No. BT/01/DBT/DBT-CCMPS/2018
Government of India
Ministry of Science & Technology
Department of Biotechnology
Bioinformatics Centre Block No.2, 6th to 8th Floor,
CGO Complex, New Delhi - 110003

Date: 14/09/2018

Subject: Notice for Inviting Tenders (NIT) for appointment of a Creative Communication and Media Planning Service Agency for Department of Biotechnology, GoI, New Delhi

Department of Biotechnology (hereinafter referred to as DBT) invites bids from experienced, eligible and interested parties on the subject matter. Complete details of the NIT, viz. Scope of Work, formats for submission of the bids, Terms and Conditions etc. are as per Tender Document attached.

2. Technical Bids and Financial Bids, as per the instructions contained in the Tender Document have to be submitted separately in sealed covers.

3. Key Dates and information pertaining to this NIT are as under:

| Name, Designation and address of the authority to whom the bids have to be submitted | Sh. J.K. Dora, Under Secretary (Admin), 5th Floor, Block-3, CGO Complex, New Delhi. |
| Mode for sending the bids | Speed post/courier/by hand |
| Venue, date and Time of the Pre-bid Meeting | Room No. 503, 5th Floor, Block-3, CGO Complex, New Delhi 20-09-2018, 11.30 AM |
| Closing date & time for submission of bids | 25-09-2018, 11.00 AM |
| Venue, date & time for opening of Technical Bids and Technical Presentation by all bidders | Room No. 503, 5th Floor, Block-3, CGO Complex, New Delhi. 25-09-2018, 12.00 Noon |
| Date of publication of names of technically qualified Bidders after examination of Technical Bids | After 2 working days from the date of opening of the technical bid through DBT web-portal (dbtindia.nic.in) |
| Opening of Financial Bids | Room No. 503, 5th Floor, Block-3, CGO Complex, New Delhi 01-10-2018, 12.30 PM |
| Amount of Earnest Money Deposit | Rupees two Lakh Fifty Thousand Only. |
| Bid Validity Period | 120 days from the date of opening of the Technical Bids |

4. This Notice Inviting Tender shall also form part of Tender Document and shall be returned duly signed along with the Tender Document while submission of bids.

J.K. Dora,
Under Secretary
Department of Biotechnology
Block 3, CGO Complex,
New Delhi-110003
011-24363989
011-49166704
Tender Document  
Appointment of a Creative Communication and Media Planning Service Agency for Department of Biotechnology, Govt. of India, New Delhi  

1. **Scope of Work:** Details of Scope of Work, Deliverables and Timelines are as per Annexure I to this Tender Document.

2. **Submission of Tenders:** Two bid (Technical & Financial) system.

   (i) Technical and Financial bids should be submitted in separate sealed covers put in a main cover.

   (ii) First cover containing the Technical Bid should be super scribed as “Technical Bid for DBT- Creative Communication and Media Planning Service” and the second cover containing Financial Bid should be super scribed as “Financial Bid for DBT-Creative Communication and Media Planning Services”. The main cover containing Technical and Financial Bids should be super scribed as “Bids for the Creative Communication and Media Planning Service”. All the three covers should be sealed.

   (iii) **Technical Bid** should be submitted in the prescribed format as per Annexure II containing Earnest Money Deposit as prescribed and information/documents as mentioned in Para 4 of this Tender Document duly completed in all respects, signed and stamped at all pages but without indicating the rates quoted.

   (iv) **Financial Bid** containing price bid should be submitted in the prescribed format as per Annexure III. Further information relating to submission of Financial Bids may be referred to in Para (9) of this Tender Document.

   (v) Bids should be sent through Speed Post, courier or by hand so as to reach the Authority on or before the closing date & time as prescribed (please refer to ‘Key dates and Information’ given in the Tender Notice).

   (vi) Tenders received after prescribed closing time shall not be accepted under any circumstances.

   (vii) Bids received in the format prescribed in this tender document shall only be considered. Bidders have to furnish the Technical and Financial Bids only in the prescribed forms as per Annexure II and Annexure III respectively. Bids not received in prescribed format shall be rejected and no correspondence in this regard will be entertained.

