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**F.No. NCTE-GA026/25/2018-GA-HQ  
National Council for Teacher Education  
Plot No. G-7, Sector-10, Dwarka,  
New Delhi-110075**

**Request for Proposal for Engagement of Advertising & Public Relation Agency**

Sealed bids from interested and experienced bidders are invited by NCTE, Dwarka, New Delhi to engage Advertising/PR Agencies for managing/undertaking the work of publicity of "Project for 700 model TEIs". The cost of tender fee of Rs. 2360/- in the form of Demand Draft from any scheduled bank in favour of the Member Secretary, NCTE, New Delhi, may be submitted at time of submission of tender. The detailed tender document can be downloaded from website [www.ncte.gov.in](http://www.ncte.gov.in). NCTE reserves all rights to accept or reject any or all the tenders without assigning any reasons.

Date of Start of Bid : 11.02.2020

Date of Closure of Bid : 03.03.2020

Member Secretary, NCTE



**Request for Proposal  
for  
Selection of Advertising & Public  
Relation Agency for publicity and  
outreach of Project for 700 model TEIs**

**Date of Start of Bid : 11.02.2020  
Date of Closure of Bid : 03.03.2020  
(1500 hrs.)**

**National Council for Teacher Education  
(A statutory body of Government of India)  
G-7, Dwarka, Sector-10  
New Delhi – 110 075**

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## Invitation to RFP

### 1. **Background and Objective of Project for 700 model TEIs**

The National Council for Teacher Education (NCTE) is the apex body which has been entrusted the role of undertaking planned and coordinated development of teacher education in the country. Under this role NCTE is responsible for maintaining and raising standards of teacher education so that the school system has good teacher. Teacher education is the most important aspect responsible for raising the standards of education in any country. Though the Indian teacher education system has more than 19000 TEIs, there have been serious concerns regarding the quality of teacher education being imparted in the country. There is pressing need for undertaking reformative steps so as to ensure a high quality teacher education IN THE COUNTRY. While the demand supply analysis being undertaken by NCTE hqrs brought to light that excess capacity has already been created in the form of such huge number of TEIs in the country, moreover, where the country needs about 3 lakh teachers on an annual basis, we have more than 19 lakhs seats sanctions for the 15 teacher education programmes (TEPs) currently operative in the country (apart from the two integrated programmes yet to commence the academic sessions). Hence, it is proposed to initiate a project (named Light House) to identify and develop 700 TEIs, one from every district, as a MODEL institute which will become leading institutions who shall set examples for emulation by other TEIs in the areas of curriculum, pedagogy and internship.

### 2. **Terms of Reference**

NCTE is looking for a media agency which is expected to develop a strategy for effective adoption of different media options, media tools and media content in the background of the information provided in para 1.0 and also as will be provided after the agency is engaged. The objective would be to maximize the exposure for the project LIGHT HOUSE in the country using print, electronic, outdoor and social media, highlight its programs and achievements effectively and secure continuous coverage for the benefit of the citizens. In this context, NCTE requires an experienced advertising and public image management organization to effectively propagate and publicize its activities and initiatives. It will be the advertising and PR Agency's role to provide and ensure the objectives spelt out in the above paragraph.

### 3. **Definitions**

- a) **“Applicant”** means and includes Advertising and publicity, being both creative agency and implementation agency.

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- b) **"Bidder"** means "Service Provider" or agency/firm who participates in this tender and submits its bid.
- c) **"Bidders Representative"** Shall mean a person in supervisory capacity who shall be so declared by the Bidder and who shall be authorized under a duly executed power of attorney. He shall be responsible for proper execution of contract and shall take orders from NCTE and carry out the same.
- d) **"Council"** means National Council for Teacher Education, under the Government of India, Ministry of Human Resource Development and having its Headquarter at G-7, Dwarka, Sector-10, New Delhi – 110 075.
- e) **"Goods"** means all the services and/or other materials, which the supplier is required to supply to the purchaser under the contract.
- f) **"Supplier"** means the successful bidder supplying the goods and services under the contract.
- g) **"Substantially responsive bid"** is one, which conforms to all the terms and conditions of the Bid documents without material deviations.

#### 4. Scope of work

**4.1 Deliverables-** The appropriate nature of publicity based on content generation, media interface, creatives and advertisements will help to generate awareness for Project for 700 model TEIs and attain the desired goals. In order to help shape media highlights on various initiatives of Project for 700 model TEIs, the Agency shall perform, inter - alia, in consultation with the NCTE, the following task:

##### 4.1.1 Media interface-

- i. Creating PR plan and schedule with timelines.
- ii. Assisting in the preparation of media kits, newsletters, brochures and other printed material that will be made available to key stakeholders. However, the printing of the media kit, newsletter, brochure and other printed material are outside the scope of the contract. The agency will provide only the content.
- iii. The Agency shall produce and circulate a monthly newsletter to inform the media, citizen's groups and other target communities about the latest developments in the Project for 700 model TEIs.
- iv. Arrange for press briefings, as advised by the concerned officers.
- v. Make all arrangements necessary for the media coverage of any event, by the Council.



