



REQUEST FOR PROPOSAL
FOR
SELECTION OF MEDIA & PUBLIC RELATIONS AGENCY
FOR
ALL INDIA COUNCIL FOR TECHNICAL EDUCATION (AICTE)

PART 1

1. AICTE – The organisation

All India Council for Technical Education (AICTE) was set up in November 1945 as a national-level apex advisory body to conduct a survey on the facilities available for technical education and to promote development in the country in a coordinated and integrated manner. And to ensure the same, as stipulated in the National Policy of Education (1986), through an Act of Parliament in 1987, AICTE was vested with following statutory powers:

- i. Statutory authority for planning, formulation, and maintenance of norms & standards
- ii. Quality assurance through accreditation
- iii. Funding in priority areas, monitoring, and evaluation
- iv. Maintaining parity of certification & awards
- v. The management of technical education in the country

The AICTE Act was enacted to provide for the establishment of an All India Council for Technical Education with a view to proper planning and co-ordinated development of a technical education system throughout the country, the promotion of qualitative improvements of such education in relation to planned quantitative growth, and regulation & proper maintenance of norms and standards in the technical education system and for the matters connected therewith.

The purview of AICTE covers programmes of technical education including training and research in Engineering, Technology, Architecture, Town Planning, Management, Pharmacy, Applied Arts, Crafts & Design, Hotel Management and Catering Technology etc. at different levels.

2. OBJECTIVE

AICTE has been planning and coordinating development of Technical Education in the country by ensuring world-class standards of institutions through accreditation. After the AICTE was reviewed by Kaw committee in 2015 and

accepted by MHRD, AICTE has been a proactive facilitator apart from being a regulator, to improve the quality of technical education through a variety of quality measures. The objective of Media & PR agency thus shall be:-

- i. To promote and establish All India Council of Technical Education as an organization which is committed to developing high quality institutions, academic excellence, and innovative research and development programmes.
- ii. To highlight that AICTE promotes industry-institution interaction for developing new products, services, and patents.
- iii. Strengthening brand AICTE and use all media channels to reach out to all the stakeholders, particularly the students, faculty, staff, institutions, industry, alumni of institutes and parents, who may require to utilise the AICTE's mentorship and support.
- iv. AICTE inculcates entrepreneurship, encourages indigenous technology, Focuses on non-formal education, provides affordable education to all, working towards making Technical Education in India globally acceptable.

3. SCOPE OF WORK

AICTE intends to appoint a Media & Public Relations Agency to effectively propagate and publicize all initiatives and achievements of the organisation across India. In order to help shape public opinion it shall highlight important work the organization is undertaking for Technical Education across the country. This will be will done in a manner that the connect reaches the nook & corner of the country. The scope shall thus include the following: -

- i. Conceptualise and develop innovative videos (for platforms like WhatsApp, Twitter, Facebook and other social media) in coordination with the officials of All India Council for Technical Education to highlight the success stories and impact. The agency shall also manage all social media handles by posting such content after approval of the competent authority.
- ii. Develop high quality monthly e-newsletter (in English, Hindi) providing vital information to All India Council for Technical Education's stakeholders. The newsletter will be collation of new initiatives taken

- by All India Council for Technical Education in the form of stories, snippets and interviews.
- iii. Writing and editing of content for All India Council for Technical Education's programmes, projects, events, reports, case studies, brochure etc.
 - iv. Designing and developing print materials like reports, IEC material, brochures, collaterals etc
 - v. Establish All India Council for Technical Education as the leading Think Tank in technical education domain by way of opinion pieces & interviews by the senior officials of All India Council for Technical Education in mainstream newspapers, magazines & TV channels etc.
 - vi. Identify platforms where officials of All India Council for Technical Education can participate as an education expert. There are a number of events organized by industry associations where the senior officials of All India Council for Technical Education can appear as speaker.
 - vii. Highlight all AICTE's initiatives in strengthening online education across the country. Few of these initiatives include:-
 - (a) SWAYAM: Anytime, Anywhere online learning.
 - (b) AICTE Vishwakarma Awards
 - (c) Clean, Green and Smart Campus Awards
 - (d) Best Teacher Awards,
 - (e) Promotion of student driven innovative projects,
 - (f) Vocational and distance education
 - (g) Hackathons, innovation and startup activities
 - (h) skilling, faculty training and training in emerging technology areas etc.
 - (i) The above initiatives are indicative and are upgraded/ added as per the requirement.
 - viii. Develop innovative content and creative to reach our target groups. Generate regular creative content for different mediums including print, digital, tv and social media.
 - ix. State engagement: Create interesting messages around the work done by AICTE towards upgrading technical education, standardisation of products that help achieve efficiency.

