

No: Camp 1/ RFP/GERHandbook /PIB/CBC/ /23-24 dated 20 /10/2023

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
CENTRAL BUREAU OF COMMUNICATION
Sochna Bhawan, C.G.O. Complex, New Delhi – 110003

Advisory

Subject Regarding Invitation of Bids by Multi Media Creative Agencies and Print Media Creative Agencies on the Panel of Central Bureau of Communication (CBC) for developing, designing General Elections Reference Handbook for 2024 General Elections for Press Information Bureau (PIB) and delivering camera-ready copy and also in digital format for the web enabled platforms to Central Bureau of Communication (CBC)

1. Bids are invited by Multi Media Creative Agencies and Print Media Creative Agencies on the Panel of Central Bureau of Communication for developing, designing and delivering camera-ready copy and also in digital format for the web enabled platforms to Central Bureau of Communication (CBC) General Elections Reference Handbook for 2024 General Elections
2. RFP is attached herewith and is also available on CBC's website www.davp.nic.in
3. you may submit your response in sealed envelope in prescribed format to below mentioned address-

a.	Bids/queries to be addressed to	Gauri Marathe , Deputy Director, CBC
b.	Postal address for sending the Bids	Gauri Marathe, Deputy Director, Room No. 267, Sochna Bhawan, CGO Complex, Lodhi Road, New Delhi-110003
c.	Name/designation of the contact Personnel	Gauri Marathe, Deputy Director
d.	Telephone number of the contact Personnel	011-24369358 (During office hours)
e.	e-mail ids of contact personnel	ddcbcgauri@gmail.com

4. EMD-. Rs. 50,000/- Fifty thousand rupees



Gauri Marathe
Deputy Director
CBC

गौरी मराठे / Gauri C. Marathe
उपनिदेशक / Deputy Director
केन्द्रीय सूचना ब्यूरो / Centre Bureau of Communication
सू. प्र. मंत्रालय / Min. of I & B
संघ शासन / Government of India
नई दिल्ली / New Delhi

No: Camp 1/ RFP/GERHandbook /PIB/CBC/ /23-24 dated 20/10/2023

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
CENTRAL BUREAU OF COMMUNICATION
Soochna Bhawan, C.G.O. Complex, New Delhi – 110003**

REQUEST FOR PROPOSAL

Invitation of Bids by Multi Media Creative Agencies and Print Media Creative Agencies on the Panel of Central Bureau of Communication (CBC) for developing, designing General Elections Reference Handbook for 2024 General Elections for Press Information Bureau (PIB) and delivering camera-ready copy and also in digital format for the web enabled platforms to Central Bureau of Communication (CBC)

Request for Proposal No: Camp 1/ RFP/GERHandbook /PIB/CBC/ /23-24 dated 19/10/2023

Bids are invited by Multi Media Creative Agencies and Print Media Creative Agencies on the Panel of Central Bureau of Communication for developing, designing and delivering camera-ready copy and also in and also in digital format for the web enabled platforms for General Elections Reference Handbook for 2024 General Elections as mentioned in Part-II (1) of this RFP. Bids (Technical & Financial) in separate sealed cover are invited from Multi Media Creative Agencies and Print Media Creative Agencies fulfilling the eligibility criteria mentioned in the RFP. Please super scribe the above mentioned Title, RFP number and date of opening of the Bids on the sealed cover to avoid the Bid being declared invalid. The bids should be submitted in separate sealed envelopes along with the soft copy in CD/pen drive. EMD as well as the eligibility documents must be submitted in a separate envelope. All the envelopes (Eligibility documents along with EMD, Technical bid along with CD/pen drive as a proof of claim and the Financial bid) should be enclosed in another bigger sealed envelope super scribed with the title, RFP number and due date.

1. The address and contact numbers for sending Bids or seeking clarifications regarding this RFP are given below:

a.	Bids/queries to be addressed to	Gauri Marathe , Deputy Director, CBC
b.	Postal address for sending the Bids	Gauri Marathe, Deputy Director, Room No. 267, Soochna Bhawan, CGO Complex, Lodhi Road, New Delhi-110003
c.	Name/designation of the contact Personnel	Gauri Marathe, Deputy Director

d.	Telephone number of the contact Personnel	011-24369358
e.	e-mail ids of contact personnel	ddcbcgauri@gmail.com

1. **This RFP is divided into five parts as follows:**
Part I: General Information
Part II: Essential Details of services required
Part III: Standard Conditions of RFP
Part IV: Evaluation Criteria and Format for Price Bids issues
2. This RFP is being issued with no financial commitment and CBC and PIB reserves the right to change or vary any part thereof at any stage. CBC and PIB also reserve the right to withdraw the RFP at any stage.

