REQUEST FOR PROPOSAL

[RFP]

NATIONAL INSTRUCTIONAL MEDIA INSTITUTE

Ministry of Skill Development and Entrepreneurship, Government of India

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PM-SETU Advocacy Campaign – Dissemination Agency

DISCLAIMER

The information contained in this Request for Proposal document ("RFP") or subsequently provided to Bidder(s), whether verbally or in documentary or any other form by or on behalf of the National Instructional Media Institute (the Authority) or any of its employees or advisors is final and binding, and is provided on the terms and conditions of this document.

This RFP is not an agreement and is neither an offer nor invitation by the Authority to prospective Bidders or any other person. The purpose of this RFP is to provide interested parties with information that may be useful in making their Technical offers pursuant to this RFP.

The Authority, its employees and advisors make no representation or warranty and shall have no liability to any person under any law, statute, rules or regulations for any loss, damages, cost or expense which may arise from or be incurred on account of anything contained in this RFP, including the accuracy, adequacy, correctness, completeness or reliability of the RFP and any assessment, assumption, statement or information contained therein.

The issue of this RFP does not imply that the Authority is bound to select a Bidder or to appoint the Successful Bidder. The Authority reserves the right to reject all or any of the Bidders or Bids without assigning any reason whatsoever. The Bidder shall bear all costs associated with or relating to the preparation and submission of its Bid.

Relaxation / Exemption to MSMEs / Startups / SHGs regarding turnover and experience will be granted as per Ministry of Micro, Small & Medium Enterprises Policy Circular No. 1(2)(1)2016-MA dated 10th March, 2016 and Ministry of Finance Office Memorandum dated 25th July, 2016, subject to meeting quality and technical specifications in accordance with the relevant provisions of General Financial Rules, 2017.

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ANNEXURES

1. DEFINITIONS

"Applicable Law" means the laws and any other instruments having the force of law in the EMPLOYER's country i.e., INDIA, as they may be issued and in force from time to time.

"Bank" means Nationalized / Scheduled Commercial Banks.

"SPV" means Special Purpose Vehicle.

"SPOC" means Single Point of Contact.

"PMO" means Project Management Office.

"EMPLOYER" / "Authority" / "Purchaser" means the implementing agency which is NATIONAL INSTRUCTIONAL MEDIA INSTITUTE [NIMI] that signs the Contract with the selected Bidder.

"Bidder" means a legally established professional agency / firm / entity registered in India that may provide or provides the Services to the EMPLOYER under the Contract and RFP. Indian subsidiaries of foreign companies registered under applicable Indian laws and fulfilling eligibility conditions are also eligible.

"Contract" means the legally binding written agreement signed between the EMPLOYER and the Bidder, and includes all attached documents listed in the RFP and Appendices.

"DAVP Rate" means the rate approved by the Department of Advertising & Visual Publicity, Central Bureau of Communication, Government of India, for the placement of government advertisements in various media.

"Day" means a calendar day unless otherwise specified as "Business Day". A Business Day is any official working day as recognised by the EMPLOYER.

"Proof of Performance (PoP)" means documented evidence of execution including but not limited to tear sheets, geo-tagged photographs, broadcast logs, airing certificates, digital analytics reports, and platform screenshots.

"Proposal" means the Technical Proposal.

"RFP" means this Request for Proposal document prepared by the EMPLOYER for the selection of a Bidder.

"Release Order" means the written authorization issued by NIMI to the Dissemination Agency for execution of specific tasks.

“CBC" means the Central Bureau of Communication, Government of India. Only firms empanelled under CBC are eligible to participate in this RFP.

2. IMPORTANT NOTICES TO ALL BIDDERS

NOTICE 1 — Bid must be submitted independently with its own Technical Proposal, EMD, and supporting documents.

NOTICE 2 — MUTUAL EXCLUSIVITY: A firm applying for Dissemination Agency RFP SHALL NOT be eligible to apply for Creative Agency RFP and vice versa. Any firm found to have applied for both RFP will be summarily disqualified from both. For the purposes of this clause, "firm" includes any entity that shares common directors/partners, common beneficial ownership of 26% or more, or is a subsidiary/holding/associate company (as defined under the Companies Act, 2013) of a firm bidding for the companion RFP.

NOTICE 3 — CPPP PORTAL ONLY: Bids must be submitted EXCLUSIVELY through the CPPP Portal (www.eprocure.gov.in). No physical submission will be accepted under any circumstances.

NOTICE 4 — CBC EMPANELMENT MANDATORY: Only firms empanelled under the Central Bureau of Communication (CBC), Government of India are eligible to participate in this RFP. Non-empanelled firms shall be summarily rejected.

NOTICE 5 — CAMPAIGN DURATION: The PM-SETU media campaign shall be executed over a period of up to 2 months from the date of Work Order issuance, with phased implementation across various media channels as per the approved Media Plan. Durations per channel are as specified in Work Order.

NOTICE 6 — The Agency shall attend unlimited review meetings, presentations, strategy discussions and progress meetings at the PM-SETU Scheme Division, Ministry of Skill Development &

Entrepreneurship (MSDE), New Delhi, whenever instructed by NIMI/MSDE, without claiming any additional travelling, boarding or meeting charges.

3. PROCESS OF SELECTION

The process of selection of the successful Bidder shall be as follows:

- Issue of RFP
- Pre-Bid Meeting / Clarification / Corrigendum (if any)
- Submission of Bids (via CPPP Portal only)
- Opening of Technical Bids
  - Pre-Qualification evaluation
  - Technical Bid Evaluation of Qualified Bidders
  - Presentations of the Qualified Bidders (if required by NIMI)
- Only bidders securing a minimum score of 70 Marks shall be considered qualified. Among the qualified bidders, the bidder obtaining the highest score shall be given preference for the issuance of the Work Order.

3.1 RFP Schedule

S.No.	Key Information	Details
1.	Assignment Title	PM-SETU Media Campaign — Dissemination Agency
2	File no:	
3.	Purchaser	NIMI
4.	Location	NIMI Chennai
5.	Date of publication of the RFP	
6.	Last date of submission of Queries	5 days from the Date of publication of the RFP

7.	Pre-bid Meeting	
8.	Bid Submissions	CPPP Portal www.eprocure.gov.in only. Bids obtained only physically will be summarily rejected. Bidders are advised to follow the instructions provided in this Tender document for e-submission of the bids online through CPPP Portal. All documents as per tender requirement shall be uploaded online through CPPP Portal Website and Online bids without any of the required documents will be summarily rejected. Technical bids are to be submitted concurrently duly signed digitally on the Central Public Procurement Portal. The bidders shall have a valid digital signature certificate for participation in the online tender. The cost of digital signatures, if any, will be borne by respective bidders. Prospective bidders are accordingly advised to go through instructions provided at Central Public Procurement Portal.
9.	Method of Selection	Single stage Single bid system (Technical)
10.	Earnest Money Deposit (EMD)	EMD of 2% for Disseminating Agency will be applicable on the total estimated value of Rs 23.50 crore. In the form of a Demand Draft in favour of National Instructional Media Institute (NIMI), payable at Chennai.
11.	Performance Security	The successful bidder(s) is required to submit Performance Security (Performance Bank Guarantee) equivalent to 5% of the estimated respective contract value (i.e., of the applicable ceiling, within the aggregate ₹23,50,00,000 Project Cost) in the form of a Demand Draft in favour of National Instructional Media Institute (NIMI), payable at Chennai, valid for a period of 2 months beyond the date of completion of all contractual obligations of the selected bidder.
12.	Last Date and time of submission of bids	21 days from the Date of publication of the RFP

13.	Opening of Technical Bids	
14.	Scope of Work	Detailed scope of work is provided in this RFP document
15.	Language of bid	English
16.	Bid validity	150 days from the date of submission of Bid
17.	Bid documents	Bidders must submit their bids in line with the requirements stated in this RFP
18.	Issue of Work Order	To be informed later
19.	Address for Communication	Executive Director, NIMI, Guindy, Chennai-32

Interested bidders must satisfy all eligibility criteria stated in the 'Eligibility conditions' of this document.

