



**Short Term open e-Tender invitation for
Selection of Media and Communication
Agency for Content production, Ecosystem
engagement and Digital outreach for
'Bharat Innovates 2026'**

NIT No.: EdCIL/EIS-EPS/MOE/EM-BI-2026

Dated: 17/03/2026

EdCIL (India) Limited

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

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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.

ABBREVIATIONS

AS	Advisory Services
BI	Bharat Innovates
BOQ	Bill of Quantity
CPSE	Central Public Sector Enterprise
CV	Curriculum Vitae
DAVP	Directorate of Advertising and Visual Publicity
DD	Demand Draft
DPR	Detailed Project Report
DSC	Digital Signature Certificate
EdCIL	Educational Consultants India Limited
EIS	Educational Infrastructure Services
EM	Event Management
EMD	Earnest Money Deposit
EPS	Educational Procurement Services
FDR	Fixed Deposit Receipt
GOI	Government of India
HESPI	Higher Education Statistics and Public Information System
ICT	Information and Communication Technology
IECC	International Exhibition cum Convention Centre
IIM	Indian Institute of Management
IIT	Indian Institute of Technology
IIIT	Indian Institute of Information Technology
IISER	Indian Institute of Science Education and Research
LLP	Limited Liability Partnership
LOA	Letter of Award
MDM	Mid-Day Meal

MOE	Ministry of Education
MORD	Ministry of Rural Development
MSDE	Ministry of Skill Development and Entrepreneurship
MSME	Micro, Small & Medium Enterprises
NCR	National Capital Region
NIC	National Informatics Centre
NIT	Notice Inviting Tender
NMEICT	National Mission on Education through Information & Communication Technology
NSDC	National Skill Development Corporation
PBG	Performance Bank Guarantee
PMC	Project Management Consultancy
PMMMNTT	Pandit Madan Mohan Malviya National Mission on Teachers & Teaching
PMO	Prime Minister's Office
PMSU	Project Management Support Unit
PPT	Power Point Presentation
PQ	Pre-Qualification
PSU	Public Sector Undertaking
QCBS	Quality cum Cost Based System
RFP	Request for Proposal
SOW	Scope of Work
SSA	Samagra Shiksha Abhiyan
SSC	Sector Skill Councils
TOE	Tender Opening Event
TSG	Technical Support Group
VIP	Very Important Person

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	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.
TC	Tender Committee
NCR	Only for this tender purpose, NCR may include Delhi, Gautam Budh 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.
Agency	"Agency" means a Service provider/ Contractor who is able to provide services to EdCIL.

Proposal	“Proposal” means the Technical Proposal and the Financial Proposal of the Consultant.
RFP	“RFP” means the Request for Proposals to be prepared by the agency.
Client	EdCIL/ Ministry of Education

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CHAPTER - 1: INTRODUCTION

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

1. The company over its Four decade of existence has executed many projects and consultancies and has a large number of satisfied clients spanning across Govt. of India, State Governments, Foreign Missions, Autonomous Bodies, Centres of Excellence (IITs, IIMs, IIITs, IISERs etc.) and large corporates.
2. EdCIL offers a wide range of Information and Communication Technology (ICT) consultancy, Turnkey and Technology solutions in different segments of Education and Human Resource Development within the country and overseas. EdCIL currently runs Project Management Support Units (PMSUs) known as Technical Support Groups (TSGs) for Pan India projects of Ministry of Education like “Samagra Shiksha Abhiyan (SSA)”, “PM Poshan (PMP)”, “National Mission on Education through Information & Communication Technology (NMEICT)”, “Higher Education Statistics and Public Information System (HESPIS)”, “Rashtriya Uchchatar Shiksha Abhiyan (RUSA), Rashtriya Madhyamik Shiksha Abhiyan (RMSA) etc.
3. EdCIL’s expertise is founded in the following areas:

3.1. Educational Infrastructure Services (EIS): EdCIL provides Educational Infrastructure Services (**Turnkey execution and Project Management Consultancy (PMC) from concept to commissioning**) services to the Educational Institutions.

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

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

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

- Training Design include teaching-learning resource development
- Impact assessment of two to three key schemes across different states
- Designing of new educational schemes

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

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

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

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

3.7. Technical Support Group (TSG): EDCIL provides project management services & support to extend operational support to Ministry of Education (MOE) in implementing several mission mode projects/ schemes in achieving the national objectives in the education spectrum.

3.8. Study in India Programme: MOE appointed EdCIL as executing agency for implementation of “Study in India”; the initiative aims to make India a preferred education hub for students all across the globe, by elevating its position in the global educational landscape.

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

National

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

Overseas

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

Water Technology Institute, Ethiopia; Atilim University, Turkey; British Universities India Consortium, United Kingdom; New Zealand Education International Ltd. New Zealand; University of Kocaeli, Turkey; University of Witwatersrand, South Africa; Wellington Polytechnic, New Zealand etc.

5. EdCIL has executed several projects in above mentioned areas with international finance assistance viz., the World Bank, Asian Development Bank, African Development Bank and other International funding institutions.

CHAPTER - 2: NOTICE INVITING TENDER

NIT No.: EdCIL/EIS-EPS/MOE/EM-BI-2026

Date: 17/03/2026

1. EdCIL (India) Limited, on behalf of Ministry of Education invites short term open e-tender in the two packet QCBS system from expert and experienced Media and Communication Agencies for Content production, Ecosystem engagement and Digital outreach for 'Bharat Innovates 2026'.
2. The eligible bidders are invited to participate, having proven track record & experience in Media production, Ecosystem storytelling, Digital & Social Outreach from expertise & experience in Creative conceptualisation, Program design, Content Production & On ground activation.