Part I – General Information

1. **Last date and time for submitting the Technical and Financial Bids:** The sealed Bids should be deposited as per format by 11 A.M. on 9th November, 2023 by hand or by registered post / speed post. The responsibility to ensure the timely delivery lies with the Bidder.
2. **Manner of depositing the Bids:** Sealed Bids should be submitted in the address mentioned at first page of this RFP, by hand or by registered post / speed post so as to reach by the due date and time. Tenders received after the due date and time will not be considered. No responsibility will be taken for postal delay or non-delivery / non receipt of Bid documents. Bids sent by FAX or e-mail will not be considered. Only those bids which are submitted to the mentioned address within due date and time will qualify to be opened. The Financial Bid, to be submitted in a separate sealed envelope, should be duly stamped and signed by the authorized signatory on all the pages. The Financial Bids which are not submitted in a separate sealed envelope or are not stamped and signed by the authorized signatory on all the pages shall be summarily rejected.

3. Time and date of opening of Technical & Financial Proposals and Presentation:

Opening of Technical proposals	12:30 PM on 10.11.2023
Opening of Financial Proposals	2:30 PM on 10.11.2023

(If due to any exigency, the due date for opening of the proposals is declared a closed holiday, the proposals will be opened on the next working day at the same time or on any other

day/time, as intimated by the CBC.)

Place of opening the Bids: Conference Hall, Central Bureau of Communication, Second Floor, Soochna Bhawan, CGO Complex, Lodhi Road, New Delhi-110003. The Bidders may depute their representatives, duly authorized in writing, to attend the opening of technical Bids on the due date and time. The eligible agencies will be decided based on the qualification documents.

4. **Forwarding of Bids:** Bids should be forwarded by the Bidders under their original memo/letter pad inter alia furnishing details like PAN Number, GST Number, and Bank Branch address with e-payment Account etc. with complete postal & e-mail address of their office and the mobile number on which the Agency can be contacted.
5. **Clarification regarding contents of the RFP:** A prospective bidder who requires clarification regarding the contents of the bidding documents may forward the queries via e-mail to – ddcbcgauri@gmail.com referring the RFP title, number and date, at least 5 working days before the last date of submission of bids. Copy of the queries and CBC's clarification will be posted on CBC's website – www.davp.nic. and www.cbcindia.gov.in for information of all prospective bidders.
6. **Modification and Withdrawal of Bids:** A bidder may modify or withdraw his/her bid after submission, provided that the written notice of modification or withdrawal is received by CBC prior to the deadline prescribed for submission of bids. A withdrawal notice may be sent by e-mail but it should be followed by a signed confirmation copy to be sent by post and such signed confirmation should reach CBC not later than the deadline for submission of bids. **No bid shall be modified after the deadline for submission of bids. No bid may be withdrawn in the interval between the deadline for submission of bids and expiration of the period of bid validity specified. Withdrawal of a bid during this period will result in Bidder's forfeiture of bid security.**
7. **Clarification regarding contents of the Bids:** During evaluation and comparison of bids, CBC may, at its discretion, ask the bidder for clarification of his/her bid. The request for clarification will be given in writing and no change in prices or substance of the bid will be sought, offered or permitted. **No post-bid clarification on the initiative of the bidder will be entertained.**

