

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc



NATIONAL HIGH SPEED RAIL CORPORATION LIMITED

Tender for selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

CONTRACT PACKAGE NO: NHSRCL/CO/PR/Multimedia agency/2023/10

TENDER DOCUMENTS
(Single Stage Two Packet Bid)

VOLUME 1

NOTICE INVITING TENDER (NIT)
INSTRUCTIONS TO TENDERER (ITT)
FORM OF TENDER (FOT)

NATIONAL HIGH SPEED RAIL CORPORATION LTD.
2nd Floor, Asia Bhawan, Road No. 205
Sector-9, Dwarka, New Delhi-110077



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**NOTICE INVITING TENDER (NIT)
(e-Tender)**

1.1 GENERAL

1.1.1 Name of Work:

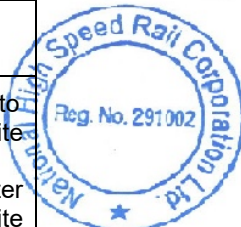
National High Speed Rail Corporation Ltd. (NHSRCL) invites online open e-tenders from eligible applicants, who fulfil qualification criteria as stipulated in Clause 1.1.3 of NIT, for the work of Tender for selection of Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc. (<https://nhsrcl.in>)

Tender documents may be downloaded from CPPP site <https://etenders.gov.in/e procure/app> as per the schedule as given in 1.1.2 below.

The brief scope of the work is provided in Clause A1 of ITT (Volume-1) and Employer's Requirement-Functional (Volume-3).

1.1.2 Key details:

Published Date	03.01.2024 at 11:00 hrs
Tender Security	<p>Amount of Tender Security: INR 1,80,000/- (Rupees One lakhs Eighty Thousand only)</p> <p>Acceptable Instruments: vide RTGS/NEFT/IMPS mode only and no other mode of payment will be accepted.</p> <p>The bidders shall upload the scanned copies of transaction of payment of tender security/ EMD including e-receipt (clearly indicating UTR No. and tender reference i.e NHSRCL/CO/PR/Multimedia agency /2023/10 must be entered in remarks at the time of online transaction of payment, failing which payment may not be considered) to be uploaded in online bid submission. The detail of bank account of NHSRCL is mentioned below this table.</p> <p><u>Note: Bidders to note that the payment of tender security shall be made from the account of bidder only.</u></p> <p><u>If tender security has been made from other than the account mentioned above, same shall not be accepted and all such bids shall be considered ineligible and summarily rejected.</u></p> <p>For further details, clause C18 of ITT may be referred.</p>
Completion period of the Work	One (01) year
Tender documents on sale	<p>From 03.01.2024 (from 11:00 hrs) to 23.01.2024 (upto 1500 hrs) on e-tendering website https://etenders.gov.in/e procure/app.</p> <p>Tender document can only be obtained online after registration of tenderer on the website</p>



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	https://etenders.gov.in/eprocure/app . For further information in this regard bidders are advised to contact on tendercontract@nhsrcl.in .
Cost of Tender documents	INR 5,900/- (inclusive of 18% GST), Non- Refundable (Payment of tender document cost/tender fee is to be made only by RTGS/NEFT/IMPS. No other mode of payment will be accepted. The details of the bank account of NHSRCL are mentioned below. The bidders are required to upload scanned copies of transaction of payment of tender document cost/tender fee including e-receipt (clearly indicating UTR No. and tender reference i.e. NHSRCL/CO/PR/Multimedia agency/2023/10 must be entered in remarks at the time of online transaction of payment, failing which payment may not be considered) at the time of online bid submission. (Copy of GST registration no. to be provided along with Tender document cost/ tender fee)
Online Clarification Start Date	04.01.2024 from 09:00 hrs.
Online Clarifications End Date	10.01.2024 upto 17:00 hrs Queries/clarifications from bidders after due date and time shall not be acknowledged.
Pre-bid Meeting	Not applicable
Last date of issuing clarification	16.01.2024 upto 17:00 hrs
Date & time of Submission of Tender online	Tender submission start date: 17.01.2024 from 09:00hrs. Tender submission end date: 23.01.2024 upto 15:00hrs.
Date & time of Opening of Technical Bids online	24.01.2024 at 15:00 hrs.
<ul style="list-style-type: none"> ● Authority for seeking clarifications ● Place of pre-bid meeting 	<ul style="list-style-type: none"> ● Additional General Manager/PR ● NA