S. No.	Item	Details
1	Name of Work: Content production, Ecosystem engagement and Digital outreach for 'Bharat Innovates 2026'	Place: New Delhi/ Mumbai/ Nice, France
2	Date of availability of Tender Document	17/03/2026 to 20/03/2026 up to 12:00 hours
3	Mode of Selection	Short Term Open e-Tender two packet on QCBS system
4	Last date and time for submission of bids	20/03/2026 up to 12:00 hours
5	Bid validity	30 days from the date of submission of Bid
6	Opening of Technical Bid	20/03/2026 at 12:30 hours
7	Presentation by the Bidders to the Evaluation Committee	20/03/2026 at 14:00 hours (changes, if any will be intimated on email)
8	Opening of Financial Bid	Qualified bidders would be informed separately
9	Earnest Money Deposit (EMD)	Rs. 3,00,000/- (in the form of Demand Draft/ bank transfer)
10	Cost of Bid Document	"NIL"

2. Earnest Money Deposit (EMD)

2.1.The bidder shall furnish along with the bid, an Earnest Money Deposit amounting to Rs. 3,00,000/- (Rupees Three Lakhs Only) in the form of Demand Draft/ Bank Transfer favouring EdCIL India Limited payable at Noida. EdCIL's bank account details for online transfer are enclosed at Annexure-VI. Bids received without EMD shall be summarily rejected.

2.2.The earnest money of unsuccessful bidders shall be returned later after issue of Letter of Award (LOA) to the successful bidder or signing of contract with the successful bidder, whichever is earlier. No interest on EMD money shall be paid.

2.3.EdCIL reserve the rights to cancel this tender without assigning any reasons.

3. All the Participated Bidders qualifying the minimum eligibility criteria should submit their PPT along with Bid in PDF and bring the copy of presentation (PPT) and present before the Evaluation Committee on the scheduled date and time at EdCIL House, 18A, Sector 16A, Noida.

Chief General Manager (EIS & EPS)
EdCIL (India) Limited,
18 A, Sector-16A, Noida-201 301
Landline no.: 0120-4310840
Email: cgm.infracivil@edcil.co.in,
eprocure@edcil.co.in.
Tel: +91120-4156001, 4154003,
0120-2512004,05,06 [EPBX.: 600].

CHAPTER 3: INSTRUCTIONS FOR E-TENDERING

1. Instructions for Online Bid Submission:

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.

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>.

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.

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 in the website <http://www.tenderwizard.com/EDCIL>. No claim shall be entertained on account of disruptions of internet service being used by bidders. Bidders are advised to upload their bids well in advance to avoid last minute technical snags.

1.5. All Corrigendum/ Addendum/ Amendment/ Corrections, if any, will be published on the website <http://www.tenderwizard.com/EDCIL>.

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) to participate in e-Procurement of EDCIL.

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 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.

- a) Participant shall safely keep their User ID and password, which will be issued by the service provider i.e. KEONICS Ltd. upon registration, and which is necessary for e-tendering.

b) Bidders are advised to change the password immediately on receipt of activation mail.

c) Bidders shall not disclose their User ID as well as password and other material information relating to the e-tendering to any one and safeguard its secrecy.

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

1.9. Vendors are requested to contact at Tender wizard Helpdesk for any information regarding E-tendering / training.

a) For online registration, intended bidders may write us at harishkumar.kb@etenderwizard.com or contact no. 080-40482100/ 9964074577/ 9650520101

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/ 9650520101/ 9964074577 or
write us mail on Email Id:- harishkumar.kb@etenderwizard.com,

2. Digital Signature Certificates

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

3. Registration

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>. 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.

3.2. 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. **Important Note:**

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

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

4. **SEARCHING FOR TENDER DOCUMENTS**

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.

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.

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.

5. **PREPARATION OF BIDS**

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

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

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.

6. SUBMISSION OF BIDS

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. Bidder will be sole responsible for any delay in uploading of bid within the stipulated time.

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

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

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

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.

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

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.

7. ASSISTANCE TO BIDDERS

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

EdCIL/ Tender Wizard E-Tendering Portal Helpdesk	
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	To Tender Wizard harishkumar.kb@etenderwizard.com varun.b@etenderwizard.com & cc to: cgm.infracivil@edcil.co.in eprocure@edcil.co.in , rkmina@edcil.co.in
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8. Offline Submissions: (AS PER TENDER REQUIREMENT)

8.1. 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 Public Online Tender Opening Event.

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

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

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

9. MINIMUM REQUIREMENTS AT BIDDER'S END

9.1. Computer System having configuration with minimum Windows 7 or above, and Broadband connectivity

9.2. Digital Certificate(s)

Note:

9.3. 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.

9.4. All envelopes should be securely sealed and stamped.

9.5. It is mandatory for the Bidder to quote for all the items mentioned in the tender.

CHAPTER-4: BRIEF INFORMATION ON PROGRAM

Background

India's innovation ecosystem has witnessed significant growth over the past decade with strong policy support and investments in research, innovation, and entrepreneurship across Higher Education Institutions (HEIs). Initiatives such as incubation centres, research parks, startup grants, and innovation programs have created a strong pipeline of technology-led startups and research-driven enterprises.

To further strengthen global collaboration and accelerate the internationalisation of Indian innovation, the **Ministry of Education, Government of India**, has launched **Bharat Innovates 2026**, a national program designed as a **global accelerator for innovations emerging from Indian universities and research institutions**.

Bharat Innovates 2026 is an initiative of the Ministry of Education (MoE), Government of India, with strategic guidance and inputs from the Office of the Principal Scientific Adviser (PSA) to the Government of India. The initiative aims to showcase India's R&D-backed, deep-tech innovation ecosystem nurtured within Higher Education Institutions (HEIs) and Centrally Funded Technical Institutions (CFTIs) on a global platform.

