



ग्रामीण विकास मंत्रालय

भारत सरकार

MINISTRY OF RURAL DEVELOPMENT

GOVERNMENT OF INDIA

Request for Expression of Interest

Tender Reference Number: J-11011/1/2023-IEC

For Empanelment of Agencies for Multi Media Creative Services

Department of Rural Development
Request for Expression of Interest
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Part I: REOI Process

Section I: Request for Expression of Interest (REOI)

1. Invitation

The President of India, through the Secretary of Department of Rural Development in the Ministry of Rural Development (hereinafter referred to as ‘the Authority’, ‘the Head of Empanelment’, ‘the Procuring Entity’ and ‘the Department of rural Development’ respectively), invites Expression of Interest (hereinafter referred as the ‘EOIs’) from eligible and qualified Multi Media Creative Agencies for empanelment to carry out activities as described in ‘Part II: Schedule of Requirements’ (hereinafter referred to as ‘the Services’). Interested Agencies should provide sufficient and relevant information demonstrating that they meet the specified eligibility criteria and have the required qualifications to be shortlisted for providing the Services. This Request for Expression of Interest (REOI) document, reference number, J-11011/1/2023-IEC, details the process of such shortlisting and empanelment. As part of this empanelment process either letter of intent (LOI) as per prevalent CBC rates or a Request for Proposal (RFP) will be issued among the empanelled agencies to carry out activities as described in Part II.

2. Instructions for EOI

2.1. Governing Language and Law

- a) The EOI submitted by the Multi Media Creative Agencies and all subsequent correspondence and documents relating to the EOI exchanged between the Agencies and the DoRD should be written in English. However, the language of any printed literature furnished by an Agency in connection with its EOI may be written in any other language provided a certified translation accompanies the same in English. For interpretation of the EOI, translation in the English language shall prevail.
- b) The REOI process shall be subject to the laws of the Union of India and the exclusive jurisdiction of courts in Delhi and Delhi High Court.

2.2. Acronyms

The following Acronyms have been used in this REOI document:

Acronym	Definition	Acronym	Definition
DoRD	Department of Rural Development	EOI	Expression of Interest
REOI	Request for Expression of Interest	RFP	Request for Proposals
IEC	Information Education & Communication	TOR	Terms of Reference
DPR	Detailed Project Report	LOI	Letter of Intent
JV/C	Joint Venture/ Consortium	TIA	Tender Inviting Authority
DPIIT	Department for Promotion of Industry and Internal Trade (DPIIT)	CBC	Central Bureau of Communication
MSME	Micro Small and Medium Enterprises	DA	Documents Attached

2.3. The Contents of the REOI document

This REOI document provides the relevant information and instructions to assist the prospective Agencies in preparing and submitting EOIs. It also includes the mode and procedure for receipt/opening, evaluation of EOIs, and shortlisting of agencies. The REOI document consists of the following parts.

Part I: REOI process

- 1) Section I: Request for Expression of Interest (REOI)
- 2) Section II: Appendix
- 3) Section III: Qualification Criteria

Part II: Schedule of Requirements

- 1) Section IV: Terms of Reference

Part III: EOI Submission Formats

- 1) Form 1: EOI Form (Covering Letter)
 - (a) Form 1.1: Agency Information
 - (b) Form 1.2: Eligibility Declarations
- 2) Form 2: Qualification Criteria – Compliance
 - (a) Form 2.1: Performance Capability Statement
 - (b) Form 2.2: Financial Capability Statements
 - i) Form 2.2.1: Financial Statement
 - ii) Form 2.2.2: Average Annual Turnover
- 3) Form 3: Checklist for Agencies

2.3.1 Section II: Appendix

Variable parameters and information related to this specific REOI process are summarised in the appendix.

2.3.2 Section III: Qualification Criteria:

This section lays down the Qualifying Criteria for shortlisting agencies. The Agencies must have requisite experience with assignments similar in nature in general and specific sectors relevant to the subject assignment. It may indicate the extent of dispensation, if any, allowed for Startups and Micro & Small Enterprises under Clause 5.1 below.

2.3.3 Section IV: Terms of Reference (TOR)

‘Section IV: Terms of Reference (TOR)’ describes the background, purpose/ objectives, description/ scope, deliverables/ outcomes, and timelines of Multi Media Creative Services (hereinafter called the ‘Service’) required. The ‘Service’ may include incidental Goods, Works, and other Services if so indicated therein. Any generic reference the ‘Service’ shall be deemed to include such incidental Goods, Works, and other Services.

2.3.4 EOI Formats for submission (To be filled, digitally signed, and uploaded by agencies)

The agency must fill, digitally sign and upload the EOI in the Formats given in Part III: 'EOI Submission Formats'.

2.4. Corrigenda/ Addenda to REOI document

- 1) The Department of Rural Development may update, amend, modify, or supplement the information, assessment or assumptions contained in the REOI document by issuing corrigenda and addenda and corrigendum or addendum thus issued shall be considered a part of the REOI document.
- 2) If considered necessary, the Department of Rural may suitably extend the EOI submission deadline to give reasonable time to the prospective Agencies to take such corrigendum/ addendum into account in preparing their EOI. After the DoRD makes such modifications, any Agency who has submitted his EOI shall have the opportunity to either withdraw his EOI or re-submit his EOI superseding the original EOI within the extended time of submission.
- 3) The DoRD may extend the deadline for the EOI submission by issuing an amendment. In such a case, all rights and obligations of the DoRD and the agencies previously subject to the original deadline shall then be subject to the new deadline for the EOI submission.

3. Department of Rural Development - Right to Reject any or all EOIs

The issue of the REOI document does not imply that DoRD is bound to shortlist Agencies. The DoRD reserves its right to accept or reject any or all EOIs, abandon/ bypass/ cancel the REOI process and issue another REOI for the same or similar Services before or after shortlisting Agencies. It would have no liability to the affected Agency or Agencies or any obligation to inform the affected Agency or Agencies of the grounds for such action(s).

4. Participation in REOI – Eligibility Criteria

4.1. Eligibility Criteria

Subject to other provisions in the REOI document, participation in this shortlisting process is open to all Agencies who fulfil the 'Eligibility' and 'qualification' criteria. Agencies should meet the following eligibility criteria as of the date of their EOI submission and should continue to meet these until the award of letter of intent (LOI). Agencies shall be required to demonstrate fulfilment of the Eligibility Criteria in Form 1.2 (Eligibility Declarations). Agency unless otherwise stipulated in Section II: Appendix:

- 1) must be:
 - (a) an Indian Company/LLP/Partnership firm/Society registered under an applicable Act in India or public Entity (Government-owned enterprise or institution).
 - (b) a CBC/DAVP empanelled Multi Media Creative Services provider with valid registration regarding GSTIN, PAN, EPF, ESI, Labour, or equivalent registration certificate issued by the concerned authority/government as applicable to the subject Services.

2) must:

- (a) not be insolvent, in receivership, bankrupt or being wound up, not have its affairs administered by a court or a judicial officer, not have its business activities suspended and must not be the subject of legal proceedings for any of aforesaid reasons.
- (b) (Including their affiliates, subsidiaries, or contractors/ sub-agencies for any part of the contract):
 - i) Not stand declared ineligible/ blacklisted/ banned/ debarred by the Department of Rural Development or its Ministry/ Department from participation in its empanelment processes; and/ or
 - ii) Not be convicted (within three years preceding the last date of EOI submission) or stand declared ineligible/ suspended/ blacklisted/ banned/ debarred by appropriate agencies of the Government of India from participation in empanelment processes of all its entities, for:
 - offences involving moral turpitude in business dealings under the Prevention of Corruption Act, 1988 or any other law; and/or
 - offences under the Indian Penal Code or any other law for causing any loss of life/ limbs/ property or endangering Public Health during the execution of a public empanelment contract and/ or
 - suspected to be or of doubtful loyalty to the Country or a National Security risk as determined by appropriate agencies of the Government of India.
 - iii) Not have changed its name or created a new “Allied Entity”, consequent to having declared ineligible/ suspended/ blacklisted/ banned/ debarred as above.
- (c) Not have an association (as an Agency/ partner/ director/ employee in any capacity)
 - of any retired employee (of Gazetted Rank) or any retired Gazetted Officer of the Central or State Government or its Public Sector Undertakings, if such a retired person has not completed the one-year cooling-off period (or any other period stipulated by their erstwhile Employer) after his retirement. However, this shall not apply if such employees/ officers have obtained a waiver of the cooling-off period from their former organisation.
 - of the near relations of executives of DoRD involved/ likely to be involved in this Empanelment process
- (d) Not have a conflict of interest (as defined in clause 4.3 below), which substantially affects fair competition. No attempt should be made to induce any other agency to submit or not to submit an EOI to restrict competition.
- (e) must fulfil any other additional eligibility condition, if any, as may be prescribed in the REOI document.

4.2. Joint Venture/ Consortium

No consortium or Joint Venture of firms is eligible for participation in the REOI.