8. **Rejection of Bids**: Canvassing by the Bidder in any form, unsolicited letter and post-tender correction may invoke summary rejection with forfeiture of EMD. **Conditional tenders will be rejected.**
9. **Unwillingness to quote**: Bidders unwilling to quote should ensure that intimation to this effect reaches before the due date and time of opening of the Bid, failing which the defaulting Bidder may be delisted for the given range of items as mentioned in this RFP.
10. **Validity of Bids**: The Bids should remain valid for a period of six months from the last date of submission of the bids.
11. **Earnest Money Deposit**: Bidders are required to submit Earnest Money Deposit (EMD) for an amount of Rs. 50,000/- (Fifty thousand rupees) along with their bids. The EMD may be submitted in the form of an Account Payee Demand Draft / Banker's Cheque in favour of Pay and Accounts Officer, CBC or Bank Guarantee from any of the Public Sector Banks or a private Sector Bank authorized to conduct government business. EMD is to remain valid for a period of forty-five days beyond the final bid validity period. EMD of the unsuccessful bidders will be returned at the earliest after expiry of the final bid validity and latest on or before the 30th day after the award of the contract. **Agencies that furnish a MSME certificate with their bids shall be exempted from the payment of EMD as per the Public Procurement Policy for Micro and Small Enterprises (MSEs), 2012.**
12. The Bid Security of the successful bidder would be returned, without any interest whatsoever, after the receipt of Performance Security from them as called for in the contract. **The EMD will be forfeited if the bidder withdraws amends, impairs or derogates from the tender in any respect within the validity period of the tender.**
13. **Two bid system**: It is a two-bid system. The eligible bidders will be declared on the same day of opening of bid based on EMD and eligibility documents. Their proposals will be evaluated based on their technical documents and presentation. **Financial/price bids of only those firms will be opened whose technical bids are found compliant/suitable after technical evaluation is done by a committee comprising PIB and CBC officials**
14. **Preparation of Proposal**:
The Respondent shall comply with the following related information during preparation of the proposal-

The Proposal shall conform to provisions of RFP. Any interlineations, erasures or over-writings shall be valid only if they are initialed by the authorized person signing the Proposal.

The Proposal (technical and financial) shall be typed or written in indelible ink (if required) and shall be signed and stamped by the Respondent or duly authorized person(s) on all the pages of the tender documents to bind the Respondent to the contract. The letter of authorization shall be indicated by written Power of Attorney and shall accompany the Proposal. Any proposal which is not duly signed and stamped by the authorized signatory on all the pages of the tender may be summarily rejected.

Proposals received by Fax shall be treated as defective, invalid and rejected. Only detailed complete proposals in the form indicated above received prior to the closing time and date of the proposal shall be taken as valid.

15. Pre-Qualification Criteria (Terms & Conditions):

S.No.	Pre-Qualification Criteria	Documents required in support of claim
1	The applicant should be a Multi Media Creative Agency and Print Media Creative Agency empanelled with CBC	Copy of the empanelment list
3	The applicant should not have been ever black listed by a government department/organization/body	Self-Declaration by the applicant with seal and signatures

Part II–Essential Details of Services Required

1. Scope of Works:

- Developing, designing and delivering camera-ready copy of General Elections Reference Handbook for 2024 General Elections having approx 350 pages (plus multiples of 4 pages) with appropriate graphic display and colour coded maps. The handbook could be of A4 size with finalized/edited/proof read/Camera Ready (CRC) soft copies

- The agency should provide the services of at least two professional Graphic Designers to work as per the directions of concerned PIB officials for making infographics required for compendium
- The Agency should depute a professional as Creative Lead to look after overall designing of the General Elections Reference Handbook for 2024 General Elections
- The agency will do all the design elements of the handbook including page layout, integration of images, texts, and other visual content. PIB shall provide the base content, which is to be integrated and organized in the handbook by the agency.
- The handbook will also be published in digital format on the web to enable easy access on internet devices (laptops/Mobile/Tablets). The agency has to create the digital version and ensure easy access and navigation of each chapter and topics of the handbook on internet devices (laptops/Mobile/Tablets).
- In the booklet there should be an option to download the data presented in tables, charts, etc. in MS Excel or other suitable formats so that data is easily usable by media and other stakeholders. A map-based interactive interface is to be provided, enabling readers to click on the respective state or constituency and view details pertaining to the chosen region in the digital format of the General Elections Reference Handbook for 2024 General Elections

2. **Period of Contract: The contract would be for one year from the effective date of contract with provision for extension of the contract by one more year with mutual consent of parties.** Please note that contract can be cancelled unilaterally by the PIB being customer in case services are not received as per time line, quality and standard specified in the RFP and contract within the contracted period. PIB reserves the right to exercise the option clause and repeat the order clause as per text given in Part IV of this RFP.

3. **The Pre bid briefing** will take place at 12:30 PM on 25th October 2023. Prospective bidders can participate through video conferencing as per details given in the Advisory issued for the said purpose.

Part III–Standard Conditions of RFP

All the Terms and Conditions provided to the vendors at the time of their empanelment shall be valid and applicable. The details of the Terms and Conditions are available on CBC's website.

1. **Repeat Order Clause**: The contract will have a Repeat Order Clause, wherein CBC can order up to same number of deliverables numbered under the present contract within currency of the contract at the same rate, terms & conditions of the contract. The Bidder is to confirm acceptance of this clause.