- x. Create Social Media content in Hindi, English and other Indian regional languages.
- xi. Short video films/ promo videos; to be used on various media platforms including social media.
- xii. Engage with print media (both English/ Hindi & Vernacular) for placing important public notices concerning regulatory framework, recruitment, press releases, tender & other key announcements.
- xiii. Formulate & drive key campaign on selected themes/ areas for sustained period of time using all & any public outreach methods.
- xiv. Undertake/ arrange invite of media for holding press conference/ media briefings in coordination with AICTE at selected venue.

4. INVITATION FOR BIDS

All India Council for Technical Education invites proposals for the selection of a **“Media & Public Relations Agency for public outreach”** purposes.

Online Expression of Interest in three separate covers (1. EMD + Tender Fee, 2. Technical Eligibility documents 3. Financial Documents) are invited from bona fide, experienced & reputed agencies of financial standing, meeting the pre-qualifying requirement, for the scope of work mentioned in Clause 3 above.

- i. Interested Agencies may download the RFP document from the website <https://www.aicte-india.org/bulletins/tenders> as seen on internet.
- ii. The Technical & financial bid must be submitted online on **e-wizard**.
- iii. The EMD + Tender fee (in the form of Demand Draft only) should be made in the name of **‘Member Secretary, AICTE’** and should be payable at New Delhi. It must be submitted in original at the following address:

**Member Secretary,
All India Council for Technical Education
Nelson Mandela Marg,
Vasant Kunj, New Delhi-110070**

- iv. AICTE reserves the right to reject any or all the Proposals in whole or part without assigning any reasons.
- v. **Bid Validity: 30 days**
- vi. Queries regarding RFP if any should be addressed to Member Secretary and is to be sent strictly by email at **media_officer@aicte-india.org**. In person query shall not be entertained. The last date for query is Aug 07, 2020 & no query shall be entertained after due date.
- vii. The bidder must submit separate Demand Drafts (DD) of Rs. 10,000/- (Rupees Ten Thousand only) towards tender fee (Non Refundable) and Rs. 5 Lakh (Rupees Five Lakh only) towards Earnest Money Deposit amount in sealed cover as per time line indicated in the RFP. The online submission of technical bid shall not be considered for further evaluation and summarily rejected in case the original Demand Draft is not submitted at AICTE. The sealed cover should super scribe as “Tender fees and EMD for selection of Media & Public Relations Agency for public outreach’.
- viii. Important dates are as under:-

Important Dates		
S.No.	Information	Details
a)	Last Date and time for online submission of Online technical & financial bid along with Xerox copy DD of EMD + Tender fees	Date:12.08.2020 Time: 6:00 PM
b)	Last date for submission of original DD of the EMD + tender fee	Date:12.08.2020 Time: 6:00 PM
c)	Place, Date and time or opening of technical proposals	Place: AICTE, Nelson Mandela Marg, Vasant Kunj, New Delhi- 110070 13-08-2020 Time: 11:00 am
d)	Place, Date and time for technical presentation	To be informed later

	Only the Parties confirming the eligibility criteria and Requirements mentioned	
e)	Place, Date and Time for opening of financial proposal	Place: AICTE, Date: To be informed later Time: To be informed later
f)	Address for Media & Public Relations	Member Secretary, All India Council for Technical Education; Nelson Mandela Marg, Vasant Kunj, New Delhi – 110070

5. **QUALIFICATION CRITERIA/ REQUIREMENTS**

5.1 Bidders must conform to the eligibility criteria given below:

S. No	Eligibility Criteria	Supporting Document
a)	The Agency must have its offices in India with a well-staffed & fully functioning office in Delhi. It would be preferable if the head office/ headquarter of the Agency is located in Delhi.	Authentic address proof, Proof of incorporation of the Agency/company (Articles of Association); attested by the CA of the Agency to be provided.
b)	The Agency should have successfully handled comprehensive media and public relations mandate for a minimum of four PSUs / State governments/ Central government ministries/ autonomous body etc for at least last three years.	Attach documentary proof of such works completed having nature of job undertaken with financial cost indicated. Minimum four such proof of the jobs for at last three years to be attached for each organisation. The documents should be attested by CA of the Agency.