4.3. Conflict of Interest

- 1) Any agency with a conflict of interest that substantially affects fair competition shall not be eligible to participate in this empanelment process. EOIs found to have a conflict of interest shall be rejected as nonresponsive. Agency shall be required to declare the absence of such conflict of interest in Form 1.2 - Eligibility Declarations. An Agency in this empanelment process shall be considered to have a conflict of interest if the Agency:
 - a) directly or indirectly controls, is controlled by or is under common control with another Agency; or
 - b) receives or has received any direct or indirect subsidy/ financial stake from another Agency; or
 - c) has the same correspondence address or same legal representative/ agent as another Agency for purposes of this EOI; or
 - d) has a relationship with another Agency, directly or through common third parties, which puts it in a position to have access to information about or influence the EOI of another Agency; or
 - e) would be providing goods, works, or non-consulting services resulting from or directly related to consulting services that it provided (or were provided by any affiliate that directly or indirectly controls, is controlled by, or is under common control with that firm) for the empanelment planning (inter-alia preparation of feasibility/ cost estimates/ Detailed Project Report (DPR), design/ technical specifications, terms of reference (TOR)/ Activity Schedule/ schedule of requirements or the EOI/ RFP Document etc.) of this empanelment process; or
 - f) has a close business or family relationship with a staff of the DoRD who:
 - are directly or indirectly involved in the preparation of the REOI document or Terms of Reference of the empanelment process and/or the evaluation in EOI and/ or RFP process; or
 - would be involved in the implementation or supervision of the resulting contract
- 2) Any conflict stemming from such a relationship must be reported and resolved in a manner acceptable to the DoRD throughout the REOI and RFP processes and execution of the contract.
- 3) The agency shall furnish information on commissions and gratuities, if any, paid or to be paid to agents or any other party relating to this REOI and RFP process

5. Purchase Preference Policies of the Government

5.1. Relaxation in Prior Turnover and Experience to Startups and Micro & Small Enterprises

- 1) In this REOI process, under the policy of the Government¹, the DoRD reserves its right to relax the condition of prior turnover and prior experience for Startups and Micro & Small Enterprises subject to meeting of quality & technical specifications. The quality and technical parameters shall not be diluted. The decision of the DoRD in this regard shall be final.
- 2) Agencies with Startup status and Micro & Small Enterprises can claim 50% relaxation for prior turnover and experience mentioned in Section III by providing a valid 'Certificate of Recognition' issued by the Department for Promotion of Industry and Internal Trade

(DPIIT) and Ministry of Micro, Small and Medium Enterprises. Such relaxation shall be given only for the specific domain of goods/ services they are registered for.

6. Downloading REOI document, Clarifications and Pre-EOI Conference

6.1. Availability and Downloading of the REOI Document

The Request for Expression of Interest shall be published on the e-procurement Portal (the portal). It shall be available for download after the date and time of the start of availability till the deadline for availability as mentioned in Section II: Appendix. Unless otherwise stipulated in Section II: Appendix, the downloaded Request for Expression of Interest is free of cost. If the DoRD happens to be closed on the deadline for submitting the EOIs as specified above, this deadline shall *not* be extended. Any query/ clarification regarding downloading Request for Expression of Interest and uploading EOIs on the portal may be addressed to their Help Desk (contact details given in Section II: Appendix).

6.2. Clarifications

An Agency may seek clarification of the EOI document through the e-procurement portal before the date and time prescribed in Section II: Appendix. This deadline shall not be extended in case of any intervening holidays. No other means of submission of queries shall be entertained.

7. Preparation of EOIs

7.1. EOI Submission Formats:

Agencies must fill and submit the EOI in the Formats in Part III - 'EOI Submission Formats'. EOI by the Agency shall include inter-alia duly signed or digitally signed scanned copies of the original documents in pdf format.

7.2. EOI Validity

- 1) Unless specified to the contrary in Section II: Appendix, EOIs shall remain valid for a period not less than 90 (sixty) days from the deadline for the EOI submission stipulated in Section II: Appendix. An EOI valid for a shorter period shall be rejected as nonresponsive.
- 2) In case the day up to which the EOIs are to remain valid falls on/ subsequently declared a holiday or closed day for the DoRD, the EOI validity shall automatically be deemed to be extended up to the next working day.
- 3) In exceptional circumstances, before the expiry of the original time limit, the DoRD may request the Agencies to extend the validity period for a specified additional period. The request and the Agencies responses shall be made in writing or electronically. An agency may agree to or reject the request. An agency who has agreed to the DoRD request for extension of EOI validity, however, in no case he shall be permitted to modify his EOI.

8. Signing and uploading of EOIs

8.1. Relationship between Agency and e-procurement portal

The DoRD is neither a party nor a principal in the relationship between the Agency and the organisation hosting the e-empanelment portal (hereinafter called the portal). Agencies must comply with the rules, conditions, regulations, procedures, and implied conditions/ agreements of the e-procurement portal, including registration, compatible Digital Signature Certificate (DSC) etc. Agencies shall settle clarifications and disputes, if any, regarding the portal directly with them. In case of conflict between provisions of the portal with the REOI document, provisions of the portal shall prevail. Agencies may study the resources provided by the Portal for Agencies.

8.2. Signing of EOI

The individual signing/ digitally signing the EOI or any other connected documents should submit an authenticated copy of the document(s), which authorises the signatory to commit and submit EOIs on behalf of the Agency along with Form 1.1: Agency Information.

8.3. Submission/ uploading of EOIs.

8.3.1 Submission/ Uploading to the Portal

- 1) EOIs must be uploaded on the e-procurement Portal mentioned in Section II: Appendix until the submission deadline. If the office happens to be closed on the deadline to submit the EOIs as specified above, this deadline shall not be extended. No manual EOIs shall neither be made available nor accepted for submission. EOI submitted through modalities other than those stipulated in Section II: Appendix shall be liable to be rejected as nonresponsive.
- 2) In the case of downloaded documents, Agencies must not make any changes to the contents of the documents while uploading, except for filling in the required information. Otherwise, the EOI shall be rejected as nonresponsive. Uploaded Pdf documents should not be password protected. Agencies should ensure the clarity/ legibility of the scanned documents uploaded by them.
- 3) The date and time of the e-Empanelment server clock, which is also displayed on the dashboard of the Agencies, shall be taken as the reference time for deciding the closing time of EOI submission. Agencies are advised to ensure they submit their EOI within the deadline of EOI submission, taking the server clock as a reference, failing which the portal shall not accept the EOIs. No request on the account that the server clock was not showing the correct time and that a particular Agency could not submit their EOI because of this shall be entertained. Failure or defects on the internet or heavy traffic at the server shall not be accepted as a reason for a complaint. The DoRD shall not be responsible for any failure, malfunction or breakdown of the electronic system used during the e-Tender process.
- 4) Only one copy of the EOI can be uploaded, and the Agency shall digitally sign all statements, documents, and certificates uploaded by him, owning sole and complete responsibility for their correctness/ authenticity as per the IT Act 2000 as amended from time to time.
- 5) All EOIs uploaded by Agencies to the portal shall get automatically encrypted. The encrypted EOI can only be decrypted/ opened by the authorised persons on or after the due date and time. The Agency should ensure the correctness of the EOI before uploading and take a printout of the system-generated submission summary to confirm successful EOI upload.

8.3.2 Implied acceptance of procedures by Agencies

Submission of EOI in response to the REOI document is deemed to be acceptance of the procedures and conditions of the e-procurement and REOI document.

8.3.3 Responsibility of the Agency to declare all changes.

Agencies must advise the DoRD immediately in writing of any material change to the information provided in their EOI submission, including any substantial change in their ownership, eligibility, or financial or performance capacity. For empanelling Agencies, this requirement applies until a contract is awarded by issuing letter of intent (LOI).

8.4. Modification, Resubmission and Withdrawal of EOIs

8.4.1 Modification & Resubmission

Once submitted in e-procurement, Agencies cannot view or modify their EOI since it is locked by encryption. However, resubmission of the EOI by Agencies for any number of times superseding earlier EOI(s) is allowed up to the submission deadline by following procedures prescribed by the portal. Resubmission of an EOI shall require uploading all documents afresh. The system shall consider only the last EOI submitted.

8.4.2 Withdrawal

The Agency may withdraw his EOI before the submission deadline by following procedures prescribed by the portal, and it shall be marked as withdrawn and shall not get opened during the EOI opening. No EOI should be withdrawn after the submission deadline and before its validity period expires.

9. EOI Opening

EOIs received shall be opened online on or after the specified date and time in Section II: Appendix. If the specified date of EOI opening falls on or is subsequently declared a holiday or closed day for the DoRD, the EOIs shall be opened at the appointed time on the next working day.

10. Evaluation of EOIs and Shortlisting of Agencies

10.1. General norms

10.1.1 Evaluation is based only on declared criteria.

- 1) The evaluation shall be based upon scrutinising and examining all relevant data and details submitted by Agencies in its/ his EOI and other allied information deemed appropriate by DoRD. Evaluation of EOIs shall be based only on the criteria/ conditions included in the REOI document.
- 2) Information relating to the evaluation of EOIs and shortlisting results shall not be disclosed to any participant or any other persons not officially concerned with such process until the notification of shortlisting is made in accordance with clause 10.2.5 below.
- 3) The determination shall not consider the qualifications of other firms, such as the Agency's subsidiaries, parent entities, affiliates, or any other firm(s) different from the Agency.

10.1.2 Clarification of EOIs and shortfall documents

- 1) During the evaluation of EOIs, the DoRD may, at its discretion, but without any obligation to do so, ask Agencies to clarify its EOI by a specified date (or, if not specified, seven days from the date of receipt of such request). Agencies should answer the clarification within that specified date. The clarification request and response shall be submitted in writing or electronically. No change in the substance of the EOI shall be sought, offered, or permitted that may grant any undue advantage to such an Agency. Any clarification submitted by an Agency regarding its EOI that is not in response to a request by the Purchasing Entity shall not be considered.
- 2) The DoRD reserves its right to, but without any obligation to do so, seek any shortfall information/ documents. Provided such information/ documents are historical, which pre-existed at the time of the EOI opening and which have not undergone change since then and do not grant any undue advantage to any Agency. There is a provision on the portal for requesting Short-fall documents from the Agencies. The system allows taking the shortfall documents from Agencies only once after the EOI opening.
- 3) If the Agency fails to provide satisfactory clarification and/or missing information, its EOI shall be evaluated based on available information and documents.

