

NCTE: GA026/25/2018-GA-HQ  
National Council for Teacher Education [NCTE]  
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Corrigendum-1

Extension of last date of submission of tender for Selection of Advertising & Public Relation Agency for publicity and outreach for project for 700 model TEIs

In reference to National Council for Teacher Education [NCTE], Notice inviting tender dated 10.02.2020, it is notified that the last date for submission of the tender for Selection of Advertising & Public Relation Agency for publicity and outreach for project for 700 TEIs is extended upto 3:00 PM of 12.03.2020.

-Sd-

Member Secretary  
National Council for Teacher Education

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### Corrigendum/ Response to Pre-Bid Queries

Request for Proposal for  
Selection of Advertising & Public Relation Agency for publicity and outreach for  
project for 700 model TEIs of National Council For Teacher Education (NCTE)

Date: 28.02.2020

As per the terms stated in clause-9 of RFP document dated 10.02.2020 in context of subject afore, pre-bid meeting was scheduled on 25.02.2020. Prospective bidders those who attended the meeting had submitted their suggestions. Based on the pre-bid meeting, following decisions have been taken by the NCTE:

SL. No	Clause Number	Clause of RFP	Revised clause based on pre-bid queries and meeting
1.	As printed in cover page of RFP	Time and date of submission of response to RFP: On 03.02.2020	Time and date of submission of response to RFP: On 12.03.2020 latest by 3:00 PM
2.	13 (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.	The tender will be evaluated in two stages. In the first stage, technical bid evaluation will be done. Only those bidders who qualify the first stage of technical bid evaluation will be allowed to give a power point presentation.
3.	13 (iv)	After 1st 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.	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. Jury comprises of members of TOC shall evaluate the presentation upon maximum allocation of 20 marks. The presentation will be of roughly 15 minutes. The

			presentation will also incorporate works already done, concept and samples of proposed work.
4.	13 (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.	Fulfilment of eligibility criteria and a minimum score of 85 out of 150 marks in 1st stage of technical evaluation from components as mentioned in 13 (vii) (a, b, c) (i.e. 15+15+120= 150) are required to qualify for the 2nd stage of technical evaluation which is power-point presentation of roughly 15 minutes and carries weightage upto 20 marks.
5.	14 (ii)	Lowest Quoting Bidder will be selected as per Annexure-IV and designated as L-1.	Excluding the services as available under DAVP rates, the lowest Quoting Bidder will be selected as per Annexure-IV shall be designated as L1.
6.	11 (a) & (b)	Annexure III and IV	Revised *Annexure III and IV
7.	13 (vii)	Marking criteria of the bids	Revised marking criteria shall be as under:

13. vii. The marking criteria shall be as follows:

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

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

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

Sl. No	Criteria		Marks to be awarded	Total Marks in each category
	Number of persons working	1- 10	2	5
		11-20	3	
		More than 20	5	

	Number of creative team members	1 – 3	2	3
		More than 3	3	
	Number of media experts	1 – 2	2	3
		More than 2	3	
	Full-fledged studio exists		3	3
	Availability of own Printing facility		1	1
TOTAL				15

- c) The marking for “Media Strength” which includes clients handled and awards received shall be as under:-

Sl. No	Media	Criteria (Campaign's promoted through)	Quantum	Marks to be awarded	Max Marks	Total Marks in each category
	Radio	Radio (includes spots, Radio jingle/ song/ signature tune, Sponsored radio programme created and eventually hosted)	1-2	04	12	30
			3-5	10		
			6 or more	12		
		RJ Mention	1-2	4	08	
			3-5	06		
			6 or more	08		
		Sponsored radio programme upto 15 minutes	1-2	4	10	
			3-5	8		
			6 or more	10		
Print Media	Newspaper	1-2	4	12	15	
		3-5	10			
		6 or more	12			
Social Media	Tweeter	1-2	4	10	30	
		3-5	8			
		6 or more	10			
	Facebook	1-2	4	10		
		3-5	8			
		6 or more	10			
	YouTube	1-2	4	10		
		3-5	8			
		6 or more	10			
Television	TV Spots	1-2	4	12	20	
		3-5	10			
		6 or more	12			
	TV Shows	1-2	4	08		
		3-5	06			
		6 or more	08			
Outdoor Advertising	Hoardings	1-2	4	10	10	
		3-5	08			
		6 or more	10			

	Professional Engagements	Total number of Clients served	1-2 in numbers	1	10	10
			3-4	3		
			5-6	5		
			7-8	7		
			9-10	8		
			More than 11	10		
	Awards	Awards from a recognized body like industry association/ Government	01-02	2	5	5
			More than 02	5		
	TOTAL					120