- vi. Develop a network and use TEI as agents — for dissemination of the initiatives of the NCTE, Organize Workshops / training programme to familiarize burgeoning teachers with key issue related to education.
- vii. Designing material for exhibitions/ conferences/ seminars/ workshops both visual and based on themes, which may include backdrop design, hoarding/banner/standees, stationery customization etc.

**4.1.2 Social media-** Promoting Project for 700 model TEIs on the online platform-leveraging the credentials in PR wires, newsgroups, blogs, social networks and online medium allowing netizens to flow through the various social media platforms of the NCTE. In this regard blogger engagement will be useful medium to create visibility about the key developments. The agency will be expected to identify and target blog writers (with maximum reach and with the right kind of following ) for interactions with the NCTE officials.

**4.1.3 Creatives and advertisements-**

- i. Messages based on key topics would be incorporated into both below the line advertising and above the line advertising.
- ii. Conceptualize and designing advertisements for placement in print media, television and radio, other forms of publicity for conferences, seminars, events, celebration of special days, etc.

**4.1.4 Other PR activities, if or when required.**

**4.2 Methodology-** The agency is expected to make best use of the following media towards a much greater impact in advancing NCTE's agenda in achieving the desired result.

- i. **Print Media** - Newspaper advertisements at specific instances.
- ii. **Social Media** - Use of Twitter, WhatsApp, Facebook etc. to convey the gist or essence of any development with no time lag
- iii. **Creation of small videos** of events, conveying policy matters or new developments in a concise manner.
- iv. **Hoardings** for communicating major campaigns.
- v. **Radio/Television** as an effective media tools for mass dissemination of certain kinds of programmes requiring public participation.

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- vi. **Outdoor Publicity-** through display in school and college buses, cinema theatres etc. which are relatively cheaper and offer continuous visibility on a day to day basis.

## 5. **Prospective bidder**

**5.1** The prospective bidder shall be an advertising or a Public Relation organization/firm/agency etc. having experience as advertising agency, media planners, marketing communication agency, brand builders, communication and strategy agency for various promotional projects for both overseas and domestic markets as well as having extensive international and national networking across all media partners and whose annual turnover in the last financial years was not less than Rupees 03 (three) crores. Further, the bidder should have capability and experience in:

- i. Advertising and publicity, being both creative agency and implementation agency including production of promotional materials for both overseas and domestic markets in reputed firms, Government/Semi Government organizations.
- ii. Crafting strategies and execute 360 degree communication in generic Category promotion for both domestic and overseas market.
- iii. Undertaking audio visual promotional projects, do brand building exercise, conceptualize and implement generic Category promotional packages, printing, audio and audio visual projects, ground activities, advertise through all types of media and signages both indoor and outdoor and projects in digital media. The agency should be able to provide "impact analysis/outcome assessment" of different marketing and promotional activities.

**5.2** The bidder should have experience of at-least 7 years or more in reputed firms/ Government/Semi Government organizations with experience of handling important brands, jobs of similar nature as is required by the NCTE, undertaking projects on turnkey basis right from conceptualizing to implementation including but not limited to production of promotional items, brand building, communication and strategy for various promotional projects for both overseas and domestic markets.

## 6. **Application fee**

Prospective bidders desirous of participating in this tender may view and download the tender document free of cost from above mentioned website. However bidders need to submit the application fee (non-



refundable) of Rs. 2360 (Rupees two thousand three hundred sixty only) through demand draft from a Nationalized / Scheduled Bank drawn in favor of 'Member Secretary, National Council for Teacher Education, New Delhi, payable at New Delhi' for participating in this instant bidding. MSME are exempt from application fee upon submission of **Annexure-VI** and the documents required.

**7. Earnest Money Deposit [EMD]**

- i. The bidder must submit Rs.1,00,000 / - towards EMD along with the tender. Bids received without EMD will be considered unresponsive and will be summarily rejected.
- ii. EMD has to be submitted in the form of a Demand Draft from a scheduled Commercial Bank in India in favour of "Member Secretary, National Council for Teacher Education, New Delhi", payable at New Delhi.
- iii. NCTE will not be liable to pay any interest on the EMD pending evaluation.
- iv. The Selected Applicant's EMD shall be returned, without any interest upon the Applicant accepting the work order and furnishing the Performance Security in accordance with provision of the RFP and work order.
- v. The successful tenderer's EMD will be forfeited if it fails to furnish the required performance security within the specified period.
- vi. EMD of a tenderer will be forfeited if the tenderer withdraws the tender in any respect within the period of validity of its tender.