The event will be organized at Nice, France, in June 2026 and will curate approximately 100 promising and path-breaking technology innovations (TRL 3–9) for a global audience of industry leaders, investors, policymakers, and technology partners. The program aims to facilitate international collaborations, investments, research partnerships, and market access for Indian innovations.

Objective of the assignment

Through this RFP, proposals are invited from experienced media and communication agencies capable of handling high-impact digital storytelling, global brand amplification, and large-scale ecosystem engagement, to support the program design and execution of Bharat Innovates 2026. The media agency must possess a proven track record of chronicling innovation and connecting with both national and international stakeholders.

Duration of the Assignment

The duration of the assignment shall be 4 months, tentatively from March 2026 – June 2026.

CHAPTER-5: SCOPE OF WORK

The scope of work for the media agency is described as under but not limited to the following. The selected implementing agency will be responsible for content production, ecosystem storytelling, digital outreach, and media amplification for the Bharat Innovates 2026 program across the pre-event, event, and post-event phases.

The scope will include the following activities:

5.1 Content Production and Storytelling

The selected implementing agency will create high-quality digital content to showcase the startups, institutions, policymakers, and ecosystem leaders associated with the Bharat Innovates program.

5.2 Hosting and Social Media Amplification

All content produced under this initiative will be hosted and distributed through digital and social media channels to ensure strong visibility for the program.

5.3 Podcast/ Fireside Conversations

The selected implementing agency will produce a series of long-form conversations and fireside discussions featuring policymakers, ecosystem leaders, and investors.

5.4 Industry Leader Explainer Videos

Production of expert explainer videos featuring prominent industry leaders discussing technology trends and innovation opportunities.

5.5 Pre-Event Promotion Content

The selected implementing agency will support promotion of 'Bharat Innovates' through pre-event promotional videos and digital campaigns.

5.6 Event Coverage – Pre-Summit Activities

The selected implementing agency will provide media coverage and social media content creation during pre-summit activities

5.7 School Innovation Event Coverage

The selected implementing agency will support promotion of innovation challenges and school engagement activities related to the program.

5.8 Content Distribution and Promotion

All produced content will be distributed across the social Media Agency

Please Note: The successful bidder shall also have the option to place before the Client any new technology/ new concept/ new idea etc. as part of the Concept Presentation. The Client reserves the right to approve/ disapprove the same and no change in the above stated concepts shall be allowed without prior approval of the Client.

Delivery Plan: After selection of the agency, the agency will be issued with a work order. On acceptance of the work order, the agency will immediately submit a time schedule for all major and minor activities of media production, amplification and ecosystem engagement etc. Selected bidder shall start the process of rolling out of activities in parallel. Agency shall work under close coordination with the Bharat Innovates team of the Ministry of Education for all activities and their timelines.

NOTE:

- a) The scope of work is not restricted and the suggestions from the MOE shall be taken up by the successful bidder during the event execution
- b) The agency will provide full support/ execute any other activities assigned to them time to time by MOE/ EdCIL, pre/ during/ post event.
- c) Variations can happen in scope, quantities, time, locations and program activities. Verbal communication followed by Written communication shall be made for any changes or addition or deletions of activities or scope.
- d) Items such as shooting of videos/ films/ documentary is on quoted rates. However, for any additions in cost, the same has to be justified.
- e) **In Addition to Hosting and Social media amplification:**
 - All Content to be published and promoted across 'Bharat Innovates 2026' handles across social media platforms such as Instagram/ Facebook/ LinkedIn/ X (formerly twitter)/ YouTube etc.
 - As these can be collab videos views will be shown across accounts and will be mutually beneficial for both parties.
 - YouTube handle of Ministry of Education to house all content and be promoted, expectation is looking at substantial increase in base.
 - Dashboard of analytics in the above scope for an easy access to analytics at all the times- to be updated live with minimum lag time
 - Any other work decided by the ministry for the promotion of 'Bharat Innovates 2026' will be in scope
 - Weekly plan to be shared basis above scope starting from the date of award of work up to the completion of 'Bharat Innovates 2026', Nice event.

Scope of Work as detailed above may add or delete as per the directions and need of the program and its success. In case of any doubt, CGM (EIS & EPS), EdCIL/ Nodal officer of Ministry of Education may be contacted for clarity.

CHAPTER-6: INSTRUCTIONS TO BIDDERS

6.1 Bid Evaluation

6.1.1 Bid Evaluation Process

The bid evaluation shall consist of the following phases:

- 1) Phase I– Evaluation of Technical bid in accordance to the Pre-Qualification criteria and other tender compliances. QCBS evaluation of the Technical Bid of Pre-Qualified Bidder as per the Marking Scheme mentioned in the bid document.
- 2) Phase II - Evaluation of Financial bid

Note: - It is mandatory for the bidder to qualify all the Pre – qualification stages to be eligible for QCBS evaluation including presentation as per Marking Matrix. Only technically qualified bidders shall be considered for opening of their Financial Bids and evaluation thereof.

6.2 Evaluation of Technical Bids

Bidder has to upload all documentary evidence in support of the following mentioned Eligibility Criteria. In the absence of such supporting documents, as mentioned against each criterion, the bid will be rejected summarily. The QCBS rating/ marking and financial bid opening will be carried out for only those bidders who qualify in the technical bid stage.

6.2.1 PRE-QUALIFICATION CRITERIA:

- a) The minimum pre-qualification criteria for the bidders to be eligible for this RFP process are specified below. Technical Bid response/s not meeting the minimum pre-qualification criteria will be rejected as soon as such proposals are received and will not be considered for further technical evaluation and QCBS marking.

