

**F.No. S-11012/84/2016-IEC**  
**Government of India**  
**Ministry of AYUSH**

New Delhi, Dated the 6<sup>th</sup> April, 2017

**Notice for Expression of Interest for Empanelment of Agencies for Print and Audio/Video Works**

Ministry of AYUSH, Government of India invites Expression of Interest (EOI) from the reputed agencies empanelled with DAVP for Designing & Production of Print, Audio/Video Works, Multiple Creatives including branding, content for various media and new technology related work to be used in enhancing Brand awareness. Brief about the work is enclosed at Annexure-B. The Ministry shall empanel a maximum of 3 agencies for the work. The empanelment shall remain valid for two years from the date of signing the agreement. The empanelment can be extended for two more years on yearly basis based on the performance and empanelment with DAVP.

Eligible agencies may submit their bids in a sealed envelope superscripting “Application for Empanelment of Agencies for Print and Audio/Video Works”. Agencies desiring to be empaneled must submit bids in sealed envelope complete in all respect and should be addressed to R & I Section, Ministry of AYUSH, AYUSH Bhawan, New Delhi- 110023 latest by 5:30 PM of 02.05.2017. The EOI would be opened on 03.05.2017 at 4.00 PM. Bids received after the due date and time will not be entertained. The interested agencies should submit the following documents along with EOI.

**1. Eligibility Criteria**

Minimum eligibility criteria prescribed for Agencies for Print, Audio/Video and Multiple Creatives including branding, content for various media and new technology related work is as under. Agency not meeting the minimum eligibility criteria will not be considered for further shortlisting. Self-attested documents listed below against each parameter must be submitted by the applicant. All documents must be properly indexed and page numbered.

- (i) Agency must be presently empanelled with DAVP.
- (ii) Earnest Money Deposit: A DD of Rs. 10,000/- (Rupees Ten Thousand Only) drawn in the name of “*Pay and Accounts Officer, (Sectt.), Ministry of Health & Family Welfare, New Delhi*” must be enclosed with the application. Bids without the earnest money will be summarily rejected. Earnest Money of unsuccessful applicants will be returned after the finalization of agencies.
- (iii) Experience: Agency must be at least three year old. A minimum of five Print, Audio/Video and Multimedia works or other work of same nature must have been done by the Agency. Samples of work and Work Orders previously undertaken (or any other supporting document) must be submitted.

- (iv) Turnover: Agency must have an annual turnover of minimum of Rs.50.00 lakhs during the last three financial years. The turnover is to be supported by financial statement of accounts duly certified by Chartered Accountant.
- (v) Applicant agency must have office in New Delhi (Supporting document must be attached).

## **2. List of documents to be submitted with application**

In addition to the documents mentioned at Para 1 (Eligibility Criteria) of the EOI document, interested agencies should submit following documents with their bids. Performance against the parameters must be duly supported with self attested documents.

- (i) Profile of the Agency and Its Owner/ Partner/Director in the enclosed Performa (Annex-A).
- (ii) Organization's capability in term of Print, Audio/Video and Multimedia works or other work of same nature.
- (iii) Self-Certificate stating that the agency has not been blacklisted in the past.
- (iv) A certificate indicating that information submitted by him / her is correct (Annexure -D). Anyone found guilty of furnishing false information shall be blacklisted by the Ministry and security deposit of such agencies shall be forfeited.

## **3. Method of Selection**

3.1 The duly constituted Tender Evaluation Committee shall evaluate the Technical Proposals on the basis of their responsiveness to the scope of work and terms of reference and by applying the evaluation criteria specified in the EOI (Annexure-B). In the first stage of evaluation, a proposal shall be rejected if it is found deficient as per the requirement indicated in the EOI for responsiveness of the proposal. Only responsive proposals shall be further taken up for evaluation. Evaluation of technical proposal will start first and at this stage the financial bid (proposal) will remain unopened. Proposals will be evaluated, based on the eligibility criteria and submission of all the requisite information /documents as asked for in this EOI in Para 1 & 2.

3.2 Presentation by the eligible bidder: A detailed presentation by the eligible Bidder who clears the technical scrutiny will be held on 05.05.2017. Presentation shall broadly include on their capabilities, best works and new ideas.

3.3 Evaluation shall be made under Combined Quality cum Cost Based System (CQCCBS). Under CQCCBS, the technical proposals will be allotted weightage of 70% and only AGENCY securing a minimum of 70% marks in technical evaluation shall be considered technically qualified. Financial Bids (Annexure-C) of only those agencies who are technically qualified shall be opened publicly on the date & time specified to be notified, in the presence of the agency's representative who choose to attend. The name of the agency, their technical score (if

deemed necessary by the employer) and their financial proposal shall be read aloud. Financial proposals will be allotted weightage of 30%.

3.4 Financial Bid with the highest discount on DAVP rates may be given a financial score of 100 and other proposals will be given financial score that is inversely proportional to their discounts.

3.5 The total score, both technical and financial, shall be obtained by weighing the quality and cost scores and adding them up.

3.6 Highest point's basis: On the basis of the combined weighted score for quality and cost, the AGENCY shall be ranked in terms of the total score obtained. The proposal obtaining the highest total combined score in evaluation of quality and cost will be ranked as H-1 followed by the proposals securing lesser marks as H-2, H-3 etc. A panel of maximum 3 agencies i.e. H-1, H-2, H-3 will be finalized for assigning the works of Ministry of AYUSH as per requirement. H-1 agency would be given first priority for assigning the works. In case of H-1 inability in delivering of the work in time or unsatisfactory performance, the works will be assigned to H-2 and H-3 respectively.