**8. Bid validity**

120 (one hundred twenty) days from the date of opening of Bids. Bids having validity of less than 120 days is liable for rejection.

**9. Pre-bid meeting**

A pre-bid meeting will be held to explain the scope of tender and other details on 25.02.2020 at 3:30 p.m. in the Chamber of Deputy Secretary (Admn.), National Council for Teacher Education, G-7, Near Sector-10 Dwarka Metro Station, Sector-10, Dwarka, New Delhi - 110075. No queries/ clarifications sought by any bidder shall be entertained post pre bid meeting.

**10. Disqualification**

NCTE may at its sole discretion and at any time, disqualify any bidder who is found trying to influence the decision making process of this tender.

**11. Bid submission**

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- i. Three separate sealed envelopes should be used for submitting (i) Technical Bid (ii) Financial Bid and (iii) Earnest Money and cost of Tender Document and should be superscribed as:
  - a) Technical Bid (Annexure-III);
  - b) Financial Bid (Annexure-IV);
  - c) Application (Annexure-I, II) and Annexure- VI if applicable, Earnest Money and Cost of Tender Document.
- ii. Envelopes as mentioned in Clause- 10.1 after putting them in one big sealed cover superscribed as "Request for Proposal (RFP) for Project for 700 model TEIs" should be submitted personally, or through Speed post/ Registered A.D. post, addressed to the National Council for Teacher Education, G-7, Dwarka, Sector-10, New Delhi - 110 075.
- iii. All the bid documents should be signed by the authorized signatory of company/ firm/agency.
- iv. In case, the day of bid submission is declared Holiday by Govt. of India, the next working day will be treated as day for submission of bids. There will be no change in the timings and no such request shall be entertained under any circumstances.

## 12. Bid opening

- i. Bids complete in all respects received along with Bank Drafts in respect of cost of Tender Document and EMD will be opened by the Tender Opening Committee (TOC) in the presence of bidders' representative, if available.
- ii. A bid determined as substantially non-responsive will be rejected by the TOC and shall not, subsequent to the bid opening, be made responsive by the bidder by correction of the non-conformity.
- iii. Technical bids of only those bidders will be evaluated whose cost of tender document and EMD are found to be in order. Bids received without cost of the Tender Document and EMD will be rejected straight away.
- iv. The Council may waive any minor infirmity or non-conformity or irregularity in a bid, which does not constitute a material deviation, provided such waiver does not prejudice or affect the relative ranking of any bidder.
- v. After the Technical evaluation, Financial bids of only those bidders, whose bids are found to be technically qualified by the Technical Evaluation Committee, will be opened in the presence of the bidder's representatives.

## 13. Technical evaluation of bid

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- i. A duly constituted Technical Evaluation Committee (TEC) will evaluate Bidders on the basis of marking criteria as stipulated in the document.
- ii. The tender will be evaluated in two stages. In the first stage, technical bid evaluation will be done [contents from serial number 1-3 of para 13 (vii)]. Only those bidders who qualify the first stage of technical bid evaluation will be allowed to give a power point presentation.
- iii. While doing the 1<sup>st</sup> stage technical evaluation, Council shall evaluate the bids to determine whether they are complete, whether any computational errors have been made, and whether the bids are generally in order. Arithmetical errors shall be rectified on the following basis:
  - a. If there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail and the total price shall be corrected by the Council.
  - b. If there is a discrepancy between words and figures, the amount in words shall prevail. If the bidder does not accept the correction of the errors, his bid shall be rejected.
- iv. After 1<sup>st</sup> stage of technical evaluation, qualified bidders will be called for the second level of technical evaluation which will be based on PowerPoint presentation/interaction on concepts, as the case may be.
- v. Bids which are found responsive and qualify both stages of Technical Evaluation, will go to the financial bid opening stage.
- vi. Fulfilment of eligibility criteria and a minimum score of 55 out of 100 marks in technical evaluation are required to qualify for the financial bid.
- vii. The following marking criteria shall be followed:

Sl. No	Aspects	Maximum Marks	Minimum marks
1.	Turnover in crores <i>Payment received or work order executed (in the last financial years in the field of communication and advertising).</i>	15	8
2.	Company strength <i>Number of employees/ professionals employed etc</i>	15	8
3.	Media strength		
	<b>Audio visual media</b> Number of Advertisements/ short films etc. produced in the last 03 years.	12	6
	<b>Print media</b>	12	6