10.1.3 Contacting Procuring Entity during the evaluation

From EOI submission to shortlisting of Agencies, no Agency shall contact the DoRD on any matter relating to the submitted EOI. If an Agency needs to contact the DoRD relating to this EOI, it should do so only in writing or electronically. Any effort by an Agency to influence the Procuring Entity during the REOI process shall be construed as a breach of the Code of Integrity, and EOI shall be liable to be rejected as nonresponsive in addition to other punitive actions for such a breach as per the REOI document.

10.2. Evaluation of EOIs and Shortlisting

In evaluating the EOI, conformity to the eligibility and qualification criteria to those in the REOI document is ascertained. Additional factors incorporated in the REOI document shall also be considered as indicated therein.

10.2.1 Determining Responsiveness

Only substantively responsive EOIs shall be evaluated for shortlisting. A substantively responsive EOI is complete and conforms to the REOI document's essential terms and conditions. Unless otherwise stipulated in Section II: Appendix, the following are some of the crucial aspects for which an EOI shall be rejected as nonresponsive:

- 1) The EOI is not in the prescribed format or is not submitted as per the stipulations in the REOI document.
- 2) The Agency is not eligible to participate in the EOI as per laid down eligibility criteria;
- 3) The EOI validity is shorter than the required period.
- 4) The EOI departs from the essential requirements stipulated in the EOI document;
- 5) Non-submission or submission of illegible scanned copies of stipulated documents/ declarations, if any

- 6) The Agency fails to provide and/ or comply with the required information, instructions etc., incorporated in the REOI document or gives evasive information/ reply against any such stipulations.
- 7) The Agency furnishes wrong and/ or misleading data, statement(s) etc. In such a situation, besides rejecting the EOI as nonresponsive, it is liable to attract other punitive actions under relevant provisions of the REOI document for breach of the Code of Integrity.

10.2.2 Evaluation of eligibility

DoRD shall determine, to its satisfaction, whether the Agencies are eligible as per Clause 4 above to participate in the REOI process as per submission in 'Form 1.2: Eligibility Declarations'. The eligibility evaluation shall be on a "pass" or "fail" basis. An Agency must achieve a "pass" on all the criteria to proceed to the next step. Any Agency not achieving a 'pass' in any of the eligibility criteria shall be rejected as nonresponsive.

10.2.3 Evaluation of Qualification Criteria

Procuring entity shall determine whether the Agencies are qualified and capable in all respects to be shortlisted to provide the 'Services' (subject to dispensation, if any, for Startups and Micro & Small Enterprises as per clause 5.1 above), as per Section III: Qualification Criteria and submission in Forms listed in Part II: 'EOI Submission Formats'. The determination shall not consider the qualifications of other firms, such as the Agency's subsidiaries, parent entities, affiliates, or any other entity different from the Agency. The DoRD reserves the right to waive minor deviations in the qualification criteria if they do not materially affect the capability of an Agency to perform the contract.

10.2.4 Verification of Original Documents at EOI Process

DoRD reserves its right to call for verification, originals of all self-certified copies of uploaded documents from the Agencies before empanelment. If the shortlisted Agency fails at that stage to provide such originals or, in case of substantive discrepancies in such documents, it shall be construed as a breach of the Code of Integrity (see clause 12 below). Such proposals shall be liable to be rejected as nonresponsive in addition to other punitive actions for such a breach.

10.2.5 Declaration of Shortlisted Agencies

- 1) EOIs of Agencies that succeed in the above evaluation shall be shortlisted for empanelment. The panel of shortlisted Multi Media Creative Agencies shall be valid for a period of three years, extendable further up to period of one year subject to the satisfactory performance and mutual agreement.
- 2) Only shortlisted Agencies for respective Region or Pan India shall be invited to participate in the following limited queries. If there are a larger number of Agencies meeting the evaluation criteria, the shortlist shall be restricted to a specified number of Agencies
- 3) The name and address of the shortlisted Agency (s) shall be published in the portal and notice board/ bulletin/website of the DoRD. All Agencies shall be advised about shortlisting of their EOIs or otherwise without disclosing the comparative position of their EOIs with that of others. Shortlisted Agencies must not advertise or publish the same in any form without the prior written consent of the DoRD.

- 4) Shortlisting an Agency is an administrative process and does not confer any legal or contractual rights on him. Since original documents/ certificates are not being called for and examined at this stage, all shortlisted shall be conditional upon final verification of such documents/ certificates before issuing LOI.

10.3. Publication of RFP following this EOI

DoRD shall issue letter of intent (LOI) as per prevalent CBC (DAVP) rates to the Multi Media Creative Agencies empanelled for the respective Region or Pan India through this REOI on the basis of best creative and presentation given for the particular IEC activities/services proposed to be carried out during a particular event, project or campaign or a Request for Proposal (RFP) will be issued among the agencies empanelled for respective region or pan India to procure the required services/items/activities during a campaigns/projects through e-procurement portal. DoRD on the Portal may issue notifications/alerts to such Multi Media Agencies but without any liability. Such Agencies shall be responsible for being on the lookout for the RFP on the portal. While publishing the RFP, DoRD reserves its right to elaborate further on the brief overview of the proposed procurement/scope of work, qualification Criteria and other terms & conditions without vitiating the shortlisting process. Shortlisting Agencies shall have no claim in this regard.

11. Grievance Redressal/ Complaint Procedure

- 1) Agencies have the right to submit a complaint or seek de-briefing if he is not shortlisted in this REOI process, in writing or electronically, within ten days of the declaration of EOI evaluation results. The complaint shall be addressed to the Head of Empanelment.
- 2) Within five working days of receipt of the complaint, the Tender Inviting Authority shall acknowledge the receipt in writing to the complainant, indicating that it has been received. The response shall be sent in due course after a detailed examination.
- 3) The Tender Inviting Authority shall convey the final decision to the complainant within 15 days of receiving the complaint. No response shall be given regarding the confidential process of evaluating EOIs before the results are notified, although the complaint shall be kept in view during such a process. However, no response shall be given regarding the following topics explicitly excluded from such complaint process:
 - a. Only an Agency who has participated in the REOI process and has not been shortlisted can make such a representation. Complaints regarding shortlisting or exclusion of other Agencies shall not be entertained.
 - b. No third-party information (EOIs, eligibility/ qualification) shall be sought and must not be included in the response.
- 4) Following decisions of DoRD shall not be subject to review:
 - i) Determination of the need for empanelment.
 - ii) Complaints against eligibility and qualification criteria except under the premise that they are either vague or too specific to limit competition.
 - iii) Choice of the selection procedure.
 - iv) Provisions limiting the participation of Agencies in the REOI process, in terms of policies of the Government
 - v) Provisions regarding purchase preferences to specific categories of Agencies in terms of policies of the Government
 - vi) Cancellation of the REOI process except where it is intended to subsequently re-tender the same Services

12. Code of Integrity in Public Empanelment, Misdemeanours and Penalties:

Code of Integrity¹ and penalties for violating the Govt of India, Ministry of Finance, Department of Expenditure shall apply to this REOI process. Procuring authorities, Agencies, suppliers, contractors, and Agencies should observe the highest standard of integrity and not indulge in prohibited practices or other misdemeanours, either directly or indirectly, during the entire empanelment Process (including this EOI) or the execution of resultant contracts.

Note: For further details, please refer to appended Section II: Appendix.

Digitally Signed by

Tender Inviting Authority (TIA)

(Sumita Budhiraja)

Under Secretary (IEC)

Department of Rural Development

¹ as detailed in Rule 175 and Rule 151 of the General Financial Rules, 2017 (and its amendments, if any)

Section II: Appendix

Expression of Interest Document No. J-11011/1/2023-IEC; Tender Title: Empanelment of Agencies for Multi Media Creative Services

1.0 Basic REOI Details			
REOI Title	Request for Expression of Interest for Empanelment of agencies for Multi Media Creative Services		
Name of Project	Information, Education and Communication activities by the Department of Rural Development		
REOI Reference Number	J-11011/1/2023-IEC	Tender ID	2023_MRD_729472_1
REOI Type	Expression of Interest for Empanelment	REOI Category	Publicity services/ campaign/ projects
No. of Covers	Single Cover	Product Category	Publicity
Domestic/ Global Empanelment	Domestic Empanelment	Organisation:	Department of Rural Development
The Procuring Entity:	Procuring Entity	Authority on whose behalf EOI is invited	President of India
Through the	Head of Empanelment	Tender Inviting Authority (TIA)	Under Secretary (IEC), Department of Rural Development
Address	Under Secretary (IEC), Basement, Krishi Bhawan, New Delhi		
2.0 Critical Dates (Clause 6; 7; 8, and 9)			
Published Date	05.10.2023	EOI Validity (Days from the date of EOI Opening) – REOI Clause 7.2	90 days
Document Download Start Date & Time	05.10.2023 at 4:00 PM	Document Download End Date & Time	30.10.2023 at 05:00 PM
Clarification Start Date & Time	06.10.2023 at 10:00 AM	Clarification End Date & Time	12.10.2023 at 02:00 PM
EOI Submission Start Date & Time	20.10.2023 at 2:00 PM	EOI Submission Closing Date & Time	30.10.2023 at 05:00 PM
EOI Opening Date & Time	31.10.2023 at 02:00 PM		
3.0 Eligibility and Qualification Criteria (Clauses 2.3.2, 4.1 to 4.5, 10.2 and Section III)			
Nature of Agencies eligible	(a) The agencies must have valid empanelment with Central Bureau of Communication (CBC) (erstwhile BOC/DAVP) and a valid empanelment letter from BOC should be attached with EOI.		