To facilitate payment of Tender Fee and Tender Security through RTGS, NEFT & IMPS, the details of bank account of NHSRCL is mentioned below:

Name of Bank	Bank's Address	Account Name & No.	IFSC code	Unique Identifier for Field 7037
ICICI Bank Limited	Dwarka, Sector -20, New Delhi-110075	235705000494	ICIC0002357	NHSRCL568429523



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1.1.3 QUALIFICATION CRITERIA:

1.1.3.1 Eligible Applicants:

- i. The tenders for this contract will be considered only from those tenderers (proprietorship firms, partnerships firms, companies, corporations) who meet requisite eligibility criteria prescribed in the sub-clauses of Clause 1.1.3 of NIT. **Participation in Joint Venture/Consortium is not allowed.**
- ii. (a) The eligible nationality of the tenderer(s) shall be India. A non-Indian firm is not permitted to tender.
(b) A tenderer shall submit only one bid in the same tendering process. A tenderer who submits or participates in, more than one bid will cause all of the proposals in which the tenderer has participated to be disqualified. No tenderer can be a subcontractor while submitting in the same bidding process.
- iii. <Deleted>.
- iv. Tenderers shall not have a conflict of interest. All Tenderers found to have a conflict of interest shall be disqualified. Tenderers shall be considered to have a conflict of interest with one or more parties in this bidding process, if:
 - (a) a tenderer has been engaged by the Employer to provide consulting services for the preparation related to procurement for / on implementation of the project;
 - (b) a tenderer is any associates/affiliates (inclusive of parent firms) mentioned in subparagraph (a) above; or
 - (c) a tenderer lends, or temporarily seconds its personnel to firms or organisations which are engaged in consulting services for the preparation related to procurement for / on implementation of the project, if the personnel would be involved in any capacity on the same project.
- v. (a) NHSRCL/Ministry of Railways along with any of their attached and subordinate offices/ Any Metro Rail organizations in India (owned by Govt.) Intercity Rapid Rail /Order of Ministry of Commerce applicable for all Ministries must not have banned business with the tenderer (including any member in case of JV/consortium) as on the date of tender submission. The tenderer should submit undertaking to this effect in **Appendix-19** of Form of Tender.
(b) Also, no contract of the tenderer executed either individually or in a JV/Consortium, should have been rescinded / terminated by NHSRCL/Ministry of Railways along with any of their attached and subordinate offices/ Any metro rail organizations in India (owned by Govt.) after award during last 03 years (from the last day of the previous month of tender submission) due to non-performance of the tenderer or any of JV/Consortium members. The tenderer should submit undertaking to this effect in **Appendix- 19** of Form of Tender. Non-performance, which is basically termination of the Contract as decided by the Employer, shall include all Contracts where non-performance was not challenged by the Contractor, including through referral to the dispute resolution mechanism under the respective Contract or by written representation/ appeal to the Employer or in any appropriate court.
(c) If the Tenderer does not meet the criteria stated in the **Appendix-19**, the tenderer shall be considered ineligible for participation in tender process and they shall be considered ineligible applicants in terms of Clause 1.1.3.1 of NIT.
(d) If there is any misrepresentation of facts with regards to undertaking submitted vide Appendix-19, the same will be considered as "fraudulent practice" under Clause 4.33.1 (a) (ii) of GCC and the tender submission of such tenderers will be rejected besides taking further action as per Clause 4.33.1 (b) & 13.2.1 of GCC.
- vi. Tenderer must not have suffered bankruptcy/ insolvency during the last 5 years or it is in the process of winding-up or there is a case of insolvency pending before any Court on the deadline of submission of bids. The tenderer should submit undertaking to this effect



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in **Appendix-20** of Form of Tender.