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	Number of outreach campaign handled through print media in the last 03 years.		
	<b>Social media</b> Number of campaign handled over social media in the last 03 years.	12	6
	Total number of Clients served in the last 03 years	10	6
	Awards in last 03 years	04	1
4.	Presentation	20	14
<b>TOTAL MARKS</b>		<b>100</b>	<b>55</b>

a) The marking of "Annual Turnover" shall be as under:-

Sl. No	Criteria	Marks to be awarded
1.	Rs. 03 crore upto Rs. 10 crore	05
2.	Rs. 10 crore upto Rs. 20 crore	08
3.	Rs. 20 crore upto Rs. 30 crore	10
4.	More than Rs. 30 Crore	15

b) The marking of "Company Strength" shall be as under:-

Sl. No	Criteria	Marks to be awarded	
1.	Number of persons working	1- 10	2
		11-20	3
		More than 20	4
2.	Number of creative team members	1 - 3	2
		More than 3	3
3.	Number of media experts	1 - 2	2
		More than 2	3
4.	Full-fledged studio exists	4	
5.	Availability of own Printing facility	1	

c) The marking of "Media Strength" shall be as under:-

Sl. No	Criteria	Marks to be awarded	
1.	Audio visual media (advertisement/ produced) films	1-2	4
		3-5	10
		6 or more	12

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2.	Print media (outreach campaign handled with primary focus in print media)	1-2	4
		3-5	10
		6 or more	12
3.	Social media (number of campaign handled)	1-2	4
		3-5	10
		6 or more	12
4.	Total number of Clients served	1-2 in numbers	1
		3-4 in numbers	3
		5-6 in numbers	5
		7-8 in numbers	7
		9-10 in numbers	8
		More than 11	10
5.	Awards from a recognized body like industry association/ Government	01-02	2
		More than 02	4

d) The marking of "Presentation" shall be as under:-

Sl. No	Criteria	Marks to be awarded
1.	Creative concepts and approach	7
2.	Technical and aesthetic standard of work	6
3.	Strategy to complete assigned works	7

#### 14. Financial evaluation of bid

- i. The Financial Bids of tenderers qualifying eligibility criteria and technical evaluation will be opened in the presence of their representatives on a specified date and time duly notified by a duly constituted Financial Evaluation Committee (FEC) for evaluation.
- ii. Lowest Quoting Bidder will be selected as per **Annexure-IV** and designated as L1.
- iii. In case L1 bidder refuses the tender awarded or does not enter into the contract within the time stipulated by the NCTE, EMD submitted by the bidder will be forfeited and tender will be scrapped and the offer shall be passed on to the next lowest bidder.
- iv. Enquiries made by the bidder(s) during the course of evaluation of the tender, after opening of bid, till final decision is conveyed to the bidder(s) shall not be entertained in any manner. However the Committee/its authorized representative and office of NCTE can make any enquiry/seek clarification from the bidders, which the bidders must furnish within the stipulated time else bid of such defaulting bidders will be rejected.

#### 15. Right to reject any or all Proposals

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- i. Notwithstanding anything contained in this RFP, the NCTE reserves the right to accept or reject any Proposal and to annul the Selection Process and reject all Proposals, at any time without any liability or any obligation for such acceptance, rejection, or annulment, and without assigning any reasons thereof.
- ii. NCTE reserves the right to reject any Proposal if:
  - a. At any time, a material misrepresentation is made or discovered;
  - b. The agency did not provide, within the time specified by the NCTE, the additional information sought for evaluation of the Proposal;
  - c. In case it is found during the evaluation or at any time before issue of Work Order that one or more of the eligibility conditions have not been met by the agency or the agency has made material misrepresentation or has given any materially incorrect or false information, the agency shall be disqualified forthwith.
  - d. If the agency has already been issued the Work Order, the same shall, notwithstanding anything to the contrary contained therein or in this RFP, be liable to be terminated, by a communication in writing by the NCTE without the NCTE being liable in any manner, whatsoever, to the Selected Agency.
- iii. The bids submitted by telex/ telegram/ fax/ E-mail etc. shall not be entertained.
- iv. Bids submitted without enclosing the EMD and cost of Tender Document will be rejected.
- v. Bids not submitted as per the specified format will be outrightly rejected.
- vi. Bids which do not qualify eligibility criteria will be rejected.
- vii. Any bid received after the last date of submission will not be entertained.

**16. Contract with the agency whom the tender is awarded**

The selected tenderer shall have to enter into a written agreement with NCTE for honouring all tender conditions and adherence to all aspects of fair trade practices.

**17. Period of contract**

The Contract would be assigned for a period of one year or a period deemed suitable by the Council. The contract may be extended on year to year basis subject to satisfactory performance or mutual agreement, maximum for two terms.

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**18. Work-order**

After selection, a Work Order shall be issued, in duplicate, by the NCTE to the Selected Agency; and the agency shall, within 10 (ten) days of the receipt of the Work Order, sign and return the duplicate copy of the Work Order in acknowledgement thereof. In the event the duplicate copy of the work order duly signed by the Successful Applicant is not received by the stipulated date, the NCTE may, unless it consents to extension of time for submission thereof, appropriate the EMD of such tenderer, and the next highest ranking tenderer may be considered.