	(b) No consortium or Joint Venture of firms is eligible for participation in EOI. (c) Central Government organizations/ Central Public Sector Enterprises (CPSEs) are exempted from this requirement of empanelment.		
Any additional Eligibility or responsiveness Criteria	(a) 10 years' experience of doing business with government department (b) Average annual turnover of at least Rs. 15 crores during last 3 financial years (2020-21, 2021-22, 2022-23) and Rs. 20 crore turnover during F/Y 2022-23 (c) The agencies must have at least 15 regular staff in its strength if applying for one region and the strength must be at least 25, if applying for more than one region. (d) The agencies must have completed at least 3 Central Government works of Rs. 50 Lakhs each in last 5 years.		
Maximum limit of the value of Subcontracting	25%		
4.0 Obtaining the REOI document and clarifications (Clauses 6 & 8)			
e-procurement and Procuring Entity's Portal/ Help Desk	https://eprocure.gov.in/eprocure/app	0120-4001 002; 0120-4001 005; 0120-6277 787 or support-eproc@nic.in	
Cost of REOI document (INR)	Nil		
Office/ Contact Person/ email for clarifications	Sumita Budhiraja, Under Secretary to the Government of India Tel: 011-23387295 Sumitabudhiraja.edu@nic.in		
5.0 Pre-EOI Conference (Clause 6.3)			
Is a Pre-EOI Conference proposed to be held?	No. (Clarifications are invited through the portal and email ID mentioned at point 4.0 above)		
6.0 Preparation and Submission and Opening of EOIs (Clauses 7 and 8)			
EOIs to be Addressed to	Under Secretary (IEC), Basement, Krishi Bhawan, New Delhi Tel: 011-23387295, Email : sumitabudhiraja.edu@nic.in		
Instructions for Online EOI Submission	https://etenders.gov.in/eprocure/app?page=HelpForContractors&1services=page		
Language of Submission	English	EOI Validity	90 days from Bid opening date
EOI Opening Place	On e-procurement portal(s) mentioned above		

7.0 Evaluation of EOI and Qualification Criteria (clause 10 and Section III: Qualification Criteria)	
Maximum number of Agencies on the shortlist and criteria on which it would be based	1. No. of agencies to be empanelled: DoRD intend to prepare a panel of 25-30 Agencies about 7 Agencies each for Northern, Western, Southern, Eastern and North eastern region and 7 agencies for Pan India and one Startup in each region, if found eligible after 50% relaxation in experience and annual turnover, may also be empanelled. 2. Geographical presence and Offices requirement: For the purpose of empanelment of multimedia creative agencies, the Department intends to invites proposals on the regional as well as Pan India basis. The permanent office at one place in the region is compulsory for applying for that region. The agency's GST registration certificate will be the basis of its presence in a particular region. The States/UTs have been clubbed in following five categories. (i) Northern Region: Delhi/NCR, Haryana, Uttar Pradesh, Uttarakhand, Rajasthan, Punjab, Chandigarh, Himachal Pradesh, Jammu and Kashmir, Ladakh; (ii) Western Region: Maharashtra, Goa, Gujarat, Madhya Pradesh, Chhattisgarh, Dadra and Nagar Haveli and Daman and Diu; (iii) Southern Region: Telangana, Andra Pradesh, Karnataka, Kerala, Tamil Nadu, Puducherry, Andaman & Nicobar Islands, Lakshadweep; (iv) Eastern and North Eastern Region: West Bengal, Bihar, Jharkhand, Odisha, Mizoram, Nagaland, Tripura, Arunachal Pradesh; Assam, Meghalaya, Manipur, Sikkim, (v) Pan India: For pan India empanelment, agency must have offices in all regions stated above. In case, less than 7 firms are found eligible for Pan India empanelment, the firms who have offices in at least three regions may also be considered for pan India level. 3. No consortium or Joint Venture of firms is eligible empanelment.
Eligibility Criteria/Pre-Qualification Criteria	1. Empanelment: The agencies must have valid empanelment with Central Bureau of Communication (CBC) (erstwhile BOC/DAVP) and a valid empanelment letter from BOC should be attached with RFP. (Central Government organisations/Central public sector enterprises (CPSEs) are exempted from this requirement of Empanelment) 2. Experience: It should have experience of production of creative's/ print advertisements/ TVC's/ radio/ jingles/web advertisements / designing & fabrication of stall/lounges in fairs/Branding/other events of repute/handling social media requirements work. 3. Annual Turnover: An agency must have annual average turnover of minimum Rs. 15 crores during last 3 financial years i.e., 2020-21, 2021-22 & 2022-23 and the turnover of FY 2022-23 shall not be less than Rs. 20 crores. The turnover is to be supported by financial statement of accounts duly certified by the Chartered Accountant and ITRs.

	4. Offices and staff: The agencies must have at least 15 regular staff in its strength if applying for one region and the regular staff strength must be at least 25, if applying for more than one region.
Selection Method	1. Agency can participate in one or more regions including pan India level subject to their presence in that particular region and Pan India level. 2. Only those Multi Media Agencies shall be considered for technical evaluation, who will qualify the prequalification criteria. 3. Seven agencies will be empanelled for the region for which they have applied and find place in the highest top 7 Agencies based on technical scores. If any region receives less than seven applications, then Pan India agencies will also be eligible for participation in the work of that region. 4. Empanelment of Multi-media creative agencies would be done by an Empanelment Committee (EC) constituted by DoRD based on the highest marks achieved during technical evaluation. 5. One Startup fulfilling all eligibility/ qualifying criteria with 50% relaxation in experience and annual turnover may also be empanelled in addition to seven agencies in each region.
Technical evaluation	1. Technical proposal evaluation shall be carried out in a 100 marks scale (Technical score) based on the technical evaluation parameters specified in Section-III-Qualification Criteria. 2. Empanelment of Multi-media creative agencies would be done by an Empanelment Committee (EC) constituted by DoRD based on the highest scores/ marks achieved during technical evaluation.
Validity of empanelment	The panel of empanelled Multi Media Creative Agencies shall be valid for a period of three years, extendable further up to maximum period of one year subject to the satisfactory performance and mutual agreement.
Earnest Money Deposit (EMD)	Rs.5,00,000/- (Rupees Five Lakhs) required at the stage of REOI. The successful bidders will have to enter into an agreement with DoRD comprising of clauses as per parameters mentioned in this REOI.
Performance Security	Successful empanelled Agencies shall be required to execute a "Performance Guarantee" of Rs. 10,00,000/- (Rupees Ten Lakhs only) in favour of Pay and Accounts Office, Ministry of Rural Development, New Delhi before taking up any work and valid for the entire duration of empanelment including extendable period. In case of default, the Performance Security/ Guarantee may be forfeited.

7.0 About RFP that would follow – clause 10.3	
RFP to be issued	Limited to shortlisted Agencies as and when required
Form of Contract	(a) In case all IEC activities/services proposed to be carried out under a particular campaign/project are covered under DAVP rate card, letter of intent (LOI) will be issued on DAVP rate card based on best creative and presentation given by the Multi Media Agencies empanelled for respective region or pan India. (b) In case CBC/DAVP rates for all or part of IEC activities /services proposed to be carried out under a particular campaign/project are not available, a limited tender with QCBS criteria (70:30) will be used for discovering best price with quality service/product among the agencies empanelled for respective region or pan India.
Earnest Money Deposit (EMD)	A Demand Draft/ Banker Cheque of Rs. 5,00,000/- (Rupees Five lakhs only) drawn in favour of Pay and accounts officer, Department of Rural Development, payable at Delhi as Earnest Money Deposit (EMD) to be submitted in a separate envelope. The validity of the EMD must be up to 3 (three) months starting from the last date of submission of RFP.
Performance Security	No "Performance Guarantee" will be required at the stage of RFP. The Agency which will technically qualify for empanelment will have to submit "Performance Guarantee" of Rs. 10,00,000/- (Rupees Ten Lakhs only) to get him empanelled. The Performance Security/ Bank Guarantee will be forfeited in case of non-performance, poor performance or default.

Section III: Qualification Criteria

REOI document No. J-11011/1/2023-IEC ; Tender Title: Empanelment of Agencies for Multi Media Creative Services (Ref REOI Clause 2.3)

Note for Agencies: Regarding this Section, Agencies shall submit the following forms:

Form 2: Qualification Criteria – Compliance

Form 2.1: Performance Capability Statement

Form 2.2: Financial Capability Statements

Form 2.2.1: Average Annual Turnover

Relevant date when the specified period ends for different supporting reports shall be:

- i) For all annual reports, the periods mentioned end with the financial year.
- ii) For other statements, the periods mentioned end on the month before the last date of EOI submission.