4. ABOUT NIMI

National Instructional Media Institute (NIMI) was set up as the Central Instructional Media Institute (CIMI) in Chennai in December 1986 by the Government of India as a Subordinate Office under the Directorate General of Employment and Training (DGE&T), with assistance from the Government of Germany through GTZ (German Agency for Technical Cooperation) as the executing agency.

After approval of the Cabinet for the Grant of Autonomous status to CIMI, the Institute was registered as a society on 1st April 1999 under the Tamil Nadu Societies Registration Act, 1975. Since then, it has been functioning as an Autonomous Institute under the Government of India, Ministry of Skill Development & Entrepreneurship (MSDE), Directorate General of Training (DGT), New Delhi.

As per the recommendation of the Governing Council in its 5th Meeting held on 29.06.2003 under the Chairmanship of the Hon'ble Union Labour Minister, the Institute was renamed as National Instructional Media Institute (NIMI) to reflect its national character.

4.1 Campaign Objective

To create high-impact, PAN-India awareness of PM-SETU — a flagship national initiative to modernize 1,000 ITIs and 5 NSTIs into aspirational, government-owned, industry-managed institutions. The Media Agency appointed through this RFP is responsible for OOH installation, print placement logistics, broadcast scheduling, and proof-of-performance documentation, media buying and campaign performance management

NIMI shall issue Release Orders to the Dissemination Agency.

Special emphasis shall be placed on inclusive outreach to women, rural youth, and underserved communities — ensuring that PM-SETU's modernized ITIs become accessible, relatable, and beneficial for all segments of society.

5. SCOPE OF WORK

The following 12 activity areas constitute the full scope of PM-SETU's media campaign. Execution to this plan as per the details given below:

Sl. No.	Activity	Duration	Remarks	Impact	Dissemination Agency
1	Print Campaign in National & Business Newspapers and IEC Material	2 bursts (Regional and National Dailies)	Advertorials highlighting PM-SETU vision and ITI transformation	Reach policymakers/ industry leaders and other targeted aspirants	• **Print Placement & Release Logistics:** Execution of approved newspaper advertisements across national, regional, local language, and business dailies/journals and ensuring timely release as per NIMI's approved media plan. • **IEC Material Printing & Distribution**: The Agency shall be responsible for the physical dissemination of brochures, leaflets, posters, banners, calendars, and other outreach collaterals, as per approved specifications. This includes coordination with vendors, printers, and field operators to ensure timely delivery at designated sites/places such as ITIs, NSTIs, schools, colleges, and community centres.
2	Outdoor Campaign (Hoardings, Bus Shelters, Bus Wraps, Digital Screens, Branding at Business Parks, Airports, Promotional Vans)	2 months	PAN India visibility in major industrial states	High visibility campaign	• **Placement of Creatives:** Execution of approved creatives in **Print and OOH media** strictly as per the campaign plan and as per specifications. • **OOH Installation & Maintenance:** Physical installation and ongoing maintenance of all outdoor media assets to ensure visibility, durability, and compliance.

Sl. No.	Activity	Duration	Remarks	Impact	Dissemination Agency
					• **Hoardings:** Installation of hoardings at designated sites/places, including coordination with authorities and compliance. • **Bus Shelters, Bus Wraps & Cab/Auto Hood Branding:** Execution of branding on bus shelters, application of bus wraps (full/partial), and installation of cab/auto hood branding in approved formats. • **Unipoles:** Unipoles media campaign at designated sites, ensuring structural safety and adherence to outdoor advertising standards. • **Residential Area Branding:** Placement of branding in **schools, colleges, ITIs, NSTIs, Parks, and residential/community areas** as per campaign requirements. • Coordination with **authorities, other stakeholders** for timely execution. • **Monitoring & Compliance:** Regular monitoring of outdoor placements to ensure visibility, campaign alignment, maintenance and compliance with objectives.
3	Content Insertion in Electronic Media as video spots / vignettes / stories and in program insertions	Across 2 months	PAN India cluster focused	Build credibility and visibility amongst electronic channel audience	• Placement of approved creatives in electronic media channels (TV, radio, digital broadcast). • Scheduling program insertions in coordination with broadcasters. • Disseminate content across national/regional, and local channels. • Monitoring broadcast slots to ensure visibility as per campaign plan.

Sl. No.	Activity	Duration	Remarks	Impact	Dissemination Agency
4	Metro Branding (Inside Panels)	1 month	Delhi, Mumbai, Lucknow metros	Daily commuter reach	• Placement & Execution of inside panels metro branding. • Placement of LED/LCD Screens at metro stations. • Coordination with metro authorities for approvals, scheduling, and site permissions.
5	Railway & Bus Station Audio Announcements	1 month	Across key states	High footfall visibility	• Placement of audio jingles for railway and bus station audiences at designated stations. • Placement of content- audio on Vande Bharat Express / Namo Train at designated trains. • Coordination with railway and transport authorities for approvals, scheduling, and site permissions.
6	Promotions through CSCs & Aadhaar Seva Kendras	2 months (In spurts cluster wise)	Rural outreach via digital service centres	Grassroots awareness	• Execution of promotional placements at CSCs, FPS, and Aadhaar Seva Kendras across approved geographies. • Materials/items shall be installed/utilized at service centers. • Coordination with centre operators for installation and permissions.
7	IRCTC Website & App Promotions	1 Month	Banner and in-app promotions	Large digital reach	• Placement of creatives on IRCTC Website & App (banner ads, in-app ads). • Execution of promotional placements across Skill India, MyGov, and programmatic buying platforms. • Coordination with IRCTC and partner platforms for approvals, scheduling, and release.

Sl. No.	Activity	Duration	Remarks	Impact	Dissemination Agency
8	Industry Focused LinkedIn & Digital Campaign (Google Ads, YouTube Promotions, relevant websites and online platforms)	Always ongoing engagement on social media; Campaign focused for 2 months	Target HR leaders, MSMEs and industry associations	Stakeholder engagement	• Digital / social media buying — execute ad placements on Meta, YouTube, LinkedIn, X, and other approved platforms. • Scheduling and release coordination with digital platforms. • Monitoring campaign performance using analytics dashboards.
9	Influencer & Alumni Ambassador Programme	1 month	ITI alumni and micro-influencers	Human storytelling	• Placement of the content, campaign concepts and messaging of influencer-led promotions at designated platform. • Coordination of influencer content release schedules across platforms. • Execution of all paid influencer programs (including honorariums, sponsored posts, paid promotions).
10	Radio Spots / Podcasts Integration	1 month	AIR, other private channels and music apps deemed important	Mass audio visibility	• Scheduling of airings across national and regional radio station. • Radio / FM station booking and airing logistics with broadcasters. • Execution of placements on AIR— national and regional networks. • Execution of placements on Private FM stations across Tier 1, Tier 2, and Tier 3 cities. • Execution of placements on Community Radio networks. • Execution of audio on music streaming platforms — Spotify, JioSaavn, Gaana etc.

Sl. No.	Activity	Duration	Remarks	Impact	Dissemination Agency
					• Monitoring of broadcasts to ensure reach and compliance with campaign plan.
11	Campaign Production (Master Film, Short Duration Content, Instructional Videos, Bytes of States/ Industry as and when they onboard / have views on the scheme)	Initial 2 months	Content repository for campaign	Long-term communication assets	• Scheduling and placement of produced films and videos across approved media platforms (TV/digital/social/events) at designated platforms like broadcasters, OTT platforms, and digital channels.
12	Industry Workshops & Roadshows in Skill Clusters	Project period	Engagement with industry bodies and state stakeholders	Partnership building	• Execution of workshops and roadshows in identified skill clusters at designated places. • Coordination with industry partners, training institutes, and local authorities for venue, logistics, execution of workshops and roadshows. • Placement of branding material at venues (banners, standees, etc.). • Monitoring event execution to ensure alignment with the objectives.