**19. Performance Security**

The successful tenderer must furnish to the NCTE the performance security for an amount equal to 10% (ten per cent) of the total value of the contract within fifteen days from the date of the issuance of Work Order. This Security shall remain valid up to 180 days after the date of completion of all contractual obligations by the tenderer. The Performance security shall be in the form of Bank Guarantee issued by a Scheduled Commercial Bank in India.

**20. Manpower deployment at NCTE Hqrs**

The selected agency will be required to deploy two (2) persons at NCTE (New Delhi) within one week of awarding the contract. The personnel deployed in the NCTE premises shall be professionally qualified in mass communication, advertising, publicity etc. from reputed institutions and possess at least three to four years' experience in handling all sorts of media and publicity for large organizations.

**21. Subsequent assignment**

Obligation to fulfil the terms of engagement/ work order lies with agency whom the contract has been awarded. The agency shall not assign the work order to any other agency, in whole or in part, to perform its obligation under the contract, without prior written consent of NCTE.

**22. Termination of contract/ work-order**

- i. NCTE may, at any time, terminate the contract by giving written notice to the tenderer without any compensation, if the selected tenderer becomes bankrupt or otherwise insolvent, provided that such termination will not prejudice or affect any right of action or remedy which has accrued or will accrue thereafter to NCTE.
- ii. Termination for default is said to have occurred:

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- a. If the bidder fails to deliver any or all of the services as specified in the work order or any extension thereof granted by NCTE.
- b. If the bidder fails to perform any other obligation(s) under the contract.

**23. Approval of NCTE for rolling contents**

The Agency shall seek written approval of all visuals, artworks, copy, script, etc. and shall not proceed to publish/ broadcast etc. until approval of competent authority is obtained in this regard.

**24. Obligations in case of Merger/ acquisition/ take over**

In case a selected bidder is taken over /bought over by another company, all the obligations and responsibilities under the agreement with the NCTE, should be passed on to the new company for compliance.

**25. Qualifying requirements for MSME's**

- i. In line with the Policy Circular No. 1(2)(1)/2016-MA dated March, 2016 of the Ministry of Micro, Small & Medium Enterprises on "relaxation of norms for Startups and Micro & Small Enterprises in Public Procurement on Prior Experience and Prior Turnover criteria", is exempted for the Startups and Micro & Small Enterprises for this tender, subject to meeting of quality and technical specifications.
- ii. The Startup Enterprises shall submit startup India recognition certificate issued by the Department of Industrial Policy and Promotion (DIPP) of Ministry of Commerce & Industry in order to be considered for relaxation in prior experience and prior turnover.
- iii. The MSEs with valid DIPP certificate and registered with below mentioned agencies/bodies are exempted from payment of Bid Fees and Earnest Money Deposit (EMD):
  - a. District Industries centers
  - b. Khadi and Village Industries Commission
  - c. Khadi and Village Industries Board
  - d. National Small Industries Corporation (NSIC)
  - e. Directorate of Handicrafts and Handloom
  - f. MSEs having UdogAadhar memorandum
  - g. Any other Body specified by Ministry of Micro, Small and Medium Enterprises.
- iv. The MSEs who have applied for registration or renewal of registration with any of the above agencies/bodies, but have not

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obtained the valid certificate as on close date of the tender, are not eligible for exemption/preference.

**26. Copyrights/ Intellectual property**

NCTE shall retain the absolute copyright and all such related rights including the rights for adaptations/ translation, reproduction, alteration and archiving without any restriction of time period of all such creatives and their inputs which might be produced by the agency for executing a work/campaign. Such creatives could be used in any such future campaigns that the NCTE may consider appropriate. The Agency shall not without NCTE's prior written consent, disclose the contract, drawings, specifications, plan, pattern samples to any person other than an entity authorized by the NCTE for the performance of the contract. In case of termination of the contract, all the documents used by agency in the execution of project shall become property of NCTE.

**27. Force Majeure**

If a *Force Majeure* situation arises, the agency shall promptly notify NCTE in writing of such condition, the cause thereof and the change that is necessitated due to the conditions. Until and unless otherwise directed by the Council in writing, the Agency shall continue to perform its obligations under the Contract as far as is reasonably practical, and shall seek all reasonable alternative means for performance not prevented by the Force Majeure event.

The agency shall advice NCTE in writing, the beginning and the end of the above causes of delay, within seven days of the occurrence and cessation of the Force Majeure conditions. In the event of a delay lasting for more than one month, if arising out of causes of Force Majeure, NCTE reserve the right to cancel the order without any obligation to compensate the agency in any manner for what so ever reason.