(Documents must be provided in support of the following PQ Criteria otherwise bids will be summarily rejected)

S. no.	Pre-Qualification/Eligibility Criteria	Supporting Documents required
1	The Bidder should be either a firm (Proprietary/ Partnership/ LLP) or a company (Ltd./ Pvt. Ltd.) registered with statutory authorities in India existing for the last 05 years as on the date of submission of the bid. JV/ Consortium of companies/ firms is not allowed.	Copy of certificate of incorporation/ registration issued by Registrar of Companies/ Ministry of Corporate Affairs/ any other supporting document issued by government authority.

2	The Bidder should have an average annual turnover of not less than INR 10 Crores Average during last three completed financial years (FY 2022-2023, 2023-2024 & 2024-25).	Bidder shall have to submit Audited Balance Sheets/ Accounts along with CA Certification in support of their claim. UDIN should be mentioned on the CA certificate.
3	The Bidder should have positive net worth during last 3 completed Financial Years (FY 2022-2023, 2023-2024 & 2024-25).	Bidder shall have to submit Audited Balance Sheets/ Accounts along with CA Certification in support of their claim. UDIN should be mentioned on the CA certificate.
4	The bidder should have executed and provided services (during the last three completed financial year 2022-2023, 2023-2024 & 2024-2025 & up to the date of NIT) at least one similar order with minimum contract value of Rs. 1 Crore to any Central/ State Governments/ CPSEs/ State PSUs in India	Copies of relevant work orders/ letter of award in the name of the bidding agency for such projects handled should be submitted along with the technical bid
5	The bidder should have done minimum 100 nos. of high quality interviews/ stories of DeepTech Startups	An undertaking in this regard along with list indicating the links of interview/ Stories conducted shall have to be submitted
6	The Bidder should have valid GST Registration Certificate, PAN	Bidder shall have to submit copy of all the documents.
7	The Bidder should not have been blacklisted/ debarred by any State/ Central Government/ PSU/ Autonomous bodies/ Government Organization/ Department/ Institutions for breach of ethical conduct or fraudulent practices as on the date of submission of the Bid.	Affidavit on a non-judicial stamp paper to be submitted by the authorized representative of the bidder firm.

Technical bids will also be reviewed for compliance with the necessary instructions, terms and conditions, scope of work, formats etc. as outlined in this tender.

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 EdCIL/ Client.

b) The bidders who fulfilled the pre-qualification criteria shall be invited to make a detailed presentation to the EdCIL's Tender Committee in a Power Point Format (PPT) (duration of presentation is 30 minutes) for evaluation purposes. This presentation shall be made only by the eligible qualified Bidders on a scheduled date or time as mentioned elsewhere in the tender at EdCIL (India) Limited, EdCIL House, 18A, Sector 16A, Noida – 201 301 (U.P).

c) **The bidder who fulfilled the pre-qualification criteria shall be further evaluated as per the following marking matrix.**

6.2.2 Evaluation of Technical Proposal

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

S. No.	Bid Component	Technical Proposal Marks
1	Financial strength of the Bidder (Total Marks: 15)	
1a)	<p>Bidder shall have an average minimum annual turnover of Rs. 10 Crore in the last three completed financial years (FY 2021-2022, 2022-2023, & 2023-2024)</p> <ul style="list-style-type: none"> • >=Rs. 10 Cr and <Rs. 15 Cr = 5 Marks • >=Rs. 15 Cr and <Rs. 20 Cr = 10 Marks • >=Rs. 20 Cr = 15 Marks <p>(Bidder shall have to submit Audited Balance Sheets and Accounts along with a CA Certification in support of their claim. UDIN should be mentioned on the CA certificate)</p>	15
2	Prior experience of the Bidder (Total Marks: 30)	
2a)	<p>The bidder should have successfully executed and provided services (during the last three completed financial year 2022-2023, 2023-2024 & 2024-2025 and up to the date of NIT) at least one similar assignment (social media/ outreach program/ awareness campaign etc.) with minimum contract value of Rs. 1 Crore to any Central/ State Governments/ CPSEs/ State PSUs in India</p> <ul style="list-style-type: none"> • >=Rs. 1.00 Cr and <Rs. 1.50 Cr = 5 Marks • >=Rs. 1.50 Cr and <Rs. 2.00 Cr = 10 Marks • >=Rs. 2.00 Cr = 15 Marks <p>(Copies of relevant work orders/ letter of award in the name of the bidding agency for such projects handled should be submitted along with the technical bid)</p>	15
2b)	<p>The bidder should have done minimum 100 nos. of high-quality interviews/ stories of DeepTech Startups</p> <ul style="list-style-type: none"> • >=Rs. 100 nos. and <Rs. 200 nos. = 5 Marks • >=Rs. 200 nos. and <Rs. 300 nos. = 10 Marks 	15

	<ul style="list-style-type: none"> • >=Rs. 300 nos. = 15 Marks (An undertaking in this regard along with list indicating the links of interview/ Stories conducted shall have to be submitted)	
3	Project team and experience of key personnel (Total Marks: 15)	
3a)	The Bidder should have, on its payroll, Key Professional Anchor/s who should be in employment with the bidder for a minimum period of 3 (three) years, having relevant experience in organizing interviews/ stories and having at least 1.5 million followers/ subscribers on at least one social media platform (Facebook/ Instagram/ Twitter/ LinkedIn/ YouTube) to have amplified reach and better engagement. <ul style="list-style-type: none"> • Key Anchor with followers >=1.5 million and < 2 million = 10 Marks • Key Anchor with followers >=2 million = 15 Marks (CV/s of such Key professional anchor along with Form-16 evidencing employment, to be submitted with technical bid)	15
4	Technical Presentation (Total Marks: 40) (Presentation to be made on concept and flow of maximum duration of 30 minutes to evaluation committee of EdCIL). The bidder shall submit a copy of such presentation in PPT [containing the concepts on proposed video/ audio profile, visual designs, customized execution and delivery plan, etc.] which will be kept as record.	
4a)	Understanding the requirements of the Content Production and Outreach program related concept/ themes for the Bharat Innovates 2026	20
4b)	Proposed concept & execution plan of the activities related to media production and outreach <ul style="list-style-type: none"> • Tentative plan of activities for pre/ during/ post event and Preparation • Creative's/ Innovative and tech-based ideas • Media plan and end-to-end media management • On ground activation/ outreach activities plan • Others 	20
	TOTAL (1+2+3)	100

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

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

The Proposal shall be rejected if it does not achieve the minimum technical marks of 70 (seventy) out of maximum of 100 (one hundred) marks.

