



Government of India
Ministry of Fisheries, Animal Husbandry and Dairying
Department of Fisheries
Krishi Bhawan, Dr. Rajendra Prasad Road
New Delhi – 110001

REQUEST FOR PROPOSAL (RFP)

FOR

ENGAGEMENT OF MEDIA AGENCY

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SECTION 1

GENERAL

1. Introduction

Government of India vide Gazette notification dated 05.02.2019 has carved out the fisheries division out of the erstwhile Department of Animal Husbandry Dairying & Fisheries and has created a separate department with the nomenclature of the Department of Fisheries(DoF). The Department of Fisheries has been created with the mandate to strengthen the fisheries sector of the country with sustainable and Responsible management. To fulfil its mandate, department has engaged in various activities mainly enhancing fish production, distribution of seeds, increasing exports, creating fisheries resources, taking care of fishermen welfare, on boarding fishermen to the institutional financial mechanism through distribution of KCC, monitoring fish prices through NFDB, training of manpower through FISHCOPFED, Conducting Marine Fisheries Census and marine resource mapping through FSI, etc.

Fisheries and aquaculture are an important source of food, nutrition, employment and income in India. The sector provides livelihood to more than 28 million fishers and fish farmers at the primary level and twice the number along the value chain. Fish being an affordable and rich source of animal protein, is one of the healthiest options to mitigate hunger and malnutrition. The contribution of fisheries sector in National economy is increasing year on year and during 2018-19, Gross Value Added (GVA) of fisheries sector in the national economy was 1.24% at current basic prices and 7.28% share of Agricultural GVA during the same period. The economy generated due to the Fisheries sector of India has shown impressive growth with an average annual growth rate of 10.88% during the year from 2014-15 to 2018-19. The fish production in India has registered an average annual growth of 7.53% during last 5 years and stood at an all-time high of 137.58 lakh metric tons during 2018-19.

With the creation of new department and for tapping the huge potential of the fisheries sector, it has become essential to have a very sound policy for the sector and accordingly the Government in its Union Budget, 2019-20 has announced a new scheme, the Pradhan Mantri Matsya Sampada Yojana (PMMSY) with an objective to provide focused attention to the sector. This Flagship Scheme for Fisheries Sector is the scheme to bring about Blue Revolution through sustainable and responsible development in India at an estimated investment of Rs.20050 crores. The PMMSY will be implemented in all States/UTs over a period of 5 years from 2020 onwards as an ‘umbrella scheme’ and intends to address critical gaps in fish production and productivity, quality, technology, post-harvest infrastructure and management, modernization and strengthening of value chain, fisheries export competitiveness, traceability; establishing a robust fisheries management framework.

2. Overall Objective

The Department has initiated the process of preparation of implementation strategy for various components of PMMSY with an objective to provide maximum benefit to fish farmers and fishermen of the country. The aim of department is to provide detailed information related to various components of PMMSY to every segment of possible beneficiaries which is only possible with the dedicated agency for the Media management of the department. Accordingly, department invites proposals from eligible bidders for appointment of an agency for establishing a dedicated media cell which will advise the Department in communication and media related affairs. It will also advise on preparation of media plan,

communication strategies, public awareness drives about the activities of the Department, social media management and facilitate regular interactions with media and public. It will also assist the Department in media analytics and putting in place a feedback mechanism system for improved functioning of the Department. The scope of work to be taken by the agency has been broadly spelt out in Section II.

3. Terms and Conditions

- 3.1. Bidding will be conducted through the Competitive Bidding procedures (separate submission of technical and financial bids) as laid down in the General Financial Rules, 2017, and is open to all eligible Bidders as defined in the RFP.
- 3.2. The complete details for the RFP can be downloaded from DoF's website <https://www.dof.gov.in> and Central Public Procurement Portal of Government of India at <https://eprocure.gov.in/epublish/app>. Interested bidders are advised to regularly visit these websites in order to update themselves with regard to any change or additional information related to the RFP.
- 3.3. Bids must be uploaded on Central Public Procurement (CPP) Portal of Government of India at <https://eprocure.gov.in/epublish/app> as specified in the Request for Proposal (RFP) below. Bids received after the stipulated date and time will be summarily rejected.
- 3.4. DoF will hold a pre-bid meeting with the prospective bidders at Conference Hall, Room No 243, second floor, Krishi Bhawan, Dr. Rajendra Prasad Road, New Delhi as specified.
- 3.5. The bidders who do not qualify the eligibility conditions shall forthwith be rejected and their financial bids shall not be opened.
- 3.6. The method of selection is Quality cum Cost Based System (QCBS), Technical – 70% and Financial – 30%.
- 3.7. The Earnest Money Deposit (EMD) of INR 2,00,000/- (INR Rupees Two lakh only) in the form of Bank Draft/Pay Order in favour of Pay and Accounts Officer (P&AO), Department of Fisheries, New Delhi, payable at Delhi. The EMD should be submitted in physical form to Mr. Rakesh Kumar, Deputy Secretary, Department of Fisheries, Room No 154, First Floor, Krishi Bhawan at least one day before opening of technical bids. Bids without EMD will not be considered.
- 3.8. All bids will remain valid for 180 days from the date of submission.
- 3.9. The DoF reserves the right to solicit any additional relevant information from Bidders individually and collectively.
- 3.10. The DoF reserves the right not to accept bid(s) from agency (ies) resorting to unethical practices or on whom investigation/enquiry proceedings have been initiated by Government investigating Agencies/Vigilance Cell.

- 3.11. The timeline/schedule of deliverables will be decided as and when the requirement /task activities arise. Bidder should complete the job/activities as and when asked by the DoF.
- 3.12. Bidders in joint venture, consortiums are not eligible to apply.
- 3.13. All information contained in the RFP document, or provided in subsequent discussions or disclosures, is proprietary and confidential. No information may be shared by the bidder with any other organizations /agencies.
- 3.14. The Agency selected will not use its name, logo or any other information/ publicity on content created under the scope of work as spelt out in Section-II of the RFP on media platforms of the DoF.
- 3.15. All material, artwork, etc. used in management of Media activities will be property of the DoF. Content shared online must not violate laws in force.
- 3.16. All the real and virtual creations will be the right of DoF and Intellectual Property Rights (IPR) will vest with DoF.
- 3.17. The firm will ensure data protection (secrecy) and ensure that no data is leaked to any person not authorized by the Department.
- 3.18. Interested and eligible Bidders may obtain further information/clarification from concerned officer, Mr. Rakesh Kumar, Deputy Secretary, Department of Fisheries, Room No 154, First Floor, Krishi Bhawan, Dr. Rajendra Prasad Road, New Delhi. Email Id: rk.singh67@nic.in.