**28. Indemnity**

- i. The tenderer shall indemnify NCTE against all third party claims of infringement of intellectual property rights arising from the use of the supplied items and related services or any part thereof.
- ii. NCTE stands indemnified from any claims that the Tenderers manpower may opt to have towards the discharge of their duties in the fulfillment of the contract.
- iii. NCTE also stands indemnified from paying any compensation arising out of accidental loss of life or injury sustained by/ to

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the Tenderer's manpower while discharging duty towards fulfillment of the contract.

**29. Dispute resolution**

In the event of any dispute or difference between the parties hereto, such disputes or differences shall be resolved amicably by mutual consultation. Failing resolution of the dispute amicably, the unresolved dispute or difference shall be referred to arbitration under the aegis of Delhi International Arbitration Centre (DIAC), Delhi High Court Campus, New Delhi. The provisions of Arbitration and Conciliation Act, 1996 including its amendments, if any, shall be applicable to the arbitration. DIAC rules shall govern the proceedings of arbitration. The contract shall be governed by the laws of India for the time being in force.

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**ANNEXURE-I**

**APPLICATION FOR ENGAGEMENT OF ADVERTISING AGENCIES**

NCTE: 064/\_\_\_/2020-US

**To**

**Member Secretary  
National Council for Teacher Education  
G-7, Dwarka, Sector-10  
New Delhi - 110 075**

**Sub. :** Application for engagement of advertising and communication agencies.

Dear Sir,

I/We, the undersigned Applicant, have read and examined in detail the "Request For Proposal"(RFP) Document for engagement of Advertising/PR Agencies for executing various Public Relations Activities of NCTE.

2. We confirm having submitted the DETAILS IN SUPPORT OF QUALIFYING REQUIREMENTS (Annexure-II) as required by you along with this Application. In case you require any further information in this regard, we agree to furnish the same.
3. In addition to the information called for in Annexure-II, we have included with this proposal technical bid (Annexure-III) and financial bid (Annexure-IV).
4. We, hereby, declare that only the persons or firms interested for engagement as principals are named herein and that no other persons or firms other than herein mentioned have any interest in this engagement and that this application is in all respect for and in good faith, without misrepresentation, collusion or fraud.

Dated this ..... day of ..... 20.....

Yours faithfully

Date :

Place:

(Signature of the authorized signatory)

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

(Designation) \_\_\_\_\_

(Common Seal)

Business Address:

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**Annexure - II**

**Details in support of Qualifying Requirements**  
**NCTE: 064/\_\_\_/2020-US**

**Name of the Advertising agency and :  
registered office**

**Year of establishment :**

**Telephone No./Email :**

As mentioned in the guidelines for engagement in bid document, evaluation of Qualified Applicants shall be carried out based on their Turn over, Company strength, Media strength, PR services and the presentation made by them before NCTE. Bidders while submitting the tender documents must ensure that they fulfill the following conditions:

<b>SL. NO</b>	<b>CRITERIA</b>	<b>DETAIL</b>	<b>SUPPORTING DOCUMENT REQUIRED</b>
1	Office Location		Bidder shall submit on its letter-head duly signed by the authorized signatory that where from it will operate along with the details of other offices in India. The letter shall be marked as <b>Exhibit - I.</b>
2	Registration certificate of the Company/ Firm etc.	The bidder should be registered with appropriate authority for not less than a period of three years.	Copy of the registration certificate shall be attached as <b>Exhibit - II.</b>
3	Registration with the Tax authorities	The bidders shall be registered with tax authorities <i>viz</i> Income Tax, GST or other taxation authorities as required.	Copies of registration certificates issued by the tax authorities shall be enclosed as <b>Exhibit - III.</b>
4	Registration with the authorities of Statutory Compliances	The bidder shall be registered and comply with all the labour and statutory compliances	The bidder shall enclose necessary certificates issued by the which shall be <b>Exhibit - IV.</b>

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		compliances as required under various enactments. Eg. ESI Act, PF Act etc.	
5	Organizations strength of manpower	Bidder should have not less than 10 professionals on its rolls working or have been working in the preceding twelve months.	A certificate duly signed by authorized signatory on the company's letter head to the effect certifying the current manpower shall be marked as <b>Exhibit - V.</b>
6	Past Experience	Bidder should have adequate experience in the relevant area and shall have executed atleast 03 such projects in the past three years with the Govt/ PSU/ organization of repute.	Completion certificate of atleast three projects issued by the respective clients shall be attached as <b>Exhibit - VI.</b>
7	Annual Turnover from similar nature of work	Bidder should have annual turnover of Rs. 3 Crore or more in the past three financial year i.e. 2016-17; 2017-18, 2018-2019	Certificate from statutory audit declaring annual turnover and audited Balance Sheets for all the years shall be attached as <b>Exhibit - VII.</b>
8	Cost of the Tender Document	An amount of Rs. 2360 (Rupees two thousand three hundred sixty only) payable through Demand Draft in favour of Member Secretary, National Council for Teacher Education, New Delhi shall be enclosed in Envelope superscripted "AEMD & Application fee"	Demand Draft of Rs. 2360 (Rupees two thousand three hundred sixty only) drawn in favour of Member Secretary, National Council for Teacher Education, New Delhi.
9	Payment of Ernest Money Deposit	An amount of Rs. 1,00,000 (Rupees One Lakh only) through Demand draft in	Demand Draft of Rs. 1,00,000 (Rupees One Lakh only) drawn in favour of Member