- vii. LEAD PARTNER/ NON-SUBSTANTIAL PARTNERS/ CHANGE IN JV/ CONSORTIUM: NOT APPLICABLE**
- viii. Participation by Subsidiary Company / Parent Company with credential of other Company**
- a. Applicant in the capacity of a Subsidiary Company as a single entity is not permitted to use the credential of its Parent Company and/or its Sister Subsidiary Company/ Companies.
 - b. Applicant in the capacity of a Parent Company as a single entity is not permitted to use the credential of its Subsidiary Company/ Companies.
- ix. Purchase Preference to Local Suppliers/Preference to Make In India: NOT APPLICABLE**
- x. Public Procurement Policy for Micro and Small Enterprises (MSEs):**
- a) Procurement Preference to Micro and Small Enterprises (MSEs) as admissible under Government's existing policy on the date of opening of bid shall be applicable to Micro and Small Enterprises (MSEs) registered with any statutory bodies specified by Ministry of Micro, Small & Medium Enterprises having Udyog Aadhaar Memoranda shall also be given all benefits under Public Procurement Policy Order 2012.
 - b) The bidders shall submit photocopy of current and valid MSEs registration certificate inclusive of all the pages showing the category of entrepreneur – whether the registered firm is owned by General or SC/ST entrepreneurs, monetary limit of their registration for the items tendered to avail the benefits under the policy. The MSEs shall also submit a copy of "Entrepreneur's Memorandum (Part – II)" of the concerned District Centre where the unit is established. The MSEs must also indicate the terminal validity date of their registration.
 - c) Such MSE registered firms shall be exempted from payment of Tender document cost and payment of Tender Security.
 - d) Definition of MSEs owned by SC/ST is as given below:
 - i. In case of proprietary MSE, proprietor(s) shall be SC/ST.
 - ii. In case of partnership MSE, the SC/ST partners shall be holding at least 51% shares in the unit.
 - iii. In case of Private Limited Companies, at least 51% share shall be held by SC/ST promoters.
 - e) All bidders registered under Micro and Small Enterprises (MSEs) shall have to satisfy the eligibility criteria at par with other bidders. There shall not be any relaxation in eligibility criteria/bidding process or other bid requirement and L1 price.
 - f) If lowest valid bidder is non-MSE firm, then in such a case purchase preference facility shall not be applicable in the bid as quantity cannot be split. The total quantity shall be offered to the lowest valid bidder irrespective of their registration status and the benefit to MSEs shall be limited to exemption from cost of tender document and tender security only.
 - g) The above facilities shall not be applicable for the items for which they are not registered.
 - h) The above facility shall be applicable only in case of single entity.
- xi. Startup India:**
- a) All Startups (whether Micro & Small Enterprises or otherwise) are exempted from cost of Tender document and Tender security.



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b) Definition of Startup:

Startup means an entity recognised as Startup by Department of Industrial Policy and Promotions (DIPP), Ministry of Commerce and Industries, Govt. of India.

c) The above facility shall be applicable only in case of single entity.

1.1.3.2 Minimum Eligibility Criteria:

- A. Work Experience:** The tenderers will be qualified only if they have completed work(s) as a single entity for Railways, NHAI, CPWD, MES, DOT, State PWD or any other Central / State Government Undertaking, completion date(s) of which falling during last seven years ending last day of the month previous to the month of tender submission as given below:

Figures in INR Lakhs (excl. GST)

SN	Description	Handling social & digital media and Production/editing of Films or Short Videos
1.	ONE "similar work" * of value	54
2	TWO "similar works" * of value	36
3	THREE "similar works" * of value	27

*The "Similar works" for this contract shall be

Contract of handling social or digital media
and

Contract of production/editing of films/short videos

OR

both the work done in a Single contract (i.e. handling social/digital media and production/editing of films/short videos)

Notes:

- Work performed as a sub-consultant/sub-contractor will not be considered.
- The tenderer shall submit details of works executed by them in the Performa of **Appendix-17 & 17A** of FOT for the works to be considered for qualification of work experience criteria. Documentary proof of payment certificates indicating payment released in each financial year from client along with LOA clearly indicating the nature/scope of work, completion cost and date of completion for such work should be submitted. The offers submitted without this documentary proof shall not be evaluated. **The offers submitted without this documentary proof shall not be evaluated.**
- Deleted
- For completed works, value of work done shall be updated to the last day of the month previous to the month of tender submission price level assuming 3% inflation for Indian Rupees every year. The exchange rate of foreign currency shall be applicable as on the date of Contract award.
- If the qualifying work(s) were done by Tenderer in JV/consortium having different constituents, then the value of work as per Tenderer percentage participation in such JV/Consortium shall be considered.
- If the above work(s) comprise(s) other works also, then details clearly indicating the amount of work done in respect of the "similar work" shall be furnished by the tenderer



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in support of work experience along-with their tender submissions.