Schedule and Critical Dates: The tentative schedule and critical dates are shown below:

S.No.	Event	Date
1	Tentative date of uploading of RFP at E-Tender CPP portal	14.07.2020
2	Pre Bid Meeting	17.07.2020 (04:00 PM)
3	Date for publication of response to the queries raised during pre-bid meeting	22.07.2020
4	Last date of submission of bids	29.07.2020 (6 Pm)
5	Last date of submission of EMD	29.07.2020 (6 Pm)
6	Opening of Technical Bids	30.07.2020

Note: The DoF reserves the right to amend the document for RFP, tentative schedule and critical dates. It is the sole responsibility of prospective bidders to go through DoF's website: <https://www.dof.gov.in> from time to time for any updated information.

4. Eligibility Conditions

The Bidders should fulfill the following eligibility conditions for participating in the Tender/Request for Proposal (RFP). The Bidders should enclose self-certified documentary evidence for fulfilling the eligibility conditions with undertaking that these documents are authentic. It is the sole responsibility of the bidder for the smooth and timely execution of the assigned work.

S. No	Broad Requirement	Basic Requirement	Specific Requirement	Documentary Proof to be Submitted
1.	Registered in India	Legal Entity	<ul style="list-style-type: none"> i. A company Incorporated in India under the companies Act, 1956 as amended from time to time ii. Registered with Service tax Authorities iii. Should have been operating for the last 10 years 	<p>Copy of Certificate of Incorporation</p> <p>Copy of registration certificate</p> <p>Letter from company secretary/Chartered Accountant on Bidder's letter head for last 10 years of operation</p>
2.	Empanelment with DAVP and NFDC		<ul style="list-style-type: none"> i. Must be Empanelled with DAVP in Multimedia Category ii. Empanelment with NFDC 	Copy of the proof of empanelment
3.	Blacklisting/ No conviction	Mandatory Certifications	<ul style="list-style-type: none"> i. Bidders should not have been blacklisted by any of state or central government organisation ii. Should not have been blacklisted by any of the state or Central Government organisation 	<p>Self-certificate letter undertaking to this effect on company's letter head signed by the company's authorised signatory</p> <p>Bidder must disclose any blacklisting and nature thereof and must provide blacklisting-revocation letter (if applicable). DoF reserves the right to accept or reject the Bidder's supporting proof.</p>

4.	Conflict of Interest	Mandatory Certifications from the bidder	Bidder should not have a conflict of interest in the assignment as specified in the bidding document. Comply with the code of integrity as specified in the bidding document.	Duly signed Undertaking from the authorized Representative of the agency 's letter head.
5.	Financial Worth	Turnover	The minimum annual Average turnover of the agency from Media Communication services/ creative services/ promotional services in the last three Financial Years 2016-17, 2017-18 and 2018-19 respectively should be Rs. 20 crore	A certificate in this regard may be given by the chartered accountant clearly specifying the turnover
5.	Profitability		i. Bidder should be profit making as per the audited consolidated financial statements in the last 3 financial years (FY 2016- 17, 2017-18 and 2018-19).	Attach Balance Sheets & documents certified by Chartered Accountant.
6.	Experience 1	Media related experience of working with at least 5 central/state government/PSU clients	The agency must have an experience of working with at least 5 central/state government/PSU clients	Copies of Work Order
7.	Experience 2	Work experience in Social Media Management in a Central Government Department /PSU clients	The agency must have an experience of at least 3 years in Social media Management for a Central/state Government Department/PSU clients	Copies of the work order & corresponding activities proof must be attached
8.	Experience 3	Work Experience in organizing press meets in media briefs etc	The agency should have experience in organizing press meets, media briefs, etc. for a Central/state Government department/PSU clients	Copies of the work order & corresponding activities proof must be attached
9.	Software and Equipment	In House tool/software development & management team	The agency must have an in house Tools/Applications Software Development and Management Team which has the ability to develop applications and Apps The agency must have expertise in providing media analysis in respect of matters that are of	Self declaration confirming the same

			importance to DOF by way of an integrated dashboard from print/electronic/social media	
10.	Qualification of Manpower for Deployment in DOF	<p>A. Media Advisor</p> <p>B. 2 Content Writer</p> <p>C. 2 Graphic Designer</p>	<p>A post Graduate/Graduate from a recognised university in any discipline with at least 10 years of experience and proven skills in electronic or print / apart from Content Management for Websites/Social Media Account Management Excellent Skills in written & spoken English & Hindi, good working knowledge of MS Office/Excel, Social Media Management tools/applications, ability to collaborate with stakeholders & to perform under deadlines. The selected agency will submit at least 3 resumes of media advisors who will be selected by the DoF.</p> <p>Bachelors Degree from a recognised University in any discipline. At least 5 years experience of content writing in Hindi and English. Experience of content writing in electronic/Print media/Public relations/corporate/government/communications.</p> <p>Bachelors Degree from a recognized university in Fine Arts/Graphic Designer Diploma in Graphic Design/Animation from a recognized University/professional Institution At least 5 years experience in Graphic design/online designs, visualisation in multi-media activities in a reputed organisation</p>	Attached relevant Documents in Support of Qualification & Experience
11.	Media Aggregation and Analytics	Use of In House software/dashboard for analytics and aggregation of relevant content	The agency must have in-house media analytics, media scanning and aggregation capability across all mediums (print/electronic/social media) in maximum number of languages	Self Declaration confirming the same

5. Commercial Conditions

Apart from the above, each bidder is required to fulfill the following terms and conditions:

a) Earnest Money & Tender Fee

- (i) Each bidder is required to submit Rs. 2,00,000/- (Rupees two lakh only) as EMD in the form of Bank Draft / Demand Draft in favour of Pay and Accounts Officer (P&AO), Department of Fisheries, New Delhi, payable at Delhi. The EMD should be submitted in physical form to eligible Bidders may obtain further information/clarification from concerned officer, Mr. Rakesh Kumar, Deputy Secretary, Department of Fisheries, Room No 154, First Floor, Krishi Bhawan, Dr. Rajendra Prasad Road, New Delhi. Email Id: rk.singh67@nic.in at least one day before opening of technical bids.
- (ii) Bids not accompanied with EMD shall summarily be rejected.
- (iii) No bank guarantee will be accepted in lieu of the Earnest Money Deposit.
- (iv) The EMD of the unsuccessful bidders would be returned after award of the contract. No interest shall be payable by the DoF for the sum deposited as EMD.
- (v) EMD is not required to be submitted by MSMEs as per Procurement Policy issued by Department of MSME as per Rule 170 of GFR-2017, for which they shall submit a valid certificate issued by the appropriate authority in this regard.