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		favour of Member Secretary, National Council for Teacher Education, New Delhi shall be enclosed in Envelope superscripted "Earnest Money Deposit & Application fee"	Secretary, National Council for Teacher Education, New Delhi
10	Submission of Technical bid	Duly filled in <b>ANNEXURE- III</b> attached with Tender Document /RFP.	<b>ANNEXURE-III</b> properly sealed in an envelope superscribed as "Technical Bid for Project 700 Model TEIs."
11	Submission of Financial Bid	Duly filled in <b>ANNEXURE- IV</b> attached with Tender Document /RFP	<b>ANNEXURE-IV</b> properly sealed in an envelope superscribed as "Financial Bid for Project 700 Model TEIs."

Signature \_\_\_\_\_

Name \_\_\_\_\_

Designation \_\_\_\_\_

**Note:**

1. If needed, the agency can use separate sheets for furnishing the details.
2. NCTE reserves the rights to verify the facts/ documents given by the agency, if so required.

## Annexure - III

**Technical Bid**  
NCTE: 064/\_\_\_/2020-US

**A. Average Annual Turnover from Consultancy Services of the Applicant**

Sl. No	Financial Years	Annual Turnover from advertising and PR activities (INR)
1	2016-17	
2	2017-18	
3	2018-19	
	Average Annual Turnover <i>[indicate sum of above divided by 3]</i>	

**B. Company strength**

1.	<b>Strength of key staff</b>	<b>Cost to company for hiring the indicated strength of Key staff each month</b>	<b>Core activities the personnel's are into</b>
2.	<b>Strength of Support staff</b>	<b>Cost to company for hiring the indicated strength of support staff each month</b>	<b>Core activities the personnel's are into</b>
<b>TOTAL</b>			
Strength of company <i>(sum of elements mentioned in 1 &amp; 2)</i>		Cost to company every month <i>(sum of elements mentioned in 1 &amp; 2)</i>	

**C. Media strength**

1	Audio visual media	<b>Radio Broadcasting</b> <i>(which includes Radio spot, Radio jingle/ song/ signature tune, Sponsored radio programme)</i>	2016-17	
			2017-18	
			2018-19	
2	Print Media Creatives	<b>Newspaper, periodicals and Hoardings</b>	2016-17	
			2017-18	

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		<i>(concepts published or outreach campaign managed through )</i>	2018-19	
<b>3</b>	Social Media	<b>tweets</b>	2016-17	
			2017-18	
			2018-19	
		<b>facebook</b>	2016-17	
			2017-18	
			2018-19	
		<b>Blog campaigns</b>	2016-17	
			2017-18	
			2018-19	

**D. Clients handled**

SL. No	Year	Total number of clients handled
<b>1.</b>	2016-17	
	2017-18	
	2018-19	

**E. Awards**

SL. No	Description of national and international awards	Total number of awards received in the year
<b>1.</b>		2016-17
		2017-18
		2018-19

(Signature, name and designation of the Authorized signatory)

Name of Firm:

Address:

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## Annexure - IV

**Financial Bid**  
**NCTE: 064/\_\_\_/2020-US**

Bids only from bidders which are declared technically qualified as mentioned in the technical evaluation part above will be considered for financial evaluation.

Sl. No	Details	Work	Expected volume of work per year	Unit Price	Total Price
1.	<b>Print Media Creatives</b>	upto 150 sq.cm			
		between 150 sq cm to 350 sq.cm			
		above 350 sq.cm			
2.	<b>Hoardings</b>	Hoardings of 10ftx5 ft			
		Hoarding of 20ftx10ft			
3.	<b>Social Media</b>	Number of tweets on twitter in a year			
		Number of message on facebook in a year			
4.	<b>Radio Broadcasting</b>	Radio spot upto 30 seconds <i>(These have only words/ speech and do not involve composition of original music)</i>			
		Radio jingle/ song/ signature tune upto 60 seconds <i>(which are partially or fully music based, with original composition)</i>			
		Sponsored radio programme upto 15 minutes			
5.	<b>Television</b>	Documentaries / Spots/ Telefilms			

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6.	<b>Blog campaigns</b>				
*TOTAL					
* Applicable GST will be paid extra					

**Remark:** NCTE does not however commit any minimum work order of the volume as quoted in annexure (financial) will be awarded to the selected agency. The volume of activity indicated in annexure (financial) is to be used for assessment only. The volume of actual work order will depend on the need as assessed by NCTE. The tender value shown in the bid document is only for notional purpose as Rs 1.