3. **Earnest Money Deposit**

   (i) An amount of Rs. 2,50,000/- (Rupees two Lakh Fifty Thousand Only) shall be submitted by way of Demand Draft/Pay Order/Bankers Cheque drawn from any commercial bank in favour of DDO, Department of Biotechnology, New Delhi along with the Technical Bid.
(ii) Bids received without EMD shall be summarily rejected.

(iii) EMD of tendering firms who submit the sealed tender but withdraw the same before expiry of the tender validity date shall be forfeited.

(iv) EMD of the successful tenderer shall be released only after submission of Performance Security of specific amount prescribed in this Tender Document.

(v) EMD of the tenderers who fail to honour the bid in prescribed time limit shall stand forfeited. No representation in this regard shall be entertained by the Department.

(vi) No interest will be paid by the Department for not releasing the EMD amount within the tender validity period or at any circumstances.

(vii) EMD will be returned to unsuccessful tenderers immediately after the completion of the tendering process.

(viii) Exemption from submitting EMD: Micro and Small Enterprises (MSEs) as defined in MSE Procurement Policy issued by Department of Micro, Small and Medium Enterprises (MSME) will be exempt from submission of the EMD. However the MSE bidder has to enclose the documentary proof of its SME status.

4. **Eligibility, Essential Competencies & Details to be furnished in the Technical Bid**

(i) The agency/firm should be empanelled with Bureau of Outreach and Communication (formerly DAVP) as Multi Media A Category Agency, as all press/media related releases will be routed through DAVP where ever applicable. Agency should have experience in the field of Digital and media communications management as well as experience of content writing and Graphic design & creative work.

(ii) Strong creative and content writing team with communications skills to write clearly and compellingly in English and Hindi. Expertise with communication and media (including social media) management.

(iii) Agency should have permanent staff with minimum 75 Resources.

(iv) Knowledge of the mandate and work of a Government Department/PSU communication cell would be highly desirable

(v) This Notice Inviting Tender and the Tender Document shall be duly signed and stamped will be submitted with technical bid.

(vi) Agency/bidders should enclose brief organizational profile including background, availability of resource and experience of the firm.

(vii) The Bidders should have office in Delhi-NCR. Address, Telephone number of the office alongwith proof of the office at Delhi-NCR should be attached.

   a) Agency/bidders should have at least 5 years’ experience in the field of the subject matter of this Tender Notice and should have provided/have been providing services in the field to Govt. Departments/organizations/ PSUs/ State Govt. / Quasi Govt. organizations etc. Documentary proof in this regard should be attached. Experience in (360 degree communication services (including traditional, Radio, Print, Media planning, Media Buying and social media services) for centrl/state Government/PSU.
b) Experience of social media communication campaign and managing of Social Media handles for PSU and Government Departments with a capability of real time response management for at least 3 years.

i. Agency should have deployed licenced social media listening tools

ii. Agency should have had experience in handling large state/national level events on social media with live coverage.

c) Agency should have executed at least one social media management and assignment for a government or PSU exceeding INR 1 crore per annum each.

d) Agency should have executed a publicity campaign in Print/TV/Radio for government /PSU clients for INR 5 crore per annum for last 3 financial years.

(viii) The Bidder should have media planning capability and in-house multi media/ graphic design capabilities Details & proof of service facilities for Technical Support on services, maintenance and availability of multi media lab components and manpower are to be attached. Declaration by the bidder should be submitted.

(ix) The firm should be registered under the Goods and Services Tax Rules. The Tenderer should submit a copy of registration certificate to this effect.

(x) The firm should be income tax assesse for last five years. Copies of Income tax returns for last 3 years and PAN/TAN Card should be enclosed.

(xi) The bids should be accompanied by Earnest Money Deposit (EMD) of the value and in the form as specified in para 3 of this Tender Document.

(xii) All documents-proof should be attached as per Annexure-II sequence.

5. Validity of bids:
Bids should be kept valid for acceptance by DBT for a period of 120 days after the tender opening date.

6. Pre-bid meeting with the prospective bidders.
Pre-Bid meeting will be held on prescribed date and time as per details given in the Tender Notice. The tenderers shall visit DBT, New Delhi before submission of their bids and shall get familiarized with the scope of work and other terms & conditions of the tender during the pre-bid meeting.