- g) Only work experience certificate having stamp of Name and Designation of officer along with the Name of client shall be considered for evaluation. However, if any work experience certificate has been issued prior to 01.07.2019, same shall be considered for evaluation even if it is not stamped.
- h) In case of any concealment or misrepresentation of facts, appropriate action(s) in accordance with Tender Conditions and "Suspension/ Banning Policy, May 2020" of NHSRCL shall be taken. The copy of "Suspension/Banning Policy, May 2020" of NHSRCL can be downloaded from tender section of NHSRCL website i.e. www.nhsrcl.in.

B. Financial Standing: The tenderers will be qualified only if they have minimum financial capabilities as below:

- (i) **T1 – Liquidity:** Not Applicable
- (ii) **T2 - Profitability:** Profit before Tax should be Positive in at least 03 years, out of the last five audited financial years.
- (iii) **T3 - Net Worth:** Net Worth of tenderer during last audited financial year should be **Positive**
- (iv) **T4 - Annual Turnover:** The average annual turnover of Tenderer of last five financial years (i.e. FY 2018-19, 2019-20, 2020-21, 2021-22 and 2022-23) in the field of handling social/digital media handling and/or production/editing of films & short videos should be minimum **INR 0.27 Crores**.

Notes:

- a) Financial Data for last 5 (Five) audited financial years i.e. 2018-19, 2019-20, 2020-21, 2021-22 and 2022-23, to be submitted by the tenderer in **Appendix-18 of FOT** duly certified by Chartered Accountant/ Company Auditor/ Statutory Auditor with his stamp and signature in original with membership number and firm registration number. All the documents or certifications which are provided by CA, must contain UDIN thereon and the particulars of certifications must be same as mentioned on document/certification and submitted to ICAI on its website which can be verified online on <https://udin.icai.org/search-udin> . **In case the financial data of the last financial year is not made available by the bidder, he has to submit an affidavit certifying that 'the balance sheet has actually not been audited so far'. In such a case the financial data of previous '4' audited financial years will be taken into consideration for evaluation. If certified financial data of any year other than the last year is not submitted, the tender may be considered as non-responsive.**
- b) Where a work is undertaken by a JV/Consortium, only that portion of the contract which is undertaken by the concerned applicant/member should be indicated and the remaining done by the other members of the group be excluded. This is to be substantiated with documentary evidence.
- c) For work turnover or financial data required for each year - Exchange rate for foreign currency shall be as prevailing on the last day of the respective year.

C. Base Location:

- (i) The tendered should have its registered/Head Office/fully functional regional offices in Delhi/NCR and Mumbai location. Further, agencies shall have offices or tie-ups with local agencies in Gujarat specially in Ahmedabad/Surat/Vadodara.

(ii) Notes:

- a) The details of the base location of the Tenderer shall be provided by the Tenderer in Appendix-6 of FOT along with relevant document to establish the criteria and submit



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undertaking a per Appendix-25 of FOT.

1.1.3.3 Bid Capacity Criteria: Not Applicable

1.1.3.4 The tender submission of tenderers, who do not qualify the minimum eligibility criteria & bid capacity criteria stipulated in the clauses 1.1.3.2 to 1.1.3.3 above, shall not be considered for further evaluation and therefore rejected. The mere fact that the tenderer is qualified as mentioned in sub clause 1.1.3.2 to 1.1.3.3 shall not imply that his bid shall automatically be accepted. The same should contain all technical data as required for consideration of tender prescribed in the ITT.