Sr. No.	Description	Amount in words (INR.)	Amount in figures (INR.)
1	Total Cost of Financial Proposal excluding Applicable Taxes		
2	Applicable Taxes		
3	Total Cost of Financial Proposal including Applicable Taxes		

\_\_\_\_\_  
Signature of Bidder  
Or

Officer authorized to sign the bid on behalf of the bidder.

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**Annexure - V****Letter of Authorization For Attending Bid Opening**

NCTE: 064/\_\_\_/2020-US

**To**

**Member Secretary  
National Council for Teacher Education  
G-7, Dwarka, Sector-10  
New Delhi - 110 075**

Subject: Authorization for attending Pre-Bid meeting/ Bid opening on \_\_\_\_\_ at National Council for Teacher Education (NCTE) for engaging advertising agencies on behalf of \_\_\_\_\_

Sir,

Following persons are hereby authorized to attend the Pre-Bid meeting/ bid opening for the tender mentioned above on behalf of \_\_\_\_\_ (Bidder) in order of preference given below:

Sl. No	Name	Specimen Signature
1.		
2.		

\_\_\_\_\_  
Signature of Bidder  
Or

Officer authorized to sign the bid on behalf of the bidder.

**Note:**

1. Maximum of two representatives will be permitted to attend bid opening. In cases where it is restricted to one, first preference will be allowed. Alternate representative will be permitted when regular representative are not able to attend.
2. Permission for entry to the hall, where the bids are to be opened, may be refused in case the authorization as prescribed above is not received.

**Annexure - VI****Undertaking for Agencies registered as Micro/Small Enterprises  
NCTE: 064/\_\_\_/2020-US**

I/We confirm that the provisions of Micro and Small Enterprise are applicable to us and our organization falls under the definition of the following category:

1. [       ] - Micro Enterprises
2. [       ] - Small Enterprises
3. [       ] - Medium Enterprises

**2.** Please tick in the appropriate option box [       ] and attach relevant documents/ certificate, issued by:

- a. District Industries centers
- b. Khadi and Village Industries Commission
- c. Khadi and Village Industries Board
- d. National Small Industries Corporation (NSIC)
- e. Directorate of Handicrafts and Handloom
- f. MSEs having UdogAadhar memorandum
- g. Any other Body specified by Ministry of Micro, Small and Medium Enterprises.

**3.** I/ We also undertake to inform the change in this status as aforesaid during the currency of the Contract, if any.

Signature of bidder

Place \_\_\_\_\_

Date \_\_\_\_\_

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**Annexure - V****Letter of Authorization For Attending Bid Opening**

NCTE: 064/\_\_\_/2020-US

**To**

**Member Secretary  
National Council for Teacher Education  
G-7, Dwarka, Sector-10  
New Delhi - 110 075**

Subject: Authorization for attending Pre-Bid meeting/ Bid opening on \_\_\_\_\_ at National Council for Teacher Education (NCTE) for engaging advertising agencies on behalf of \_\_\_\_\_

Sir,

Following persons are hereby authorized to attend the Pre-Bid meeting/ bid opening for the tender mentioned above on behalf of \_\_\_\_\_ (Bidder) in order of preference given below:

Sl. No	Name	Specimen Signature
1.		
2.		

\_\_\_\_\_  
Signature of Bidder  
Or

Officer authorized to sign the bid on behalf of the bidder.

**Note:**

1. Maximum of two representatives will be permitted to attend bid opening. In cases where it is restricted to one, first preference will be allowed. Alternate representative will be permitted when regular representative are not able to attend.
2. Permission for entry to the hall, where the bids are to be opened, may be refused in case the authorization as prescribed above is not received.

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**Annexure - VI****Undertaking for Agencies registered as Micro/Small Enterprises  
NCTE: 064/\_\_\_/2020-US**

I/We confirm that the provisions of Micro and Small Enterprise are applicable to us and our organization falls under the definition of the following category:

1. [      ] - Micro Enterprises
2. [      ] - Small Enterprises
3. [      ] - Medium Enterprises

2. Please tick in the appropriate option box [      ] and attach relevant documents/ certificate, issued by:

- a. District Industries centers
- b. Khadi and Village Industries Commission
- c. Khadi and Village Industries Board
- d. National Small Industries Corporation (NSIC)
- e. Directorate of Handicrafts and Handloom
- f. MSEs having UdogAadhar memorandum
- g. Any other Body specified by Ministry of Micro, Small and Medium Enterprises.

3. I/ We also undertake to inform the change in this status as aforesaid during the currency of the Contract, if any.

Signature of bidder

Place \_\_\_\_\_

Date \_\_\_\_\_