6.3 Evaluation of Financial Proposals

Financial Proposals of the technically qualified Bidders as evaluated according to the above-mentioned evaluation matrix (i.e. the Bidders scoring more than 70 marks) shall be opened by the Techno-Commercial Evaluation Committee in the presence of the representative of the Bidders, who chose to attend the opening of bids. The quoted fee shall be read out and recorded.

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

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

6.4 Final Evaluation

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

- Weightage for the Technical Proposal: 0.8
- Weightage for the Financial Proposal: 0.2

Combined Technical and Financial score, **(CPM) = TPM x 0.8 + FPM x 0.2**

6.5 Award of Work

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

6.6 Contract Finalization and Award

6.6.1 The EdCIL shall reserve the right to negotiate with the bidder(s) whose proposal has been ranked best value bid on the basis of Technical and Financial Evaluation to the proposed Project.

6.6.2 After the EdCIL notifies the successful bidder that its proposal has been accepted, EdCIL shall enter into a contract, incorporating all clauses, pre-bid clarifications and the proposal of the bidder(s) between EdCIL and the successful bidder(s).

6.7 Failure to agree with the Terms and Conditions of the RFP

Failure of the successful bidder(s) to agree with the Terms & Conditions of the RFP shall constitute sufficient grounds for the annulment of the award, in which event EdCIL may award the contract to the next best value bidder or call for new proposals from the interested bidders at its own discretion.

In such a case, EdCIL shall penalize the most responsive Bidder in the form of suspension for participation in future for a period of up to two years.

6.8 Obligations of Client

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

6.9 Payment schedule

The selected agency **will be required to submit a Performance Security equivalent to 3% of contract value** (within 3 days from the date of receipt of work order) in the form of Bank Guarantee (issued from Nationalized/ Scheduled bank as per list enclosed at Annexure-V)/ Demand Draft (DD)/ FDR in favour of EdCIL India Limited payable at Noida. (The PBG/ FDR should be valid up to 90 days from the date of completion of the event)

Payment stages-

(a) 40% of the contract value as advance shall be paid on submission of equivalent value of Bank Guarantee from Banks listed elsewhere in the tender document. Equivalent amount of payment can be done against work done bills (GST invoice) against the stages/ items completed in full or in part.

(b) Balance 40% payment shall be made at against each of the items listed in the BOQ of this tender, as per the stage of work done in full or parts. Work done of the stage wise/ activity wise can be raised.

(c) Balance 20% of payment after final bill submission by the agency and on after successful completion of the event/ activities to the entire satisfaction of the MOE/ EdCIL.

(d) EdCIL reserve its rights to accept or reject any stage of payment in accordance to the satisfaction of MOE against the successful completion of each activity/item in part/ stage or whole of the work.

NOTE-

1. Payment shall be made only on receipt of payment from the Ministry of Education. In case of any shortcoming and/ or recovery imposed by MOE to EdCIL, the same shall be made from successful bidder on back-to-back basis.

2. Expenditure for the activities/ event's execution & its related arrangements shall be the duty of the successful bidder and no activity whatsoever shall be put on hold for release of payment.

6.10 Loss of Property and/or Life

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

at his own expense.

6.11 Consortium

No Joint Venture/ Consortium for submission of this bid is allowed.

6.12 Confidentiality

6.12.1 The selected Bidder(s) shall keep confidential all the details and information with regard to the assignment, individual information of resources including documents, employee records, systems, facilities, operations, management and maintenance of the systems/ facilities.

6.12.2 EdCIL or its nominated agencies shall retain all rights to prevent, stop and if required take necessary punitive action against the selected Bidder regarding any forbidden disclosure.

6.12.3 For the avoidance of doubt, it is expressly clarified that the aforesaid provisions shall not apply to the following information:

- (a) Information already available in the public domain;
- (b) Information which has been developed independently by selected Bidder;
- (c) Information which has been received from a third party who had the right to disclose the aforesaid information;
- (d) Information which has been disclosed to the public pursuant to a court order.

6.12.4 All data generated, collected, processed, or stored under this assignment including but not limited to delegate information, exhibitor data, analytics, reports, content, and communication logs shall remain the exclusive property of the Ministry of Education, Government of India.

6.12.5 Upon completion or termination of the assignment, the agency shall:

- Provide all data in a structured, machine-readable format
- Hand over complete access credentials and administrative rights
- Certify secure deletion of all project-related data from its systems
- The CMS Service Provider shall not use the data for any purpose other than execution of this assignment.

6.12.6 Any handover of confidential information needs to be maintained in a list, both by EdCIL & selected Bidder(s), containing at the very minimum, the name of provider, recipient, date of generation of the data, date of handing over of data, mode of information, purpose and signatures of both parties.

6.12.7 Notwithstanding anything to the contrary mentioned hereinabove, selected Bidder(s) shall have the right to share the work order provided to it by EdCIL in relation to this Agreement, with its prospective purchasers solely for the purpose of and with the intent

to evidence and support its work experience under this Agreement.