b) Performance Bank Guarantee

- (i) The successful Bidder shall at his own expense deposit with DoF, within Twenty One (21) working days from the date of issuance of Letter of invitation (LoI), an unconditional and irrevocable Performance Bank Guarantee (PBG) from any scheduled commercial bank to DoF, payable on demand, for the due performance and fulfillment of the contract by the bidder.
- (ii) This Performance Bank Guarantee will be for an amount equivalent to 10% of total contract value. PBG shall be invoked by DoF in the event the Bidder:
 - Fails to perform the responsibilities and obligations as set out in the RFP to the complete satisfaction of DoF
 - Misrepresentations of facts/information submitted to DoF
- (iii) The performance bank guarantee shall be valid for 180 days post satisfactory completion of the overall engagement/work as stipulated in RFP. In the event of any amendments to Agreement, the Bidder shall within 15 days of receipt of such amendment furnish the amendment to the Performance Guarantee as required.
- (iv) The performance bank guarantee may be discharged/returned by DoF upon being satisfied that there

has been due performance of the obligations of the bidder under the contract. However, no interest shall be payable on the performance bank guarantee.

(v) In the event of the Bidder being unable to service the contract for whatever reason, DoF would invoke the PBG. Notwithstanding and without prejudice to any rights whatsoever of DoF under the contract in the matter, the proceeds of the PBG shall be payable to DoF as compensation for any loss resulting from the bidder's failure to perform/comply its obligations under the contract. DoF shall notify the bidder in writing of the exercise of its right to receive such compensation within 40 days, indicating the contractual obligation(s) for which the bidder is in default.

(vi) DoF shall also be entitled to make recoveries from the bidder's bills, performance bank guarantee, or from any other amount due to him, an equivalent value of any payment made to him due to inadvertence, error, collusion, misconstruction or misstatement.

In case the project is delayed beyond the project schedule as mentioned in this RFP, the performance bank guarantee shall be accordingly extended by the Bidder.

c) Failure to agree with the Terms & Conditions of the RFP

Without prejudice to above, failure of the successful bidder to agree with the Terms & Conditions of the RFP shall constitute sufficient grounds for the annulment of the award, in which event DoF may award the contract to the next best value bidder or call for new proposals. In such a case, DoF shall forfeit the EMD of successful bidder.

d) Period of Contract

The initial contract period will be 3 years extendable further for 2 year on satisfactory performance and on an escalation of 10% above the existing terms & conditions, subject to review of performance. The contract shall come into effect on the date of signing of the contract or work order (whichever is earlier) hereinafter referred to as the 'Effective Date'.

e) Prices

(i) All prices must be quoted on unit rate basis in INR along with all applicable charges i.e. professional fee and applicable taxes, duties, etc. (if any).

(ii) The agency has to ensure that the prices / rates quoted are all inclusive including the manpower support required procurement of equipment/software for the project execution and continuous support during the entire contract period.

f) Estimated Cost

The estimated cost of the project excluding applicable taxes may be Rs. 8, 00,000/- (INR Eight lakh only) per month or Rs. 96, 00,000/- (INR Ninety six lakh only) per annum.

g) Amendment of Tender Document

At any time prior to the deadline (or as extended by DoF) for submission of bids, DoF for any reason, whether at its own initiative or in response to clarifications requested by prospective bidder may modify the RFP document by issuing amendment(s). All bidders will be notified of such amendment(s) by publishing on the website, and these will be binding on all the bidders. DoF, at its discretion, may extend the deadline for the submission of proposals.

DoF may change the scope after the submission of technical bids by the Bidders. In this case, DoF will release a corrigendum/ clarification and ask the Bidders to resubmit their financial bid solely.

h) Conflict Of Interest

- (i) The Agency is required to provide professional, objective and impartial advice and at all times hold the DoF's interests paramount, strictly avoid conflicts with other assignment/jobs or their own corporate interest and act without any consideration for future work.
- (ii) Without limitation on the generality of the foregoing, Agencies, and any of their affiliates, shall be considered to have a conflict of interest and shall not be recruited, under any of the circumstances set forth below:

Conflicting Activities: An Agency or any of its affiliates, selected to provide consulting assignment/job for this project shall be disqualified from subsequent downstream supply of goods or works or services resulting from or directly related to this project.

Conflicting Assignment/job: An Agency (including its affiliates) shall not be hired for any assignment/job that, by nature, may be in conflict with another assignment/job of the Agency to be executed for the same or for another Employer.

Conflicting Relationships: An Agency that has a business or family relationship with a member of the DoF staff who is directly or indirectly involved in any part of the project shall not be awarded the Contract, unless the conflict stemming from this relationship has been resolved in a manner acceptable to the DoF throughout the selection process and the execution of the Contract.

Agencies have an obligation to disclose any situation of actual or potential conflict that impacts their capacity to serve the best interest of DoF, or that may reasonably be perceived as having this effect. Any such disclosure shall be made as per the forms of technical proposal provided herewith. If the Agency fails to disclose said situations and if the DoF comes to know about any such situation at any time, it may lead to the disqualification of the Agency during bidding process or the termination of its contract during execution of the assignment.

i) Payment Schedule

The payment will be released to the agency on quarterly basis on receipt of invoice inclusive of all taxes, based on work achievement and satisfactory performance. The agency will be asked to submit monthly work achievement on Scope of Work as mentioned in Section II of this document for assessment by the DoF. No advance payment will be made. All payments shall be made in Indian Rupees. For the avoidance of doubt, it is expressly clarified that the payments shall be deemed to

include all ancillary and incidental costs and charges arising in the course of delivery of the Services, including consultancy charges, infrastructure costs, project costs and all other related costs including taxes.