S. No	Eligibility Criteria	Supporting Document								
c)	The Agency's turnover from Media & PR activities in India in any year among the last three financial years (2017-18, 2018-19, 2019-20) should not be less than Rs 5 crore	<p>Attested copy of audited balance sheet for last 3 financial years and CA certifying that the Agency had made a turnover more than or equal to Rs 5 crore in each of the last three financial years out of its Media & Public Relations activities in India.</p> <p>Indicate turnover as under:-</p> <table border="1" data-bbox="911 768 1469 981"> <thead> <tr> <th data-bbox="911 768 1190 819">Year</th> <th data-bbox="1190 768 1469 819">Amount (in Cr)</th> </tr> </thead> <tbody> <tr> <td data-bbox="911 819 1190 875">2017-18</td> <td data-bbox="1190 819 1469 875"></td> </tr> <tr> <td data-bbox="911 875 1190 931">2018-19</td> <td data-bbox="1190 875 1469 931"></td> </tr> <tr> <td data-bbox="911 931 1190 981">2019-20</td> <td data-bbox="1190 931 1469 981"></td> </tr> </tbody> </table>	Year	Amount (in Cr)	2017-18		2018-19		2019-20	
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d)	The Agency should have experience of conducting Media & Public Relations reports, Development Reports of at least three states governments, event management, publishing books, newsletters, magazines, content development, social media management and conducting workshops	Work orders/service agreements, hard copies of books/newsletters as proof of the activities								
e)	The Agency should be having pan India presence with its integral offices preferably at locations where AICTE regional offices are located (Chandigarh, Kanpur, Kolkata,	<p>a) Location of HQ _____ & No of employees _____.</p> <p>b) No of states other than Delhi where offices are located _____</p>								

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	Hyderabad, Bengaluru, Chennai, Bhopal, Mumbai)	b) Total No of offices outside Delhi _____ Attach a separate sheet giving out the following details <table border="1" data-bbox="911 510 1474 719"> <thead> <tr> <th data-bbox="911 510 1007 591">S No</th> <th data-bbox="1007 510 1273 591">Address of Office</th> <th data-bbox="1273 510 1474 591">No of Employees</th> </tr> </thead> <tbody> <tr> <td data-bbox="911 591 1007 633"></td> <td data-bbox="1007 591 1273 633"></td> <td data-bbox="1273 591 1474 633"></td> </tr> <tr> <td data-bbox="911 633 1007 676"></td> <td data-bbox="1007 633 1273 676"></td> <td data-bbox="1273 633 1474 676"></td> </tr> <tr> <td data-bbox="911 676 1007 719"></td> <td data-bbox="1007 676 1273 719"></td> <td data-bbox="1273 676 1474 719"></td> </tr> </tbody> </table>	S No	Address of Office	No of Employees									
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S. No	Eligibility Criteria	Supporting Document
		iii) iv) v) Year 2018-19 i) ii) iii) iv) v) Year 2019-20 i) ii) iii) iv) v) .
h)	Technical Presentation	A technical presentation shall be called for by parties conforming to basic eligibility criteria.
i)	Details Awards & Appreciations if any (This is not a qualification criteria)	

Notes:

I. Bidders should submit the supporting documents mentioned in the table outlining Eligibility Criteria

II. Bids of firms not confirming to the eligibility criteria listed above will be summarily rejected. Submission of forged documents will also result in summary rejection of the bid.

III. Technical Presentation: By only the parties confirming the eligibility criteria and requirements as mentioned.

5.2 Manpower requirements

The Agency should be fully equipped with trained and skilled Media & Public Relations professionals and should have the latest instruments such as computers, licensed software, scanners, high speed photo copy machines etc. at its offices.