6.13 Variation in Quantities/ Scope

The Scope of work as mentioned in this tender and BOQ is not restricted and may vary depending upon the last-minute requirements of MOE/ EdCIL for any reasons. Work or activity shall not be hold for any variation or release of payment against such variation. The variation as per actuals shall be paid provided EdCIL receives payment from the Ministry of Education on back-to-back basis. However, EdCIL reserves its right to hold, adjust, recover the payment for any shortcoming impacting the success of the event or any of its activities.

6.14 Reporting Structure, Coordination & Support Responsibilities

6.14.1 The CMS Service Provider shall work in close coordination with the EdCIL/ Events Team of Bharat Innovates 2026 and shall report to the Event Director, Bharat Innovates 2026.

6.14.2 All information related to event content, databases, custom form requirements, workflows, approvals, and other inputs required for successful execution shall be provided by the EdCIL/ Ministry of Education/ Bharat Innovates Team in a timely manner.

6.15 Modifications in program schedule

The EdCIL/ Ministry may ask the successful bidder to submit the video of the rehearsals of the program before the event and the Client has the right to make any modifications, addition or deletion in the program as per its requirements and the same shall have to be incorporated by the successful bidder.

6.16 Settlement of Disputes

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

6.16.2 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.

6.16.3 In any or all cases, no dispute shall impact on the progress & successful execution

of event. Disputes appeared during the event shall not hold any activity related to the event. Such dispute/s shall be taken for resolution only after the successful completion of the event.

6.17 Representations and Warranties

The successful bidder represents and warrants that all services performed under this Agreement shall be of professional quality conforming to generally accepted industry practices. Services performed by the successful bidder which are determined by EdCIL to be of less than professional quality shall, at the EdCIL's option, be corrected by the successful bidder, at the successful bidder's expense. All the materials and arrangements used for the event shall be at the cost of the successful bidder and nothing to be paid extra for the remaining. The scrap to be cleared by the successful bidder at their own cost.

6.18 Licenses and Rights for use of Names and Song

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

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

6.18.3 The successful bidder shall not use the names and the song/ video/ jingles for any event or purpose other than the said event.

6.18.4 The authority of the successful bidder to use the names and the song commences upon the effective date of this Agreement and terminates upon the expiration of the term of this Agreement or upon termination of this Agreement, whichever shall occur first.

6.18.5 The successful bidder shall not sublicense, transfer or assign the use of the names and song/video to any person or entity without the prior consent of the EdCIL.

6.19 Right to Use of Site

6.19.1 EdCIL shall hand over the site of the event to the successful bidder, 3 (three) days prior to the date of the event for their preparation and management. Accordingly, the successful bidder, shall be required to handover the site back to the EdCIL within 24 Hours of the completion of the event.

6.19.2 It is the obligation of the successful bidder, to maintain the horticulture and fixtures already present in the sites during their term of use. In case of damages caused at the sites due to fault of successful bidder, the EdCIL has right to claim for compensation/ recovery from the due payment. The successful bidder, shall not sublicense, transfer or assign the use of the site to any person or entity without the prior consent of the EdCIL.

6.20 Intellectual Property Rights

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

6.21 Terms of Contract

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

6.22 Termination

The contract shall stand terminated for following reasons:

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

6.23 In case of Termination due to Force Majeure

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

6.24 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 Performance Security 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.

6.25 In case of Termination by successful bidder

In case of withdrawal or termination of this agreement by the successful bidder, then the Client shall forfeit the Performance Security submitted by the successful bidder and the client can also forfeit the bank guarantee submitted against the mobilization advance paid to the successful bidder. The Client shall also claim compensation for damages incurred due to termination of contract on actual basis. In such cases, the successful bidder may be declared as defaulter and may be debarred or blacklisted by EdCIL.

6.26 Liquidated Damage

It may kindly be noted that in the event the service provider fails to comply with any one or more terms and conditions mentioned in the RFP document and corrigendum thereto subsequently, EdCIL would reserve it's right to recover liquidated damage up to 10% of the

value of contract plus GST in addition to other rights and remedies available to the company shall be at absolute liberty and freedom to treat the proposal as rejected. Similarly, for any delay, EdCIL would have right to levy liquidated damage maximum up to 10% of the contract value plus GST.

SELF-DECLARATION – NON-BLACKLISTING

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

To,

EdCIL (India) Limited

(A Mini Ratna category-I CPSE of Government of India)

EdCIL House, 18 A, Sector-16 A NOIDA – 201301 (U.P.), India

Sir,

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

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

Thanking you,

Yours faithfully,

Name of the Bidder:

Authorized Signatory:

Seal of the Organization:

Date:

Place:

PERFORMANCE BANK GUARANTEE FORMAT

Name of the Bank: -----

To

EdCIL (India) Ltd.,

18A, Sector-16 A, Noida

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

1. We.....(indicate the name of the Bank) hereinafter referred to as the Bank, undertake to pay to the EdCIL (India) Ltd an amount not Rs. (Rs.only) on demand by the EdCIL (India)Ltd.
2. We..... (indicate the name of the bank, further agree that (and promise) to pay the amounts due and payable under this guarantee without any demur merely on a demand from the EdCIL (India) Ltd through the Chief General Manager, EdCIL (India) Ltd, Noida or -----
------(Designation & Address of contract signing authority), stating that the amount claimed is due by way of loss or damage caused to or would be caused or suffered by the EdCIL (India) Ltd by reason of any breach by the said Service Provider of any of the terms of conditions contained in the said agreement or by reason of the Service Provider failure to perform the said agreement. Any such demand made on the Bank shall be conclusive as regards the amount due and payable by the Bank under this guarantee. However, our liability under this guarantee shall be restricted to an amount not exceeding Rs. (Rs.only).
3. (a) We (indicate the name of Bank) further undertake to pay to the EdCIL (India) Ltd any money so demanded notwithstanding any dispute or dispute raised by the Service Provider in any suite or proceeding pending before any court or Tribunal relating to liability under this present being absolute and unequivocal.

