team at the location of event/activity with necessary equipment for the coverage of media/social media activities and to create content for best outreach of information.
- f. For outstation movement, necessary travelling arrangements shall be approved by NCERT/EdCIL from the allocated budget for the activity/event. The same shall be reimbursed on actual basis, after approval from NCERT/EdCIL.

**Note:** Social Media Team consisting of **20 or more resources (in one go or distributed during the currency of contract) as & when required by NCERT during the execution** to be deployed by the successful bidder at designated locations as per directions of the Client. They should have the requisite skill sets (as mentioned in Annexure- XVIII) to gather, collate, design, write content and post content on the social media platforms. The team would be on site during office hours and should remain available 24x7. Emphasis will be on good creative team having expertise in Content Writing, Graphic Designing, Video editing, etc.

The Client/ EdCIL reserves the right to increase or decrease the number of resources to be deployed through the agency for Social Media work by up to 100% during the contract period.

#### **4.2.6 Creative Designing and Repackaging**

1. Creative content generation, recreation, or conversion of available NCERT content (text, video, audio) and repackaging into various forms suitable for different platforms. The content may be of various forms such as graphics, infographics, cartoons, smart art, animation, short videos, storyboards etc. designed on subjects related to NCERT's organizational activities, digital initiatives, schemes, programs, policies, and NEP 2020 alignment.

#### **4.2.7 Storage of Content**

1. Storage of all raw footage, creatives, processed content, and campaign archives in digital formats for future reference and reuse.
2. Availability of archive content should be maintained.

#### **4.2.8 Pre and Post establishment support**

1. Any kind of support with regard to the smooth functioning of hardware equipment/software required for campaign execution and social media management.
2. The agency should provide technical support 24x7 for maintenance of NCERT's various Social Media Platforms through in-house staff.

#### **4.2.9 Manpower Requirement**

1. The social media and creative experts should have requisite qualifications and experience (as mentioned in Annexure-XVIII) and will be responsible for managing Social Media platforms for NCERT, media advocacy campaigns for digital initiatives, and creative content development. In addition, they would be responsible for creation of Graphic Design, online design, video editing, digital marketing strategy, etc. The persons deployed should be adequately supported by a back office for every kind of support.
2. On the event of non-performance by the Social Media Team of successful bidder, the Client/ EdCIL reserve their rights to deploy additional resource or to remove any or all of the team members deployed by the successful bidder. No claims on whatsoever ground shall be entertained in this regard.
3. The necessary passes and permissions for entry and exit in the government premises shall be done by Client/ EdCIL. Necessary documentation and police verification wherever necessary shall be the responsibility of deployed resource or by the successful bidder.

## CHAPTER 5: INSTRUCTIONS TO BIDDERS

**5.1 Bid Timelines:** Bidder shall refer to NIT for the timelines related to Tender documents submission.

**5.2 Preparation of Bids:** The offer/ bid shall be submitted in a **Two packet system (i.e.) Technical and Financial bid**. The technical bid shall consist of all technical details along with commercial terms and conditions. Financial bid shall indicate item wise rate for the items mentioned in the bid in the given Excel sheet/format.

**5.3 Earnest Money Deposit:**

EMD (earnest money deposit) of Rs. 5,25,000/- (Rs. Five Lakhs Twenty-Five Thousand Only) shall be submitted separately in the form of Demand Draft in favour of "EdCIL India Limited" payable at Noida from any of the Nationalized/ Scheduled Bank in India (list attached at ANNEXURE – XVI) with a validity of three months from the last date of submission of tender. The Bid sent without EMD shall be considered as NON-RESPONSIVE and liable to be rejected. No interest shall be allowed on the Earnest Money.

The EMD may also be paid online as per Bank Mandate of EdCIL given at Annexure-XVII.

**Note:** Bidders registered as MSEs (micro and small enterprises) are exempted for submission of EMD as applicable as on the date of NIT.

**5.4 Refund of EMD and Submission of Performance Bank Guarantee:**

**5.4.1** The EMD will be returned to unsuccessful Bidder only after the Tenders are finalized.

**5.4.2** Earnest money will be forfeited if the bidder unilaterally withdraws the offer, or unilaterally amends, impairs or rescinds the offer within the period of its validity.

**5.4.3** In Case of Successful Bidder, the EMD shall be refunded after submission of 3% Performance Bank Guarantee from a Nationalized/ Scheduled Bank operating in India.

**5.5 Performance Bank Guarantee:**

**5.5.1** The successful bidder should be required to deposit Performance Bank Guarantee equivalent to **3% of contract value/Work Order** to EdCIL within 15 (Fifteen) days from the date of receipt of issue of LOA for carrying out the work as per agreed conditions. The Performance Bank Guarantee should be issued by a **Nationalized Bank/ Scheduled Bank (list attached at ANNEXURE – XVI)** in favour of **"EdCIL (India) Ltd. Noida"**. This

Performance Bank Guarantee should be retained throughout the currency of the contract and should be extended by the bidder from time to time, as required by EdCIL. This guarantee shall be valid for a period of 90 days after the date of completion of the project. The bank guarantee format is attached as Annexure-IV.

**5.5.2 In case any bidder quotes a financial bid which is lower than 5% of the estimated cost of the tender, the bidder shall be required to submit an additional Performance Bank Guarantee (PBG) of 10% of the work order value,** in addition to the prescribed Performance Security, to safeguard the financial and performance interests of the project.

**5.6** The Tender notice and Notice Inviting Tender shall form the part of contract document. The successful Bidders shall be required to execute **an agreement with EdCIL in prescribed Proforma within a maximum period of 10 days after** date of issue of LOA for carrying out the work as per the agreed conditions. Failure to do so shall constitute a breach, in which case, EdCIL would be at liberty to not only terminate the contract but also forfeit EMD and Performance Guarantee if any. The cost of stamp paper for the agreement will be borne by Bidder.

**5.7** The contract agreement shall consist of: The Press Notification, Tender Notice, Notice Inviting Tender, Instructions to Bidders, all the documents of tender & contract for works including special conditions of contract, technical specifications and drawings, if any, forming the part of tender documents as issued/ downloaded by the Bidder from the websites at the time of invitation of tender and acceptance thereof together with any correspondence with them leading there to and also the correspondence related with verification of credentials.

**5.8** Acceptance/ Rejection of bids: EdCIL reserves the right to reject any or all offers without assigning any reason. EdCIL based on the requirement without assigning any reason to the Bidder/s may split work/Scope/Bid offer in stages or in parts according to the need of work or for ease of execution of work. EdCIL reserves right to take decision according to requirement and no claim on whatsoever ground shall be entertained from the bidder. Final decision of EdCIL shall be binding on the bidder.

**5.9** Compliance with Laws: The contract operations and proceeding in connection with the works at all times be conducted during the continuance of contract in accordance with the laws, ordinances, rules and regulations for the time being in force and the agency shall further observe and comply with the by laws & regulations of the Government of India, State Government/UT, local Municipalities and other authorities having jurisdiction over area involved in connection with the works of site & over operations such as those as carried out by the agency and shall give all notices required by such by-laws & regulations.

**5.10 Payment Terms & Timelines:**

1. No advance payment shall be made to the Agency under this contract.
2. Payments shall be released on a monthly basis, subject to (i) receipt of funds from the Client, (ii) submission of invoice by the Agency, and (iii) satisfactory performance and achievement of work as assessed by EdCIL.

3. The Agency shall ensure timely payment of salaries/remuneration to all resources deployed, and such payments shall not be contingent upon the receipt of funds from the Client.
4. The initial period of engagement shall be 12 months, which may be extended for a further period of up to 24 months, subject to requirement and satisfactory performance.

**5.11** The Employer reserves the right to vary the quantities or value of the work and/or resources up to 100% of the original contract value, provided that such work or resources are of the same nature as specified in the tender. Such variation may also be applied for execution in another project of similar nature, and the Contractor shall be bound to carry out the same at the rates and terms agreed under this Contract.

**5.12** Works will be carried out according to the Conditions of Contract and Specifications of EdCIL issued with this tender document.

**5.13 Delayed Deliverables:** If the Deliverables not made within the due timeline for any reason under the control of the successful bidder, the EdCIL reserves the right to impose **Liquidated damages (LD) @ 0.5% plus GST per week from the date of delay in delivering of the content/ graphic/ video content, etc.** and the maximum LD shall be 10% of the contract value/ rate. The LD shall be applied only on the portion of deliverables not submitted within the stipulated time period for reasons under the control of the Agency.

Once the maximum LD is reached, EdCIL has the right to terminate the contract without any liability to cancellation charges and encash the submitted performance guarantee/s submitted by successful bidder.

**5.14 Rates:** The rates must be quoted in the Performa given in Financial Bid (**Fin.forms I to Fin.forms II(D)**) failing which the Bid would be treated as unresponsive.

**5.15 Notices:**

**5.15.1** Any notice given by one party to the other pursuant to this contract/order should be sent to the other party in writing or e mail and confirmed in writing to the other party's address.