6. Penalty Clause

- (i) The detailed contract/work order will be signed with successful bidder. Any breach in contract/work order will lead to penalty and later termination of the contract. All the documents/ code / application etc. prepared and developed by the bidder will be the property of the DoF. All designs, reports, other documents and software submitted by the bidder pursuant to this work order shall become and remain the property of the DoF and the bidder shall, not later than upon termination or expiration of this work order, deliver all such documents and software to the DoF, together with a detailed inventory thereof.
- (ii) If at any given point of time it is found that the bidder has made a statement which is factually incorrect or if the bidder doesn't fulfil any of the contractual obligations, the DoF may take a decision to cancel the contract with immediate effect. Further, performance bank guarantee of the agency may also be invoked if the performance of the agency is not satisfactory.
- (iii) In case of late services / no services on a specific activity, in which the Agency fails to deliver the services thereof within the period fixed for such delivery in the schedule DoF may impose a 2% of monthly fees as penalty per day and if the work does not achieve the required levels mentioned in the Contract/work order, in 4 weeks, DoF can cancel the contract altogether. The timeline/schedule of deliverables will be reasonable and will be decided as and when the requirement arises.

7. Bid Submission Process

Willing and interested Organisations may submit their two part bid as technical and financial bids as per extant procedure elaborated in this document. The procedure for online submission of bids may be seen below.

(a) Instructions for Online Bid Submission

The bidders are required to attach soft copies of their bids electronically on the CPP Portal, using valid Digital Signature Certificates. The instructions given below are meant to assist the bidders in registering on the CPP Portal, prepare their bids in accordance with the requirements and submitting their bids online on the CPP Portal.

(b) Registration

- i. Bidders are required to enrol on the e-Procurement module of the Central Public Procurement Portal (URL: <https://eprocure.gov.in/eprocure/app>) by clicking on the link "Online bidder Enrolment" on the CPP Portal which is free of charge.

- ii. As part of the enrolment process, the bidders will be required to choose a unique user name and assign a password for their accounts.
- iii. Bidders are advised to register their valid email address and mobile numbers as part of the registration process. These would be used for any further communication from the CPP Portal.
- iv. Upon enrolment, the bidders will be required to register their valid Digital Signature Certificate (DSC) (Class II or Class III Certificates with signing key usage) issued by any Certifying Authority recognized by CCA India (e.g. Sify / TCS / nCode / eMudhra etc.), with their profile.
- v. Only one valid DSC should be registered by a bidder. Please note that the bidders are responsible to ensure that they do not lend their DSC's to others which may lead to misuse.
- vi. Bidder then logs in to the site through the secured log-in by entering their user ID /password and the password of the DSC / e-Token.

(c) Language:

The bids are to be submitted in either English or bilingually (English and Hindi). In case of any discrepancy, the bids submitted in English will be treated as final.

(d) Searching for Tender Documents

- i. There are various search options built in the CPP Portal, to facilitate bidders to search active tenders by several parameters. These parameters could include Tender ID, Organization Name, Location, Date, Value, etc. There is also an option of advanced search for tenders, wherein the bidders may combine a number of search parameters such as Organization Name, Form of Contract, Location, Date, Other keywords etc. to search for a tender published on the CPP Portal.
- ii. Once the bidders have selected the tenders they are interested in, they may download the required documents / tender schedules. These tenders can be moved to the respective 'My Tenders' folder. This would enable the CPP Portal to intimate the bidders through SMS / e-mail in case there is any corrigendum issued to the tender document.
- iii. The bidder should make a note of the unique Tender ID assigned to each tender, in case they want to obtain any clarification /help from the Helpdesk.

(e) Preparation of Bids

- i. Bidder should take into account any corrigendum published on the tender document before submitting their bids.
- ii. Please go through the tender advertisement and the tender document carefully to understand the documents required to be submitted as part of the bid. Any deviations from these may lead to rejection of the bid.

- iii. Bidder, in advance, should get ready the bid documents to be submitted as indicated in the tender document / schedule and generally, they can be in PDF / XLS / RAR /DWF/JPG formats. Bid documents may be scanned with 100 dpi with black and white option which helps in reducing size of the scanned document.
- iv. To avoid the time and effort required in uploading the same set of standard documents which are required to be submitted as a part of every bid, a provision of uploading such standard documents (e.g. PAN card copy, annual reports, auditor certificates etc.) has been provided to the bidders. Bidders can use "My Space" or "Other Important Documents" area available to them to upload such documents. These documents may be directly submitted from the "My Space" area while submitting a bid, and need not be uploaded again and again.

(f) Submission of Bids

- i. Bidder should log into the site well in advance for bid submission so that they can upload the bid in time i.e. on or before the bid submission time. Bidder will be responsible for any delay due to other issues.
- ii. The bidder has to digitally sign and upload the required bid documents one by one as indicated in the tender document.
- iii. Bidder has to select the payment option as "offline" to pay EMD as applicable and enter details of the instrument.
- iv. Bidder should prepare the EMD as per the instructions specified in the tender document. The original should be deposited in original in person to the concerned official, latest by the last date of bid submission or as specified in the tender documents. The details of the DD/any other accepted instrument, physically sent, should tally with the details available in the scanned copy and the data entered during bid submission time. Otherwise the uploaded bid will be rejected.
- v. Bidders are requested to note that they should necessarily submit their financial bids in the format provided and no other format is acceptable.
- vi. The server time (which is displayed on the bidders' dashboard) will be considered as the standard time for referencing the deadlines for submission of the bids by the bidders, opening of bids etc. The bidders should follow this time during bid submission.
- vii. All the documents being submitted by the bidders would be encrypted using PKI encryption techniques to ensure the secrecy of the data. The data entered cannot be viewed by unauthorized persons until the time of bid opening. The confidentiality of the bids is maintained using the secured

Socket Layer 128 bit encryption technology. Data storage encryption of sensitive fields is done. Any bid document that is uploaded to the server is subjected to symmetric encryption using a system generated symmetric key. Further this key is subjected to asymmetric encryption using buyers/bid openers public keys. Overall, the uploaded tender documents become readable only after the tender opening by the authorized bid openers.

- viii. The uploaded tender documents become readable only after the tender opening by the authorized bid openers.
- ix. Upon the successful and timely submission of bids (i.e., after Clicking "Freeze Bid Submission" in the portal), the portal will give a successful bid submission message & a bid summary will be displayed with the bid no. and the date & time of submission of the bid with all other relevant details.
- x. The bid summary has to be printed and kept as an acknowledgement of the submission of the bid. This acknowledgement may be used as an entry pass for any bid opening meetings.