The tenderer who have qualify in **minimum eligibility criteria & bid capacity criteria stipulated in the clauses 1.1.3.2 to 1.1.3.3 above**, will be evaluated further according to the following criteria as per marks appoited:

A.1 Marking /Scoring System

Item Code	Parameter	Max. Marks	Criteria
1.	Empanelment as a multimedia agency for CBC(DAVP)/ Metro Rail/ Railways organization	20	5 marks for each CBC(DAVP)/ Metro Rail/ Railways organization
2.	Empanelment as a multimedia agency for state/central government organizations other than CBC(DAVP)/ Metros/ Railways organization	10	2.5 marks for each state/central government organizations other than CBC(DAVP)/ Metro rail/ Railways organization
3.	Social/digital media handling work for any Govt. Organization Minimum work value 13.5 lac for a financial year only considered which falling during last seven years ending last day of the month previous to the month of tender submission	30	5 marks for each Rail/Metro Rail organization 2.5 marks for other than Rail/Metro Rail organization
4.	Production/editing of film/short films work for any Govt. Organization Minimum work value 13.5 lac for a financial year only considered which falling during last seven years ending last day of the month previous to the month of tender submission	30	5 marks for each Rail/Metro Rail organization 2.5 marks for other than Rail/Metro Rail organization



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Item Code	Parameter	Max. Marks	Criteria
5.	<p>Methodology, understanding of Project and PowerPoint presentation on Proposed conceptual plan with innovative ideas etc. by the prospective bidders (along with real photographs/video footage of actual projects executed in past) as per following criteria: -</p> <p>a) Agency's understanding of NHSRCL PR work and overall publicity and social media strategy Supervision plan along with proposed manpower to be deployed for work- Max 10 marks</p> <p>b) Social media creatives- Creatives may be short video (less than 30 secs, Gif or static images)- 5 marks for each creative, Max. 20 marks.</p> <p>c) A video capsule of not more than 2 mins on past video production</p>	35	<p>Bidder has to submit their presentation along with supporting documents except films (which needs to be shown during presentation) covering the parameters mentioned here under Appendix 5 of Form of Tender.</p> <p>All the bidders who will qualify the minimum eligibility criteria stipulated in the clauses 1.1.3.2 to 1.1.3.3, have to give PowerPoint Presentation as per the timing requested by the NHSRCL in writing, failing to, will lead to summarily rejection of the bid and no further evaluation will be done.</p> <p>No fresh submissions other than those already submitted during bid submission shall be entertained by NHSRCL. However, NHSRCL reserves the right to call for clarifications / relied upon documents during the course of evaluation.</p> <p>Bidder(s) may visit the project site at its own cost and time, as deemed necessary.</p>
6.	<p>Team Leader:</p> <p>Team Leader CV will be evaluated as per detailed specified in Annexure 3 & 4 of ITT.</p> <p>Kindly submit the CV for the same under Appendix-7 of FOT</p>	05	<p>Team Leader having minimum 5 years experience secure 1 marks and 0.50 marks extra per additional one year of overall experience criteria. Less than 5 years mark as Zero.</p>
	Grand Total	130	



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A.2 Technical Score of Bidder (St)

The evaluation of the technical bids of tenderers, who meets the minimum eligibility criteria stipulated in the clauses 1.1.3.2 to 1.1.3.3 above, shall be done on the basis of various documents submitted by the tenderer, as per the method of evaluation stipulated above.

Minimum qualifying marks of 80% in Technical Parameters as per clause 1.1.3.4 A1: Marking/Scoring System are required for being eligible to proceed for opening of Financial Bid.

1.1.4 Contents of Tender documents

Volume 1

- Notice Inviting Tender
- Instructions to Tenderers (including Annexures)
- Form of Tender (including Appendices)

Volume 2

- General Conditions of Contracts
- Particular Conditions of Contract (including Schedules)

Volume 3

- *Employer's Requirement – TOR*

Volume 4

- *Bill of Quantities*

1.1.5 The contract shall be governed by the documents listed in Para 1.1.4 above.

1.1.6 The tenderers may obtain further information/ clarification, if any, in respect of these tender documents from the office of Additional General Manager/PR, National High Speed Rail Corporation Ltd., 2nd Floor, Asia Bhawan, Road No. 205, Sector-9, Dwarka, New Delhi-110077 via online mode through e-tendering portal <https://etenders.gov.in/eprocure/app> .