1. Qualification Criteria

Similar Assignments for Qualification Criteria The qualification criteria aim to shortlist Agencies who have been providing Multi Media Creative Services to government departments and have completed at least 3 Central Government assignments of Rs. 50 Lakh during last 5 years. The agency should demonstrate experience relevant to the subject assignment by way of the specified volume of assignments of similar nature in General and Specific Sectors.	
Similar Nature of Assignments	The Agency should have experience in production of creative's/ print advertisements/ TV's/ radio/ jingles/web advertisements / designing & fabrication of stall/lounges in fairs/Branding/other events of repute/handling social media requirements work.
General Sector	Publicity through Multi Media Creatives
Specific Sector	Publicity work of any Govt. Scheme/ Programme through creatives / print advertisements/ TV's/ radio/ jingles/web advertisements / designing & fabrication of stall/lounges in fairs/Branding/other events of repute/handling social media etc.

Criteria 1 – Empanelment with CBC:	Submission Form
The agencies must have valid empanelment with Central Bureau of Communication (CBC) (erstwhile BOC/DAVP) and a valid empanelment letter from BOC should be attached with EOI. Central Government organizations/ Central Public Sector Enterprises (CPSEs) are exempted from this requirement of empanelment.	Form 1.1: Agency Information supported by copy of empanelment letter/certificate issued by CBC

Criteria 2 – General and Similar Experience	Submission Form
i) Agencies must have at least 10 years' experience of doing multimedia creative work in Government Departments. ii) At least 3 completed works/ projects/ assignments of GoI should be of more than Rs.50 lakh during the last 5 years. Such certificates from Central Govt. Departments/ Organisations must be issued from their Head office by a person of the organisation not below the rank / level of Under Secretary in Govt. Departments.	Form 1.1: Agency Information Form 1.2: Performance Capability Statement Copy of completed contracts/ works orders and experience certificates may be enclosed to substantiate the qualifications.
Criteria 3 – Financial Capability	Submission Form
Turnover: Minimum average annual turnover of at least Rs. 15 crores during the last 3 financial years 2020-21, 2021-22 & 2022-23 and the turnover for the year 2022-23 should be of Rs. 20 crores. Note: Agency should furnish documentary evidence to demonstrate his current Financial Capability and demonstrate it as per Criteria 2.	Form 2.2: Financial Capability Statement
Criteria 4 – Offices and staff	Submission Form
The agencies must have their full-fledged Office in one of the States in the region defined under clause 7 of Section II: Appendix and presence in other States/ UTs. The details of offices and staff across the country should be provided in the tabulated form.	Form 1.1: Agency Information supported by GST registration certificate to support the existence of office in a particular region/state.
Exemptions	Submission Form
Experience and turnover criteria in the table above can be relaxed up to 50% for Startups and Micro & Small Enterprises meeting the quality and technical specifications subject the condition that relaxation will be admissible to only one Startups or Micro & Small Enterprises in each region/Pan India (total 5) who scores the highest marks in technical evaluation among Startups and Micro & Small Enterprises in that particular region.	Valid 'Certificate of recognition' issued by Deptt. for Promotion of Industry and Internal Trade (DPIIT)/MSME

Note to Agency: The Agency shall submit the audited balance sheet and/or banking reference along with their REOI proposal. An authorised representative of the Agency must -sign the statement.

2. Evaluation conditions:

- i. All Proposals submitted upto the time & date, stipulated in this REOI, shall be considered for screening the eligibility / prequalification criteria and technical evaluation will be carried out.
- ii. Prior to evaluation of Technical Proposals, DoRD will determine whether each Proposal is responsive to the requirements of the REOI.
- iii. DoRD may, in its sole discretion reject any proposal that is not responsive hereunder. A proposal shall be considered responsive only if:
 - a. Proposal prepared is as per the format specified in the REOI;
 - b. It is received by the due date stipulated in the REOI including any extension thereof granted by DoRD;
 - c. It is accompanied by the Bid security as per the provisions of this RFP;
 - d. It contains all the information (complete in all respects) as requested in the REOI;
 - e. A duly authenticated affidavit/ self-declaration for compliance of all the terms and conditions/ requirements made under the REOI should be attached with the bid.
- iv. DoRD reserves the right to reject any proposal which is non-responsive and no request for alteration, modification, substitution or withdrawal shall be entertained by the Authority in respect of such proposals.
- v. DoRD will carry out the evaluation of all responsive proposals in the manner stipulated in the REOI document.
- vi. Based on the evaluation of credentials submitted by bidders in the technical proposal, they shall be pre-qualified. Such pre-qualified bidders shall be invited for presentation to the Technical Evaluation Committee.
- vii. DORD shall not entertain any query or clarification from bidders who fail to qualify at any stage of the empanelment process.
- viii. Bidders are advised that Selection Process shall be entirely at the discretion of the DoRD. Bidders shall be deemed to have understood and agreed that the DoRD shall not be required to provide any explanation or justification in respect of any aspect of the Selection Process or Empanelment.
- ix. Any information contained in the Proposal shall not in any way be construed as binding on DoRD, its agents, successors or assigns, but shall be binding against the bidder if the Multi Media Creative work is subsequently awarded to it.
- x. If any information provided by the agency is found to be false/ misleading or the documents uploaded by the firm are found to be false/ invalid, then the Department may take appropriate punitive action against the entity, including but not limited to termination of the awarded work with forfeiture of the Earnest Money Deposit, without any further notice. The false/ misleading information may lead to blacklisting of firm/agency.

3. Technical Proposal Evaluation:

a. Technical proposal evaluation shall be carried out in a 100 mark scale (Technical score) based on below mentioned technical evaluation parameters.

b. Bidders scoring 60 or above in Technical Score shall be qualified

Sl. No.	Details	Maximum Marks	Basis of marks to be allotted
1	Marquee Projects*	30	Experience in Managing/Handling marquee projects / Big Events of National and International importance of more than Rs. 50 Lakh each in last 5 years. Each event carries 5 marks.
2	Thematic presentation	30	A thematic presentation of 5 minutes on any one scheme of DoRD will have to be given by prospective bidders before the evaluation Committee
3	Presentation on vision for IEC of DoRD	15	A presentation of 5 minutes on vision for IEC of DoRD for FY 2023-24
4	Scratch Video/show reel of 2 minutes	10	A musical video of less than 3 minutes with voice over for depicting any of the schemes of DoRD
5	Creative/infographics / Designing	15	Coffee table books (eBook of 10 pages) on Department of Rural Development may be designed for presenting before the committee for evaluation.
Total Marks		100	

Note: - *Marquee Projects are Big size events involving presence of President/Prime Minister/Vice President/Governor/Chief Minister/Cabinet Ministers.

Disclaimer: The scratch videos/ creative submitted by agencies for evaluation may be used by DoRD and a payment @ Rs. 50,000/- per Creative Agency will be given.

Please attach necessary documentary evidence (work order/creative etc.) in respect of the technical parameters specified above.

Part II: Schedule of Requirements

1. About Department of Rural Development: Department of Rural Development (DoRD) is the nodal Department for most of the development and welfare activities in the rural areas. As 70% population of the country live in the rural areas, Department of Rural Development (DoRD) plays a pivotal role in the overall development strategy of the country. The vision and mission of the Department is sustainable and inclusive growth of rural India through a multi-pronged strategy for eradication of poverty by increasing livelihood opportunities, providing social safety net and developing infrastructure for growth and improvement of quality of life in rural India. This is expected to improve quality of life in rural India and to correct the developmental imbalances, aiming in the process, process, to reach out reach to most disadvantaged sections of the society. At present following flagship Schemes/Programmes are being implemented by DORD:

- i. MGNAREGA (Mahatma Gandhi National Rural Employment Guarantee Act)
- ii. PMGSY (Pradhan Mantri Gram Sadak Yojana)
- iii. PMAY-G (Pradhan Mantri Awaas Yojana - Gramin)
- iv. NRLM (Deen Dayal Upadhyaya-National Rural Livelihood Mission)
- v. Skills: (Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY) /RSETI)
- vi. NSAP (National Social Assistance Programme)
- vii. SAGY (Sansad Adarsh Gram Yojana)
- viii. Any other scheme/programme of DoRD

2. Request for Expression of Interest: DoRD requests for REOI from eligible Multi Media creative agencies for preparation of a panel of multi-media creative agencies for the Department of Rural Development for a period of three years, extendable further up to maximum period of one year subject to the satisfactory performance and mutual agreement.

3. Scope of Work: The proposed scope of work under this contract includes (but is not limited to) the following deliverables:

(a) PR and Outreach

- i. Develop a comprehensive branding strategy for DoRD, including media campaigns in international, national and regional media outlets as may be required.
- ii. Suggest and facilitate the engagement of celebrities and influencers to promote the knowledge and awareness of DoRD schemes/programmes to the prospective beneficiaries and general public at mass.
- iii. Conduct sustained PR campaigns through conventional channels, such as news pieces, op-eds, leadership opinions and bytes, facilitating the participation of DoRD in panel discussions, events, and news coverage, among others.
- iv. Engage with DoRD stakeholders to gather bytes and comments and feature them prominently on leading TV channels and other modes of Media.

(b) Social Media - Paid Marketing Management

- i. Manage paid search marketing, such as PPC and display ads, to increase web traffic.
- ii. Optimise paid search campaigns.
- iii. Manage search budget and bids.
- iv. Manage paid search competition among industry partners.
- v. Identify opportunities for paid search marketing.