**5.15.2** A notice should be effective when delivered or on the notice's effective date, whichever is later.

**5.15.3** For the purpose of all notices, the following should be the address:

**EdCIL:**

**Chief General Manager (EIS & EPS),**

EdCIL (India) Limited,

18 A, Sector-16A,

Noida-201 301

Tel: 91-120-4156001-002

**Bidder address:** (To be filled in by the Bidder)

**5.16 Resolution of Disputes:** The dispute resolution mechanism to be applied pursuant should be as follows:

- a) In case of Dispute or difference arising between the EdCIL and bidder/agency relating to any matter arising out of or connected with this agreement, such disputes or difference should be settled in accordance with the Indian Arbitration & Conciliation Act, 1996, the rules there under and any statutory modifications or re-enactments thereof should apply to the arbitration proceedings.
- b) The dispute should be referred to the Competent Authority, EdCIL and if he/she is unable or unwilling to act, to the sole arbitration of some other person appointed by him willing to act as such Arbitrator. The award of the arbitrator so appointed should be final, conclusive and binding on all parties to this order.
- c) 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.

**5.17 Agency Integrity**

The Agency is responsible for and obliged to conduct all contracted activities in accordance with the Contract using state of the art methods and economic principles and exercising all means available to achieve the performance specified in the contract.

**5.18 Governing Language**

The contract should be written in English language. English language version of the Contract should govern its interpretation. All correspondence and other documents pertaining to the Contract, which are exchanged by the parties, should be written in the same language.

**5.19 Applicable Law**

The Contract should be interpreted in accordance with the laws of the Union of India and all disputes should be subject to place of jurisdiction located within New Delhi.

**5.20 Taxes**

Agency should be entirely responsible for all taxes, duties, etc., incurred until submission of deliverables. EdCIL shall not make any payment towards any other incidental charges payable by the agency at any site location. Further, the taxes will be applicable as on date of the billing.

Under Income Tax Act, 1961, a deduction for income tax along with surcharge as applicable will be made from sums paid on account and final payments for carrying out the work under this contract

**5.21 Language of Report:**

Entire report shall be in English language. If asked for Hindi translation, successful bidder should submit the same without any additional cost.

## 5.22 Termination for Default

The EdCIL should, without prejudice to any other remedy for breach of contract, by written notice of default sent to the Agency, terminate the Contract in whole or part:

- a. If the Agency fails to submit deliverables specified in the order, or within any extension thereof granted by the EdCIL; or
- b. If the Agency fails to perform any other obligation(s) under the Contract.
- c. If the Agency, in the judgment of the EdCIL has engaged in corrupt or fraudulent practices in competing for or in executing the Contract.
- d. For the purpose of this Clause:
  - **“Corrupt practice”** means the offering, giving, receiving, or soliciting of anything of value to influence the action of a public official in the procurement process or in contract execution.
  - **“Fraudulent practice”** means a misrepresentation of facts to influence a tendering process or the execution of a contract to the detriment of the Borrower, and includes collusive practice among Bidders (prior to or after bid submission) designed to establish bid rates at artificial non-competitive levels and to deprive the Borrower of the benefits of free and open competition;”
  - In the event the EdCIL terminates the Contract in whole or in part, the EdCIL shall execute such service with any other agency, as it deems appropriate and the Agency should be liable to the EdCIL for any excess costs for executing the work. However, the agency should continue the performance of the Contract to the extent not terminated.

## 5.23 In case of Termination by Client

Time is the essence of this event and in case of delay of any activity of this event Client reserves the right 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.

**5.24 Disputes and Jurisdiction:** Any legal disputes arising out of any breach of contract pertaining to this tender should be settled in the court of competent jurisdiction located within New Delhi.

**5.25 Compliance:** The bidder to comply with the Technical Eligibility criteria, Timelines, Payment terms and deliverables as provided.

## 5.26 Terms of Contract

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

## 5.27 Intellectual Property Rights

The selected Bidder shall not use any material with intellectual property right of EdCIL/MoE/GOI without prior permission. The Bidder shall have to take any and all permissions and clearance related to intellectual property . EdCIL shall not be held

liable for any default.

**5.28 Award of Contract:**

EdCIL/Client reserves the right to accept or reject any proposal and to annul the bidding process and reject all proposals at any time prior to award of contract, without thereby incurring any liability to the Bidders. In case of annulment, all proposals submitted and specifically, proposal securities shall be promptly returned to the Bidder.

**5.29 Conflict of Interest:**

Bidder shall furnish an affirmative statement as to the absence of, actual or potential conflict of interest on the part of the Applicant or any prospective subcontractor due to prior, current, or proposed contracts, engagements, or affiliations. Additionally, such disclosure shall address any and all potential elements (time frame for service delivery, resource, financial or other) that would adversely impact the ability of the Bidder to complete the requirements as given in the application document.

**5.30 Discussion on offer:**

If required, for price justification and work methodology, discussions may be held at the address indicated in the document. The representatives available for discussions on behalf of the bidder must have written authority to present technical, financial and other terms and conclude a legally binding agreement.

**5.31 Rates in Figures and Words:**

- a. Rates Quoted by the Bidder in tender in figures and words shall be accurately filled in so that there is no discrepancy in the rates written in figures and words. However, if a discrepancy is found, the rates which correspond with the amount worked out by the contractor shall unless otherwise proved be taken as correct.
- b. If the amount of a particular is not worked out by the bidder or it does not correspond with the rates written either in figures or in words, then the rates quoted by the bidder in words shall be taken as correct. Where the rates quoted by the bidder in figures and in words tally but the amount is not worked out correctly, the rates quoted by the Bidder will, unless otherwise proved, be taken as correct and not the amount.
- c. In event no rate has been quoted for any particulars leaving space both in figure(s), word(s) and amount blank, it will be presumed that the Bidder has included the cost of this/these particulars in other items and rate for such particulars will be considered as zero and work will be required to be executed accordingly.
- d. In the case of any tender where rates appear unrealistic, such tender / particulars will be considered as unbalanced and in case the tender is unable to provide satisfactory explanation such a tender/ particular is liable to be disqualified and rejected.
- e. The Bidder shall submit analysis of rates or any other relevant documents pertaining to the project if called upon to do so.

### **5.32 Force Majeure:**

The agency shall not be liable for forfeiture of its performance security, liquidated damages or termination for default, if and to the extent that, its delay in performance or other failure to perform its obligations under the Contract is the result of an event of Force Majeure.

1. For purposes of this Clause, "Force Majeure" means an event beyond the control of the agency and not involving the agency's fault or negligence and not foreseeable. Such events shall include, but are not limited to, acts of the EdCIL either in its sovereign or contractual capacity, wars or revolutions, fires, floods, epidemics, quarantine restrictions and freight embargoes.
2. If a Force Majeure situation arises, the Agency should promptly notify EdCIL in writing of such conditions and the cause thereof. Unless otherwise directed by the EdCIL in writing, the agency shall continue to perform its obligations under the Contract as far as is reasonably practical and should seek all reasonable alternative means for performance not prevented by the Force Majeure event.

**5.33 Acknowledgement:** It is hereby acknowledged that bidders have gone through all the conditions mentioned above and bidders agree to abide by them.

**5.34** Works will be carried out according to the Conditions of Contract and Specifications of EdCIL issued with this tender document.

## CHAPTER 6 ELIGIBILITY & EVALUATION CRITERIA

### 6.1 Technical Eligibility Criteria for the Agencies:

The agency will be a professionally qualified firm registered in India since last 20 Years (Pvt Ltd., or Ltd., company/ public Ltd/ partnership firm/ Proprietorship firm) with minimum of 10 years of experience in Creative, Content, Advertisement, PR campaigns and having profitability and positive net worth in last 3 Financial Years.

The following are the **Basic Technical eligibility criteria** for the bidding failing which the bidder shall be disqualified:

S No.	Technical Eligibility Criteria	Supporting Documents to be annexed by the Bidder
1	The bidder must be a Company (Public Ltd. Or Pvt. Ltd.)/Proprietary /Partnership Firms registered in India under the Companies Act 1956/2013 for the last Twenty (20) years from the date of NIT.	Copy of certificate of incorporation/ Partnership deed/Memorandum/ Article of Association/ Registration certificate with Registrar of companies and any other legally valid supporting document
2	a. Bidders having a minimum of 10 years of experience (on date of NIT) in handling Creative/ Content/ Advertisement/ PR campaigns.  b. Should have handled at least 05 national level campaigns.	Copies of work orders/ completion certificates/ Final Invoice copies certifying 10 years of experience (year wise details) as per Annexure- II and details of 05 national level campaigns. A. Relevant work order(s) issued before 01.04.2016 B. National Level Campaigns to be specified specifically.
3	a. The average annual turnover for the past three financial year i.e. 2023-24, 2024-25 and 2025-26, should not be less than Rs. 75 Crores (Rs. Seventy-Five crores).  b. The annual turnover should be more than 150 Crores in any of the past three financial year i.e. 2023-24, 2024-25 and 2025-26.  c. The bidder should have a positive net worth & Profitability in the last 3 FY as above.	Certificate from the Chartered Accountant/Statutory auditor and copy of audited balance sheets/P&L Accounts for the last three years as per annexure-III .
4	The bidder must have a full-fledged set up in Delhi NCR	Proof of address of Registered Office under GST

5	The bidder must have in-house development facilities for creatives designing, production and editing of content in all forms for all mediums including video in high-definitions, research based technical contents, etc.	Document showcasing List of equipments, software for creative designing, graphic designing, video editing, etc., tie-up with any specialised media agency for the currency of contract may be provided.
6	The bidder must have managed popular Social Networking platform/s such as Facebook, Instagram, LinkedIn, Twitter, etc. for Government/ Semi-Government/ Public Sector Undertaking with at least 1 lakh followers/ reach/ reviewing the content on a topic of page in last 03 years.	Undertaking along with documentary evidence such as work order/ completion certificate/ supporting document
7	The Bidder must have at least 100 regular professional manpower having relevant experience.	Undertaking from HR Department of the company.