(b) The payment so made by us under this Performance Guarantee shall be a valid discharge of our liability for payment there under and the Service Provider shall have no claim against us for making such payment.
4. We..... (indicate the name of bank) to further agree that the guarantee herein contained

shall remain in full force and effect during the period that would be taken for the performance of the said agreement and that it shall continue to be enforceable till all the dues of the EdCIL (India) Ltd under or by virtue of the said agreement have been fully paid and its claims satisfied or discharged by (Designation & Address of contract signing authority) on behalf of the EdCIL (India) Ltd, certify that the terms and conditions of the said agreement have been fully and properly carried out by the said Service provider and accordingly discharges this guarantee.

5. (a) Notwithstanding anything to the contrary contained herein the liability of the bank under this guarantee will remain in force and effect until such time as this guarantee is discharged in writing by the EdCIL (India) Ltd or until (date of validity/ extended validity) whichever is earlier and no claim shall be valid under this guarantee unless notice in writing thereof is given by the EdCIL (India) Ltd within validity/ extended period of validity of guarantee from the date aforesaid.
- (b) Provided always that we.....(indicate the name of the Bank) unconditionally undertakes to renew this guarantee or to extend the period of guarantee form year to year before the expiry of the period or the extended period of the guarantee, as the case may be on being called upon to do so by the EdCIL (India) Ltd. If the guarantee is not renewed or the period extended on demand, we (indicate the name of the Bank) shall pay the EdCIL (India) Ltd the full amount of guarantee on demand and without demur.
6. We, (indicate the name of Bank) further agree with the EdCIL (India) Ltd that the EdCIL (India) Ltd shall have the fullest liberty without our consent and without effecting in any manner out of obligations hereunder to vary any of the terms and conditions of the said contract from time to time or to postpone for any time or from time to time any to the powers exercisable by the EdCIL (India) Ltd against the said service provider and to forbear or enforce any of the terms and conditions of the said agreement and we shall not be relieved from our liability by reason of any such variation, or extension being granted to the said service provider for any bearance act or omission on the part of the EdCIL (India) Ltd or any indulgence by the EdCIL (India) Ltd to the said service provider for by any such matter or thing whatsoever under the law relating to sureties for the said reservation would relive us from the liability.

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

7. We, (indicate the name of the bank) lastly undertake not to revoke this guarantee except with the previous consent of the EdCIL (India) Ltd in writing.
8. This guarantee shall be valid up to (Date of Completion plus Handholding Period). Unless extended on demand by EdCIL (India) Ltd. Notwithstanding anything to the contrary contained hereinbefore, our liability under this guarantee is restricted to Rs..... (Rs.....only) unless a demand under this guarantee is made on us in writing on or before..... we shall be discharged from our liabilities under this guarantee thereafter.

Dated: the day of For

(indicate the name of bank)

Signature of Banks Authorized official

(Name)-----

Designation with Code No. -----

Full Address-----

Witness:

1.

2.

POWER OF ATTORNEY

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

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

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

THISDAY OF2026.

For (Name and registered address of client)

(Signature, name, designation, and address)

Witness:

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

Accepted

.....

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

- 1. The mode of the execution of the power of Attorney should be in accordance with the

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

2. Wherever required, the applicant should submitted for verification the extract of the charter documents and other documents such as a resolution/Power of Attorney in favour of the person executing this Power of Attorney for delegation of power hereunder on behalf of the applicant.
3. For a Power of Attorney executed and issued overseas, the document will also have to be legalized by the Indian Embassy and notarized in the jurisdiction where the Power and Attorney is being issued. However, the Power of Attorney provided by the applicants from countries that have signed The Hague Legislation Convention, 1961 are not required to be legalized by the Indian Embassy it is carries a conforming Apostle certificate.

PROFORMA PRE CONTRACT INTEGRITY PACT

GENERAL

This pre-contract Agreement (hereinafter called the Integrity Pact) is made on ___ day of the month of 2026, between, on one hand, acting through Shri/Smt. _____, Designation, EdCIL (India) Limited (hereinafter called the “BUYER”/ “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/Seller” 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/ Seller is willing to offer the said services and related items as referred to in the Bid document no. Dated 2026.

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. dated2026 at a competitive rate in conformity with the defined specifications by avoiding the high cost and the distortionary impact of corruption on public procurement 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. 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.

2. The BUYER 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.
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:

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.
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. Bidders shall disclose the name and address of agents and representatives and Indian BIDDERS shall disclose their foreign principals or associates.
4. BIDDERS shall disclose the payments to be made by them to agents/brokers or any

other intermediary, in connection with this bid/contract.

5. The BIDDER further confirms and declares to the EdCIL that the BIDDER is the original manufacturer/integrator/authorized government sponsored export entity and 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.
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.
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.
8. The BIDDER will not accept any advantage in exchange for any corrupt practice, unfair means and illegal activities.
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.
10. The BIDDER commits to refrain from giving any complaint directly or through any other manner without supporting it with full and verifiable facts.
11. The BIDDER shall not instigate or cause to instigate any third person to commit any of the actions mentioned above.
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.
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 the EdCIL.

4. PREVIOUS TRANSGRESSION

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.

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

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.
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.
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.
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

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 BUYER (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.
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.
 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

1. An Independent monitor (s) shall be appointed by EdCIL, in case of breach of the provisions of the pact.
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.