(c) Content Marketing

- i. Develop and execute a comprehensive digital PR strategy highlighting DORD's impact and work across various digital channels.
- ii. Create and propagate blogs to showcase DoRD's thought leadership in quality and engage with audiences on relevant topics.
- iii. Plan and execute vlogs and podcasts to disseminate DoRD's message and engage with target audiences.
- iv. Develop and execute drip e-mail campaigns to nurture leads and drive conversions.
- v. Create and propagate newsletters and white papers to showcase DoRD's impact and work and establish thought leadership in the quality space.

(d) Event Support

- i) Ideate, execute and support various events throughout the year. The events could be national and regional.
- ii) The support may include but is not limited to strategizing themes, venue scouting, arranging transport, caterers, local permissions, etc.
- iii) Ideate and Design various collateral like banners, backdrops, and standees, as may be needed for the event
- iv) Provide media and technical support as may be required for the event.

(e) Branding

- i) Revise DoRD's branding language, including logos, as advised and approved by DoRD, to ensure alignment with the Department's values and goals.
- ii) Develop creative visualisation and brand imagery, including a brand manifesto, purpose, belief, and core communication as per the DoRD guidelines.
- iii) Define an overarching communications strategy for DoRD schemes/programmes and ensure that key features, benefits and achievements are communicated to the media and interactive agencies of record.

(f) Advertising on Electronic Media (Radio & Television), Print Media and Out of Home

- i. Develop and execute a multimedia advertising plan for DoRD, including media buying and launch.
- ii. Track implementation and ensure compliance.
- iii. Optimise media and creative elements, manage all media spending and issue a monthly spending summary to DoRD.

For TV,

- i. Provide conceptual/developmental work, revisions based on feedback, and internal presentations for approval by DoRD senior management.
- ii. Plan TV spots according to media/property-wise target audience, provide maximum reach concerning budget spends.
- iii. Identify unique media properties for best exposure based on the final brand budget.

For radio,

- i. Provide conceptual/developmental work, revisions based on feedback, and internal presentations for approval by DoRD senior management.
- ii. Plan Radio spots according to media/ property-wise target audience, provide maximum reach concerning budget spends.
- iii. Identify special media properties for best exposure based on the final brand budget.

For print,

- i. Conceptualise and execute a robust advertising campaign, identifying national, regional, and vernacular newspapers, magazines, and other print media to publish ads.
- ii. Ideate and design print advertisements suitable to the messaging and occasion.

For out-of-home advertising,

- i. Identify high-visibility OOH sites in relevant cities and locations.
- ii. Ideate, conceptualise and execute engaging OOH campaigns under the budget approved by DORD and maintain and upkeep advertising collaterals.

(g) Activation:

- i. Design the activation plan to maximise the potential of various offline mediums to create a deeper connection between DoRD and its target audience.
- ii. Conceptualise and execute various campaigns tailored to meet the specific requirements of DoRD and capitalise on the key festival and tentpole events to amplify the impact of these campaigns.
- iii. Identify touchpoints such as retail spaces, malls, corporates, van campaigns, and other hotspots relevant to DoRD's target audience to ensure maximum reach and penetration.

iv. Particular emphasis shall be placed on educational institutions such as schools and colleges, as these institutions serve as a critical platform to engage and educate future decision-makers about the concept of Quality.

v. Take ownership of the end-to-end planning and execution of all campaigns, ensuring that all aspects of the campaign are well-coordinated and aligned with DoRD's overall communication strategy.

(h) Miscellaneous

i. Coordination with other agencies to ensure an integrated marketing approach and strategy for DoRD.

ii. Study and analyze the markets and audiences for the organisation, as well as the key stakeholders.

iii Any other work which DoRD assigns to Multi Media Agency in case of requirement.

4. Caution: The approval of the DORD, IEC Division shall be obtained before any content is released to any media platforms or formats. This approval is necessary to ensure that the content is aligned with the guidelines and policies of the DORD and is appropriate for dissemination to the public.

5. Empanelment of the agencies: DoRD shall empanel only those agencies who will qualify as per the evaluation criteria. This empanelment is being done for convenience and ease of doing business. DoRD may directly use any empanelled agency of Ministry of Information & Broadcasting, if any project of urgent/important nature is required. DoRD reserves all rights to curtail, annul or re-empanel any agency for its IEC works.

6. Award of work among the empaneled agencies: DoRD will award the work to the empanelled Agencies as per following principles:

- (a) In case all IEC activities/services proposed to be carried out under a particular campaign/project are covered under DAVP rate card, letter of intent (LOI) will be issued on DAVP rate card based on best creative and presentation given by the Multi Media Agencies empanelled for respective region or pan India.
- (b) In case CBC/DAVP rates for all or part of IEC activities /services proposed to be carried out under a particular campaign/project are not available, a limited tender with QCBS criteria (70:30) will be used for discovering best price with quality service/product among the agencies empanelled for respective region or pan India.

Section IV: Terms of Reference (TOR)

REOI document No. J-11011/1/2023-IEC; Tender Title: Empanelment of Agencies for Multimedia Creative Services

(Ref REOI Clause 2.3)

Terms of Reference

1 Recital and Objectives:

1.1 Department of Rural Development (DoRD) is the nodal Department for most of the development and welfare activities in the rural areas. As 70% population of the country live in the rural areas, Department of Rural Development (DoRD) plays a pivotal role in the overall development strategy of the country. The vision and mission of the Department is sustainable and inclusive growth of rural India through a multi-pronged strategy for eradication of poverty by increasing livelihood opportunities, providing social safety net and developing infrastructure for growth and improvement of quality of life in rural India. This is expected to improve quality of life in rural India and to correct the developmental imbalances, aiming in the process, process, to reach out reach to most disadvantaged sections of the society.

1.2 DORD plans and executes information education and communication (IEC) activities, to create and sustain awareness about the programmes of the Ministry amongst the beneficiaries and target groups in rural areas. Reaching out to almost 70% of the population in India, which comprises of the rural beneficiaries, the Ministry has been progressively strengthening its IEC activities to disseminate information through various modes of communication available across media platforms. Identifying innovative media vehicles with the highest reach to connect emotionally and rationally with all the stakeholders is a priority. Hence, IEC objective is to strategically design media plans to correspond with important events thereby increasing the demand for the services and alleviating rural poverty.

1.3 The scope of services is only an indicative list of the assessed tasks. The agency may be asked to perform all or part of the above listed services. The scope of work includes all preparatory documents required for initiating implementation. Omission of specific reference to any of the activities in the scope of work shall not relieve the agency of its responsibility to provide such service.

2. Objective of empanelment: DoRD believe that both on- ground and virtual events are great way of bringing the message to targeted audience. IEC activities / events, centred around targeted beneficiaries, can helps them to understand, appreciate and relate to various schemes and its objectives in more meaningful ways.

2.2 DoRD is inviting Expressions of Interest to empanel eligible Multi Media Creative Agencies for managing and organising various IEC activities/events as specified under the Scope of Work & Schedule of requirements. Interested Agencies should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. Interested agencies are required to furnish all required information/ documents.

3. Duration: Empanelment of agencies are for a period of 03 years from the date of issuance of letter of empanelment. However, the duration can be reduced at any point of time due to poor performance or violation of terms and conditions or doing any illegal activities etc. The period of empanelment may also be extended for one more year based on performance of agencies. More agencies can also be added in the empanelled list, as per requirements of DoRD, provided they meet the conditions set out under this EOI.

4. Schedule of Requirements: DoRD would require the services of Multi Media creative agencies for jobs/activities as per the detailed below:

(a) Designing of Creative/ Advertisement/ illustrations including its translation for printing in:

- (i) Print media,
- (ii) Social media,
- (iii) Any other media,
- (iv) Advertisement,
- (v) Outdoor publicity,
- (vi) Trade Fair/ Mela etc

(b) Development/ production of audio-visual films/ dubbing/ translation/ editing of various existing TVC's/ films in Hindi, English and other vernacular languages.

(c) Development/ production of Radio jingles and editing/ translation / dubbing of existing jingles.

(d) Development of Web ads in Hindi, English and other vernacular languages.

(e) Content Creation and designing and printing of Coffee table books, Booklets, Magazines, Brochures, Pamphlets, Flyers, Folders, Newsletter, Posters, Advertisement, Certificates etc.

(f) To develop media plan, public relations & media management.

(g) Event Management for Exhibitions/ Seminars/LED van activation/Nukad natak Conferences/ Meetings/ any other event/outreach activity such as Melas/ Yatras etc/ designing and conceptualizing of Tableaux for Republic Day parade and other such events.

(h) Conceptualizing, designing, fabrication lay out, performance, arrangements at the venue, hiring of equipment, fittings & furniture, purchase of consumables & merchandises, engagement of celebrities, back-office management, invitations & follow ups, Public Relations & media management videos coverage of the event, impact assessment etc. and any other related services.

(i) Supply of Caps, T-Shirts, Key Chain, Water Bottle, Pen-drive, Face Mask, Lapel pins, ceramic jar, jute Bag, Mugs Gift items Mementos etc. along with branding.

(j) Any other media/ IEC requirements.

The above-mentioned scope of services is only an indicative list of the assessed tasks. The agency may be asked to perform all or part of the above listed services. The scope of work includes all preparatory documents required for initiating implementation. Omission of specific reference to any of the activities in the scope of work shall not relieve the agency of its responsibility to provide such service.