(g) Assistance to Bidders

- i. Any queries relating to the tender document and the terms and conditions contained therein should be addressed to the Tender Inviting Authority for the tender or the relevant contact person indicated in the tender.
- ii. Any queries relating to the process of online bid submission or queries relating to CPP Portal in general may be directed to the 24x7 CPP Portal Helpdesk. The contact number for the helpdesk is 1800 3070 2232.
- iii. Detailed information useful for submitting online bids on the CPP Portal may be obtained at:<https://eprocure.gov.in/eprocure/app>.

8. Signing Of Bid

The original and all documents of the Bid shall be e-signed by the Bidder.

9. Method Of Evaluation and Awards Of Contract

Bidders are requested to submit the all requisite documents as per Tender Document along with their bids, failing to which the bids are liable for rejection.

9.1. Evaluation Process

- a. DOF will constitute an Evaluation Committee to evaluate the responses of the bidders
- b. The Evaluation Committee constituted by the DOF shall evaluate the responses to the RFP and all

supporting documents / documentary evidence. Inability to submit requisite supporting documents / documentary evidence, may lead to rejection.

- c. The decision of the Evaluation Committee in the evaluation of responses to the RFP shall be final. No correspondence will be entertained outside the process of evaluation with the Committee.
- d. The Evaluation Committee may ask for meetings with the Bidders to seek clarifications on their proposals
- e. The Evaluation Committee reserves the right to reject any or all proposals on the basis of any deviations.
- f. Each of the responses shall be evaluated as per the criteria and requirements specified in this RFP.

9.2. **Tender Validity**

The offer submitted by the Bidders should be valid for minimum period of 180 days from the date of submission of Tender.

9.3. **Tender Evaluation**

- a. Initial Bid scrutiny will be held and incomplete details as given below will be treated as non-responsive. If proposals;
 - i. Are not submitted as specified in the RFP document
 - ii. Received without the Letter of Authorization (Power of Attorney)
 - iii. Are found with suppression of details
 - iv. Submitted with incomplete information, subjective, conditional offers and partial offers
 - v. Submitted without the documents requested in the checklist
 - vi. Have non-compliance of any of the clauses stipulated in the RFP
 - vii. With lesser validity period
- b. All responsive Bids will be considered for further processing as mentioned below.
- c. DoF will prepare a list of responsive bidders, who comply with all the Terms and Conditions of the Tender. All eligible bids will be considered for further evaluation by the Evaluation Committee according to the Evaluation process define in this RFP document. The decision of the said Committee will be final in this regard.
- d. Consortiums are not allowed for this engagement. The bidding entity has to be a single entity duly registered under the applicable laws of country.

9.4. **Evaluation Process**

The steps for evaluation are as follows:

Stage 1: Technical Evaluation

- a. DoF will review the technical bids of the short-listed bidders to determine whether the technical

bids are as per the requirements laid down. Bids that are not in accordance with the requirements are liable to be disqualified by DoF.

- b. The bidders' technical solutions proposed in the bid document will be evaluated as per the requirements specified in the RFP and technical evaluation framework as mentioned in the Section
- c. Bidders will be asked to give a presentation on the understanding of the requirement of the DoF for media campaign and demonstrate the Proof of Concept for comprehensive media campaign for the DoF.
- d. Each Technical Proposal will be assigned a technical score out of a maximum of 100 marks. Only the bidders who get a Technical score of 70% or more (prior to normalization) will qualify for financial evaluation stage. Failing to secure minimum marks shall lead to technical rejection of the Bid.
- e. Bidder should also score at least 50% in individual sections of Technical Evaluation as mentioned in Technical Evaluation Framework.

Stage 2: Technical Evaluation Framework

The Bidder's technical solution proposed in the Technical Evaluation bid document will be evaluated as per the evaluation criteria mentioned in the following table.

S. No.	Evaluation Criteria	The Number of Awards marks will be as under		Maximum Marks
		Experience (in Years)/Clients	Marks	
1.	Media related experience of working with at 3 central Government/PSU clients	1-3 clients	5	10
		4-5 clients	7	
		6 and above	10	
2.	Work experience in organizing press meets, media briefs, public interaction programmes, liaisoning with press bureau, print and electronic media etc.	1-3 years	2	5
		4-7years	3	
		8-10 years	5	
3.	Work experience of handling print/electronic/social media campaigns handling media Analytics in a Central/State Government Department/PSU client.	0-3years	2	5
		3-5 years	5	
4.	Work Experience of working in Social/print media with any Central/State government Fisheries Department during last 5 years	1 and above	10	10
5.	Deployed manpower Experience	10-15	7	10

	(i) Media Advisor	>15	10	
	(ii) Content Writer	5-10	3	5
		>10	5	
	(iii) Graphic Designer	5-10	3	5
		>10	5	
5.	Presentation on the understanding of the scope of work including demonstration of integrated dashboard using the software tools.			30
6.	Designing and Printing of Coffee Table Books	1-3	5	10
		3-5	7	
		6 and above	10	
7.	Creation of E-Book/M-Book/Virtual Tour	1-3	5	10
		3-5	7	
		6 and above	10	

** The bidder should ensure that it has experience of media analytics and scanning/aggregating relevant contents for at least two languages Hindi and English.

* The scoring on technical evaluation will be done only for those bidders who fulfill the minimum eligibility criteria.

The Final Normalized technical score of the Bidder shall be calculated as follows:

Normalized Technical Score of a Bidder = {Technical Score of that Bidder / Score of the Bidder with the highest technical score} X 100 (adjusted to 2 decimals)

Example:

Bidders	Technical Score	Calculation	Normalized Technical Score
Bidder-1	88	(88/95)*100	92.63

Bidder-2	90	$(90/95)*100$	94.74
Bidder-3	80	$(80/95)*100$	84.21
Bidder-4	95	$(95/95)*100$	100.00

Stage 3: Financial Evaluation

- All the technically qualified bidders will be notified to participate in Financial Bid opening process.
- The financial bids for the technically qualified bidders will then be opened on the notified date and time in the presence of representatives of qualified bidders and reviewed to determine whether the financial bids are in accordance with the RFP requirements. Bids that are not substantially responsive are liable to be disqualified by DoF.
- The Normalized financial score of the technically qualified bidders will be calculated, while considering the Financial quote given by each of the Bidders in the Financial Bid as follows:

Normalized Financial Score of a Bidder = {Lowest Financial Quote of Bidder / Financial Quote of Bidder under consideration} X 100 (adjusted to 2 decimals)

Example:

Bidders	Financial Quote (In lakhs)	Calculation	Normalized Financial Score
Bidder-1	110	$(110/110)*100$	100.00
Bidder-2	140	$(110/140)*100$	78.57
Bidder-3	160	$(110/160)*100$	68.75
Bidder-4	130	$(110/130)*100$	84.62

- The bid price will include all taxes and levies and shall be in Indian Rupees and mentioned separately.
- Any conditional bid would be rejected.