**6.1.1** The Bidder should not have been blacklisted/ debarred 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.

**6.1.2 No consortium/ No Joint Venture is allowed** for bid participation.

**6.1.3** For deciding eligibility of tender, it is mandatory for Bidders to submit EMD, Financial Turnover (Balance Sheets with Profit & Loss Account) of preceding Three years along with required annexures as per Basic Technical Eligibility criteria with Similar nature of work experience certificates of requisite magnitude and Pre-Contract Integrity Pact, failing which the tender shall be summarily rejected.

**6.1.4** Notwithstanding anything stated above, the EdCIL reserves the right to assess bidder's capability and capacity to perform the contract, should circumstances warrant such an assessment in the overall interest of the work by EdCIL.

**6.1.5 All other documents like PAN Card, PF Registration, Goods and Services Tax Registration Certificate, Timeline schedule, list of personnel, Bank details etc. as per Basic Technical Eligibility criteria are also required to be submitted along with tender.** The missing documents if any must be submitted within 07 days from the date it is sought by EdCIL. The missing documents if called for after the scrutiny of technical bid should not be of a date later than the date of submission of bid.

## 6.2 EVALUATION OF PROPOSALS

### 6.2.1 Evaluation of Technical Proposal

Bidders are advised to submit the Technical bid as per instructions given in Chapter -3 "Instructions for e-tendering and Chapter-2 "Offline & Online Bid submissions" addressed to The 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.

### 6.2.2 Technical Evaluation Criteria

- i. The Technical Proposals of the qualified Bidders shall be analyzed and evaluated and the Technical Score (TS) shall be assigned to the proposal of each Bidder. Details of evaluation parameters are as shown below:

<b>S No</b>	<b>Technical Evaluation Criteria</b>	<b>Maximum Technical Score (TS)</b>	<b>Supporting Document Required</b>
1	Value of Social Media project executed by the bidder in last 03 FY (2023-24, 2024-25, 2025-26): a. Minimum one project value between Rs. 2.50 Crore to Rs. 3.50 Crore= 5 Marks b. Minimum one project value more than Rs. 3.50 Crore up to 5.50 Crore= 10 Marks c. Minimum one project value of more than Rs. 5.50 Crore up to 7.70 Crore= 15 Marks d. Minimum one project value of more than Rs. 7.70 Crore= 20 Marks	20	Copies of work orders/ completion certificates/ Final Invoice copies certifying project value and timeline as per Annexure- II.
2	No. of Clients, Government/ Semi-Government/ Public listed organizations serviced in last 03 FY (2023-24, 2024-25, 2025-26): Less than 5 = 5 Marks >=5 & <10 = 10 Marks >=10 & <15= 15 Marks >=15 = 20 Marks	20	Copies of work orders/ completion certificates/ Final Invoice copies indicating client names, project names, and timeline as per Annexure- II

3	Qualifications (education, general qualifications, publications, articles, previous experience within or outside the company) of the proposed staff, & Proficiency in usage of the latest Tech-Know-How for major assignments	20	Self-certified copies of CVs of the proposed staff (Annexure- XVIII).
4	Presentation of idea/concept, methodology, outline, approach, equipment and software availability, understanding scope of work, objectives, purpose of work, requirements	40	
	<b>Total Marks</b>	<b>100</b>	

**6.2.3** The bidder, having been found technically qualified in accordance with Clause 6.1 shall be invited to make a detailed presentation to the EdCIL's Tender Committee in a Power Point Format (PPT) (duration of presentation is 20 minutes) for evaluation purposes. This presentation shall be made only by the eligible qualified Bidders on a scheduled date or time to be intimated to the agencies, and at EdCIL (India) Limited, EdCIL House, 18A, Sector 16A, Noida – 201 301 (U.P).

**6.2.4** 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 as specified below. Each Technical Proposal shall receive a technical Proposal Marks as:

TS= Technical Score for Technical proposal under consideration

TSH= Technical Score of Highest Technical Bid

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

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.

### **6.2.5 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.

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

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

### **6.2.6 Final Evaluation**

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

- Weightage for the Technical Proposal: 80%
- Weightage for the Financial Proposal: 20%

Combined Technical and Financial Marks, **(HPM) = TPM x 0.8 + FPM x 0.2**

### **6.2.7 Award of Work**

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

### **6.2.8 Obligations of Client**

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

## &lt;&lt; Bidder's Organization Letter Head &gt;&gt;

**DECLARATION SHEET**

We, \_\_\_\_\_ hereby certify that all the information and data furnished by our organization with regard to this tender specification are true and complete to the best of our knowledge. I have gone through the requirements, conditions and stipulations in details and agree to comply with the requirements and intent of tender.

We further certified that our organization meets all the conditions of eligibility criteria laid down in this tender document.

We, further specifically certify that our organization has not been Black Listed/ De Listed or put to any Holiday by any Institutional Agency/ Govt. Department/ Public Sector Undertaking in the last three years.

	<b>Description</b>	<b>Remarks</b>
1	Phone	
2	Fax	
3	E-mail	
4	Contact Person Name	
5	Mobile Number	
6	Address of Registered office & Head office	
7	Details of registration	
8	Years of experience of Agency	
9	Type of organization (Pvt ltd, Public limited, Partnership, Proprietorship etc)	
10	TIN Number	
11	PAN Number	
12	In case of on-line payment of EMD submitted: UTR No. (For EMD)	

13	MSME Details: Registration No. and UDYAM Details	
14	Kindly provide bank details of the bidder in the following format: a) Name & address of the Bank branch b) IFSC code & Account Number c) Kindly attach scanned copy of one Cheque book	

**(Signature of the Bidder )**

**Name:** \_\_\_\_\_

**Seal of the Company**

**PROJECT DETAILS****Project details for Managing Social Media Activities**

Using the format below, provide information on each Assignment (separately for each assignment) for which your firm was legally contracted as a corporate entity or as one of the major partners within an association, for carrying out Social Media services similar to the ones requested for this Assignment. The information must show your overall experience in undertaking and executing similar Assignment. Same format is to be used for showing all important Assignments. [While the heading of format will remain unchanged, the formatting may be modified & spread from two to three pages as per requirement].

Note: The following format should be filled for Technical Evaluation of Bid Document as per criteria. All the requisite projects as per Technical Evaluation criteria should be detailed as below.

**EXPERIENCE OF PREVIOUS SOCIAL MEDIA ASSIGNMENTS**

- a. Page No Of Work Order: \_\_\_\_\_
- b. Page No. Of Agreement Copy: \_\_\_\_\_
- c. Page No. Of Completion Certificate: \_\_\_\_\_ (Or)
- d. Page No. Of Final Invoice Copy : \_\_\_\_\_ (Or) any other document evidencing completion of project/study

<b>S.No</b>	<b>Description</b>	<b>Remarks</b>
1	Assignment name:	
1.1	Description of Assignment:	
1.2	Value of the contract (in Rupees):	
1.3	Country:	
1.4	Location within country:	
1.5	Duration of Assignment/job (months):	
1.6	Name of Authority:	
1.7	Address of Authority:	

1.9	Approx. value of the Services provided by your firm under the contract (in Rupees):	
1.10	Start date (month/year):	
1.11	Completion date (month/year):	
1.12	Reason of delay, if any:	

Note: **Please provide documentary evidence from the client i.e. copy of Work Order/ Contract/Completion certificate for each of the assignments shown by the Agency.** The experience shall not be considered for evaluation if such requisite support documents are not provided with the bid.

**ANNEXURE- III**

**FINANCIAL STRENGTH OF THE BIDDER**

<b>S No</b>	<b>Financial Year</b>	<b>Annual Turnover (in Lakhs)</b>	<b>Net Worth (Positive/Negative) (in Lakhs)</b>	<b>Net Profitability (in Lakhs)</b>
1	2023-24			
2	2024-25			
3	2025-26			
	<b>Avg. of past 3 years</b>		<b>NA</b>	<b>NA</b>

Note: Certificate from Statutory Auditor/ Chartered Accountant certifying above and balance sheet and Profit & Loss account for all three years to be attached.

**Signature & Stamp of  
Chartered Accountant/  
Statutory Auditor**

## **ANNEXURE-IV**

Name of the Bank: \_\_\_\_\_

To

EdCIL (India) Limited, Noida

### **PERFORMANCE BANK GUARANTEE FORMAT**

In consideration of the Chairman and Managing Director, EdCIL acting through \_\_\_\_\_ (Designation & address of Contract Signing Authority), (hereinafter called "**EdCIL (India) Limited**") 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 Agency" 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 Agency 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) Limited an amount not exceeding ₹ \_\_\_\_\_ ( ₹ \_\_\_\_\_ only) on demand by the EdCIL (India) Limited.
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) Limited through the CGM, EdCIL (India) Limited 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) Limited by reason of any breach by the said Agency of any of the terms of conditions contained in the said agreement or by reason of the Agency 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) Limited any money so demanded notwithstanding any dispute or dispute raised by the Agency in any suite or proceeding pending before any court or Tribunal relating to liability under this present being absolute and unequivocal.\
4. The payment so made by us under this Performance Guarantee shall be a valid discharge of our liability for payment there under and the Agency shall have no claim against us for making such payment.
5. 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) Limited 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) Limited certify that the terms and conditions of the said agreement have been fully and properly carried out by the said Agency and accordingly discharges this guarantee.