1.1.7 All tenderers are hereby cautioned that tenders containing any material deviation or reservations as described in Clause E 4.0 of "Instructions to Tenderers" shall be considered as non-responsive and is liable to be rejected.

1.1.8 The intending tenderers must be registered on e-tendering portal <https://etenders.gov.in/eprocure/app>. Those who are not registered on the e-tendering portal shall be required to get registered beforehand. After registration, the tenderer will get user id and password. On login, tenderer can participate in tendering process and can witness various activities of the process.

1.1.9 The authorized signatory of intending tenderer, as per Power of Attorney (POA), must have valid **Class-II or Class-III digital signature**. The tender document can only be downloaded or uploaded using Class-II or Class-III digital signature. However, the tenderer shall upload their tender on <https://etenders.gov.in/eprocure/app> using class-II or class-III digital signature of the authorized signatory only.

1.1.10 Tender submissions shall be done online on <https://etenders.gov.in/eprocure/app> after uploading the mandatory scanned documents towards cost of tender documents such as scanned copies of transaction of payment i.e. RTGS, NEFT & IMPS and towards Tender Security such as Bank Guarantee or Demand Draft or Pay Order or Banker's Cheque from a Scheduled commercial bank based in India or scanned copies of transaction of payment i.e. RTGS, NEFT & IMPS (and other documents as stated in the tender document). Bid documents may be scanned with 100 dpi with black and white option which helps in reducing size of the scanned document. Tenderer/Contractor are advised to follow "Instructions for Online Bid Submission" provided below.

1.1.11 Submission of Tenders shall be closed on e-tendering website of NHSRCL at the date & time



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of submission prescribed in NIT after which no tender shall be accepted.

It shall be the responsibility of the bidder / tenderer to ensure that his tender is submitted online on e-tendering website <https://etenders.gov.in/eprocure/app> before the deadline of submission. NHSRCL will not be responsible for non-receipt of tender documents due to any delay and/or loss etc.

- 1.1.12 Tenders shall be valid for a period of (both days inclusive i.e. the date of submission of tenders and the last date of period of validity of the tender) from the date of submission of Tenders and shall be accompanied with a tender security of the requisite amount as per clause C18 of ITT.
- 1.1.13 NHSRCL reserves the right to accept or reject any or all proposals without assigning any reasons. No tenderer shall have any cause of action or claim against the NHSRCL for rejection of his proposal.
- 1.1.14 Tenderers are advised to regularly visit e-tendering portal <https://etenders.gov.in/eprocure/app> for updates.
- 1.1.15 <Deleted>
- 1.1.16 Courts in New Delhi alone shall have the jurisdiction to entertain any application or other proceedings in accordance with Laws of India in respect of anything arising under this Bid.

**Additional General Manager/PR,
National High Speed Rail Corporation Ltd.
2nd Floor, Asia Bhawan, Road No. 205,
Sector-9, Dwarka, New Delhi-110077**



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Instructions for Online Bid Submission

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

More information useful for submitting online bids on the CPP Portal may be obtained at: <https://etenders.gov.in/e procure/app> .

REGISTRATION

- 1) Bidders are required to enroll on the e-Procurement module of the Central Public Procurement Portal (URL: <https://etenders.gov.in/e procure/app>) by clicking on the link “**Online bidder Enrolment**” on the CPP Portal which is free of charge.
- 2) As part of the enrolment process, the bidders will be required to choose a unique username and assign a password for their accounts.
- 3) Bidders are advised to register their valid email address and mobile numbers as part of the registration process. These would be used for any communication from the CPP Portal.
- 4) Upon enrolment, the bidders will be required to register their valid Digital Signature Certificate (Class II or Class III Certificates with signing key usage) issued by any Certifying Authority recognized by CCA India (e.g. Sify / nCode / eMudhra etc.), with their profile.
- 5) Only one valid DSC should be registered by a bidder. Please note that the bidders are responsible to ensure that they do not lend their DSC's to others which may lead to misuse.
- 6) Bidder then logs in to the site through the secured log-in by entering their user ID / password and the password of the DSC / e-Token.