It will be entirely the discretion of CBC to place the Repeat Order or not.

2. **Payment Terms**: It will be mandatory for the Bidders to indicate their bank account numbers and other relevant e-payment details so that e-payments could be made instead of payment through cheque. The payment will be made upon satisfactory performance of work and no advance payment would be made at any cost.

3. **Paying Authority**: The payment would be made by PIB on submission of following documents:

- a. Ink signed copy of the Agency's bills.
- b. Satisfactory Performance report submitted by supervising officer (wherever applicable as per the contract).
- c. Details for electronic payment viz. Account holder's name, Bank name, Branch name and address, Account type, Account Number, IFSC code, MICR code (if these details are not incorporated in supply order/contract).
- d. Any other document /certificate that may be provided for in the Job Order / Contract.
- e. Copy of PBG.

Part IV–Evaluation Criteria & Price Bid Issues

1. **Evaluation Criteria**: The selection of agency will be done through a two bid systems i.e. 'Technical' and 'Financial'. **All evaluation (Technical & Financial) would be done by a Committee duly constituted by the Competent Authority in PIB (Press Information Bureau) and Chaired by an officer from PIB**. During evaluation of Proposals, PIB and CBC may, at its discretion, ask the Respondents for clarification of their Proposals. The process for Evaluation/Selection is as given below:

- a. **Preliminary Scrutiny**: Preliminary scrutiny of the technical bids for eligibility will be

done to determine whether the applying agency is empanelled with CBC as Multimedia Agency or Print Media Creative Agency, whether Proposal is complete, whether the documents have been properly signed and whether the bid is generally in order and given by due date. Bids not conforming to such preliminary requirements will be prima facie rejected.

- b. **Technical Evaluation:** Technical Bids would be opened only for those Respondents, who are qualified and short-listed based on the documents submitted.

Technical bid should contain -

(1) Cover page, index page, Back page design options for the General Elections Reference Handbook for 2024 General Elections

(2) Appropriate designs options for page layout for Reference Handbook only for text Component

(3) Design options for graphical representation of the data provided in the sample book

(4) Page design layout with Maps

(5) Layout of Handbook proposed in digital interface with all features such as easy access on internet devices mentioned in Part II (1) of RFP

- c. **The agencies will be required to give a presentation on their technical proposals.** The Hard copy of the Technical proposal along with the presentation properly signed and stamped should be place in the envelope. If a Technical Bid is determined as not substantially responsive, the committee will reject it. The parameters to be used for evaluation of technical proposal and presentation will be based upon:

1	Cover page, Index page, Back page design	20 Marks
2	Page design for text component	10 Marks
3	Design options for Graphs	20 Marks
4	Page design with Maps	10 Marks
5	Layout of Handbook Proposed in digital format with all features mentioned in Part II (1) of RFP	40 marks
	Total	100 Marks

- **Technically qualified Respondents:** All Agencies securing more than 70% marks in Technical Evaluation will be shortlisted by a committee comprising PIB and CBC officials. Financial Bids will be considered only of those respondents who secure a qualifying Technical Score of 70%

A soft copy of the General Elections Reference Handbook for 2019 General Elections is enclosed with the tender document as Annexure II.

- d. **Financial Bids:** The Agencies are required to provide one financial proposal (in INR) (along with Technical Bids in separate envelopes properly marked and sealed) providing rates per their respective technical proposal. **Rate should be given in the format provided at Annexure I. The total cost (exclusive of GST) will be the determining factor of the Financial Proposal.**
- e. **The final selection will be done on the basis of combined Quality-Cum-Cost Base Selection (QCBS) procedure.**
- f. Financial Proposals will be opened in the presence of the Respondents who choose to be present. All concerned will be informed individually.
Marks for Financial proposals will be given as follows:

L1 (Lowest quoted rate/cost) = full 30 marks

L2 (L1 rate x 30) / L2's quoted rate

L3 (L1 rate x 30) / L3's quoted rate and so on

The contract will be awarded on the basis of highest combined score of technical and financial evaluations. For this purpose of determining T1L1, 70% weightage would be given to the technical proposal and 30% to financial proposals where L1 (Lowest quote) will be marked full 30 marks and marks of the L2 and L3 would be worked out proportionately.