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

<i>Sl. No</i>	<i>Criteria</i>	<i>Marks to be awarded</i>
	<i>Creative concepts and approach</i>	<i>7</i>
	<i>Technical and aesthetic standard of work</i>	<i>6</i>
	<i>Strategy to complete assigned works</i>	<i>7</i>
<i>TOTAL</i>		<i>20</i>

Additional Clarifications:

- i. **Documentation of project activities-** The selected agencies shall submit periodically, the documentation of all project related activities. The selected agencies should furnish all kinds of documentation materials such as video, audio, photographs, textual (Soft and Hard Copy). The copyright of all such documents including video, audio, photographs, textual will be vested in NCTE. Submission of compiled reports every month with cost analysis is mandatory.
- ii. **Impact Assessment-** The selected agency will be responsible for conducting impact assessment from time to time to understand the response from Target Group [TG] against various promotional activities. This may require primary research activities as well as by physically conducting surveys. This activity will form the basis for revising the media plan if required.
- iii. **Minimum Work Order-** Be it clearly understood, NCTE does not commits any minimum work order to the selected agency. The volume of work order will depend on the need as assessed by NCTE.
- iv. **Payment-** For the services which requires direct payment, the agency shall be paid on completion of the assignment. Payment will be made for the selected/ approved final design etc only after satisfactory completion of each job and on submission of authenticated bills. The payment will be based on rates finalized. All payments are subject to TDS.
- v. **PR Services-** The quotations in the financial bid doesn't comprises of option for the Cost of the PR services to be provided by the selected agency like conducting events (press conferences, events, exhibition, performance s, shows etc. It will be paid as actual and with prior approval of the competent authority in MHRD. The expenses on the shows, exhibitions,

conducted by the selected agency will be paid as per approved rates. List of indicative PR Services are given below:

OTHER PR ACTIVITIES/ SPECIAL ENGAGEMENTS			REMARKS/ FREQUENCY OF TELECAST/DIMENSI ONS ETC.
1.	Press Conferences	<p>Planning and organizing press conferences for regional, national &amp; international media. Which includes but not limited to:</p> <ul style="list-style-type: none"> <li>• Preparing and disseminating press releases/ briefs on major initiatives/ achievements/ programmes/ events as per requirement.</li> <li>• Preparing print and electronic material in the form of kits to the media as required.</li> <li>• Organizing interviews of higher officials with top newspapers / magazines /TV channels.</li> <li>• To prepare speeches of the top management for special events.</li> </ul>	The payment for rendering the Communication and PR service in the instant table may be decided as or when the need be.
2.	Exhibitions at Expo / Fair	The agency shall identify major national/ international events like exhibitions, fairs and festivals which have the potential for promoting this initiative and will assist in formulating and implementing an effective marketing plan to capitalize on such events. The agency shall provide complete set-up, fabrication, delivery and dismantling of Exhibit Stand in such Expo/Fairs including but not limited to complete project plan, detailed AutoCAD drawings, flooring, construction, graphics signage, AV, electricals, labour, maintenance of stand before, during & after exhibition period.	
3.	Brand Ambassador	The agency shall identify ONE popular personality from the field of film/ sports/ culture etc. who can successfully brand the programmes and sign in as the brand/ goodwill ambassadors of NCTE for this particular project. The agency shall prepare and submit a list of such personalities, for approval of NCTE, with justification as to how they could be effective as an ambassador for NCTE. In consultation with NCTE, the agency should develop and implement branding and communication works with the brand ambassador. The brand ambassadors shall be engaged for a period of One Year. In the event the brand ambassador are found guilty of any misconduct or are engaged in any action that directly or indirectly affects the image of NCTE and brings negative publicity to the campaign, then NCTE has full discretion to terminate its association with the brand ambassador with immediate effect without stating any reasons. In such event, the agency shall provide alternative options to NCTE within 7 days for the	

		remaining period of the contract without any additional cost to NCTE.	
4.	Logo designing	The vision of "Project for 700 model TEIs" is centered on promoting excellence in Teachers Education. A logo has to be designed accordingly.	
5.	Merchandise	The selected agency will be responsible for Suggesting, designing creative for non-traditional and attractive merchandise tailored (t-shirt, cap) for different audiences, collaterals as rewards for contests etc. It is also crucial that the type and look of the collaterals especially the low cost items such as pens, mugs, notepad etc. be changed regularly to maintain interest and pride of ownership in such items.	