6. (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) Limited 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) Limited 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 shall be on being called upon to do so by the EdCIL (India) Limited If the guarantee is not renewed or the period extended on demand, we \_\_\_\_\_ (indicate the name of the Bank) shall pay the EdCIL (India) Limited the full amount of guarantee on demand and without demur.
7. We \_\_\_\_\_ ( indicate the name of Bank ) further agree with the EdCIL (India) Limited that the EdCIL (India) Limited 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 against the said Agency 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 Agency for any bearance act or omission on the part of the EdCIL (India) Limited or any indulgence by the EdCIL (India) Limited to the said Agency for by any such matter or thing whatsoever under the law relating to sureties for the said reservation would relive us from the liability.
8. This guarantee will not be discharged by any change in the constitution of the Bank or the Agency.
9. We, \_\_\_\_\_ (indicate the name of the Bank) lastly undertake not to revoke this guarantee except with the previous consent of the EdCIL (India) Limited in writing.
10. This guarantee shall be valid up to (Date of Completion plus Handholding Period). Unless extended on demand by EdCIL (India) Limited 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 Authorized official

Witness                    (Name)\_\_\_\_\_

Designation with Code No. -----

1                              Full Address-----

2.

**PROFORMA PRE CONTRACT INTEGRITY PACT GENERAL**

This pre-contract Agreement (hereinafter called the Integrity Pact) is made on \_\_day of the month of .... 2025, between, on one hand, acting through Shri/Smt. \_\_\_\_\_, Designation, EdCIL (India) Limited (hereinafter called the "Client "EdCIL" interchangeably, which expression shall mean and include, unless the context otherwise requires, his successors in office and assigns) of the First Part

**AND**

M/s \_\_\_\_\_ represented by Shri \_\_\_\_\_, Chief Executive Officer (hereinafter called the "BIDDER/ AGENCY" which expression shall mean and include, unless the context otherwise requires, his successors and permitted assigns) of the Second Part.

WHEREAS the EdCIL proposes to procure services towards "\_\_\_\_\_(TITLE OF THE TENDER)-- --" for its clients and BIDDER/ Agency is willing to offer the said services and related items as referred to in the Bid document no. .... Dated ..... 2025.

WHEREAS the BIDDER is a private company /public company / Government undertaking / partnership / registered expert agency, constituted in accordance with the relevant law in the matter and the EdCIL is a Public Sector Undertaking under Ministry of Education performing its functions.

NOW, THEREFORE,

To avoid all forms of corruption by following a system that is fair, transparent and free from any influence / prejudiced dealings prior to, during and subsequent to the currency of the contract to be entered into with a view to:

Enabling the EdCIL to obtain the desired services as referred to in the Bid document no. .... dated .....2025 at a competitive rate in conformity with the defined tender provisions by avoiding the high cost and the distortionary impact of corruption on procurement of services and Enabling BIDDERS to abstain from bribing or indulging in any corrupt practice in order to secure the contract by providing assurance to them that their competitors will also abstain from bribing and other corrupt practices and the EdCIL will commit to prevent corruption, in any form, by its officials by following transparent procedures.

The parties hereto hereby agree to enter into this Integrity Pact and agree as follows:

**1. Commitments of EdCIL**

- 1.1. The EdCIL undertakes that no official of the EdCIL, connected directly or indirectly with the contract, will demand, take a promise for or accept, directly or through intermediaries, any bribe, consideration, gift, reward, favour or any material or immaterial benefit or any other advantage from the BIDDER, either for themselves or for any person, organization or third party related to the contract in exchange

for an advantage in the bidding process, bid evaluation, contracting or implementation process related to the contract.

- 1.2. The CLIENT will, during the pre-contract stage, treat all BIDDERS alike, and will provide to all BIDDERS the same information and will not provide any such information to any particular BIDDER which could afford an advantage to that particular BIDDER in comparison to other BIDDERS.
  - 1.3. All the officials of the EdCIL will report to the appropriate Government office any attempted or completed breaches of the above commitments as well as any substantial suspicion of such a breach.
- 2.** In case any such preceding misconduct on the part of such official(s) is reported by the BIDDER to the EdCIL with full and verifiable facts and the same is prima facie found to be correct by the EdCIL, necessary disciplinary proceedings, or any other action as deemed fit, including criminal proceedings shall be initiated by the EdCIL and such a person shall be debarred from further dealings related to the contract process. In such a case while an enquiry is being conducted by the EdCIL the proceedings under the contract would not be stalled.

**3. Commitments of Bidders**

The BIDDER commits itself to take all measures necessary to prevent corrupt practices, unfair means and illegal activities during any stage of its bid or during any pre-contract or post-contract stage in order to secure the contract or in furtherance to secure it and in particular commit itself to the following:

- 3.1. The BIDDER will not offer, directly or through intermediaries, any bribe, gift, consideration, reward, favour, any material or immaterial benefit or other advantage, commission, fees, brokerage or inducement to any official of the EdCIL, connected directly or indirectly with the bidding process, or to any person, organization or third party related to the contract in exchange for any advantage in the bidding, evaluation, contracting and implementation of the contract.
- 3.2. The BIDDER further undertakes that it has not given, offered or promised to give, directly or indirectly any bribe, gift, consideration, reward, favour, any material or immaterial benefit or other advantage, commission, fees, brokerage or inducement to any official of the EdCIL or otherwise in procuring the Contract or forbearing to do or having done any act in relation to the obtaining or execution of the contract or any other contract with the Government for showing or forbearing to show favour or disfavor to any person in relation to the contract or any other contract with the Government.
- 3.3. Bidders shall disclose the name and address of agents and representatives and Indian BIDDERS shall disclose their foreign principals or associates.
- 3.4. BIDDERS shall disclose the payments to be made by them to agents/brokers or any other intermediary, in connection with this bid/contract.
- 3.5. The BIDDER further confirms and declares to the EdCIL that the BIDDER has not engaged any individual or firm or company whether Indian or foreign to intercede,

facilitate or in any way to recommend to the EdCIL or any of its functionaries, whether officially or unofficially to the award to the contract to the BIDDER, nor has any amount been paid, promised or intended to be paid to any such individual, firm or company in respect of any such intercession, facilitation or recommendation, as the case shall be for satisfactory performance of the proposed terms of Bidder.

- 3.6. The BIDDER, either while presenting the bid or during pre-contract negotiations or before signing the contract, shall disclose any payments he has made, is committed to or intends to make to officials of the EdCIL or their family members, agents, brokers or any other intermediaries in connection with the contract and the details of services agreed upon for such payments.
- 3.7. The BIDDER will not collude with other parties interested in the contract to impair the transparency, fairness and progress of the bidding process, bid evaluation, contracting and implementation of the contract.
- 3.8. The BIDDER will not accept any advantage in exchange for any corrupt practice, unfair means and illegal activities.
- 3.9. The BIDDER shall not use improperly, for purposes of competition or personal gain, or pass on to others, any information provided by the EdCIL as part of the business relationship, regarding plans, technical proposals and business details, including information contained in any electronic data carrier. The BIDDER also undertakes to exercise due and adequate care lest any such information is divulged.
- 3.10. The BIDDER commits to refrain from giving any complaint directly or through any other manner without supporting it with full and verifiable facts.
- 3.11. The BIDDER shall not instigate or cause any third person to commit any of the actions mentioned above.
- 3.12. If the BIDDER or any employee of the BIDDER or any person acting on behalf of the BIDDER, either directly or indirectly, is a relative of any of the officers of the EdCIL, or alternatively, if any relative of an officer of the EdCIL has financial interest / stake in the BIDDER's firm, the same shall be disclosed by the BIDDER at the time of filing of Bid.
- 3.13. The BIDDER shall not lend to or borrow any money from or enter into any monetary dealings or transactions, directly or indirectly, with any employee of EdCIL.

#### **4. PREVIOUS TRANSGRESSION**

- 4.1. The BIDDER declares that no previous transgression occurred in the last three years immediately before signing of this integrity pact, with any other company in any country in respect of any corrupt practices envisaged hereunder or with any Public Sector Enterprise in India or any Government Department in India that could justify BIDDER's exclusion from the bid process.
- 4.2. The BIDDER agrees that if it makes incorrect statement on this subject. BIDDER

can be disqualified from the Bid process or the contract, if already awarded, can be terminated for such reason.

## **5. EARNEST MONEY DEPOSIT**

- 5.1. While submitting Technical bid, the BIDDER shall deposit an amount of Rs. .... as Earnest Money with the EdCIL through Account Payee Bank Draft or a Pay Order in favour of EdCIL (India) Limited.
- 5.2. The instrument for Security Deposit made shall be valid up to the specified period and the bidder shall be liable to keep the said instrument valid for such extended period as the case shall be for satisfactory performance of the terms of Bidder above referred till the complete conclusion of the contractual obligations to the complete satisfaction of both the BIDDER and the EdCIL, including warranty period, whichever is later.
- 5.3. In case of the successful BIDDER a clause would also be incorporated in the Article pertaining of Performance Bond in the corresponding Contract governing such agreement that the provisions of Sanctions for Violation shall be applicable for encashment of Performance Bank Guarantee deposited towards forfeiture of said amount in case of a decision by the EdCIL to forfeit the same without assigning any reason for imposing such sanction.
- 5.4. No interest shall be payable by the EdCIL to the BIDDER on Earnest Money Deposit for the period of its currency.