SEARCHING FOR TENDER DOCUMENTS

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

PREPARATION OF BIDS

- 1) Bidder should take into account any corrigendum published on the tender document before submitting their bids.
- 2) Please go through the tender advertisement and the tender document carefully to understand the documents required to be submitted as part of the bid. Please note the number of covers in which the bid documents have to be submitted, the number of documents - including the names and content of each of the document that need to be submitted. Any deviations from these may lead to rejection of the bid.
- 3) Bidder, in advance, should get ready the bid documents to be submitted as indicated in the tender document / schedule and generally, they can be in PDF / XLS / RAR / DWF/JPG formats. Bid documents may be scanned with 100 dpi with black and white option which helps in reducing size of the scanned document.
- 4) To avoid the time and effort required in uploading the same set of standard documents which are required to be submitted as a part of every bid, a provision of uploading such standard documents



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(e.g. PAN card copy, GST certificate copy, annual reports, auditor certificates etc.) has been provided to the bidders. Bidders can use "My Space" or "Other Important Documents" area available to them to upload such documents. These documents may be directly submitted from the "My Space" area while submitting a bid, and need not be uploaded again and again. This will lead to a reduction in the time required for bid submission process.

SUBMISSION OF BIDS

- 1) Bidder should log into the site well in advance for bid submission so that they can upload the bid in time i.e. on or before the bid submission time. Bidder will be responsible for any delay due to other issues.
- 2) The Bidder has to digitally sign and upload the required bid documents one by one as indicated in the tender document.
- 3) Bidder has to select the payment option as "offline" to pay the tender fee / EMD as applicable and enter details of the instrument.
- 4) Bidder should prepare the EMD as per the instructions specified in the tender document. The original should be posted/couriered/given in person to the concerned official, latest by the last date of bid submission or as specified in the tender documents. The details of the DD/any other accepted instrument, physically sent, should tally with the details available in the scanned copy and the data entered during bid submission time. Otherwise the uploaded bid will be rejected.
- 5) Bidders are requested to note that they should necessarily submit their financial bids in the format provided and no other format is acceptable. If the price bid has been given as a standard BOQ format with the tender document, then the same is to be downloaded and to be filled by all the bidders. Bidders are required to download the BOQ file, open it and complete the coloured (unprotected) cells with their respective financial quotes and other details (such as name of the bidder). No other cells should be changed. Once the details have been completed, the bidder should save it and submit it online, without changing the filename. If the BOQ file is found to be modified by the bidder, the bid shall be rejected.
- 6) The server time (which is displayed on the bidders' dashboard) will be considered as the standard time for referencing the deadlines for submission of the bids by the bidders, opening of bids etc. The bidders should follow this time during bid submission.
- 7) All the documents being submitted by the bidders would be encrypted using PKI encryption techniques to ensure the secrecy of the data. The confidentiality of the bids is maintained using the secured Socket Layer 128 bit encryption technology. Data storage encryption of sensitive fields is done. Any bid document that is uploaded to the server is subjected to symmetric encryption using a system generated symmetric key. Further this key is subjected to asymmetric encryption using buyers/bid openers public keys. Overall, the uploaded tender documents become readable only after the tender opening by the authorized bid openers.
- 8) The uploaded tender documents become readable only after the tender opening by the authorized bid openers.
- 9) Upon the successful and timely submission of bids (i.e. after Clicking "Freeze Bid Submission" in the portal), the portal will give a successful bid submission message & a bid summary will be displayed with the bid no. and the date & time of submission of the bid with all other relevant details.
- 10) The bid summary has to be printed and kept as an acknowledgement of the submission of the bid. This acknowledgement may be used as an entry pass for any bid opening meetings.

ASSISTANCE TO BIDDERS

- 1) Any queries relating to the tender document and the terms and conditions contained therein should be addressed to the Tender Inviting Authority for a tender or the relevant contact person indicated in the tender.
- 2) Any queries relating to the process of online bid submission or queries relating to CPP Portal in general may be directed to the 24x7 CPP Portal Helpdesk.
- 3) For any Technical queries related to Operation of the Central Public Procurement Portal Contact at:



Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

- 4) Tel: The 24 x 7 Help Desk Number 0120-4200 462, 0120-4001 002/5, 0120-6277 787.
E-Mail: support-eproc[at]nic[dot]in

International bidders are requested to prefix +91 as country code.