The Agency should also place the following professionals at disposal of AICTE as listed below:

S. No.	Fucntion	Role
Dedicated for AICTE at Delhi		
a)	Senior Advisor Media & Public Relations	Overall media and Media & Public Relations strategy: Pan India
b)	Lead AICTE	To understand and execute the Media & Public Relations plan
c)	Content Specialist	Develop media friendly content.
d)	Media Coordinator	For coordination to print stories, advertisement in leading dailies.
e)	Lead Social Media	To generate theme based content and manage social media account of AICTE.
f)	Graphic Designer cum video editor	For creating standalone graphics for various media channels
On Demand Requirements		
g)	Cameraman (photo/video)	<ul style="list-style-type: none"> • Develop interesting short films which can be used on various media channels. • Separate camera person for still photography and videography.
h)	Language translators	For translation works in any of the recognized Indian languages.

6. Tender Fee & EMD

- I. Tender Fee of Rs. 10,000/- (Rupees Ten Thousand only) in the form of DD in favour of “Member Secretary AICTE” payable at New Delhi.
- II. Proposals not accompanied by Tender Fees shall be rejected as non-responsive.
- III. The Tender fees shall be non-refundable.
- IV. Earnest Money Deposit Rs. 5 lakh (Rupees Five Lakh only) in the form of Demand Draft in favour of “Member Secretary AICTE” payable at New Delhi.
- V. Proposals not accompanied by EMD shall be rejected as non-responsive.
- VI. **The successful bidder’s bid security will be released from AICTE only after the expiry of the contract.** For all others bidders, the EMD shall be returned.
- VII. The earnest money deposit shall be forfeited if a bidder withdraws its bid during the period of bid validity specified by the Bidder
- VIII. No exemption for submitting the EMD will be given to any Agency.

7. PROPOSAL –PREPARATION, SUBMISSION AND EVALUATION

7.1 GENERAL INFORMATION TO THE BIDDERS

- i. Original tender form should be stamped and signed and attached with submission of the self-attested physical documents, otherwise the tender will be simply rejected.
- ii. The Proposal shall be typed or written in indelible ink (if required) and shall be initialled on all pages by authorized representative of the bidder to bind the bidder to the contract. The authorization shall be indicated by Board Resolution/ Power of Attorney and shall accompany the proposal

- iii. Bidder is required to submit the complete proposal online along with required forms etc. The proposal shall be exactly according to the presented formats given in the Tender documents. All columns of the prescribed formats should be filled, and all questions in the tender document must be answered. Any additional information should be attached separately and referred to in the relevant column in the proposal formats. Modifications / rewording of formats shall not be acceptable. Where no price is proposed to be charged for any item or its parts required to be supplied, it should be clearly mentioned in words.
- iv. Consortiums are not accepted; if found the bid will be rejected.
- v. The bidder is expected to examine carefully all instructions, forms, terms and specifications in the Tender document. Failure to furnish all information required in the Tender Document or submission of a proposal not substantially responsive to the Tender Document in every respect will be at the bidder's risk.
- vi. **The article produced by the Agency as result of the execution of the contract shall be free from any copyright infringement and the Agency undertakes to Indemnify AICTE against such suits. All creatives produced by the Agency shall be the property of AICTE and the Agency shall not claim the same at nay later date.**
- vii. AICTE reserves the sole right for carrying out amendments/ modification/ changes including any addendum shall be published on AICTE website only. Separate advertisement shall not be published.
- viii. The Bidder shall bear all costs associated with the preparation and submission of the tender and AICTE will not be responsible or liable for these costs.

7.2 CONTENT OF BIDS

- i. It is mandatory for all the bidders to submit their Techno commercial bid) documents via online mode only. A scanned copy of Demand Draft pertaining to the EMD + Tender Fee needs to be submitted online while the original of the same is to be deposited in with AICTE.
- ii. **The final financial bid should be exclusive of all prevalent taxes, duties and levies. Taxes will be paid extra as per the prevailing rates.**
- iii. Specific mention should be made of the taxes applicable along with the taxation rates. Change in Tax structure will be reimbursed or recovered accordingly.
- iv. Marketing expenses will be over and above the retainer ship. DAVP rates shall be applicable on the advertisements.
- v. The total cost of rendering the services outlined in the Scope of Work does not include the costs of conducting events (press conferences, events, exhibitions, performances, shows, other activities etc.) and the expenses like transport / stay / food provided to the journalists or printing etc.