## **6. SANCTIONS FOR VIOLATIONS**

- 6.1. Any breach of the aforesaid provisions by the BIDDER or any one employed by it or acting on its behalf (whether with or without the knowledge of the BIDDER) shall entitle the EdCIL to take all or any one of the following actions, wherever required:
  - i. To immediately call off the pre contract negotiations without assigning any reason or giving any compensation to the BIDDER. However, the proceedings with the other BIDDER(s) would continue.
  - ii. The Earnest Money Deposit (in pre-contract stage) and/or Security Deposit / Performance Bond (Bank Guarantee) (after the contract is signed) shall stand forfeited either fully or partially, as decided by the EdCIL and the CLIENT (EdCIL) shall not be required to assign any reason therefore.
  - iii. To immediately cancel the contract, if already signed, without giving any compensation to the BIDDER.
  - iv. To recover all sums already paid by the EdCIL, and in case of an Indian BIDDER with interest thereon at 2% higher than the prevailing Prime Lending Rate of State Bank of India, while in case of a BIDDER from a country other than India with interest thereon at 2% higher than the LIBOR as the case shall be. If any outstanding payment is due to the BIDDER from the EdCIL in connection with any other contract for any other stores or on any account whatsoever and by whatsoever name called, such outstanding payment could also be utilized to

recover the aforesaid sum and interest thereto.

- v. To encash the advance bank guarantee and performance bond/warranty bond, if furnished by the BIDDER, in order to recover the payments, already made by the EdCIL, along with interest.
  - vi. To cancel all or any other Contracts with the BIDDER. The BIDDER shall be liable to pay compensation for any loss or damage to the EdCIL resulting from such cancellation/rescission and the EdCIL shall be entitled to deduct the amount so payable from the money(s) due to the BIDDER.
  - vii. To debar the BIDDER from participating in future bidding processes of the Government of India for a minimum period of five years, which shall be further extended at the discretion of the EdCIL.
  - viii. To recover all sums paid in violation of this Pact by BIDDER(s) to any middleman or agent or broker with a view to securing the contract.
  - ix. In cases where irrevocable Letters of Credit have been received in respect of any contract signed by the EdCIL with the BIDDER, the same shall not be opened.
  - x. Forfeiture by way of encashment of Performance Bond in case of a decision by the EdCIL to forfeit the same without assigning any reason for imposing sanction for violation of this Pact.
- 6.2. The EdCIL will be entitled to take all or any of the actions mentioned at Para 6.1(i) to (x) of this Pact also on the Commission by the BIDDER or any one employed by it or acting on its behalf (whether with or without the knowledge of the BIDDER), of any offence as defined in Chapter IX of the Indian Penal code, 1860 or Prevention of Corruption Act, 1988 or any other statute enacted for prevention of corruption.
- 6.3. The decision of the EdCIL to the effect that a breach of the provisions of this Pact has been committed by the BIDDER shall be final and conclusive on the BIDDER. However, an Independent Monitor(s) shall be appointed by EdCIL, in case of breach of the provisions of the pact.

## **7. INDEPENDENT MONITORS**

- 7.1. An Independent monitor (s) shall be appointed by EdCIL, in case of breach of the provisions of the pact.
- 7.2. The task of the Monitors shall be to review independently and objectively, whether and to what extent the parties comply with the obligations under this Pact.
- 7.3. The Monitors shall not be subject to instructions by the representatives of the parties and perform their functions neutrally and independently.
- 7.4. Both the parties accept that the Monitors have the right to access all the documents relating to the project / procurement, including minutes of meetings.
- 7.5. As soon as the Monitor notices, or has reason to believe, a violation of this Pact,

he will so inform the Authority designated by the EdCIL.

- 7.6. The BIDDER(s) accept that the Monitor has the right to access without restriction to all Project documentation of the EdCIL including that provided by the BIDDER. The BIDDER will also grant the Monitor, upon his request and demonstration of a valid interest, unrestricted and unconditional access to his project documentation. The same is applicable to Sub-bidders. The Monitor shall be under contractual obligation to treat the information and documents of the BIDDER/Sub-bidder(s) with confidentiality.
- 7.7. The EdCIL will provide to the Monitor sufficient information about all meetings among the parties related to the Project provided such meetings could have an impact on the contractual relations between the parties. The parties will offer to the Monitor the option to participate in such meetings.
- 7.8. The Monitor will submit a written report to the designated Authority of CLIENT/Secretary in the Department/within 8 to 10 weeks from the date of reference or intimation to him by the EdCIL / BIDDER and, shall the occasion arise, submit proposals for correcting problematic situations.

## **8. FACILITATION OF INVESTIGATION**

In case of any allegation of violation of any provisions of this Pact or payment of commission, the EdCIL or its agencies shall be entitled to examine all the documents including the Books of Accounts of the BIDDER and the BIDDER shall provide necessary information and documents in English and shall extend all possible help for the purpose of such examination.

## **9. LAW AND PLACE OF JURISDICTION**

This Pact is subject to Indian Law. The place of performance and jurisdiction is the seat of the EdCIL.

## **10. OTHER LEGAL ACTIONS**

The actions stipulated in this Integrity Pact are without prejudice to any other legal action that shall follow in accordance with the provisions of the extant law in force relating to any civil or criminal proceedings.

## **11. VALIDITY**

11.1. The validity of this Integrity Pact shall be governed by the terms of the NIT No. \_\_\_\_\_ towards complete execution of the contract to the satisfaction of both the EdCIL and the BIDDER/Agency, including warranty period, whichever is later. In case BIDDER is unsuccessful, this Integrity Pact shall expire after six months from the date of the signing of the contract awarding the Bidder with successful bidder.

11.2. Shall one or several provisions of this Pact turn out to be invalid; the remainder of this Pact shall remain valid. In this case, the parties will strive to come to an agreement to their original intentions.

12. The parties hereby sign this Integrity Pact at \_\_\_\_\_ on \_\_\_\_\_.

EdCIL (India) Limited

BIDDER

Name of the Officer :

Designation:

Witness:

a) \_\_\_\_\_

b) \_\_\_\_\_

Witness

1. \_\_\_\_\_

2. \_\_\_\_\_

(The Pre Contract Integrity Pact shall be modified based in line with the conditions of the Bid Documents).

**LETTER OF UNDERTAKING**  
**(ON THE LETTER HEAD OF THE BIDDER)**

To

Chief General Manager (EIS & EPS)  
EdCIL (India) Limited (EdCIL)  
EdCIL House, 18 A, Sector-16 A,  
NOIDA – 201301 (U.P.), India

Sir,

**SUBJECT- Engagement of an Agency for 'Engagement of an Agency for Media Advocacy, Digital Outreach and Social Media Management for NCERT and its digital initiatives'**

This bears reference to EdCIL NIT No. **EdCIL/EIS&EPS/SM/2026-27 Dated 10-04-2026**. We, hereby, accept all the terms and conditions for submitting bid as mentioned in this Bid Document.

We hereby certify that no terms and conditions have been stipulated by us in the Financial Bid.

We warrant that the services do not violate or infringe upon any patent, copyright, trade secret or other property right of any other person or other entity. We agree that we shall not prevent EdCIL from any claim or demand, action or proceeding, directly or indirectly resulting from or arising out of any breach or alleged breach of any of the terms & conditions of bid document and contract.

The above document is executed on \_\_\_/\_\_\_/2026 at (place) \_\_\_\_\_ and we accept that if anything out of the information provided by us is found wrong, our bid/ work order shall be liable for rejection.

Thanking you,

Yours faithfully,

Name of the Bidder\_\_\_\_\_

Authorized Signatory\_\_\_\_\_

Seal of the Organization\_\_\_\_\_

Date:

**UNDERTAKING**

This is to confirm that we M/s \_\_\_\_\_ (give full address) have not been declared neither **failed to perform on any Agreement, nor have been expelled from any project or Agreement nor any Agreement terminated** for breach by the us (Agency) in any of the government department and public sector undertaking /enterprise or by any other Client in India, in last five year before release of advertisement.

If the above information found false at any stage after the placement of Work Order / Agreement, EdCIL (India) Limited (Ed.CIL), 18-A, Sector 16-A, Noida will have full right to cancel the Contract and forfeit the Performance Guarantee. All the direct and indirect cost related to the cancellation of the order will be borne by us besides any legal action by EdCIL which shall be deemed fit at that point of time.

Authorized Signatory

**Note: The undertaking regarding the non-blacklisting of firm is to be submitted on a non-judicial stamp paper of Rs. 100/- (Rupees Hundred only).**

Place:

**Details of Projects Completed**

**Name of the Firm:**

<b>Name of the Projects</b>	<b>Name of Client, Order No. &amp; Date</b>	<b>Description of work</b>	<b>Value of work</b>	<b>Date of Start</b>	<b>Scheduled Date of Completion</b>	<b>Actual Date of Completion</b>	<b>Reason for Delay, if any</b>

- **Include rows as necessary**

**Signature with Seal**

**List of Team Personnel**

<b>S.No</b>	<b>Name of person</b>	<b>Designation</b>	<b>Qualification</b>	<b>Cumulative Years of experience</b>	<b>Length of Relevant experience required in this tender</b>

**Note: All details in above table are to be provided with reference to Annexure XVIII**

**Signature of Bidder**

**Name:** \_\_\_\_\_

**Designation:** \_\_\_\_\_

**Organization Name:** \_\_\_\_\_

**Contact No. :** \_\_\_\_\_

**Non-Disclosure Agreement**  
[Company Letterhead]

This AGREEMENT (hereinafter called the “Agreement”) is made on the [day] day of the month of [month], [year], between, EdCIL (India) Ltd on the one, (hereinafter called the “EdCIL”) and, on the other hand, [Name of the Bidder] (hereinafter called the “Bidder”) having its registered office at [Address]

WHEREAS

1. The “EDCIL” has issued NIT NO: (As given in RFP) for Engagement of an Agency for ‘Managing Social Media Activities of the Ministry of Education’.