5. General Terms and Conditions:

- (a) The agencies will abide by the terms and conditions laid down in this REOI and any other condition prescribed by DoRD from time to time in fulfilment of its objective.
- (b) This Empanelment would not in any way mean that DoRD would be paying any retainerhip fee or monthly consultancy charges or any other form of remuneration to the empanelled agencies.
- (c) DORD shall hire the agency only if it is not being able to do so with its existing resources and after applying the due procedures.
- (d) DORD may hire the agency for its own campaign related work.
- (e) The advertisements and other creative work so produced would be released only through DAVP to the Print and other Publicity media.
- (f) While for the Creative work done for DoRD Campaign the payment would be met from its own funds.
- (g) DoRD 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 Government may consider appropriate.
- (h) The empanelled agencies by agreeing to these Terms and Conditions shall be liable to for penalty as per the terms of this contract in the event of their failing to adhere to them.
- (i) The agency also agrees to abide by any other terms and conditions to be prescribed by the DG: DAVP in future.
- (j) The agencies will be asked to present their work before a selection committee. The final selection of the agency will be done based on the recommendation of the committee. The selection so arrived at will be final.

6. Empanelment of the agencies: DoRD shall empanel only those agencies who will qualify as per the evaluation criteria. The successful bidders will have to enter into an agreement with DoRD comprising of clauses as per parameters mentioned in this REOI. Suitable and mandatory changes will also be added in the agreement for smooth execution of the contract. Empanelment does not confer any right on the empanelled party to get the work from the department. The department would be free to execute its work using any other mechanism, as it deems fit.

7. Statutory and contractual obligations to be complied with by the agency:

A detailed contract will be entered with the empanelled agencies describing the terms and conditions of the empanelment.

Part III: EOI Submission Formats

Form 1: EOI Form (Covering Letter)

(Ref REOI Clause 2.3)

(To be submitted with supporting documents, if any)

(On Agency's Letter-head)

Agency's Name _____

[Address and Contact Details]

Agency's Reference No. _____

Date.....

To

The Under Secretary (IEC),
Department of Rural Development
Krishi Bhavan,
Dr. Rajendra Prasad Road,
New Delhi – 110001

Ref: Your REOI document No. J-11011/1/2023-IEC; Tender Title: Empanelment of Agencies for Multimedia Services

Sir/ Madam,

Having examined the abovementioned REOI document, we, the undersigned, hereby submit/ upload our Expression of Interest (EOI) for being shortlisted for the performance of the Services.

About us:

We, M/s _____, hereby certify that We are a firm/Company of proven, established, and reputed Agency having the required Experience, Past performance, Personnel, and Financial capability, with offices at _____.

1) Our Eligibility and Qualifications to participate:

We comply with all the eligibility criteria stipulated in this REOI document, and the relevant declarations are made along with documents in Form 1.2 of this EOI-Form.

We fully meet the qualification criteria stipulated in this REOI document, and the relevant details are submitted along with documents in Form 2: 'Qualification Criteria – Compliance' and its sub-forms.

We undertake to provide originals of all self-certified copies of uploaded documents during the RFP Process. We have understood the ramifications of failure to do so as detailed in clauses 10.2.4 and 10.2.5 of Section I: REOI.

We have / don't have any conflict of interest with any other Agency as per clause 4.3 of Section I: REOI.

☐ No commissions and gratuities have been paid or are to be paid to agents or any other party by us relating to this REOI and RFP processes.

☐ Following commissions and gratuities have been paid/ are to be paid to agents or any other party by us relating to this empanelment process: -----

2) Affirmation of terms and conditions of the REOI document:

We have understood the complete terms and conditions of the REOI document. We accept and comply with these terms and conditions without reservations, although we are not signing and submitting some of the sections of the REOI document.

3) Abiding by the EOI Validity

We agree to keep our EOI valid for acceptance for a period upto -----, as required in the REOI document, or for a subsequently extended period, if any, agreed to by us.

4) Non-tempering of Downloaded REOI documents and Uploaded Scanned Copies

We confirm that we have not changed/ edited the contents of the downloaded EOI Formats. We realise that any such change noticed at any stage, including after the contract award, shall be liable to punitive action in this regard stipulated in the REOI document. We also confirm that scanned copies of documents/ affidavits/ undertakings uploaded along with our EOI are valid, true, and correct to the best of our knowledge and belief. We shall be responsible if any dispute arises regarding the validity and truthfulness of such documents/ affidavits/ undertakings. Upon our successful shortlisting, we undertake to submit for scrutiny, on-demand by the Procuring Entity, originals and self-certified copies of all such certificates, documents, and affidavits/ undertakings.

5) Signatories:

We confirm that we are duly authorised to submit this EOI and make commitments on behalf of the Agency2. Supporting documents are submitted in Form 1.1, annexed herewith. We acknowledge that our digital/digitised signature is valid and legally binding.

6) Rights of the Procuring Entity to Reject EOI(s):

We understand that you are not bound to accept the lowest or any EOI you may receive against your above-referred EOI document.

.....

(Signature with date)

.....

(Name and designation)

Duly authorised to sign EOI for and on behalf of name, address, and seal of the Agency

Form 1.1: Agency Information

(Ref REOI Clause 2.3)

(On Agency's Letter-head)

(Along with supporting documents, if any)

Agency's Name _____

[Address and Contact Details]

Agency's Reference No. _____

Date.....

REOI document No. J-11011/1/2023-IEC; Tender Title: Empanelment of Agencies for Multi Media Creative Services

Note: Agency shall fill in this Form following the instructions indicated below. Agency shall enclose certified copies of the documentary proof/ evidence to substantiate the corresponding statement wherever necessary and applicable. Agency's wrong or misleading information shall be treated as a breach of the Code of Integrity. Such EOIs shall be liable to be rejected as nonresponsive, in addition to other punitive actions provided for such a breach in the REOI document.

(Please tick appropriate boxes or strike out sentences/ phrases not applicable to you)

1) Agency/ Contractor particulars:

a.	Name of the Agency's Organisation:	
b.	Corporate Identity No. (CIN):	
c.	Registration, if any, with CBC (erstwhile DAVP/BOC):	
d.	Date of incorporation/ start of business:	
e.	Place of Registration/ Principal place of business":	
f.	Number of Years in Business:	
g.	Number of Years in providing Multi Media Services:	
h.	Agency's Website URL:	
i.	Complete Postal Address:	
j.	Pin code/ ZIP code:	
k.	Telephone nos. (with country/ area codes):	
l.	Mobile Nos.: (with country/ area codes):	
m.	Contact persons/ Designation:	
n.	Email IDs:	
o.	PAN Number:	
p.	GSTIN No:	

Submit documents to demonstrate eligibility as per REOI Clause 4.1-1) - A self-certified copy of registration certificate – in case of a partnership firm – Deed of Partnership; in case of Company – Notarised and certified copy of its Registration; – its Byelaws and registration certificate of the firm.

2) Agency Organisation Structure: Submit the overall organisation structure of the firm.

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Department of Rural Development

- 3) Agency Overall profile: Submit the overall profile of the firm, highlighting technical and managerial capabilities.
- 4) Authorisation of Person(s) signing the EOI on behalf of the Agency

- a) Full name: _____
- b) Designation: _____
- c) Signing as:

☐ A sole proprietorship firm. The person signing the EOI is the sole proprietor/ constituted attorney of the sole proprietor,

☐ A partnership firm. The person signing the EOI is duly authorised being a partner to do so under the partnership agreement or the general power of attorney,

☐ A company. The person signing the EOI is the constituted attorney by a resolution passed by the Board of Directors or in pursuance of the authority conferred by the Memorandum of Association/ Articles of Association.

☐ A Society/Government body. The person signing the EOI is the constituted attorney/authorised person.

Documents to be submitted: Registration Certificate/ Memorandum of Association/ Partnership Agreement/ Power of Attorney/ Board Resolution etc as applicable

5) Agency's Authorized Representative Information

- a) Name:
- b) Address:
- c) Telephone/ Mobile numbers:
- d) Email Address:

(Signature with date)

.....

(Name and designation)

Duly authorised to sign EOI for and on behalf of name, address, and seal of the Agency

DA: As above

Form 1.2: Eligibility Declarations

(Ref REOI Clause 2.3)

(On Agency's Letter-head)

(Along with supporting documents, if any)

REOI document No. J-11011/1/2023-IEC; Tender Title: Empanelment of Agencies for Multi Media Services

Agency's Name _____

[Address and Contact Details]

Agency's Reference No. _____

Date.....

Eligibility Declarations

(Please tick appropriate boxes or cross out any declaration not applicable to the Agency)

We hereby confirm that we comply with all the stipulations of Clause 4.1 of the REOI document and declare as under and shall provide evidence of our continued eligibility to DoRD as and when it may be requested:

1) Legal Entity of Agency: We are:

a) : _____ relevant documents enclosed)

b) We are a Multi Media Services provider with valid registration regarding GSTIN, PAN, EPF, ESI, Labour, or equivalent registration certificate as applicable to the subject Services.

2) Eligibility: We solemnly declare that we (including our affiliates or subsidiaries, or constituents):

(a) are not insolvent, in receivership, bankrupt or being wound up, not have our affairs administered by a court or a judicial officer, not have our business activities suspended and are not the subject of legal proceedings for any of these reasons;

(b) (Including our affiliates or subsidiaries, or constituents for any part of the assignment):

i) Do not stand declared ineligible/ blacklisted/ banned/ debarred by the Procuring Organisation or its Ministry/ Department from participation in its empanelment processes; and/ or

ii) Are not convicted (within three years preceding the last date of EOI submission) or stand declared ineligible/ suspended/ blacklisted/ banned/ debarred by appropriate agencies of the Government of India from participation in empanelment processes of all its entities for offences mentioned in REOI document in this regard.