5.1 Dissemination Agency

The Dissemination Agency shall be responsible solely for the Media Buying & planning placement, scheduling, monitoring, and documented proof of performance of NIMI-supplied creatives across all approved media channels. The Dissemination Agency's responsibility begins at the point of receiving approved creatives from NIMI / and ends upon submission of final PoP documentation and the Media Utilization Certificate (MUC). In terms of influencer programmes, Dissemination Agency shall only handle dissemination of influencer programmes on assigned social/electronic media platform.

5.1.1 Scope Boundaries

- Collection of documented Proof of Performance (PoP).
- Submission of Media Utilization Certificate (MUC).
- All quantities, platforms, and locations shall be finalized by NIMI, Applicable rates shall follow DAVP/CBC guidelines. In cases where DAVP rates are not available, the corresponding Government Departmental rates shall be applied as per the discretion of NIMI.

5.1.1 (A) Release Order Management

- After issue of Print Media release order by NIMI, ensure placement, insertion in the specific issue of national dailies, regional newspapers, and magazines
- After issue of release order by NIMI, ensure all radio / audio spots on AIR, FM, community radio, and streaming platforms

5.1.1 (B) Print Media Dissemination

The Agency shall receive NIMI-approved print creatives and ensure their accurate, timely placement in:

- National dailies — Hindi, English, and key regional language editions
- Key regional and vernacular newspapers across all states and UTs
- Reputed magazines (Outlook, Business World, India Today, etc.) in a ratio of 3:1 (Dailies : Magazines) as per NIMI-approved media plan
- All placements to be executed at DAVP approved rates — no exceptions
- Coordinate insertion scheduling, edition selection, and mechanical deadline compliance
- Submit tear sheets, circulation certificates, and release orders for each insertion within 3 business days of publication

- Report Reach (estimated readership) and Impressions (total circulation × frequency) for all print placements

5.1.1 (C) Outdoor / OOH Media Dissemination

The Agency shall procure, install, and maintain outdoor and transit visibility at NIMI-specified locations. Creatives in required large-format sizes shall be supplied by the Creative Agency. The Dissemination Agency shall:

- Procure and install hoardings at prominent junctions across Tier 1, 2, and 3 cities as per the NIMI-approved location plan
- Execute Bus Shelter branding, Bus Wraps, and Auto Hood branding
- Place creatives on Digital Display Boards and LED/LCD Screens at Metro Stations and Railway Stations
- Install Unipoles along highways and state borders
- Execute Vande Bharat Express / Namo Train digital screen placements
- Install residential area branding and Kiosks at schools, colleges, ITIs and NSTIs
- Execute metro inside-train branding in Delhi, Lucknow, Mumbai , and other approved cities
- Execute jingle and audio announcements at major railway and bus stations across India
- Execute promotional placements at Common Service Centres (CSCs), Fair Price Shops (FPS), and Aadhaar Seva Kendras etc
- Obtain all statutory permissions and safety compliances BEFORE installation
- Submit geo-tagged photographs and display certificates for each site within 48 hours of installation
- Report aggregate daily Reach and total Impressions for each OOH location
- NIMI shall reserve the right to modify, amend, or revise the media plan, at its sole discretion, in consultation with the agency engaged for dissemination.

5.1.1 (D) Electronic, Digital & Social Media Dissemination

The Agency shall manage placement and scheduling of pre-produced audio creatives (radio spots, jingles, audio ads — all produced by Creative Agency) on:

- AIR (All India Radio) — national and regional networks
- Private FM stations across Tier 1, 2, and 3 cities
- Community radio networks in aspirational districts and tribal/rural areas

- Music streaming platforms — Spotify, JioSaavn, Gaana (audio pre-rolls)
- Coordinate scheduling for maximum frequency and recall — especially in rural and peri-urban areas
- Submit broadcast logs and airing certificates for each station within 48 hours of airing
- Report total Reach and Impressions for all electronic media placements
- NIMI shall reserve the right to modify, amend, or revise the media plan, at its sole discretion, in consultation with the agency engaged for dissemination.

Channel	Agency Responsibility & Scope
Meta (Facebook & Instagram)	Placement of Promoted posts, sponsored content, story ads. Targeting: aspirational districts, Tier 1/2/3 cities. A/B testing before finalization of dissemination ready content.
YouTube	Placement of Skippable and non-skippable pre-roll/mid-roll ads for campaign films, reels, and testimonials. Target: youth job seekers, ITI aspirants, parents.
LinkedIn	Placement of Sponsored content targeting industry partners, training institutes, HR decision-makers.
X (Twitter)	Placement of Promoted tweets and trend amplification during milestone weeks.
Programmatic Display	Programmatic buying across premium digital publishers targeting youth and parent cohorts.
IRCTC Website & In-App	Placement of Banner and in-app advertisements on the IRCTC platform.
Skill India / MyGov Website	Placement of Promotional placements on Skill India digital ecosystem.
Youth Portals	Paid placements on YourStory, Logical Indian, and other approved youth-centric platforms.

Channel	Agency Responsibility & Scope
Influencer Paid Programs	Placement and dissemination on Electronic and Social Media Platform.
Cinema Hall Spots	Placement and dissemination of spot promotion in Tier 1 and Tier 2 city multiplexes (30–60 second spots).

Note: All digital media placements at DAVP rates where applicable. The Agency shall submit real-time analytics dashboards weekly — including Reach, Impressions, CPM, CTR, VTR, ROAS per channel.

5.1.1 (E) Monitoring, Reach & Impressions Reporting

The Dissemination Agency shall maintain rigorous monitoring and documentation throughout the 2-month campaign period:

- Submit weekly campaign performance dashboards to NIMI covering all media verticals — specifically reporting Reach and Impressions per channel
- Submit platform-wise and geography-wise dissemination reports including estimated Reach and cumulative Impressions
- Maintain a real-time PoP repository accessible to NIMI at all times
- Compile and submit Consolidated Media Utilization Certificate (MUC) within 15 days of campaign close
- Provide geo-tagged photographs for all OOH and transit placements (within 48 hours of installation)
- Provide broadcast logs and airing certificates for all electronic media placements
- Provide tear sheets and insertion certificates for all print placements
- Support NIMI in Brand Lift Studies or impact assessments as required
- Final Reach & Impressions Report summarizing total unduplicated reach and total impressions across all channels to be submitted within 7 days of campaign close

5.1.1 (F) Performance Management & Campaign Reporting

- Campaign report accessible to NIMI client team at all times — platform-wise, geography-wise, and channel-wise
- Weekly performance review meetings with NIMI including optimization recommendations and budget reallocation proposals
- Submitting weekly reporting of Reach (unique individuals exposed) and Impressions (total ad deliveries) per channel, platform, and geography
- Monthly campaign performance dashboards submitted to NIMI for review and course correction
- End-of-campaign Brand Lift Study (BLS) or equivalent impact assessment
- Final Campaign Completion Report with analytics, insights, and lessons learnt
- Final Media Utilization Certificate (MUC) with reconciled media billing

5.1.1 (G) Agency Minimum Team Requirements

Sl.	Vertical / Role	Min. Team Size	Min. Experience
A	Print Media Dissemination	Minimum 2 dedicated	5+ years (2+ years Govt. projects)
B	Outdoor / OOH Dissemination (incl. Field Coordination)	Minimum 6 dedicated (min. 1 field coordinator per zone)	5+ years (2+ years Govt. projects)
C	Electronic Media Dissemination	Minimum 4 dedicated	5+ years (2+ years Govt. projects)
D	Monitoring, PMO & Reporting (Reach & Impressions)	Minimum 4 dedicated	5+ years (2+ years Govt. projects)
E	Digital Media Buying & Analytics	Minimum 2 dedicated	3+ years (2+ years Govt. projects)
F	Placement Management (Print & Radio)	Minimum 2 dedicated	5+ years Govt. experience