(Hereinafter called the “Project”) of the EDCIL.

2. The Bidder, having represented to the “EDCIL” that it is interested to bid for the proposed Project,

3. The EDCIL and the Bidder agree as follows:

a) In connection with the “Project”, the EDCIL agrees to provide to the Bidder a detailed document on the Project vide the Request for Proposal document (online portal ). The Request for Proposal contains details and information of the EDCIL operations that are considered confidential.

b) The Bidder to whom this information (Request for Proposal) is disclosed shall –

i. hold such information in confidence with the same degree of care with which the Bidder protects its own confidential and proprietary information.

ii. restrict disclosure of the information solely to its employees, other member with a need to know such information and advice those persons of their obligations hereunder with respect to such information.

iii. use the information only as needed for the purpose of bidding for the Project.

iv. except for the purpose of bidding for the Project, not copy or otherwise duplicate such information or knowingly allow anyone else to copy or otherwise duplicate such information; and

v. undertake to document the number of copies it makes

vi. on completion of the bidding process and in case unsuccessful, promptly return to the EDCIL, all information in a tangible form or destroy such information

4. The Bidder shall have no obligation to preserve the confidential or proprietary nature of any information which:

- was previously known to the Bidder free of any obligation to keep it confidential at the time of its disclosure as evidenced by the Bidder’s written records prepared prior to such disclosure; or

- is or becomes publicly known through no wrongful act of the Bidder; or

- is independently developed by an employee, agent or contractor of the Bidder not associated with the Project and who did not have any direct or indirect access to the information.

5. The Agreement shall apply to all information relating to the Project disclosed by the EDCIL to the bidder.

6. EDCIL will have the right to obtain an immediate injunction enjoining any breach of this Agreement, as well as the right to pursue any and all other rights and remedies available at law or in equity for such a breach.

7. EDCIL reserves the right to share the information received from the bidder under the ambit of RTI Act.

8. Nothing contained in this Agreement shall be construed as granting or conferring rights of license or otherwise, to the Bidder, on any of the information. Notwithstanding the disclosure of any information by the EDCIL to the Bidder, the EDCIL shall retain title and all intellectual property and proprietary rights in the information. No license under any trademark, patent or copyright, or application for same that are now or thereafter may be obtained by the EDCIL is either granted or implied by the conveying of information. The Bidder shall not alter or obliterate any trademark, trademark notice, copyright notice, confidentiality notice or any notice of any other proprietary right of the EDCIL on any copy of the information and shall reproduce any such mark or notice on all copies of such information.

9. This Agreement shall be effective from the date of signing of this agreement and shall continue perpetually.

10. Upon written demand of the EDCIL, the Bidder shall (i) cease using the information, (ii) return the information and all copies, notes or extracts thereof to the EDCIL forthwith after receipt of notice, and (iii) upon request of the EDCIL, certify in writing that the Bidder has complied with the obligations set forth in this paragraph.

11. This Agreement constitutes the entire Agreement between the EDCIL and the Bidder relating to the matters discussed herein and supersedes any and all prior oral discussions and/or written correspondence or agreements between the two parties. This Agreement may be amended or modified only with the mutual written consent of the parties. Neither this Agreement nor any right granted hereunder shall be assignable or otherwise transferable.

12. Confidential information is provided "As-Is". In no event shall the EDCIL be liable for the accuracy or completeness of the confidential information.

13. This agreement shall benefit and be binding upon the EDCIL and the Bidder and their respective subsidiaries, affiliate, successors, and assigns.

14. This agreement shall be governed by and construed in accordance with the Indian laws.

For and on behalf of the Bidder

(Signature)

(Name of the authorized Signatory) Designation :

Date :

Time :

Seal :

Business Address

**CURRICULUM VITAE (CV) FOR PROPOSED TEAM PERSONNEL**

**Proposed Position:** \_\_\_\_\_

**Name of Firm:** \_\_\_\_\_  
 [Insert name of firm proposing the staff]:

**Name of Staff:** \_\_\_\_\_  
 [Insert full name]:

**Date of Birth:** \_\_\_\_\_

**Nationality:** \_\_\_\_\_

**Education:** [Indicate college/university and other specialized education of staff member, giving names of institutions, degrees obtained, and year of acquiring]:

a. Minimum Qualification as per this tender:

Name of Institution & University	Year of Passing	Name of Degree	Specialization

**Membership of Professional Associations:** \_\_\_\_\_

**Other Training:** \_\_\_\_\_

**Work Experience** \_\_\_\_\_  
 [List States where staff has worked in the last ten years]:

**Languages:** \_\_\_\_\_  
 [For each language indicate proficiency: good, fair, or poor in speaking, reading, and writing]:

**Employment Record:** \_\_\_\_\_  
 [Starting with present position, list in reverse order every employment held by staff member since graduation giving details for each employment (see format here below):

Name of the Organization	Position Held	Duration (MM/YYYY-MM/YYYY)	Years & Months of Experience

**Detailed Tasks Assigned:**

[List all tasks to be performed by above staff under this Assignment for which Proposal is being submitted]

**Work Undertaken that Best Illustrates Capability to Handle the Tasks Assigned**

[Amongst the Assignment/jobs in which the staff has been involved, indicate the following information for those Assignment/jobs that best illustrate staff capability to handle the tasks listed under point 12.]

**Certification:**

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience. I understand that any willful mis-statement described herein, may lead to my disqualification or dismissal, if engaged.

\_\_\_\_\_ Date: \_\_\_\_\_  
[Signature of authorized representative of the bidder] Day/Month/Year

Full name of authorized representative: \_\_\_\_\_ Signature of authorized representative

**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:

**POWER OF ATTORNEY**

Know all men by these presents, we..... (name of firm 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 confirm 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 ..... 2025.

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

(Signature, name, designation, and address)

Witness:

1. (Signature, name and address)

2. (Signature, name and address)

Notarized

Accepted

.....

(Signature, name, designation, and address of the attorney)

Notes:

1. The mode of the execution of the power of Attorney shall 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 be submitted for verification the extract of the charter documents and other documents such as a resolution/Power of Attorney in favor 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.

**LETTER OF BID SUBMISSION**

**To,**

**Chief General Manager,  
EIS & EPS  
EdCIL (India) Limited,  
Ed.CIL House, 18A, Sector- 16A,  
NOIDA- 201 301 (U.P)**

**SUBJECT- 'Engagement of an Agency for Media Advocacy, Digital Outreach and Social Media Management for NCERT and its digital initiatives'**

**-Submission of Bid -**

Sir,

Having examined the details given in Bid Document for the above work, I/we hereby submit the relevant information.

1. I/We hereby certify that all the statements made and information supplied in the enclosed form \_\_\_\_\_ and accompanying statements are true and correct.
2. I/We have furnished all information and details necessary for eligibility and have no further pertinent information to supply.

Enclosures:

Date of Submission :

**CONTRACT FORM**

**THIS AGREEMENT** made the ..... day of ..... 2025 between ..... (Name of Client) of the one part and ..... (Name & address of Bidder) ..... of the other part:

WHEREAS the Client seeks specific services, namely ..... (Brief Description of Services), and has approved a bid submitted by the Bidder for the provision of services at the amount of ..... (Contract Price in words and figures) (hereafter referred to as "the Contract Rate").

NOW THIS AGREEMENT WITNESSETH AS FOLLOWS:

1. In this Agreement words and expressions shall have the same meanings as are respectively assigned to them in the Conditions of Contract referred to.
2. The following documents shall be deemed to form and be read and constructed as part of this Agreement, viz.,
  - [a] The Rate Schedule submitted by the Bidder;
  - [b] The Schedule of Requirements;
  - [c] The Terms & Conditions
  - [d] The EdCIL's Notification of Award/ work Order
3. In consideration of the payments to be made by the EdCIL to the agency as hereinafter mentioned, the agency hereby covenants with the EdCIL to provide the services and to remedy defects herein in conformity in all respects with the provisions of the Contract.
4. The EdCIL hereby covenants to pay the agency in consideration of the provision of the services and the remedying of defects therein, the Contact rates or such other sum as shall become payable under the provisions of the Contract at the times and in the manner prescribed by the Contract.

Brief particulars of the services, which shall be delivered by the agency, are as under:

<b>S. No.</b>	<b>Brief Description of Services</b>	<b>Total Rate</b>	<b>Deliverables</b>

**TOTAL VALUE:**

**DELIVERY SCHEDULE:**

IN WITNESS where of the parties hereto have caused this Agreement to be executed in accordance with their respective laws the day and year first above written.

Signed, Sealed and Delivered by the  
said ..... (For the EdCIL)  
in the presence of .....

Signed, Sealed and Delivered by the  
said ..... (For the Agency

in the presence of .....