**4. Scope of Work:** Designing & Production of Print, Audio/Video Works, Multiple Creatives including branding, content for various media and new technology related work to be used in enhancing Brand awareness as per the need of the Ministry for promotion of AYUSH Systems and events of importance like International Day of Yoga (IDY).

**5. Empanelment of Agencies & Work Order**

5.1 A panel of maximum 3 agencies i.e. H-1, H-2, H-3 will be finalized for assigning the works of Ministry of AYUSH as per requirement.

5.2 H-1 agency would be given first priority for assigning the works. In case of H-1 Agency's inability in delivering of the work in time or unsatisfactory performance, the works will be assigned to H-2 and H-3 respectively.

**6. Terms of Contract**

- (i) Payment will be as per the Work Order on the rates of H-1 agency.
- (ii) Payment will be by way of cheque or ECS within stipulated time period as per work order and within 90 days from the date of submission of Bill/Invoice.
- (iii) The empanelled agencies will sign a contract with the Ministry.
- (iv) The empanelled agencies will have to deposit Rs. One Lakh in the form of a Bank Guarantee which will be returned within one month after completion of the contract. The DD deposited against Earnest money deposit will be returned to the selected agencies after finalization of the selection procedure.

- (v) The ownership of the approved creatives will vest with the Ministry and the agency will have no proprietary or other intellectual rights in respect of the same.
- (vi) Conditional bids will be rejected outrightly.
- (vii) Ministry of AYUSH reserves the right to reject offer received from any agency without any intimation to the bidder.
- (viii) The Ministry reserves the right to reject or accept any design or creative produced by the agency.
- (ix) The Ministry has the right to cancel / postpone the tender without assigning any reason.
- (x) The selected agency shall execute an agreement with the Ministry on Rs. 100/- non-judicial stamp paper as per procedure.
- (xi) The Ministry of AYUSH reserves its right to place an order for full or part quantities under any items of work under scope.
- (xii) The empanelment shall remain valid for two years from the date of signing the agreement. The empanelment can be extended for two more years on yearly basis based on the performance and empanelment with DAVP.
- (xiii) Payment will be made only for the finally approved work. No payment will be due on creative which have been asked to be modified or are not accepted. If an agency fails to complete the work in stipulated time-frame the Ministry will have full right to get the job completed from another empanelled agency at the cost of H-1 agency.
- (xiv) The agency shall maintain strict confidentiality. The Ministry may also assign work of its subordinate/ attached offices/ autonomous organization on H-1 agency's rates. The agency has to undertake the same without any reservations. Selected agencies will be intimated through E-mail about the requirement/Work Order and other details.
- (xv) Neither party will be liable in respect of failure to fulfill its obligations, if the said failure is entirely due to Acts of God, Governmental restrictions or instructions, natural calamities or catastrophe, epidemics or disturbances in the country. The party affected by an event of Force Majeure will immediately notify to the other party about its inability to fulfill its contractual obligation resulting from such Force Majeure Act. It should similarly notify to the other party on cessation of disability arising from such event.

- (xvi) Arbitration: In case of any disputes and on written request of the agency, an arbitrator shall be nominated by Secretary, Ministry of AYUSH whose decision shall be final and binding on both parties.
- (xvii) Jurisdiction: The contract shall be governed by laws of India and all Government rules issued from time to time and in force at the time of execution of contract.
- (xviii) Ministry of AYUSH reserves right to terminate the contract of any agency / agencies without assigning any reason. In case the selected agency desires to terminate the contract, a notice of 90 days is required during which the agency will be required to carry out the work awarded to them. Failure to do so would be resulting in forfeiture of security deposit.
- (xix) The Ministry will have the right to assess the performance of the Agency and may decide to continue or terminate the contract as per assessment made.
- (xx) The Ministry may in the interest of work, include any additional agency in the panel and assign it work at mutually agreed rates.

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**TECHNICAL BID****Assessment Criteria of Agencies for empanelment for Print and Audio/Video Works  
(Total weightage 100 marks for AGENCY)**

S.No.	Criteria	Marks	Maximum Marks
1	The cumulative turnover of the agency during 2014-15, 2015-16 & 2016-17 certified by CA:  For three year cumulative  a) Rs. 0.50 Crores to Rs. 2.00 Crores b) More than Rs. 2.00 Crores to Rs. 5.00 Crores c) More than Rs. 5.00 Crores	05 10 15	15
2	Creative Artwork for Govt. Dept/PSUs/Autonomous agencies/international organizations (sample or list of job order /work to be enclosed)  i) Five to 10 jobs ii) More than 10 jobs to 20 Jobs iii) More than 20 jobs	05 10 15	15
3	Capability of the Agency to take up work at Delhi	10	10
4	Any special achievement/Award for the creative work	10	10
5	Presentation on the capabilities, best works and new ideas of the agency		50
		Total	100

**FINANCIAL BID**  
(In Separate Sealed Envelope)

Percentage (%) of the Discount on DAVP Rates: \_\_\_\_\_

(In figure and words) \_\_\_\_\_

Signature\_\_\_\_\_

Full Name\_\_\_\_\_

Date\_\_\_\_\_

Official Seal

**DECLARATION**

I \_\_\_\_\_ (Owner or Managing Director/Partner) solemnly affirm that the facts stated above are correct and nothing has been withheld. If any information submitted above, is found to be false or fabricated, I may be liable to be suspended and/or debarred from empanelment with the Department.

Signature\_\_\_\_\_

Full Name\_\_\_\_\_

Date\_\_\_\_\_

Official Seal

Note:

1. Please attach sheets wherever necessary
2. All the enclosures should be properly annexured and serial numbered
3. Please ensure that application form is complete. Incomplete application form would not be considered.
4. The entire proposal should be page numbered.