Sl.	Vertical / Role	Min. Team Size	Min. Experience
G	Account Management / SPOC & PMO	Minimum 2 dedicated	5+ years

6. TARGET AUDIENCE

The PM-SETU media campaign shall target the following audience segments:

Audience Segment	Description
Youth & Job Seekers	Seeking skill training and employment opportunities through PM-SETU.
Women	Women seeking livelihood opportunities, upskilling, and economic independence through PM-SETU.
Marginalized Communities	SC/ST communities, tribal populations, and minority groups in rural and semi-urban areas.
Rural & Semi-Urban Population	Residents of aspirational districts, Tier 2/3 cities, and villages with limited access to formal education.
Training Partners & Employers	Vocational training institutes, industry employers, and corporate partners supporting apprenticeship and placement.
Parents & Influencers	Parents, community leaders, school teachers, and local influencers who shape youth decisions.
Industry Leaders & Policy Stakeholders:	HR heads, MSMEs, industry associations, state government officials and policy makers evaluating PM-SETU for partnership.

7. ELIGIBILITY CONDITIONS

7.1 General Eligibility Conditions

- Applicants must read carefully the minimum Conditions of Eligibility provided herein. Proposals of only those Applicants who satisfy the Conditions of Eligibility will be considered for evaluation.
- Limited Liability Partnership registered under the LLP Act, 2008, a registered Partnership under the Indian Partnership Act, 1932, a Firm, or a registered Society/Trust under the Societies Act, 1860, in continuous operation in the relevant field for at least 5 (Five) years, evidenced by Certificate of Incorporation/Registration.
- The Bidder must be registered in India. Indian subsidiaries of foreign companies registered under applicable Indian laws and fulfilling eligibility conditions are also eligible.
- Only firms empanelled under CBC (Central Bureau of Communication), Government of India are eligible to participate.
- A firm applying for Creative Agency SHALL NOT be eligible to apply for Dissemination Agency, and vice versa. Any firm found applying for both Agency will be summarily disqualified from both.
- Bidders convicted by any Court of Law or whose contracts have been terminated or bids disqualified due to violations of bid conditions by any Central / State Government or Government agency in the past 5 years shall not be eligible.
- It is the primary responsibility of intending bidders to ensure correct submission of information. Any misrepresentation, suppression of information, or non-compliance shall make the bid non-responsive and liable to be disqualified, with forfeiture of EMD.

7.2 Minimum Eligibility Criteria

- Must be empanelled under CBC, Government of India — MANDATORY
- Minimum 5 years of experience in managing large-scale government communication campaigns
- Cumulative turnover of at least INR 50 Crore in the last 3 financial years (FY 2022-23 to FY 2024-25), certified by a Chartered Accountant
- Must not be blacklisted by any Government department, PSU, or Autonomous Body

- Proven specific experience in placement, scheduling, and PoP documentation for Government campaign creatives — at least 3 projects
- Demonstrated established vendor relationships with print publications, OOH vendors, FM networks, and digital platforms capable of executing at DAVP rates across all states
- Demonstrated in-house geo-tagging capability and PoP documentation system with Reach & Impressions reporting
- Must NOT be the same entity as, or have any common ownership / directorship with, the Creative Agency appointed by NIMI for the PM-SETU campaign."

Note:

(a) Copies of Work Orders / Completion Certificates must be furnished as documentary proof for all claimed experience.

(b) Audited Balance Sheets and Profit & Loss Accounts certified by a Chartered Accountant must be submitted for the last 5 financial years.

(c) Only those Bidders who meet the minimum Eligibility criteria shall be invited for technical presentation.

(d) Only those Bidders who get highest score in technical and presentation shall be considered for issue to Work Order

8. TECHNICAL EVALUATION CRITERIA

Consolidated Technical Evaluation basis 100 marks (inclusive of Financial capabilities) no separate cost-based (QCBS) scoring is applied, as all media placements are executed at fixed, non-negotiable DAVP-approved rates uniformly applicable to every bidder. Only bidders securing a minimum score of 70/100 in Technical Evaluation shall be considered technically qualified. The bidder obtaining the highest score shall be given preference for the issuance of the Work Order

8.1 Technical Evaluation

Evaluation Parameter	Max Marks
8.1 (A). ORGANISATIONAL CAPABILITY & EXPERIENCE	**30 Marks**
Years of experience (8+ years = 5 Marks, 5+ years to 8 years = 3 Marks, up to 5 years = 2 Marks)	5
Cumulative turnover of the last 3 years (during 2022-23, 2023-24, 2024-25) Greater than equal to Rs 50 Cr. but less than 100 Cr. = 5 Marks Greater than equal to Rs. 100 Cr. but less than Rs.150 Cr. = 10 Marks Greater than equal to Rs. 150 Cr. but less than 200 Cr. = 15 Marks Greater than equal to Rs. 200 Cr. but less than 250 Cr. = 20 Marks Greater than equal to Rs. 250 Cr. = 25 Marks	25
8.1 (B). PRIOR EXPERIENCE OF ACCOUNT MANAGEMENT	**10 Marks**
At least one public sector account with a work order value of Rs. 15 Crore or 2 accounts of 10 Crore each (during 2023-24, 2024-25) = 5 Marks 5 Marks for each additional account of Rs. 10 Crore value	10
8.1 (C). Approach to Media Planning and Buying	**30 Marks**
Approach to Media Planning and Buying with estimated reach basis the understanding of the target audience Indicative parameters of evaluation: 1. Media Mix Optimization 2. Reach, Impressions or other relevant Metrics 3. Cost Optimization Plan 4. Target Audience Relevance *Marks will be awarded as per the evaluation of the qualitative and quantitative aspects of the Approach and Methodology by Technical Evaluation Committee	30

Evaluation Parameter	Max Marks
8.1 (D). Past Technical Experience	**20 Marks**
Past Experience: 5 Campaign dissemination case studies showcasing relevant experience of working with Government Clients and social sector. *4 Marks each for each case study showcasing relevant experience working with govt. clients and social sector with a maximum of 20 marks	20
8.1 (E). Past Experience of Tracking and Monitoring	**10 Marks**
Tracking and Monitoring: 5 case studies showcasing relevant experience of monitoring and tracking working with Government Clients and social sector. *2 Marks each for each case study showcasing effective tracking and monitoring experience for campaigns working with govt. clients and social sector with a maximum of 10 marks	10
TOTAL	**100**

9. PAYMENT TERMS & MILESTONE SCHEDULE

Milestone	Deliverables / Proof Required	% of Contract Value	Indicative Timeline
Milestone 1 — Mobilisation & Plan Approval	Submission of details of Mobilization of Team and schedule of campaign along with dissemination strategy	20%	Within 10 days of Work Order
Milestone 2 — Mid-Campaign Execution Report	Approval creative for OOH/Metro photos, print and draft content for digital and social media clippings, etc. shall be shared with the Dissemination Agency and execution of the same as per the Work Order	30%	At campaign midpoint (end of Month 1)
Milestone 3 — Campaign Closure Report	All PoP documents, platform analytics with Reach & Impressions data, MUC draft, Final Reach & Impressions Report	40%	Within 7 days of campaign end
Milestone 4 — Close-out Final Settlement (Retention)	Final MUC approved, audit report, brand lift study submitted, reconciled Reach & Impressions report and IP	10% (Retention)	Within 30 days of Milestone 3