**LIST OF AUTHORISED BANKS FOR BG**

Any Guarantee issued by PSU Bank (or) Private Bank operating in India must be operational and invocable in Noida only. For Guarantee to be operational in Noida the issuing bank must designate a specified Bank Branch in Noida.

Following banks are permissible for accepting Bank Guarantees:

**I- SCHEDULED PUBLIC SECTOR BANKS**

<b>Sr.No</b>	<b>Name of the Bank</b>
1	Bank of Baroda
2	Bank of India
3	Bank of Maharashtra
4	Canara Bank
5	Central Bank of India
6	Indian Bank
7	Indian Overseas Bank
8	Punjab & Sind Bank
9	Punjab National Bank
10	State Bank of India
11	UCO Bank
12	Union Bank of India

**II- SCHEDULED PRIVATE SECTOR BANKS**

<b>Sr.No</b>	<b>Name of the Bank</b>
1	HDFC Bank Ltd
2	ICICI Bank Ltd
3	Axis Bank Ltd
4	Kotak Mahindra Bank Ltd
5	IndusInd Bank Ltd

**BANK MANDATE OF EDCIL (INDIA) LTD****MANDATE FOR ELECTRONIC FUND TRANSFER THROUGH RTGS**

1	Name of the Grantee organization	EdCIL (India) Limited
2	Address of the Grantee Organization	Edcil House, Plot No. 18A, Sector-16A, NOIDA-201301
3	Telephone No	0120-2512001-006, FAX-0120-2515372
4	<b>Particular of Bank Account</b>	
A	Bank Name	State Bank of India
B	Branch Name & Address	(00691) New Delhi Main Branch-11, Parliament Street, New Delhi, NCT of Delhi- 110001
C	City of the Bank Branch	Delhi
D	9 Digit MICR Code Number of Branch	110002087
E	Type of Account	Current Account
F	BSR code of Bank (4 Digit code)	0000691
G	Account Number (15 digit code (in digit))	36830596465
H	Account Number (15 digit code (in words))	Three Six Eight Three Zero Five Nine Six Four Six Five
I	I F S C code	SBIN0000691
G	Customer ID	829441
K	Whether this branch is RTGS enabled	Yes

**TEAM PERSONNEL: QUALIFICATION AND EXPERIENCE****PART A: SOCIAL MEDIA TEAM FOR NCERT (ORGANIZATIONAL SOCIAL MEDIA MANAGEMENT)**

<b>S No</b>	<b>Position</b>	<b>Responsibility</b>	<b>Qty. (Nos.)</b>	<b>Minimum Qualification &amp; Experience Required</b>	<b>Estimated Monthly Renumeration for 01 resource (Rs.)</b>
1	Social Media Manager or Team Lead	The Team Lead shall oversee all social media operations for NCERT. <u>Responsibilities include:</u> developing social media strategy, coordinating with NCERT officials, planning content calendar, analyzing performance metrics, managing crisis communication, and leading the social media team. Must have excellent communication and presentation skills.	2	<ul style="list-style-type: none"> <li>• MBA from a reputed Institute is desirable.</li> <li>• Graduate / Post Graduate in any discipline. A mass communications degree/diploma is desirable.</li> <li>• At least 5 years' experience in digital marketing field/ journalism/ branding/ advertising.</li> <li>• Demonstrable experience in Content and Social Media Marketing.</li> </ul>	1,25,000
2	Content Writer	Content writer is responsible to strategize and write content for digital marketing campaigns. In addition to working with the design team to make illustrations for the posts, research and write the content for the posts, social media manager will also take care of the daily dissemination of the posts across social media channels.	4	<ul style="list-style-type: none"> <li>• Graduate / Post Graduate/ Diploma in Language/literature/ arts/ mass communication / journalism.</li> <li>• At least 3 years' experience in content writing for social media posts.</li> <li>• Proficiency in writing for diverse audiences and adapting tone for different platforms. Experience in educational content writing is desirable but not mandatory.</li> </ul>	1,10,000

3	Graphic Designer	<p>A graphic designer is responsible for creating design solutions that have a high visual impact. Develop creative ideas and concepts, choosing the appropriate media and style to meet the client's objectives. The work demands creative flair, up-to-date knowledge of industry software and a professional approach to time, costs and deadlines. Developing design briefs by gathering information and data through research. Working with a wide range of media, including photography and computer aided design.</p>	4	<ul style="list-style-type: none"> <li>• Graduate / Post graduate in any discipline.</li> <li>• At least 3 years' experience in graphic designing and Video editing works.</li> <li>• Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro) and Canva.</li> <li>• Portfolio demonstrating creative design solutions for digital platforms.</li> </ul>	1,10,000
4	Video Editor	<p>The video editor will edit short-form and long-form videos for NCERT, Convert raw footage into engaging, informative, and audience-friendly videos, ensure videos are suitable for students, teachers, and parents. He/she should be able to Perform Cutting, trimming, sequencing of clips Audio synchronization and enhancement Color correction and grading, etc.</p>	2	<ul style="list-style-type: none"> <li>• Graduate / Post graduate in any discipline.</li> <li>• At least 3 years' experience in Video editing works.</li> <li>• Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro) and Canva.</li> <li>• Portfolio demonstrating creative design solutions for digital platforms.</li> </ul>	1,00,000

**PART B: MEDIA ADVOCACY TEAM FOR NCERT'S DIGITAL INITIATIVES**

Sr. No	Personnel	Responsibility	Qty. (Nos.)	Minimum Qualification & Experience Required	Estimated Monthly Remuneration for 01 resource (Rs.)
1	Campaign Director (Digital Initiatives)	The Campaign Director shall lead the media advocacy efforts for all NCERT digital initiatives (PM eVIDYA, DIKSHA, NISHTHA, SWAYAM, ePathshala, Manodarpan, etc.). Responsibilities include: developing campaign strategies, coordinating with NCERT/EdCIL officials, overseeing creative development, managing media partnerships, and ensuring campaign objectives are met.	1	<ul style="list-style-type: none"> <li>• MBA from a reputed institute with specialization in Marketing/Media Management.</li> <li>• Minimum 8 years' experience in media planning, advertising, or campaign management.</li> <li>• Proven track record of managing national-level media campaigns for government/educational clients.</li> <li>• Experience in both traditional and digital media campaigns.</li> </ul>	1,25,000

2	Media Planner (Print & Digital)	Responsible for developing comprehensive media plans for promoting NCERT's digital initiatives. Select appropriate media channels (print, TV, digital) based on target audience, budget, and campaign objectives. Negotiate with media houses for optimal rates and placements. Monitor media schedules and ensure timely execution.	2	<ul style="list-style-type: none"> <li>• Graduate/Post Graduate/Diploma in Mass Communication/Marketing /Advertising.</li> <li>• At least 4 years' experience in media planning and buying for advertising campaigns.</li> <li>• Strong relationships with national and regional media houses.</li> <li>• Proficiency in media planning tools and software.</li> </ul>	1,10,000
3	Digital Marketing Specialist (Campaigns)	Responsible for executing digital marketing campaigns for NCERT's digital initiatives. Manage Google Ads (Search and Display), social media advertising (YouTube, Facebook, Instagram, LinkedIn), and performance marketing. Optimize campaigns for maximum reach, engagement, and conversions. Track and report campaign performance.	2	<ul style="list-style-type: none"> <li>• Graduate/Post Graduate/Diploma in Marketing/Digital Media/Mass Communication.</li> <li>• At least 4 years' experience in digital marketing campaign management.</li> <li>• Google Ads and Meta Blueprint certifications are mandatory.</li> <li>• Proven experience in managing large-budget digital campaigns with measurable results</li> </ul>	1,15,000

4	SEO Specialist	Responsible for improving organic visibility of NCERT's digital initiative portals (DIKSHA, ePathshala, SWAYAM, etc.) on search engines. Conduct keyword research, optimize website content, build quality backlinks, and monitor search rankings. Provide regular SEO performance reports.	1	<ul style="list-style-type: none"> <li>• Graduate in any discipline.</li> <li>• At least 3 years' experience in SEO for educational/government websites..</li> <li>• Proficiency in SEO tools (Google Search Console, SEMrush, Ahrefs, Moz).</li> <li>• Understanding of technical SEO, on-page, and off-page optimization.</li> </ul>	1,00,000
5	Print Media Coordinator	Responsible for coordinating all print media activities for NCERT's digital initiative campaigns. Liaise with newspapers for advertisement bookings, obtain approval proofs, ensure timely release, collect and archive published clippings, and maintain records of all print media expenditures.	1	<ul style="list-style-type: none"> <li>• Graduate in any discipline.</li> <li>• At least 2 years' experience in print media coordination/advertising operations.</li> <li>• Familiarity with DAVP rates and procedures is desirable</li> <li>• Strong organizational and record-keeping skills.</li> </ul>	1,00,000
6	Campaign Analyst	Responsible for tracking and analyzing the performance of media advocacy campaigns across all channels (print and digital). Prepare comprehensive campaign performance reports, analyze ROI, provide insights for campaign optimization, and present findings to NCERT/EdCIL officials.	1	<ul style="list-style-type: none"> <li>• Graduate in Statistics/Marketing/Business Analytics/Mass Communication.</li> <li>• At least 3 years' experience in campaign analytics and reporting.</li> <li>• Proficiency in analytics tools (Google Analytics, social media insights, survey tools).</li> <li>• Strong data visualization and presentation skills.</li> </ul>	1,00,000

## GRAND TOTAL (PART A + PART B) = 20 resources

### Note:

1. **The Social Media Team (Part A)** shall focus exclusively (except Content Writers and Graphic Designers) on managing NCERT's organizational social media presence across all platforms, including daily posting, community engagement, content creation, and performance tracking for NCERT's official handles.
2. **The Media Advocacy Team (Part B)** shall focus exclusively on planning and executing campaign-based media advocacy for promoting specific NCERT digital initiatives (PM eVIDYA, DIKSHA, NISHTHA, SWAYAM, ePathshala, Manodarpan, etc.) through print media, digital marketing, and paid campaigns.
3. All personnel shall have proficiency in English and Hindi. Knowledge of additional regional languages shall be an added advantage.
4. The agency shall ensure that all deployed personnel have valid identity proofs, police verification (where applicable), and necessary clearances for working in government premises.
5. The Client/EdCIL reserves the right to interview and approve all key personnel before deployment and to request replacement of any resource found unsatisfactory.
6. The estimated monthly remuneration is inclusive of all costs (basic salary, allowances, perks) but exclusive of GST. Applicable taxes shall be paid extra as per rules.
7. The agency shall ensure timely payment of salaries to all deployed resources regardless of payment receipt from the Client.