Stage 4: Final score calculation through QCBS

The final score will be calculated through Quality and Cost selection method based with the following weight-age:

Technical: **70%**

Financial: **30%**

Final Score = (0.70*Normalized Technical Score) + (0.30* Normalized Financial Score)

Example:

Bidders	Normalized technical Score	Normalized Financial score	Final Score (70:30)
Bidder-1	92.63	100.00	94.84
Bidder-2	94.74	78.57	89.89
Bidder-3	84.21	68.75	79.57
Bidder-4	100.00	84.62	95.39

- a. The bidder with the highest Final score shall be treated as the Successful bidder. In the above example, Bidder-4 will be treated as successful bidder.
- b. In the event the Final scores are ‘tied’, the bidder securing the highest technical score will be adjudicated as the Best Value Bidder for award of the Project.

9.5. Negotiations

Normally there should be no post tender negotiations, it would be only on exceptional circumstances, if considered necessary and shall be held only with the Agency as per extant rules that shall be placed as H-1 bidder after combined evaluation of the Technical and Financial bids, as indicated above. This will be subject to Government rules and procedure in the matter. Under no circumstance, the financial negotiation shall result into an increase in the price originally quoted by the Agency.

9.6. General

- a) Bids once submitted cannot be amended.
- b) Any Bid which does not quote for all items will be determined to be non-responsive and may be rejected.
- c) The Agency shall not assign or sublet the contract or any substantial part thereof to any other agency, without written consent of the DoF.
- d) Technical bids and financial bids will be opened, in the presence of Bidders representatives (one for each bidder), who wish to be present.
- e) The bidders shall not include/indicate any financial cost direct/indirect in the proposed technical bid. Proposals indicating financial cost in technical bids shall be rejected at the technical stage only.

10. Arbitration

- (i) If any dispute, difference, question or disagreement shall at any time, hereafter arise, between the parties hereto or the respective representatives or assignees in connection with or arising out of the

contract, the DoF would appoint a sole arbitrator, which shall be accepted by the Agency. The decision of the arbitrator would be final and binding on both the parties.

- (ii) It is also a term of the contract that contractor shall not stop the work under this contract and work shall continue as expected to continue whether the arbitration proceedings have commenced or not.
- (iii) The Venue of the arbitration shall be at New Delhi. Subject to as aforesaid, the provision of the Indian Arbitration Act, 1996 and any statutory modifications or re-enactments thereof and rules made there under and for the time being in force shall apply to the arbitration proceedings under this clause.

11. Labour Laws and Safety Measures

Agency gives a binding representation that any legal / semi legal prosecution / penalty befalling any activity undertaken to fulfill this contract shall be the sole responsibility of the Agency, and the DoF will not be liable to any direct / indirect prosecution / penalty because it receives services.

12. Applicable Law and Jurisdiction

This contract/work order arising out of this bidding process, including all matters connected therewith with this contract/work order shall be governed by the Indian laws, both substantive and procedural, for the time being in force and shall be subject to the exclusive jurisdiction of Delhi Court, if required.

13. Indemnification

- (i) Agency shall at all times indemnify and keep indemnified DoF against all claims/ damages etc. for any infringement of any Intellectual Property Rights (IPR) while providing its services under this work order.
- (ii) All claims regarding indemnity shall survive the termination or expiry of the work order.

14. Force Measure

- (i) For the Purpose of this contract, "Force Majeure" means an event which is beyond the reasonable control of either party.
- (ii) In the event of either party being rendered unable by force majeure to perform any obligation required to be performed by them under the contract, if any concluded, the relative obligation of the part affected by such force majeure lasts. The terms "Force Majeure" as implied herein shall mean acts of God, War, Civil riots, fire directly affecting the performance of the contract, floods and Acts and Regulations of respective Government of the two parties, namely the Agency. Both upon the occurrence of such cause and upon its termination, the party alleging that it has been rendered unable as aforesaid, shall within seventy two hours of the alleged beginning and ending thereof giving full particulars and satisfactory evidence in support of its claim. If deliveries are suspended by force majeure conditions lasting for more than 2 (two) months, the Organisation shall have the option of cancelling this contract in whole or part at its discretion without any liability on its part.
- (iii) Force Majeure shall not include insufficiency of funds or inability to make any payment required hereunder.

15. Failure and Termination Clause

Time and date of delivery and period of execution shall be essence of the contract. If the Agency fails to deliver the services thereof within the period fixed for such delivery in the schedule or at any time repudiates the contract before the expiry of such periods, the DoF may without prejudice to any other right or remedy available to him to recover damages for breach of the contract: -

- (i) Recover from the Agency as liquidated damages which will be charged by way of penalty, as specified already at para 7 (Penalty Clause).
- (ii) Cancel the contract or a portion thereof by serving prior notice to the Agency.
- (iii) The DoF may take a decision to cancel the contract with immediate effect and / or debar / blacklist the bidder from bidding prospectively for a period of 3 years or as decided by the DoF or take any other action as deemed necessary.

16. Agency Code of Conduct and Business Ethics

The DoF is committed to its “values & beliefs” and business practices to ensure that Agency, who provides services, will also comply with these principles.

16.1. Bribery and Corruption:

Agencies are strictly prohibited from directly or indirectly (through intermediates or sub-contractors) offering any bribe or undue gratification in any form to any person or entity and / or indulging in any corrupt practice in order to obtain or retain a business or contract.

Agencies shall maintain high degree of integrity during the course of its dealings with business/contractual relationship with the DoF. If it is discovered at any stage that any business/ contract was secured by playing fraud or misrepresentation or suspension of material facts, such contract shall be voidable at the sole option of the competent authority of the DoF. For avoidance of doubts, no rights shall accrue to the Agency in relation to such business/contract and the DoF or any entity thereof shall not have or incur any obligation in respect thereof. The Agency shall indemnify in respect of any loss or damage suffered by the DoF on account of such fraud, misrepresentation or suspension of material facts. The agency will be solely responsible for the omission and commission of the employees deployed by them.