7.3 METHODOLOGY AND CRITERIA FOR BID EVALUATION

- i. Scrutiny of the tender document will be done by AICTE to determine whether the documents have been properly signed, Tender fee and Earnest Money Deposit (EMD) paid and all relevant papers submitted. Tenders not conforming to such requirements will be rejected. Technical bids for only qualifying bidders shall be opened.
- ii. **Qualifying Technical Marks:** A bidder must get minimum technical marks of 70 out of 100 to be qualified for opening of financial bid. If any bidder gets marks less than 70, then that particular bidder will not be eligible for further selection process and its financial bid will not be opened.

7.4 OPENING OF FINANCIAL BID

Financial bid of only technically qualified bidders shall be opened on the day and time to be informed to the bidders through the Portal. The financial bid will be

opened in the presence of the authorized representatives of such successful bidders, who choose to attend the bid opening.

7.5 COMPUTATION OF COMPOSITE SCORE (CS) AS PER QCBS

Composite Score (CS) of the technically qualified bidders will be calculated as the sum of weightages assigned to 70% of Technical Score (TS) and 30% of Financial Score (FS), which is as follows:

- i. **$FS = Tn + Fn$**
- ii. **$Tn=70\%$ weightage of Marks scored in Presentation (70 % of Tp)**
- iii. **$Fn=30\% \times Fmin/Fb,$**

**where Fb = Financial bid of the bidding agency
 $Fmin$ = Lowest financial bid received.**

- iv. The final score will be calculated by summing the technical and financial scores. **Final score= $Tn+Fn$. The Bidder with the highest Final score will qualify.**
- v. AICTE does not bind itself to accept the lowest or any particular tender and has the right to refuse any Tender without assigning any reason or select any Bidder that is in the final evaluation list. The decision of the Chairman AICTE shall be final & binding upon all parties.

8. DURATION OF THE CONTRACT

Duration of the Contract will be one year. The project can be extended by two more years on mutual consent subject to satisfactory performance with provision for further continuation with 10 percent increase in retainer ship, after three years.

9. PAYMENT TERMS

- i. The Agency shall be paid on a monthly basis for its services at the completion of each month. The payment will be based on rates finalized for the award of contract to the successful Agency.
- ii. All payments are subject to TDS.
- iii. The Agency shall furnish bills of expenses for the activities related to media & PR events. The reimbursements of such bills shall be made by AICTE.
- iv. The expenses for the travel/accommodation/food for the employees of the Agency shall be reimbursed only on prior approval of the competent authority.
- v. **The final financial bid should be exclusive of all prevalent taxes, duties and levies. Taxes will be paid extra as per the prevailing rates.**

10. ARBITRATION & JURISDICTION

The parties shall endeavour to settle by mutual conciliation for any claim, dispute, or controversy ("dispute") arising out of, or in relation to this tender. Any dispute shall be finally settled in accordance with Arbitration and Conciliation Act 1996, rules amended from time to time. There will be one arbitrator selected by mutual agreement of the parties. In the event that parties cannot reach agreement on sole arbitrator, the parties agree to have a panel of three arbitrators appointed, of which one shall be appointed by each party and third arbitrator appointed by the two arbitrators. The seat and jurisdiction of arbitration will be Delhi. Notwithstanding, all such matters shall be subject to jurisdiction of courts at Delhi only.