10. GENERAL TERMS & CONDITIONS

- All campaign data, reports, creatives, media plans, analytics, and campaign outputs shall remain the exclusive property of the Government of India / MSDE / NIMI. The Bidder shall have no proprietary claim over any such material.
- The selected Bidder shall maintain strict confidentiality of all campaign details, strategy, placement data, rates, financial terms, and any other information related to the assignment. Breach of confidentiality shall be treated as a material breach of contract.
- NIMI / MSDE reserves the right to terminate the contract with 15 days' written notice, or immediately in case of material breach, non-performance, or misrepresentation.
- All creatives, content, and media placements must strictly adhere to DAVP guidelines, Government of India communication standards.
- All payments shall be milestone-based, released upon verified completion of defined deliverables and submission of requisite Proof of Performance. No advance payment shall be made under any circumstances.
- A 10% Retention Amount of the total contract value shall be withheld until final campaign sign-off, submission of the Final Media Utilization Certificate (MUC), and approval of the Campaign Completion Report by NIMI.
- All media placements shall be executed at DAVP-approved rates. Any costs exceeding DAVP rates shall not be reimbursed. For media categories where DAVP rates are not available, other Government-approved rate cards shall be considered as the benchmark by the NIMI, which shall be disclosed only to the selected agency after finalization.
- The selected Bidder shall submit a Performance Bank Guarantee (PBG) equivalent to 5% of the total contract value within 10 days of Work Order issuance.
- Dispute resolution shall be governed by the laws of India. The courts at Chennai shall have exclusive jurisdiction.
- Bid validity: 150 days from the date of submission.
- The selected Bidder shall maintain adequate backup resources to ensure uninterrupted service in case of personnel absence, attrition, or any unforeseen event during the campaign period.

- Firms shall not enter into cartel arrangements with other empanelled firms. Any cartel arrangement discovered shall result in immediate termination of empanelment and contract.

11. PENALTY CLAUSE

IMPORTANT: Given the 2-month campaign timeline, strict adherence to delivery schedules is essential. Penalties shall be applied rigorously for any delay or underperformance.

11.1 General Penalty Provisions

1. If at any point it is found that the FIRM has submitted factually incorrect information or failed to fulfill any contractual obligation, NIMI/MSDE may cancel the contract with immediate effect and/or debar the bidder from future bidding for a period to be decided by the Ministry.
2. It is the first and foremost responsibility of the FIRM to ensure that services are provided satisfactorily and the contract is executed as per agreed terms and conditions.
3. The FIRM shall perform all obligations in a professional and timely manner. MSDE / NIMI reserves the right to claim compensation at a higher rate in case of non-performance or sub-standard services.

11.2 Specific Penalty Matrix

S.No.	Default / Breach	Penalty
1.	Delay in executing approved media placements / OOH installations / broadcast scheduling beyond agreed timeline"	0.5% of contract value per day of delay, subject to a maximum of 10% of contract value
2.	Failure to achieve minimum 80% of agreed media placements / OOH installations within the campaign period.	0.5% of contract value per 5% shortfall in execution
3.	Failure to submit weekly Reach & Impressions reports / analytics dashboards within 72 hours of due date	INR 25,000 per delayed submission; repeated delays (3+) may lead to contract termination

S.No.	Default / Breach	Penalty
4.	Non-submission or incorrect Proof of Performance (PoP) documents (tear sheets, geo-tagged photos, broadcast logs)	Withholding of 100% of milestone payment linked to the unverified deliverable until PoP is submitted and verified
5.	Violation of DAVP rate norms — placement at rates exceeding DAVP-approved rates	Full excess amount to be recovered from the FIRM's invoice; breach may lead to blacklisting
6.	Any breach of the no-conflict / mutual exclusivity clause (firm applying for both agency)	Immediate disqualification from both agency and forfeiture of EMD
7.	Failure to complete the entire campaign within the 2-month stipulated period without Force Majeure grounds	5% of total contract value + NIMI reserves the right to get the work completed by another agency at the FIRM's cost
8.	Midway unilateral withdrawal from the contract	Forfeiture of full Performance Bank Guarantee (PBG) + blacklisting from NIMI/MSDE contracts for 5 years
9.	Submission of false, forged, or misleading information in the bid or during execution	Immediate termination, forfeiture of PBG, and debarment from NIMI/MSDE tenders for a minimum of 3 years
10.	Non-execution of work order beyond one week of issuance without valid reason	Contract liable to be terminated immediately; work awarded to next-ranked bidder at FIRM's cost and risk

11.3 Conditions Qualifying for Termination

The following special circumstances shall warrant immediate contract termination:

1. The FIRM becomes insolvent / bankrupt.
2. The FIRM fails to comply with the decisions / mandate of NIMI / MSDE.
3. Any documents, information, data or statement submitted by the FIRM in its proposals is found to be false, incorrect or misleading.
4. If the acts of the FIRM are found to be unethical by NIMI / MSDE.
5. Any malpractices relating to the financial implications of the project.
6. Failure to submit the required services within the given timeline (2-month campaign window).
7. The firms shall not enter illicit cartel arrangements with other empaneled firms, failing which the empanelment will be terminated immediately.
8. NIMI / MSDE shall be at liberty to terminate the agreement without assigning any reason by giving 15 days' written notice to the other party.

12. PERFORMANCE BANK GUARANTEE (PBG)

a) The successful bidder(s) is required to submit Performance security i.e., Performance Bank Guarantee (PBG) equivalent to 5% of the estimated contract value.

b) PBG shall be drawn in the form of a Demand Draft/Bank Guarantee issued by any Scheduled Commercial Bank in favor of National Instructional Media Institute, payable at all over India. Proposals without the requisite PBG shall be treated as non-responsive and rejected. No exemption from submission of PBG is allowed. No adjustment of PBG with respect to other works previously lying with Authority is allowed. The bidder shall submit PBG within 10 days from the issue of Work Order. No third party PBG will be accepted. PBG shall be valid for a period of 2 months beyond the date of completion of all contractual obligations of the selected bidder.

c) The selected bidder shall be responsible for extending the validity date and claim period of the PBG as and when it is due on account of non-completion of the project. In case the selected bidder fails to submit PBG within the time stipulated, MSDE AND NIMI at its discretion may cancel the order placed on the agency without giving any notice. MSDE and NIMI shall invoke the performance guarantee in case the selected bidder fails to discharge their contractual obligations during the period.

13. EARNEST MONEY DEPOSIT (EMD)

The Proposal shall be accompanied with a separate Earnest Money Deposit (EMD) as per the following details:

- EMD of 2% for Disseminating Agency will be applicable on the total estimated value of Rs 23.50 crore.

No exemption from submission of EMD is allowed. No adjustment of EMD with respect to other works previously lying with Authority is allowed. Unsuccessful bidder's EMD will be discharged/ returned within 60 days from the date of execution of the agreement between Authority and the selected bidder. No interest will be paid on EMD. The EMD of the successful bidder shall be returned immediately upon obtaining the Performance Security. The EMD shall be forfeited in the following cases:

a) In case the FIRM is found in breach of any condition(s) of this RFP
b) If a bidder withdraws its bid during the period of validity of the Bid.
c) In case of a successful bidder, if the bidder fails within the specified time limit to sign the agreement.
d) In case of a successful bidder, if the bidder fails within the specified time limit to furnish the required performance security
e) In case the agency is found in breach of any condition(s) of this RFP.
f) In case of a successful bidder, if the bidder fails to sign the contract in accordance with this RFP.

Note: Relaxation/Exemption to MSMEs/Startups/SHGs regarding turnover and experience will be granted as per Ministry of Micro, Small & Medium Enterprises (MSMEs) Policy Circular No. 1(2)(1)2016-MA dated 10th March, 2016 and Ministry of Finance Office Memorandum of even number dated 25th July, 2016 subject to meeting of quality and technical specifications in accordance with the relevant provisions of General Financial Rules, 2017.

14. SUBMISSION OF PROPOSALS

MANDATORY: All bids must be submitted EXCLUSIVELY through the CPPP Portal (www.eprocure.gov.in). No physical submission will be accepted under any circumstances. Bids obtained only physically will be summarily rejected.