3. The Monitors shall not be subject to instructions by the representatives of the parties and perform their functions neutrally and independently.
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.
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.
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. 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.
8. The Monitor will submit a written report to the designated Authority of BUYER/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

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/Seller, 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.
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 :

CHIEF EXECUTIVE OFFICER

Designation:

Witness:

Witness

a) _____

1. _____

b) _____

2. _____

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

LIST OF AUTHORISED BANKS FOR BG

Following banks are permissible for accepting Bank Guarantees:

SCHEDULED PUBLIC SECTOR BANKS

Sr. No	Name of the Bank
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

SCHEDULED PRIVATE SECTOR BANKS

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

ANNEXURE-VI

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	Particular of Bank Account	
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	IFSC Code	SBIN0000691
J	Customer ID	829441
K	Whether this branch is RTGS enabled	Yes

FINANCIAL BID

(To be uploaded separately)

Financial Bid Covering Letter

<<On Bidder's Letter head>>

To,

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

Subject: Content production, Ecosystem engagement and Digital outreach for 'Bharat Innovates 2026'.

Sir/Madam,

We, the undersigned, offer to provide the media and communication services for Bharat Innovates 2026 in accordance with your detailed terms of reference dated _____ subsequent corrigendum (if any). Our attached financial proposal is attached in a sealed cover. This amount is including of all the taxes. Details of taxes are provided in the financial bid format.

1. PRICE AND VALIDITY

1.1 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.

1.2 We hereby confirm that we understand that all the applicable taxes shall be including in the prices mentioned in the Financial Bid.

2. QUALIFYING DATA

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

3. BID PRICE

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

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

We understand you are not bound to accept any proposal you receive. We hereby declare that our bid is made in good faith, without collusion or fraud and the information contained in the bid is true and correct to the best of our knowledge and belief.

Thanking you,

(Authorized Signatory of Bidder)

Signature:

Name:

Designation:

Address:

Seal:

Date:

Financial Bid Format

(to be uploaded online in excel sheet provided with the tender document):

S. no	Description	Total Amount (Rs.)
1	Content production, Ecosystem engagement and Digital outreach for 'Bharat Innovates 2026'	
	Total Amount (Exclusive of taxes) (Rs.)	
	GST (in %)	
	GST (in Rs.)	
	Total Amount (Inclusive of taxes)	
	Total Amount (Exclusive of taxes) (in Words):	
	
	GST (in Words):	
	
	Total Amount (Inclusive of taxes) (in Words):	
	

Note:

1. *The service provider should satisfy him/ herself about the detailed scope of work and quote based on the actual requirement befitting an occasion of the kind being planned. He would be responsible for end-to-end success of the media activities. He may separately indicate any other item considered to have excluded for end-to-end success of a prestigious event of this nature.*
2. *All Content to be published and promoted across Bharat Innovates 2026 handles across social media platforms such as Instagram/ Facebook/ LinkedIn/ X (formerly twitter)/ YouTube etc.*
3. *YouTube handle of Ministry of Education to house all content and be promoted, expectation is looking at substantial increase in base.*
4. *Dashboard of analytics in the BOQ for an easy access to analytics at all times- to be updated live with minimum lag time.*
5. *Weekly plan to be shared basis above grid starting from the date of award of work up to the completion of Bharat Innovates 2026 event.*
6. *Any extra/ deviation/ additional/ substitute items shall be paid as per DAVP approved rates, wherever applicable.*
7. *The rates should include all expenses whatsoever for the complete event as indicated in the*

above said BOQ including the rates for all coordination with the EdCIL/ MOE/ other stakeholders etc.

8. *The prices quoted by the bidder shall be fixed for the item mentioned for the duration of the contract and shall not be subject to adjustment on any account.*

(Authorized Signatory of the bidder)

Signature:

Name:

Designation:

Address:

Seal:

Date:

BILL OF QUANTITY

Content production, Ecosystem engagement and Digital outreach for “Bharat Innovates 2026”

S. No.	Deliverables	Quantity	Unit	Unit Price (Rs.)	Amount (Rs.)
	Content Production				
1	Short form edited videos of larger corporate videos (to be provided by IIT) for social media promotions and posting through brand + agencies handles (Core thought is to promote the Pre-launch events and Nice Finale) (30-60 sec video)	40	Nos.		
2	High-impact short videos cut from the larger interview for wider social reach (To be cut from above large videos- 1 videos per start up) (20-40 sec video)	40	Nos.		
3	In-depth written stories and coverage stories highlighting journey, innovation impact	30	Nos.		
	Hosting and Social Media Amplification				
4	All the content produced under this initiative will be hosted on the Social Media platform of the successful media agency to ensure maximum visibility and outreach	1	LS		
5	All the content produced under this initiative will be hosted on the Bharat Innovates platform and promoted across social media platforms	1	LS		
	Podcast/ Fireside by the Key Anchor				
6	Deliverable: Long form Video (under 5 minutes), 2 reels (30-60 sec video) and one story for each <ul style="list-style-type: none"> • With Education Minister-1 nos. • Policy Explainer along with Ministry official and Experts–1 nos. • Global Investor (shall be identified by the Ministry) – 2 nos. • Big Deeptech- 2 nos. 	6	Nos.		
	Key Industry Leader Explainer				
7	Explainer Video by the Key Industry Leader (shoot and content edits) (30-60 sec video)	5	Nos.		

	Teaser and Other Video for Pre Event Promotion				
8	Production videos (60-120 sec video)	5	Nos.		
	Event Coverage on Deep Tech Pre Summit in March 2026				
9	Posts/ Stories/ Social media amp post the minister's bytes (2-days of coverage)	1	LS		
	Amplification during Main Event at Nice and post event				
10	Media team to provide pics/ videos/ collaterals from Nice event for promotion through Agency handles for social media promotions, Stories of day to day happenings at Nice- During and post event (7-days of coverage)	1	LS		
	School Events (video creation)				
11	Government School events and challenges (video creation for these events for social media promotion) (30-60 sec video)	5	Nos.		
Total Amount (Exclusive of taxes) (Rs.)					