PART 2 : TECHNICAL BID

1. Basic Qualifying Criteria

S. No	Eligibility Criteria	Supporting Document						
a)	The Agency must have its offices in India with a well-staffed & fully functioning office in Delhi. It would be preferable if the head office/ headquarter of the Agency is located in Delhi.	Authentic address proof, Proof of incorporation of the Agency/company (Articles of Association); attested by the CA of the Agency to be provided.						
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f)	Experience of designing & generating annual reports, pamphlets, booklets, brochures, calendars, diaries etc over last three years.	<p>Attach list of work orders/service agreements with scanned copy of the cover page. Indicate in brief the following details.</p> <table border="1" data-bbox="815 506 1374 719"> <thead> <tr> <th data-bbox="815 506 914 589">S No</th> <th data-bbox="914 506 1179 589">Organisation Name & Work order No</th> <th data-bbox="1179 506 1374 589">Amount</th> </tr> </thead> <tbody> <tr> <td data-bbox="815 589 914 629"></td> <td data-bbox="914 589 1179 629"></td> <td data-bbox="1179 589 1374 629"></td> </tr> <tr> <td data-bbox="815 629 914 669"></td> <td data-bbox="914 629 1179 669"></td> <td data-bbox="1179 629 1374 669"></td> </tr> <tr> <td data-bbox="815 669 914 719"></td> <td data-bbox="914 669 1179 719"></td> <td data-bbox="1179 669 1374 719"></td> </tr> </tbody> </table>	S No	Organisation Name & Work order No	Amount									
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g)	Experience of creating & generating social media content, AV content, radio jingles, promo films etc over last three years	<p>Attach list of work orders/service agreements as per the following</p> <table border="1" data-bbox="815 927 1374 1140"> <thead> <tr> <th data-bbox="815 927 914 1010">S No</th> <th data-bbox="914 927 1179 1010">Organisation Name & Work order No</th> <th data-bbox="1179 927 1374 1010">Amount</th> </tr> </thead> <tbody> <tr> <td data-bbox="815 1010 914 1050"></td> <td data-bbox="914 1010 1179 1050"></td> <td data-bbox="1179 1010 1374 1050"></td> </tr> <tr> <td data-bbox="815 1050 914 1090"></td> <td data-bbox="914 1050 1179 1090"></td> <td data-bbox="1179 1050 1374 1090"></td> </tr> <tr> <td data-bbox="815 1090 914 1140"></td> <td data-bbox="914 1090 1179 1140"></td> <td data-bbox="1179 1090 1374 1140"></td> </tr> </tbody> </table> <p>Provide online link of the at least five such creatives: -</p> <p>Year 2017-18</p> <ul style="list-style-type: none"> i) ii) iii) iv) v) <p>Year 2018-19</p> <ul style="list-style-type: none"> i) ii) iii) iv) v) 	S No	Organisation Name & Work order No	Amount									
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S. No	Eligibility Criteria	Supporting Document
		Year 2019-20 i) ii) iii) iv) v) .
h)	Technical Presentation	A technical presentation shall be called for by parties conforming to basic eligibility criteria.
i)	Details Awards & Appreciations if any (This is not a qualification criteria)	

2. Manpower Requirement

S. No.	Function	Role	Availability
Dedicated for AICTE at Delhi			
i.	Senior Advisor Media & Public Relations	Overall media and Public Relations strategy: Pan India	
ii.	Lead AICTE	To understand and execute the Media & Public Relations plan	
iii.	Content Specialist	Develop media friendly content	
iv.	Media Coordinator	For coordination to print stories, advertisement in leading dailies.	
v.	Lead Social Media	To generate theme based content & manage social	

		media account of AICTE.	
vi.	Graphic Designer	For creating standalone graphics for various media channels	
On Demand Requirements			
vii.	Cameraman (photo/ video) & Video editor	Develop interesting short films which can be used on various media channels. Separate camera person for still photography and videography.	
viii.	Language translators	For translation works in any of the recognized Indian languages.	

PART 3 : FINANCIAL BID

S No	Item	Unit Cost	Utilisation Factor	Annual Cost
(a)	(b)	(c)	(d)	(e)= (c)x (d)
Fixed Cost				
1.	Cost of Media & Public Relations for public outreach as per the scope of the activity defined in the Clause 3 of RFP and Cost of Dedicated Manpower <i>Indicate only annual cost</i>	----	----	
Other Cost				
2.	Cost of Manpower on requirement basis			
i.	Trained Cameraman for Still Photographer for one full day		40 days	
ii.	Trained Cameraman Videography for one full day		40 days	
iii.	Language Translator for translating a document having 1000 words		40 days	
	Total cost (in numerals)	-	-	
	Total Cost (in words)			

All taxes shall be paid extra as per prevailing rates.

Notes

1. The fixed cost shall be paid to the agency per month on pro-rata basis.
2. The utilisation factor for deriving the 'Cost of manpower on requirement basis' has been assumed to be 40 days in one-year cycle as experienced by AICTE over the past few years.
3. **Disclaimer.** The utilisation factor of 40 days has been introduced only for evaluation purposes of tender. Hence, it is merely indicative in nature and does not assure/ guarantee the quantum of work. The actual engagements may increase/ decrease subject to the activities being undertaken by AICTE at various locations.
4. In case of any mismatch, the total cost indicated in words shall be taken as firm and binding.