- Technical Proposal must be submitted digitally with a valid Digital Signature Certificate on the CPPP Portal.
- All documents as per tender requirement shall be uploaded online through CPPP Portal Website. Online bids without any of the required documents will be summarily rejected.
- Bidders shall have a valid digital signature certificate for participation. The cost of digital signatures shall be borne by respective bidders.
- Technical must be submitted and to be digitally signed on the CPPP Portal.
- Telex, mail, cable, facsimile, or postal tenders shall be rejected outright.

15. DOCUMENTS TO ACCOMPANY THE PROPOSAL

Technical Proposal

1. Covering Letter and Details of Bidder (as per Annexures I and II)
2. Earnest Money Deposit (EMD)
3. Company Registration Certificate, Photocopy of PAN Card, GSTIN Registration
4. Balance Sheets and Income Statements duly certified by Chartered Accountant indicating Annual Turnover for the last 5 financial years
5. CBC Empanelment Certificate (attested copy) — MANDATORY
6. Self-declaration of non-blacklisting (as per Annexure-VI)
7. Financial details along with Balance Sheet and P&L Statement (as per Annexure-V)
8. Work Order / Completion Certificate for each claimed experience
9. A detailed Index Page with clearly mentioned page numbers for each document
10. Any other document the Bidder considers necessary

16. OTHER PROVISIONS

16.1 Force Majeure

Neither the selected Bidder nor the Authority shall be liable to the other for any loss or damage occasioned by or arising out of acts of nature such as unprecedented flood, volcanic eruption, cyclone, tsunami, earthquake, pandemic, or other convulsions of nature; or other acts such as invasion, the acts of foreign countries, hostilities, or war-like operations before or after declaration of war, rebellion, or military power, which prevent performance of the assignment and which could not have been foreseen or avoided by a prudent person.

16.2 Validity of Bid

Proposals shall remain valid for 150 (One Hundred and Fifty) days from the last date of submission of bid. On request from the Authority, Bidders may be required to extend validity on the same terms. A Proposal valid for a shorter period shall be rejected as non-responsive. NIMI shall extend the validity of Bid based of mutual acceptance.

16.3 Currencies of Bid and Payment

The prices shall be quoted by the bidder in Indian Rupees (INR) only.

16.4 Applicable Law

The work-order will be governed by the laws and procedures established by the Govt. of India within the framework of applicable legislation and enactment made from time to time concerning such commercial dealings/processing and courts in Chennai shall have jurisdiction, notwithstanding the result that otherwise may arise from application of the conflict of law rules of any competent jurisdiction.

16.5 Addendum / Corrigendum / Notice

At any time prior to the deadline for submission of Proposal, the Authority may, for any reason, whether at its own initiative or in response to clarifications requested by a Bidder, modify any of the terms mentioned in this RFP document by the issuance of addendum / amendment / corrigendum / notice. All such amendments / addendum / corrigendum / notice will be circulated to the bidders and will be binding on all. In order to abide by the issuance of the amendment or allow the bidder to give a reasonable time for considering an amendment into their proposal, or for any other reason, the Authority may, in its sole discretion, extend the submission due date.

Bidders are advised to periodically check for notices, addendum and corrigendum issued in relation to the RFP. Any Addendum / Corrigendum / Notice etc. for this assignment issued by Authority will be published only on the website. Website: http://nimi.gov.in

16.6 Right to Reject Any or All Proposals

Notwithstanding anything contained in this invitation document, Authority reserves the right to accept or reject any Proposal and to annul this selection Process and reject all proposals, at any time during the bidding process without any liability or any obligation for such acceptance rejection or annulment, and without assigning any reasons thereof.

Authority, also, reserves the right to reject any Proposal if:

a) at any time, a material misrepresentation is made or uncovered, or

b) the Bidder does not submit sufficient information as being asked for.

16.7 Pre-Integrity clause

An “Integrity Clause” would be signed between the Authority and FIRM. This is a binding agreement between the Authority and FIRM for specific contracts in which the Ministry promises that it will not accept bribes during the procurement and services process and bidder promises that they will not offer bribes. Under this Pact, FIRM for specific services or contracts agree with the Authority to carry out the procurement & services in specified manner. Elements of the Pact are as follows:

a) A pact (contract) between the Authority (Principal) and the FIRM for this specific activity (Media Plan for PM-SETU);

b) An undertaking by the Principal (i.e., MSDE or NIMI) that its officials will not demand or accept any bribes, gifts etc., with appropriate disciplinary or criminal sanctions in case of violation;

c) A statement by FIRM that it has not paid, and will not pay, any bribes;

d) An undertaking by FIRM to disclose all payments made in connection with the contract in question to anybody (including agents and other middlemen as well as family members, etc. of officials); the disclosure would be made either at the time of signing of contract or upon demand of the Principal, especially when a suspicion of a violation by the FIRM emerges;

e) The explicit acceptance by FIRM that the no-bribery commitment and the disclosure obligation as well as the attendant sanctions remain in force for the duration of the Media Plan for PM-SETU contract until the contract has been fully executed.

f) Undertaking on behalf of FIRM will be made "in the name of and on behalf of the company's Chief Executive Officer".

g) The following set of sanctions shall be enforced for any violation by the FIRM of its commitments or undertaking:

i. Denial or loss of contracts;

ii. Forfeiture of the bid security and performance bond;

iii. Liability for damages to the principal (i.e. MSDE or NIMI) and the competing Bidders; and

iv. Debarment of the violator by the Principal (i.e. MSDE or NIMI) for an appropriate period of time.

h) FIRM is advised to have a company code of conduct (clearly rejecting the use of bribes and other unethical behaviors and a compliance program for the implementation of the code of conduct throughout the company.

16.8 Statutory Duty and Taxes

a) Any upward change in any duty/tax as a result of any statutory variation taking place within contract terms shall be allowed to the extent of actual quantum of such duty/tax paid by the FIRM. Similarly, in case of downward revision in any duty/tax, the actual quantum of reduction of such duty/tax shall be reimbursed to the Ministry by the FIRM. All such adjustments shall include all reliefs, exemptions, Rebates, concession etc. if any obtained by the contractor.

b) The rate and the nature of GST applicable at the time of supply should be shown separately. GST - will be paid to the FIRM at the rate at which it is liable to be assessed or has actually been assessed provided the transaction of services is legally liable to GST and the same is payable as per the terms of the contract.

16.9 Dispute Resolution

The Bidder and FIRM shall endeavor their best to amicably settle, by direct negotiation, all disputes arising out of or in connection with the contract. In case any dispute between the Parties does not settle by negotiation, the same may be resolved exclusively by arbitration and such dispute may be submitted by either party for arbitration. Arbitration shall be held in Chennai and conducted in accordance with the provisions of Arbitration and Conciliation Act, 1996, and the Arbitration & Conciliation Amendment Act (2015) as amended up to date.

16.10 Issue of Work Order

After NIMI notifies the successful bidder, an agreement will be signed and a formal Work Order issued.

16.11 Indemnification & Limitation of Liability

a) The selected bidder (the "Indemnifying Party") shall undertake to indemnify, hold harmless MSDE or NIMI (the "Indemnified Party") from and against all claims, liabilities, losses, expenses (including reasonable attorneys' fees), fines, penalties, taxes or damages (Collectively “Loss”) on account of bodily injury, death or damage to tangible personal property arising in favour of any person, corporation or other entity (including the Indemnified Party) attributable to the Indemnifying Party's negligence or willful default in performance or non-performance under this Agreement.

b) Indemnifying Party will not indemnify the Indemnified Party, however, if the claim of infringement is caused by

I. Indemnified Party’s misuse or modification of the Service.

II. Indemnified Party’s failure to use corrections or enhancements made available by the Indemnifying Party.

III. Indemnified Party’s use of the Service in combination with any product or information not owned or developed by the Indemnifying Party.

c) If any service, information, direction, specification, or materials provided by Indemnified Party or any third party contracted to it is, or likely to be, held infringing, the Indemnifying Party shall, at its expense and option

I. Procure the right for Indemnified Party to continue using it

II. Replace it with a non-infringing equivalent

III. Modify it to make it non-infringing.

IV. The foregoing remedies shall constitute the sole liability of the indemnifying Party concerning such infringement claims and the Indemnified Party's exclusive remedies.

d) The indemnities set out above, shall be subject to the following conditions:

I. the Indemnified Party as promptly as practicable informs the Indemnifying Party in writing of the claim or proceedings and provides all relevant evidence, documentary or otherwise.