-Sd-

Member Secretary  
National Council for Teacher Education

\*Annexure - III (Revised)

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Technical Bid

## A. Average Annual Turnover:

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 [AS ON THE DATE OF SUBMISSION OF TENDER DOCUMENTS]:

1.	Total Strength of the organization	Cost to company for maintaining total strength of staff as indicated	Major departments
2.	Strength of media experts	Cost to company for hiring the indicated strength of staff each month	Core activities the personnel's are into
3.	Strength of creative team members	Cost to company for hiring the indicated strength of staff each month	Core activities the personnel's are into
4.	Full-fledged studio exists [YES/ NO]		
5.	Availability of own Printing facility [YES/ NO]		

## C. \*Media strength:

SL. No	MEDIA	COMPONENTS	YEAR	NUMBER OF EVENTS
1.	Radio		2016-17	

		Radio spot, Radio jingle/ song/ signature tune, Sponsored radio programme created and eventually hosted	2017-18	
			2018-19	
		RJ Mentions  (Number of campaign endorsed by RJ)	2016-17	
			2017-18	
			2018-19	
2.	Print Media	Newspaper	2016-17	
			2017-18	
			2018-19	
		Magazines	2016-17	
			2017-18	
			2018-19	
3.	Social Media	Tweeter	2016-17	
			2017-18	
			2018-19	
		Facebook	2016-17	
			2017-18	
			2018-19	
		YouTube	2016-17	
			2017-18	
			2018-19	
4.	Television	TV Spots	2016-17	
			2017-18	
			2018-19	
		Talk Shows	2016-17	
			2017-18	
			2018-19	
5.	Outdoor Advertising	Hoardings	2016-17	
			2017-18	
			2018-19	

\* While quoting the figures be it clearly understood that total number of campaign shall not be confused with the total number of post, frequency of telecast/broadcast etc.

D. Clients handled:

SL. No	Year	Total number of clients handled
6.	2016-17	
	2017-18	
	2018-19	

E. Awards:

SL. No	Description of national and international awards	Total number of awards received in the year	
7.		2016-17	
		2017-18	
		2018-19	

(Signature, name and designation of the Authorized signatory)

Name of Firm:

Address:

\*Annexure - IV (Revised)

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Financial Bid

Bids only from bidders which are declared technically qualified as mentioned in the technical evaluation part above will be considered for financial evaluation. For certain parameters, DAVP has fixed rates payable. For such parameters if bidders quote a higher rate than what is fixed by DAVP (as applicable on the time of bid submission), their offer will be considered unresponsive and such offers will be summarily rejected.

Sl. No	Details	Work <i>(figures/ dimensions are indicative only. NCTE may consider at DAVP rates a different dimension or new offerings, if and when required)</i>	Unit Price for master version DAVP rates as on 15.03.2020 <i>Quote a price for the services where DAVP rates are not available</i>
1.	Print Media Creatives/ Newspaper Ad's	upto150 sq.cm	
		between 150 sq cm to 350 sq.cm	
		above 350 sq.cm	
2.	Hoardings	Hoardings of 10ft x 5 ft	
		Hoarding of 20ft x 10ft	
3.	Social Media	Content writing: Writing contents on important ongoing/upcoming activities for Facebook, Twitter etc. Cost Per word. <i>(Minimum guaranteed words shall be 100)</i>	
		Posters/ Images: in jpeg/ png or other suitable formats preferably 1200 pixels wide and 628 pixels tall or otherwise for Facebook page.	
4.	Radio Broadcasting	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.	Television / Audio visuals	Documentaries / Spots/ Telefilms from 2 to 5 minutes	
		Video spot upto 60 seconds	
6.	Manpower	Cost of 2 manpower at Delhi per month.	
*TOTAL			

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		

## Note:

- i. NCTE does not however commit any minimum work order to the selected agency. The volume of actual work order will depend on the need as assessed by NCTE. The value required to be quoted in the tender where DAVP rates are available is only for notional purpose.
- ii. The personnel deployed in the NCTE shall be professionally qualified in mass communication, advertising, publicity etc. from reputed institutions and possess at least three to 5 years' experience in handling all sorts of media and publicity for large organizations. Among the employees deployed with NCTE, 01 of them shall be expert in animation, multi-media etc.
- iii. For translation of creatives in upto 2 languages, no extra payment will be made. For translation into languages more than 2, for each translation into 3rd and 4th etc language, a payment of 2% of the master creative will be made.

- iv. The rates do not include any 3rd party costs like acquiring special photographs. The 3rd party costs shall be paid extra in actual. Prior permission of acquiring the 3rd party photograph will be taken from NCTE.

This is to certify that I have read and understood the enclosed brief and other terms and the information given by me is true to the best of my knowledge.

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Signature of Bidder

Or

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