## INORGANIC ADS

The following estimated budget outlay has been prepared based on preliminary media planning documents and market rates (including DAVP rates for print). These estimates are indicative and will serve as a reference for financial planning. The actual expenditure shall be based on the final media plan approved by NCERT/EdCIL, actual market rates at the time of execution, and the number of insertions/fighting periods. All costs are exclusive of GST, which shall be paid as applicable.

### A. Print Media Advocacy (Pan-India Campaign)

Sr.	Publication	Edition	Adsize	Hue	Estimated Rate per Insertion (INR)	Estimated Yearly Budget (INR)
1	All leading papers as directed by the client during the currency of the project.	PAN India	As per requirement of the client	Colour	As Per DAVP	1,80,00,000

## B. Outdoor Media

Sr.	City	No. Of location	Medium	Estimated Yearly Budget (INR)
1	Metro Cities/ Tier-02 Cities	As per requirements of the Client	Public Utility / Unipole/ BQS/ Banners/ etc.	60,00,000

## C. Digital Media Buying

Sr.	Platform	Ad type	Pricing model	Estimated Yearly Budget (INR)
1	Google Search Ads, YouTube, Facebook & Instagram, Twitter (X), LinkedIn, Google Display Network	Skippable Video	Cost Per View (CPV)/ Cost Per Click	1,65,00,000

## D. Search Engine Optimization (SEO)

Sr.	Activity	Description	Estimated Yearly Budget (INR)
1	On-page & Off-page Optimization	Link building, directory submissions, article syndication	30,00,000
2	Content Development for SEO	Blogs, articles, press releases	

## E. Summary of Estimated Annual Outlay

Sr.	Component	Estimated Annual Budget (INR)
1	Retainership basis Resources	2,64,60,000
2	Print Media (Annual Campaign)	1,80,00,000
3	Outdoor Media (Annual)	60,00,000
4	Digital Media Buying (Annual)	1,65,00,000
5	Search Engine Optimization (Annual)	30,00,000
	Total (Excluding GST)	<b>6,99,60,000</b>

Notes:

1. The above estimates are based on enhanced media planning to achieve maximum reach and impact for NCERT's digital initiatives, incorporating inputs from market benchmarks.
2. The budget has been allocated exclusively to media advocacy components (print, outdoor, digital buying, and SEO), with social media handling scope covered separately under the team deployment in Annexure-XVIII. Production and creative development costs are to be managed within the allocated media budgets.
3. Outdoor media includes strategic locations in metro cities as well as tier-2 cities for deeper penetration across key educational hubs.
4. Digital media buying estimates assume a sustained annual presence across all major platforms with allocation for agency commission included.
5. SEO allocation ensures stronger organic visibility for NCERT's digital initiative portals (DIKSHA, ePathshala, SWAYAM, etc.).
6. All amounts are exclusive of GST unless stated otherwise. GST shall be charged as applicable.
7. The bidder is required to quote their financial bid for the complete scope of work as per the formats provided in the Financial Bid section. The above estimates are for reference only and do not constitute a commitment of expenditure.

**FINANCIAL BID**

(To be uploaded separately)

**Financial Bid Covering Letter**

&lt;&lt;On Bidder's Letter head&gt;&gt;

To,

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

**Subject:**

Sir/Madam,

We, the undersigned, offer to provide consultancy services for EdCIL in accordance with your detailed terms of reference dated \_\_\_\_\_subsequent corrigendum/addendum(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 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 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 PROPOSAL - STANDARD FORMS

<b>Form No.</b>	<b>Description</b>	<b>Ref. Page Nos. of the Bid Document</b>
<b>FIN.FORM-II(A)</b>	Financial Bid Submission Form	
<b>FIN.FORM-II(B)</b>	Summary of Costs	
<b>FIN.FORM-II(C)</b>	Budget and Agency Margin	
<b>FIN.FORM-II(D)</b>	Bank Mandate Form	

**FINANCIAL BID SUBMISSION FORM**

NIT No.- EdCIL/EIS&EPS/MOE-SM/2025-26

Dated:

To

Chief General Manager (EIS & EPS)  
EdCIL India Ltd.  
EdCIL House  
18A, Sector 16 A  
NOIDA – 201 301

Dear Sir,

We, the undersigned, offer to provide the services for 'Managing Social Media Activities of the the Ministry of Education' in accordance with your Request for Proposal (RFP) dated\_\_\_\_ and our Technical Bid. Our attached Financial Bid, as per TOR, is for the sum of Rs. \_\_\_\_\_(Rupees\_\_\_\_\_Only). This amount is inclusive of all the taxes payable to appropriate authority/authorities.

We hereby confirm that the financial bid is unconditional, and we acknowledge that any condition attached to financial bid shall result in rejection of our financial proposal.

Our Financial Bid shall be binding upon us up to expiration of the validity period of the Bid as mentioned in the RFP.

We understand you are not bound to accept any Bid you receive.

We remain,

Yours sincerely,

Authorized Signature [In full and initials]:

Name and Title of Signatory:

Name of Firm:

Address:

## SUMMARY OF COSTS

Sr.	Particulars/ Items	Cost (INR) excluding taxes for 12 months
1	Retainership basis Resources (12 Months)	
2	Print Media (Annual Campaign)	
3	Outdoor Media (Annual)	
4	Digital Media Buying (Annual)	
5	Search Engine Optimization (Annual)	
6	Total (Excluding GST)	
7	GST Percentage	
8	GST Amount	
9	Total (in Rs.) including GST	

Total Amount in Words (inc. GST): \_\_\_\_\_

Authorized Signatory:

Name:

Designation:

Name of firm:

Address:

**FORM FIN-II (C)****BREAKDOWN OF BUDGET AND AGENCY MARGIN**

<b>Sr.</b>	<b>Particulars/ Items</b>	<b>Annual Budget Proposed (INR) excluding taxes</b>	<b>Agency Margin (in %)</b>	<b>Agency Margin (in Rs.)</b>	<b>Total (in Rs.) exc. GST</b>
1	Retainership basis Resources (12 months)	2,64,60,000			
2	Print Media (Annual Campaign)	1,80,00,000			
3	Outdoor Media (Annual)	60,00,000			
4	Digital Media Buying (Annual)	1,65,00,000			
5	Search Engine Optimization (Annual)	30,00,000			
6	Total (Excluding GST)	<b>6,99,60,000</b>	-		

**Amount in Words (Rs.):** \_\_\_\_\_

**Note: Activities under scope of work have been indicated under Chapter-4.**

**BANK MANDATE FORM**

ELECTRONIC CLEARING SERVICE (CREDIT CLEARING)/REAL TIME GROSS SETTLEMENT (RTGS) FACILITY FOR RECEIVING PAYMENTS BY BIDDER

**A. DETAIL OF ACCOUNT HOLDER:**

NAME OF THE ACCOUNT HOLDER	
COMPLETE CONTACT ADDRESS	
TELEPHONE NUMBER/FAX/EMAIL	

B.

B.

**B. BANK ACCOUNT DETAILS:**

BANK NAME	
BRANCH NAME WITH COMPLETE ADDRESS TELEPHONE NUMBER AND EMAIL	
WHETHER THE BRANCH IS RTGS ENABLED? IF YES, THEN WHAT IS THE BRANCH'S IFSC CODE	
IS THE BRANCH ALSO NEFT ENABLED?	
TYPE OF BANK ACCOUNT (SB/CURREN T/CASH CREDIT)	
COMPLETE BANK ACCOUNT NUMBER (LATEST)	
MICR CODE OF BANK	
BSR CODE OF BANK	
DATE OF EFFECT	

I hereby declare that the particulars given above are correct and complete. If the transaction is delayed or not effected at all for reasons of incomplete or incorrect information, I would not hold the user instruction responsible. I have read the option invitation letter and agree to discharge responsibility expected of me as a participant under the Scheme.

Date :

Signature of Customer

Certified that the particulars furnished above are correct as per our records.

Date :

Signature of Customer

1. Please attach a photocopy of the cheque along with the verification obtained from the bank.
2. In case your Branch is presently not "RTGS enabled" then upon its up-gradation to "RTGS Enabled" branch. Please submit the information again in the above proforma to the Department at earliest.