II. the Indemnified Party shall, at the cost of the Indemnifying Party, provide reasonable assistance in the defense of such claim, including access to relevant information, documentation, and personnel. Such assistance will be limited to information and efforts readily available without causing undue burden to the Indemnified Party.

III. if the Indemnifying Party does not assume full control over the defense of a claim as provided in this Article, the Indemnifying Party may participate in such defense at its sole cost and expense, and the Indemnified Party will have the right to defend the claim in such manner as it may deem appropriate, and the cost and expense of the Indemnified Party will be included in Losses.

IV. the Indemnified Party shall not prejudice, pay, or accept any proceedings or claim, or compromise any proceedings or claim, without the written consent of the Indemnifying Party

V. All settlements of claims subject to indemnification under this Clause will be entered into only with the consent of the Indemnified Party, which consent will not be unreasonably withheld and include an unconditional release to the Indemnified Party from the claimant or plaintiff for all liability in respect of such claim; and include any appropriate confidentiality agreement prohibiting disclosure of the terms of such settlement.

VI. the Indemnified Party shall account to the Indemnifying Party for all awards, settlements, damages, and costs (if any) finally awarded in favour of the Indemnified Party which are to be paid to it in connection with any such claim or proceedings.

VII. the Indemnified Party shall take steps that the Indemnifying Party may reasonably require to mitigate or reduce its loss because of such a claim or proceedings.

VIII. in the event that the Indemnifying Party is obligated to indemnify an Indemnified Party pursuant to this Article, the Indemnifying Party will, upon payment of such indemnity in full be subrogated to all rights and defenses of the Indemnified Party with respect to the claims to which such indemnification relates; and

IX. if a Party makes a claim under the indemnity set out above in respect of any Loss or Losses, then that Party shall not be entitled to make any further claim in respect of that Loss or Losses (including any claim for damages).

a) The liability of either Party for claims related to this Agreement shall be limited to direct damages only, not exceeding one time the total contract value payable under this Agreement. However, this liability cap shall not apply to indemnification obligations set out above or to damages arising from gross negligence, willful misconduct, or breach of confidentiality.

b In no event shall either party be liable for any consequential, incidental, indirect, special, or punitive damage, loss, or expenses (including but not limited to business interruption, lost business, lost profits, or lost savings) nor for any third-party claims (other than those set- forth in above) even if it has been advised of their possible existence.

c) The allocations of liability in this Section represent the agreed and bargained-for understanding of the parties and compensation for the Services reflects such allocations. Each Party has a duty to mitigate the damages and any amounts payable under an indemnity that would otherwise be recoverable from the other Party pursuant to this Agreement by taking appropriate and commercially reasonable actions to reduce or limit the amount of such damages or amounts.

d) Any loss of property and/ or life during the event or its preparations shall be borne entirely by the Indemnifying Party and MSDE/NIMI shall not be held liable for any claims. The Indemnifying Party shall be responsible for all Third-Party claims and is required to procure adequate insurance coverage at its own expense to meet such liabilities The Indemnifying Party shall provide proof of insurance coverage to the Indemnified Party before commencing work.

16.12 PRE-BID MEETING

a) The purpose of the Pre-Bid Meeting will be to clarify and discuss issues with respect to the Project, the RFP document, or any other related issues.

b) The Bidder's designated representatives are invited to attend the Pre-Bid Meeting at their own cost, to be held on the specified date as mentioned in the RFP.

c) Pre-bid meeting may happen through video conferencing mode or Hybrid

d) The Pre-bid queries should be sent in the following format (in an excel file) through email at

—---

Company				
S No	RFP Page No.	Relevant Section /Annexure of RFP	Relevant Content from RFP	Agency's Query/Comment

e) MSDE or NIMI shall not be responsible for any requests received for clarifications after the indicated date and time may not be entertained

f) All queries relating to this RFP, technical or otherwise, MSDE or NIMI will respond to the queries in the pre- bid meeting. Post pre-bid meeting, the clarifications/corrigendum(s) will be published at CPPP Portal at the relevant sections.

16.13 CONFIDENTIALITY

From the time the Proposals are submitted to the time the Contract is awarded, the Bidder and its representatives should not contact the EMPLOYER on any matter related to its Technical and/or Financial Proposal except as expressly permitted in this clause. Information relating to the evaluation of Proposals and award recommendations shall not be disclosed to the BIDDERS who submitted the Proposals or to any other party not officially concerned with the process, until the Notification of Intention to Award the Contract. The EMPLOYER reserves the right to disclose limited evaluation-related information to BIDDERS as deemed necessary under applicable laws or regulations.

Any attempt by shortlisted BIDDERS or anyone on behalf of the Bidder to improperly influence the EMPLOYER in the evaluation of the Proposals or Contract award decisions may result in the rejection of its Proposal and may be subject to the application of prevailing sanctions procedures. Notwithstanding the above provisions, from the time of the Proposals' opening to the time of Contract award publication, if a Bidder wishes to contact the EMPLOYER, it shall do so only in writing through the designated point of contact.

16.14 LIQUIDATED DAMAGES AND COMPENSATION CLAUSE

The FIRM shall perform its obligations in a professional manner. In case of delay in execution of the assigned work to the agency, MSDE or NIMI may impose a penalty as per the penalty terms of this RFP (subject to a maximum of 10%). If the delay is beyond stipulated time or quality of products is sub-par, then MSDE or NIMI may annul the project and shall be free to get it done from other agencies at the risk and costs of the appointed agencies. MSDE or NIMI may debar and blacklist these agencies for applying in its future events.

The performance evaluation will be done on basis of:

a. Timely mobilization of resources.

b. Timely delivery of all creative, production, and placement assets as per the agreed campaign in accordance with the timelines indicated by MSDE or NIMI

c. On site validation, quality checks & controls and evaluation by designated officials of DGT/MSDE.

d. Production of certificate of quality if so desired by officials.

e. Manpower support and efficient coordination with the Ministry.

f. As per the Penalty clause of the RFP detailing the various performance parameters. MSDE or NIMI reserves the right to claim compensation to cover its losses at a higher rate in case of non-performance or FIRM rendering services which are not at par leading to termination of contract.

16.15 AMENDMENT/ MODIFICATION

At any time prior to the deadline for submission of Proposal, the Authority may, for any reason, whether at its own initiative or in response to clarifications requested by a Bidder, modify any of the terms mentioned in this invitation document by the issuance of Addendum/ Amendment. All such amendments/ addendum will be published on CPPP/NIMI website and will be binding on all. In order to abide by the issuance of the amendment or allow the bidder to give a reasonable time for considering an amendment into their proposal, or for any other reason, Authority may, in its sole discretion, extend the Proposal Due Date.

16.16 LANGUAGE

The Proposal and all communications in relation to or concerning the selection process shall be in English language and strictly in the formats provided in this invitation document.

16.17 LATE SUBMISSION

Proposals received after the deadline for submission prescribed by Authority will not be entertained and be rejected.

16.18 MODIFICATIONS AND WITHDRAWAL OF PROPOSALS

No modifications to the Proposals shall be allowed once it is received by Authority.