SECTION II

SCOPE OF WORK / DELIVERABLE

1. INTRODUCTION

On behalf of the Department of Fisheries, Government of India, proposals/bids are invited from professional media agencies to facilitate utilization of various media platforms for creating awareness, publicity and dissemination of information about the schemes, programmes and activities of the Department of Fisheries. This will involve tasks as mentioned under, but will not be limited to these only.

2. SCOPE OF WORK

A. Media Advisory

- (i) Advise Department of Fisheries in planning, developing and implementing an effective and efficient communication and media strategy.
- (ii) Monitor and manage overall media engagement and acts as the primary contact for all media inquiries in consultation with Department of Fisheries to ensure appropriate media responses.
- (iii) Conceptualize and strategize all communications to be disseminated to the media including press notes, press releases, media advisories, briefs, and speeches for spokespeople and other communiqués for media communication on all matters concerning Department of Fisheries, as and when required.
- (iv) Supervise and manage Department's website content and make regular updates.
- (v) Professional expertise on understanding and dissemination of communication to the expected targets.
- (vi) Media details: Know pattern, impact etc. and accordingly advise the Department of Fisheries.
- (vii) Provide strategic counsel for advertising of Department of Fisheries various schemes, acts and related activities.
- (viii) Provide media advice and effective communication/media training to Department of Fisheries officials and front-line staff as per the requirement of Department of Fisheries.
- (ix) Understanding and adopting new technologies for the purpose of meeting changing expectations within the framework of the government decision making process.
- (x) Any other activity/duty appropriate within the scope of the Media Advisor role as and when required.

B. Creation & Maintenance of Social Media Platforms for Department of Fisheries

- (i) Creation and/or Maintenance of Official accounts/pages of the Ministry on Twitter, Facebook, YouTube, Blogs and other relevant social media platforms which may emerge in the future.
- (ii) Online Reputation management for the department
- (iii) Creation of relevant blogs and forums wherein the participation of targeted audience can be invoked.
- (iv) Developing e-Books/m-book/e-Newsletter on Content shared by the Department of Fisheries.
- (v) Give all Social Media Platforms a new look every month (if required) by putting up new creative features, theme lines, links, etc.
- (vi) Daily informative and promotional updates in the form of relevant text, pictures, audio, unique

- &interactive content, interviews, news, quiz etc.
- (vii) Help publicize all festivals, cultural events, National, International and Ministerial events suggested by the Department of Fisheries, using these social media platforms.
- (viii) All queries received on all platforms which need not require inputs from Department of Fisheries must be replied to within 24 hours and all queries which require a consultation with the Department of Fisheries should be answered within two working days.
- (ix) Moderation of all platforms with a frequency of 3 times a day in order to deal with spam, unauthorized advertisements, inappropriate content etc.
- (x) Content shared online must be copyright protected.
- (xi) Take all Department of Fisheries events Live across social media platforms on Content shared with the Agency, on given a feed.
- (xii) Enhance audience engagement on all Social Media channels through contests, surveys, campaigns & promotions, etc. for generating awareness and buzz about Departments activities and engage citizens over Departments initiatives.
- (xiii) 24/7/365 monitoring of Department of Fisheries / related entities for updating, analyzing and intervention.
- (xiv) Ensure response is done under supervision of designated Department of Fisheries' official. Prepare a weekly update on activities, including that of events etc. as related to the issues dealt by the Department of Fisheries.
- (xv) Should have credible contingency plan to effectively handle crisis and emergencies.
- (xvi) Enhancement of the reach of content through organic promotion on various social media platforms.
- (xvii) Design backdrops, direction panels, and other awareness creating content for various workshops/meetings/conferences/trainings organized by Department of Fisheries.
- (xviii) Designing and Printing of Coffee table book.

C. Media Aggregation

- (i) Scan and aggregate relevant Print/TV/Social Media/Web content through Media Intelligence on one integrated Dashboard.
- (ii) Relevant content to be scanned and aggregated from all major newspapers across all major centres as mutually agreed to.
- (iii) In print and TV data news to be scanned in English, Hindi, Tamil, Telugu, Kannada, Marathi, Malayalam, Urdu, Gujarati, Assamese, Punjabi and Bengali.
- (iv) Deliver all Content / Analysis through a comprehensive online platform / Mobile App
- (v) Capability of customizing period on the dashboard for trend analysis
- (vi) Word search capability for all past and present data across mediums.
- (vii) Basic gist of the media content from all 22 languages (as mentioned in the 8th schedule of the Constitution of India) TV and Newspapers to be provided in English.
- (viii) Video & Message recording, populating, publishing and updating the content as and when required on 24X7 basis. The frequency of information will be on a continuous and daily basis.
- (ix) Increase the social media followers by 5% every month.

D. Media Analytics:

1. Daily Monitoring: TV / Web / Print / Social Media across the following verticals:

- (i) Press conferences and Cabinet /CCEA decisions;
- (ii) PMO/ Budget speech/Presidential Address relevant to DEPARTMENT OF FISHERIES related topics;
- (i) Spokesperson analysis of all stake-holders like Ministry, Departments, who directly or indirectly affects the DEPARTMENT OF FISHERIES. Create trend analysis on each topic.
- (ii) Influencers detail on all thinkers, policy makers/officials/leaders/Researchers/Third party commentators.
- (iii) Key messaging: trends from messages by keyword/theme/region/functionary.
- (iv) Geography wise analysis: analyse locations coverage, response and impact; Map based data scan.
- (v) Vertical wise slotting of info/analytics.
- (vi) Create backgrounders on Institutions, Movements and other recommended issues affecting Department of Fisheries.
- (vii) Interactive web and mobile based Dashboard with a customized Online delivery
- (viii) Capability to Favourite / Share / Email / WhatsApp / Tweet / Re-tweet (RT) / PDF / clip, etc.
- (ix) Single dashboard for all mediums
- (x) Capability of graphs to have drill down facility to access primary Content.
- (xi) Capability to give conditional limited access to different set of people.

Other Deliverables

A. Creative designing and repackaging:

Creative content generation, recreate, convert or repackage the available content The content may be of various forms such as graphics, smart art, animations, story board etc. based on Government schemes and programs and policies etc.