- g. The decision of the committee will be final and binding. PIB and CBC reserves the right to accept or reject a proposal without assigning any reason thereof.
- h. **The Bidders are required to spell out the rates of GST in unambiguous terms.**
- i. **The decision of the committee will be final and binding.**
- j. The Lowest Acceptable Bid will be considered further for placement of contract/supply order after complete clarification and price negotiations if required

as decided by PIB .PIB also reserves the right to do Apportionment of Quantity, if it is convinced that Lowest Bidder is not in a position to provide the services within stipulated time and the same will be placed at Lowest-1 rate.

2. **Award of Contract:** After final evaluation of the technical & financial proposal, CBC will notify the successful Respondent in writing that their Proposal has been accepted.

3. **Disqualifications:** PIB or CBC on behalf of Government of India may at its sole discretion and at any time during the evaluation of Bids / Proposals, disqualify any Respondent, if the Respondent has:

- i. Submitted the Proposal documents after the response deadlines.
 - ii. Made misleading or false representation in the forms, statements and attachments submitted in proof of the eligibility requirements.
 - iii. Exhibited a record of poor performance such as abandoning works, not properly completing the contractual obligations, inordinately delaying completion or financial failures, etc. in any project in the preceding three years.
 - iv. Submitted a proposal that is not accompanied by required documentation or is non-responsive.
 - v. Failed to provide clarifications related thereto, when sought;
 - vi. Submitted more than one Proposal ;
 - vii. Declared ineligible by the Government of India for corrupt and fraudulent practices or black listed;
 - viii. Submitted a proposal with price adjustment/variation provision.
-
- The Respondent is expected to examine all the instructions, guidelines, terms and conditions as notified on CBC website at the time of Empanelment of Multimedia Creative Agencies.

(Proforma for submission of Financial Proposals)

(To be submitted only on Company's Letter Head with stamp and sign of the authorized signatory. The Per Unit Rate column should be filled by the Agency as per the Proforma attached; else the Financial Proposal shall be rejected. If any of the rows is left vacant, the financial proposal shall be rejected.)

No: Camp 1/ RFP/GERHandbook /PIB/CBC/ /23-24 dated 19/10/2023

Type Of Content	Description of Job	Quantity	Consolidated rate for 350 pages as per description of job (in Rs.)*	Rates for every 4 additional pages (in Rs.)
English Handbook	1. Designing, Developing, Editing, Proof Read and Delivery of Camera Ready Copies of 350 pages of General Election Reference Handbook 2024 of A4 size to be printed by CBC on 100 GSM paper 2. Providing digital format of handbook with all features mentioned in Part II (1) of RFP 3. The services of at least two professional Graphic Designers 4. the service of a professional as Creative Lead	1		

Hindi Handbook	<ol style="list-style-type: none"> 1. Designing, Developing, Editing, Proof Read and Delivery of Camera Ready Copies of 350 pages of General Election Reference Handbook 2024 of A4 size to be printed by CBC on 100 GSM paper 2. Providing digital format of handbook with all features mentioned in Part II (1) of RFP 3. The services of at least two professional Graphic Designers 4. The service of a professional as Creative Lead 	1		
----------------	---	---	--	--

- **Exclusive of GST**

DECLARATION

I hereby certify that the information furnished above is true and correct to the best of my / our knowledge and I have read and understood the terms and conditions contained in the RFP / Tender Document. I understand that in case any deviation is found in the above statement at any stage, I / we will be blacklisted and will not have any dealing with the CBC in future.

(Signature of Authorized signatory with date and Seal)

2. **Disqualifications:** The CBC on behalf of Government of India may at its sole discretion and at any time during the evaluation of Bids/Proposals, disqualify any Respondent, if the Respondent has:

- a. Submitted the Proposal documents after the response deadlines.
- b. Made misleading or false representation in the forms, statements and attachments submitted in proof of the eligibility requirements.
- c. Exhibited a record of poor performance such as abandoning works, not properly completing the contractual obligations, inordinately delaying completion or financial failures, etc. in any project in the preceding three year.
- d. Submitted a proposal that is not accompanied by required documentation or is non-responsive.
- e. Failed to provide clarifications related thereto, when sought;
- f. Submitted more than one Proposal;
- g. Declared ineligible by the Government of India for corrupt and fraudulent practices or blacklisted;
- h. Submitted a proposal with price adjustment / variation provision.
 - The Respondent is expected to examine all the instructions, guidelines, terms

and conditions as notified on CBC website at the time of Empanelment of Multimedia Creative Agencies.

Annexure II

[Click here for more details](#)