(c) Do not have any association (as Agency/ partner/ Director/ employee in any capacity) with such retired public official or near relations of such officials of DoRD, as counter-indicated, in the REOI document.

(d) We have no conflict of interest, which substantially affects fair competition. The quoted prices are competitive without adopting unfair/ unethical/ anti-competitive means. No

attempt has been made or shall be made by us to induce any other Agency to submit or not to submit an EOI to restrict competition.

- (e) We certify that we fulfil other additional eligibility conditions if prescribed in the REOI document.

3) Startup /MSME Status:

We confirm that we are a recognized Startup/MSME entity (Certificate of Recognition issued by the Department for Promotion of Industry and Internal Trade (DPIIT) / M/o Micro, Small and Medium Enterprises (MSME) enclosed herewith)/ are not a Startup/MSME entity as per the DPIIT/MSME.

4) Penalties for false or misleading declarations:

We hereby confirm that the particulars given above are factually correct and nothing is concealed and undertake to advise any future changes to the above details. We understand that any wrong or misleading self-declaration would violate the Code of Integrity and attract penalties of forfeiture of performance guarantee or black listing.

.....	
(Signature with date)	(Name and designation)

Duly authorised to sign EOI for and on behalf of

.....

.....

(Name, address, and seal of the Agency)

DA: As in Sr 1 to 4 above, as applicable

Form 2: Qualification Criteria – Compliance

(Ref REOI Clause 2.3, Section III: Qualification Criteria)

(Along with supporting documents, if any)

(On Agency's Letter-head)

REOI document No J-11011/1/2023-IEC; Tender Title: Empanelment of Agencies for Multi Media Services

Agency's Name _____

[Address and Contact Details]

Agency's Reference No. _____

Date.....

Note to Agency: DoRD reserves its right to call for verification originals of all self-certified copies of stipulated documents supporting the fulfilment of qualifying criteria during the selection Process. If the Empanelled Agency fails at this stage to provide such originals or, in case of substantive discrepancies in such documents, it shall be construed as a breach of the Code of Integrity (see clause 12 below). Such REOI proposals shall be liable to be rejected as nonresponsive in addition to other punitive actions for such a breach.

Summary of Response to Qualification Criteria

Criteria 1 –Empanelment with CBC:	Quantum, as detailed in Sub-forms	Qualification Criteria Met (Yes, or No)
The agencies must have valid empanelment with Central Bureau of Communication (CBC) (erstwhile BOC/DAVP) and a valid empanelment letter from BOC should be attached with REOI. Central Government organization/ Central Public Sector Enterprises (CPSEs) are exempted from this requirement of empanelment.		

Criteria 2 –General and Similar Experience:	Quantum, as detailed in Sub-forms	Qualification Criteria Met (Yes, or No)
Agencies must have at least 10 years' experience of doing IEC works in Government Departments. At least 3 completed works/ projects/ assignments of GoI should be of more than Rs.50 lakh during last 5 years. a. The number of years of our experience/ existence (see Form 1.1): Enclosed MOA & AOA as a proof of our existence: b. Details of 3 completed Multi Media Creative Services assignments of more than Rs. 50 Lakhs (see Form 2.1) during last 5 years:		

Criteria 3 - Financial Capability	Quantum, as detailed in Sub-forms	Qualification Criteria Met (Yes, or No)
Average Turnover: Minimum Average annual turnover of at least Rs. 15 crores during the last 3 financial years (2020-21, 2021-22 & 2022-23) and the turnover for the year 2022-23 should be at least Rs. 20 crores. a. Average Total Turnover for last 3 financial years (2020-21, 2021-22 & 2022-23 (see Form 2.2.1); b. Turnover for the year 2022-23		

Criteria 4 –Offices and Staff:	Quantum, as detailed in Sub-forms	Qualification Criteria Met (Yes, or No)
The agencies have full fledged office in one of the states in the region defined under clause 7 of section II: and also fulfil the criteria of regular staff strength of at least 15 if applying for one State and regular staff strength of at least 25, if applying for more than one Region or Pan India. a. Existence of office (specify the address & State) b. Regular staff strength, if applying for one State c. Regular staff strength, if applying for more than one State or Pan India		

Note: Agencies shall provide evidence of their continued qualification to perform the Services satisfactorily to DoRD, as DoRD may request at any stage.

.....

(Signature with date)

.....

(Name and designation)

Duly authorised to sign EOI for and on behalf of

.....Name, address, and seal of the Agency

DA: As above, if any

Form 2.1: Performance Capability Statement

Statement of Performance of Consultancy Services

(Ref REOI Clause 2.3, Section III: Qualification Criteria)

(On Agency's Letter-head)

REOI document No. J-11011/1/2023-IEC ; Tender Title: Empanelment of Agencies for Multi Media Creative Services

Agency's Name _____

[Address and Contact Details]

Agency's Reference No. _____

Date.....

Note to Agency:

1. *Agency must fill in this Form to prove conformance to Criteria 2–General and Similar Experience. Mention contracts in which Agency has been a party, whether as an Agency, affiliate, associate, subsidiary, Sub-Agency, or any other role. The list below is indicative only. You may attach more documents as required to highlight your past performance. Add additional details not covered elsewhere in your EOI in this regard. Statements and Documents may be mentioned/ attached here.*
2. *List only those assignments for which the Agency was legally contracted as a company or was one of the joint venture members. As. The Agency should be prepared to substantiate the claimed experience by presenting copies of relevant documents and references if the Client requests.*
 - 1) **The number of years of experience in Multi Media Creative Services:** Provide evidence for the required length of experience in Multi Media Creative Services and cross-reference the list of assignments below.
 - 2) **In the specified period, list Multi Media Creative Services assignments completed or substantially completed in a tabular form** (Period specified in Section III – Qualification Criteria Note: List only the most important and relevant ones. List the largest value and most relevant projects/events to this assignment first)

Sl. No.	Project Title and reference number	Client Name	Country & state in which the project is executed	Project Period with dates	Project Value	*Brief Description of the project /event
1						
2						
3						
4						

*Attach Photographs of the events/projects.

3) In the specified period, list Marquee assignments completed or substantially completed in a tabular form -

Sl. No.	Project Title and reference number	Client Name	Country & State in which the project was executed	Project period with dates	Project value	Brief description of the project/ events*	Name of the highest dignitaries/VIPs		
1									
2									
3									
4									

* Attach Photographs of the projects/events

.....

(Signature with date)

.....

(Name and designation)

Duly authorised to sign EOI for and on behalf of

.....

.....Name, address, and seal of the Agency

DA: Performance records/ contracts

Form 2.2 Financial Capability Statements

(Ref REOI Clause 2.3, Section III: Qualification Criteria)

(On Agency's Letter-head)

REOI document No. J-11011/1/2023-IEC ; Tender Title: Empanelment of Agencies for Multi Media Creative Services

Agency's Name _____

[Address and Contact Details]

Agency's Reference No. _____

Date.....

Note to Agencies: Fill out this Form for the Agency to highlight conformance to Criteria 3: Financial Capability. The list below is indicative only. You may attach more documents as required. Add additional details not covered elsewhere in your EOI in this regard.

Form 2.2.1: Average Annual Turnover

Annual Turnover Data (Rs Crores) for the Last Three (3) Financial Years	
Year	Total Turnover Amount (Supported by a certificate from the Chartered Accountants)
2020-21	
2021-22	
2022-23	
Average Annual Turnover	

Attached are copies of financial statements (either audited financial statements supported by audit report or certified financial statements supported by Income tax returns), complying with the following conditions.

- All such documents reflect the financial situation of the Agency.
- A Chartered accountant must audit historical financial statements.
- Historical financial statements must be complete, including all notes to the financial statements.
- Historical financial statements must correspond to accounting periods already completed and audited (no statements for partial periods shall be requested or accepted).

.....
(Signature with date)

.....
(Name and designation)

Duly authorised to sign EOI for and on behalf of

.....
.....Name, address, and seal of the Agency

Form 3: Check list for Agencies

(Ref REOI Clause 2.3)

(On Agency's Letter-head)

Agency's Name _____

[Address and Contact Details]

Agency's Reference No. _____

Date.....

REOI document No. J-11011/1/2023-IEC; Tender Title: Empanelment of Agencies for Multi Media Creative Services

Note to Agencies: This checklist is merely to help the Agencies to prepare their EOIs. It does not override or modify the requirement of the EOI. Agencies must do their due diligence also.

Sr	Documents submitted, duly filled, signed	Yes/ No/ NA
1.	Form 1.- EOI Form (to serve as covering letter and declarations)	
2.	Form 1.1: Agency Information and Power of attorney and Registration Certificates etc.	
3.	Form 1.2: Eligibility Declarations, along with supporting documents	
4.	Form 2: Qualification Criteria - Compliance	
4.a	Form 2.1, 2.2 (and its sub-forms) to support Form 2 along with supporting documents	
5.	Form 3: This Checklist	
6.	Any other requirements, if stipulated in Section II: Appendix; or if considered relevant by the Agency	

.....

(Signature with date)

.....

(Name and designation)

Duly authorised to sign EOI for and on behalf of.....

Name, address, and seal of the Agency

Department of Rural Development

Request for Expression of Interest

Tender Reference Number: J-11011/1/2023-IEC

**For Empanelment of Agencies for Multi Media Creative
Services**