Up to 300 prints creative's (print ads, brochures, ready reckoners, leaflets, flip books, standees, posters, etc), these creative's would be adaptable for use in all other media formats. The creative's would be produced with fresh shoot/stock images (with perpetuity). 300 creative's for the social media

B. Comprehensive 24 / 7 / 365 support for Content:

- (i) Social Media Listening: 24/7/365 operations
- (ii) Television Listening: 24/7/365 operations
- (iii) Web Listening: 24/7/365 operations
- (iv) Print / E Paper: 24/7/365 operations

C. Designing and Printing of Coffee Table Books

- (i) Coffee Table Book on milestones achieved by the Department of fisheries

D. Unlimited archives:

- (i) All data is tagged, accessible by word search
- (ii) Unlimited Archives for perpetuity for Analysed Data, Analytics tables / graphs etc.
- (iii) DEPARTMENT OF FISHERIES to get access to all analysis data dump at the end of the arrangement

E. Online Media Catalogue / Dissemination Management tool:

Online cataloguing that enables intelligent archiving of all photographs, videos and audios, categorized into events, occasion, dates etc. It also enables sharing of media in multiple resolutions.

F. Other Deliverables: Assistance to be provided by the Department of Fisheries would be as under:

- (i) Provide timely information on events of importance to the Department of Fisheries, from time to time.
- (ii) The various Divisions of the Department of Fisheries will provide relevant (basic information/pictures/approvals) content as available from time to time.
- (iii) Provide all the necessary information such as logo of Ministry / event / press releases issued for traditional media and updates etc.
- (iv) Assist in obtaining any other permissions / information as required.

K. Storage and submission of Content:

- (i) Storage of raw footages/ content and processed content (video packages) etc. for the purpose of archiving in digital formats, and submission of same in easily retainable format to the Department of Fisheries whenever asked for.
- (ii) Content Archives to be handed over whenever asked for.

L. Production of Audio Visual Films

- (i.) Production of Audio visual films as per requirement of department on DAVP rates.

M. Developing E-Books/M-books/Virtual Tour/E-Newsletters on Content shared by the Department of Fisheries

N. Manpower Requirement:

Five persons (Media Advisor, 2 Content Writer, & 2 Graphics Designer) shall be stationed in the Department of Fisheries, New Delhi office for day to day coordination during working hours and also during the emergent exigencies. Even before and after the working hour or during weekend and holidays. The other team member for managing media activities may be deployed off site by the agency.

Terms of Service:

A. Performance Review

The agency will submit a suggested process of Performance Review on monthly basis before signing of contract. This will be appropriately and suitably amended (if required) by the Department and implemented.

B. Reporting:

- i. The agency must submit weekly, “Effectiveness Analysis and Management Information System (MIS) Reports to DOF on the effectiveness of the social media strategy. The agency must submit a detailed analysis on the steps undertaken for overall promotion of DoF on the Social Media Platforms and the results achieved.
- ii. The agency should suggest the no. of reports eliciting periodicity, format and content of such report which should help the management of this Ministry to know the exact position of the efforts undertaken.

C. Data Security and Prevention of Fraud

The agency will undertake that all process and standards are being followed to ensure that the data is secure and is immune to any fraudulent activity. In case of any such leak /breach of data, the entire legal, financial and other consequences will be borne by the firm/agency.

D. Legal matter, including copy-right of content

Agency will have the responsibility of ensuring that all content featured/published on the basis of this assignment is free of legal encumbrances including of copy-right issues. The DoF will not have any responsibility in this matter. IPR of all content will solely vest with DoF.

Technical Bid Format

Sr. No.	Particulars	To be filled by the Tenderer
1.	Name of the Bidder (Agency)	
2.	Whether brief profile of the agency is enclosed (max 2-3- pages)	
3.	Address of the Bidder (Agency)	
		Telephone
		E-Mail
4.	Year of establishment	
5.	Type of Company (Proprietorship / Public Sector Unit/ Private Limited /Public Limited)	
6.	Number of fulltime employees handling services asked for in this Notice in the agency as on 31st December, 2019 for at least 1 year	
7.	Registration Details: PAN No. (Copy to be enclosed)	
8.	Registration Details: GSTIN (Copy to be enclosed)	
9.	The agency must have expertise of running media campaigns as per requirement of experience in the RFP. (copies of contract/orders should be attached)	
10.	The agency must have in-house production facilities for production and editing of contents in all forms. (Self-certification on letter head).	
11	The agency must have an in-house Software Development & Management Team which has the ability to develop Applications and Apps and media Management tools supporting documents, screen shots and live URL of all medium integrated Media Management tools and application and details	

Sr. No.	Particulars	To be filled by the Tenderer	
	(a Self-certification on letter head too).		
12	Details of EMD Amount Draft No. Date Issuing Bank		
13	Whether the firm is blacklisted by any Government Department or any criminal case is registered against the firm or its owner/partners anywhere in India (If no, attach an undertaking to this effect on letter head)		
14	All other documents supporting the eligibility of the bidder indicating the fulfillment of requirements of requirements of the Department as in the RFP.		
15	A brief write-up on the understanding of the Media requirements of the Department to be attached.		
16	Name, Designation and address of the officer to whom all references shall be made regarding this Tender.		
		Tel:	Mobile :
		Fax:	Email:

Apart from the above, all the requisite papers mentioned in the tender document are also enclosed. Authorized Signature [In full and initials] Name & address and Title of Signatory

Date:

(Seal)

Financial Bid Format

To

Joint Secretary,
 Department of Fisheries
 Ministry of Fisheries, Animal Husbandry and Dairying
 Government of India,
 Krishi Bhawan, Dr, Rajendra Prasad Road
 New Delhi-110001

Madam/Sir,

We, the undersigned on behalf of (name of the firm), offer to respond to (title of project) in accordance with your Tender document dated (insert Date). Our **Financial Bid** against the **Scope for work in Section – II as well as details defined in the tender document** is as mentioned below. Break-up of the cost, taxes & other charges are asunder:-

Sr. No.	Description of Items	Cost per month (exclusive of taxes & other charges) (in INR)	Taxes & Other charges (in INR)	Total Cost per month inclusive Of all taxes & other charges) (in INR)	Total Cost for one Year (inclusive of all taxes & other charges) (in INR)
1.	Consolidated Cost for services, solution, Installation and Maintenance of all mediums analytics dashboard, Online Media Archive cum Dissemination platform, recruitment and training of required manpower, as detailed under scope of work/deliverables including charges for deployment of Services and Manpower on a full time basis with requisite qualifications & skill set for a period of 1 year				

Our bid shall be binding upon us up to period of validity as indicated in note above. We understand you are not bound to accept any bid you receive.

Date:

Yours sincerely,

Authorized Signatory (In full and Initials)

Name and Title of the Signatory Name & Address of firm

(Seal)