16.19 DISASTER MANAGEMENT COMPLIANCE & PREPAREDNESS

The Agency shall ensure that all communication material, campaign execution, events, and field activities comply with the provisions of the Disaster Management Act, 2005, the National Disaster Management Plan (NDMP), and applicable guidelines issued by the National Disaster Management Authority (NDMA). The Agency shall also maintain suitable disaster preparedness, emergency response, and business continuity arrangements during campaign implementation.

16.20 Data Protection

The FIRM shall process any personal data of beneficiaries, testimonial participants, or campaign respondents strictly in accordance with the Digital Personal Data Protection Act, 2023, and shall obtain documented consent (including parental/guardian consent where the data principal is a minor) prior to any shoot, interview, or data collection. The FIRM shall not use such data for any purpose beyond the Campaign without NIMI's prior written approval, and shall delete or anonymise such data upon completion of the Contract unless retention is required by law.

ANNEXURES

ANNEXURE-I: COVERING LETTER

(To be submitted on the Bidder's official letterhead)

Date: ______________________________

To,

The Executive Director,

National Instructional Media Institute,

Guindy,

Chennai — 600 032

Sub: Submission of Proposal in response to Consolidated RFP for PM-SETU Media Campaign for Dissemination Agency

Dear Sir / Madam,

We, the undersigned, having examined the RFP document and being duly authorised to submit this Proposal, hereby offer to provide the services specified in the aforesaid RFP in accordance with the Terms & Conditions and the Scope of Work contained therein.

We confirm that:

- We satisfy all Eligibility Conditions specified in the RFP.
- Our Proposal shall remain valid for 150 days from the last date of submission.
- We have not been blacklisted by any Government department, PSU, or Autonomous Body.
- We are empanelled under CBC (Central Bureau of Communication), Government of India. Our empanelment number is: _____________________________
- We commit to execute 100% of the Scope of Work using our own in-house resources and dedicated personnel, in strict compliance with the No Sub-Contracting Policy specified in this RFP.
- All information furnished in this Proposal is true and accurate to the best of our knowledge.

We understand that NIMI / MSDE reserves the right to accept or reject any Proposal without assigning any reason.

Yours faithfully,

Duly signed by the Authorised Signatory of the Bidder
(Name, Designation, Title, and Address of Authorised Signatory)

ANNEXURE-II: DETAILS OF BIDDER

S.No.	Parameter	Details
1.	Name of Organisation	
2.	Type of Legal Entity	
3.	Year of Incorporation / Registration	
4.	Registered Office Address	
5.	DAVP / Number & Validity	
6.	PAN Number	
7.	GST Registration Number	
8.	Key Contact Person (Name & Designation)	
9.	Contact Email	
10.	Contact Phone Number	
11.	Website	

ANNEXURE-III: TECHNICAL PROPOSAL FORMAT

The Technical Proposal shall be submitted in the following sequence:

1. Cover Page — RFP Title, Bidder Name, Submission Date, CBC (Central Bureau of Communication) Empanelment Details
2. Agency Profile — Legal entity, history, ownership structure, offices/presence across states
3. CBC Empanelment Certificate (attested copy) — MANDATORY
4. Relevant Experience — Minimum 3 case studies from Government / PSU / Autonomous Body campaigns, with Work Orders and Completion Certificates
5. Understanding of Assignment — Summary of PM-SETU objectives, target audiences, and proposed strategic approach
6. Proposed Methodology — Detailed media plan / dissemination strategy / production approach
7. Team Structure — Organisation chart with names, CVs, and credentials of dedicated personnel as per minimum team requirements
8. Reach & Impressions Reporting Framework — Proposed methodology and sample dashboards for reporting Reach and Impressions
9. Self-Declaration of Non-Blacklisting (signed by Authorised Signatory)
10. Monitoring, Reporting & Analytics Framework — Sample dashboards, PoP mechanisms, MIS structure

ANNEXURE-IV: SIMILAR NATURE OF PROJECTS

Parameter	Project 1	Project 2 /	Project 3
Project Title			
Client Name (Government / PSU / Autonomous Body)			
Project Description & Scope			
Campaign Duration (Start & End Date)			
Total Value of Work Order (INR)			
Type & Scale of Media Campaign (PAN-India / State / Regional)			
Channels Covered (Print / OOH / Digital / Electronic / Production)			

Documentary Evidence Attached (Work Order + Completion Certificate)			

Duly signed by the Authorised Signatory of the Bidder (Name, Title and Address)

ANNEXURE-V: FINANCIAL DETAILS OF BIDDER

Name of the Bidder: ______________________________

Particulars	FY 2020-21	FY 2021-22	FY 2022-23	FY 2023-24	FY 2024-25
Turnover (in INR Crore)					
Average Annual Turnover for last 5 years (in INR Crore)					
Net Worth as on 31st March 2025 (in INR Crore)					

Note: Attach certified copies of Audited Balance Sheets, P&L Statements and IT Returns for last 5 financial years. The above data must be certified by Statutory Auditor or Chartered Accountant.

Signature of CA / Statutory Auditor (with seal & registration number)

ANNEXURE-VI: DECLARATION ON NON-BLACKLISTING & NON-PENDENCY OF CRIMINAL CASES

(On the Letter Head of the Bidder)

I/We Partner(s)/ Director(s) of M/s ________________________ hereby certify that I/we have not been blacklisted or debarred by any Ministry / Departments of Central / State Government, International bodies like United Nations, World Bank or any other organization / Funding Agencies as on date. I/We also declare that no criminal proceedings are pending against us by any Central / State Government department / enterprise / corporation in any courts in India.

In case the above information is found false, I/We are fully aware that the tender/contract will be rejected/cancelled by MSDE and NIMI, Govt. of India and EMD/PBG shall be forfeited.

Duly signed by the Authorised Signatory of the Bidder (Name, Title and Address of the Authorised Signatory)

ANNEXURE-VII: PERFORMANCE BANK GUARANTEE (PBG)

To,

National Instructional Media Institute,

Guindy,

Chennai

Whereas <<Name of the Bidder>> has submitted the bid for the RFP for PM-SETU Media Campaign for Dissemination Agency to MSDE and NIMI (hereinafter called 'the Purchaser').

Know all Men by these presents that we <<Bank Name>> having our office at <<Address>> (hereinafter called "The Bank") are bound unto the Purchaser in the sum of INR <<Amount in figures>> (Rupees <<Amount in words>> only).

This guarantee will remain in force up to <<insert date>> and any demand in respect thereof should reach the Bank not later than the above date.

NOTWITHSTANDING ANYTHING CONTAINED HEREIN: Our liability under this Bank Guarantee shall not exceed INR <<Amount in figures>>; this Bank Guarantee shall be valid up to <<insert date>>; payment shall only be made upon a valid written claim received on or before <<insert date>>.

(Authorized Signatory of the Bank) Seal: Date:

ANNEXURE-VIII: PRE-BID QUERY FORMAT

Sl. No.	Clause No. as per RFP	Query / Modification Sought	Suggestions (if any)
1.			
2.			
3.			
4.			

Note: Queries shall be submitted in soft copy to the email address published in the RFP Schedule. Queries received after the pre-bid submission deadline shall not be entertained.

ANNEXURE-IX: CHECK LIST FOR SUBMISSION

Sl. No.	Particulars	Submission by Bidder (Yes / No / NA)
1.	Self-declaration of non-blacklisting	
2.	Covering Letter	
3.	Details of Bidder	
4.	CBC Empanelment Certificate (attested copy)	
5.	Details of Similar Nature of Projects	
6.	Bid Security (EMD)	
7.	Proposed Methodology and Concept Plan	
8.	Reach & Impressions Reporting Framework	
9.	Financial Details of Bidder	
10.	Financial Proposal	
11.	Legal Capacity of the Bidder	
12.	Declaration confirming not applying for Creative Agency RFP	
13.	To be added by Bidder (if considered necessary)	