7. Date & Time of receipt and opening of bids:
Closing date & time for receipt of bids and opening of technical bids has been specified in the Tender Notice. Bidders shall note that if the date of tender opening given in the Tender Notice is declared a closed holiday by the Central Government, the tenders shall be opened on the next working day at the same time. In such an event the closing hours for receipt of tenders in DBT will stand automatically extended up to same hours of the next working day.

8. Evaluation and comparison of proposals
The technical bids will be evaluated on the basis of its responsiveness to the requirements to be fulfilled at the technical stage. In the Second Stage, the financial bid of all bidders, who have attained minimum score of 70 in the technical evaluation, will be opened and compared. The contract will be awarded to the bidder using the QCBS- Quality and Cost Based Selection method out of the technically qualified bidders.
8.1 **Criteria for Technical Evaluation**

Technical Bids will be evaluated as per the criteria detailed below:

<table>
<thead>
<tr>
<th>No.</th>
<th>Evaluation Criterion</th>
<th>Max. Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Background/profile and registration of organization: Brief on the profile and the track record of the agency indicating the strength and the credentials of the agency, network details, No. of Employees, in-house facilities etc.</td>
<td>10</td>
</tr>
<tr>
<td>2</td>
<td>Proven practical experience with all stages of communication &amp; Media services and social media management. (on the basis of No. of major assignments with Value of Rs. 50 Lakhs &amp; above). 3 marks for each assignments.</td>
<td>15</td>
</tr>
<tr>
<td>3</td>
<td>Past experience of handling similar assignments with major Govt. of India related organization. (on the basis of experience in years for these major assignments)</td>
<td>15</td>
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<tr>
<td>4</td>
<td>Qualifications (education, general qualifications, publications, articles, previous experience within or outside the company) of proposed staff</td>
<td>20</td>
</tr>
</tbody>
</table>
| 5   | Average Turnover for last three years (2014-15, 2015-16, 2016-17) (Attach Auditor/CA Certificate)  
More than 50 Cr – 100 Cr 5 marks  
More than 100 Cr. 10 marks                                                                                                                                                                                                                                                                                                                                                   | 10 (max)   |
| 6   | Proposed Creative Communication and Social Media strategy plan for DBT to be submitted.                                                                                                                                                                                                                                                                                                                                         | 30         |
|     | **TOTAL Score**                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | **100**    |

9. **Financial Bids**

(i) All the bids which qualify in the technical evaluation stage will only be considered for opening of their financial bids.

(ii) Venue, date and time for opening of the financial bids will be informed to the selected bidders by e-mail to the concerned person authorized by the firm.

(iii) Financial bids will be opened in the presence of technically qualified bidders who wish to present on the occasion.

(iii) The financial bid must be submitted as per the format given at *Annexure III*.

(iv) The rates quoted should be inclusive of GST. The rate at which the GST has been included should be clearly mentioned in the bid. In case nothing is mentioned, it will be assumed that taxes/other levies are included in the rates quoted.

(v) Rate should be quoted on comprehensive basis for carrying out all works as mentioned in the tender document.

(vi) QCBS- Quality and Cost Based Selection method will be used for selection of bidder out of the technically qualified bidders.
(viii) In case two firms offer the same lowest net bundled prices, then only the past experience for similar kind of work by the firms shall be considered for evaluation purpose. The decision of the Department shall be final and binding.

10. **Performance Security:**
   
a) Successful bidder shall be required to furnish a Performance Security for an amount equivalent to 10% of the total contract value in the form of Bank Guarantee from any Commercial Indian Bank with a validity of the whole contract period and 45 days beyond the date of completion of the contract period.

   b) Performance Security has to be submitted within 7 days working from the date of issue of the work order/award of the contract.

   c) Non-submission of Performance Security Deposit in the prescribed form or in timely manner shall lead to suspension of the contract and forfeiture of the amount of EMD of the bidder.

   d) Performance Security of the firm will be forfeited in the events as mentioned under General Terms and Conditions in this Tender Document.

11. **Award of contract:**
   
   (i) The contract will be awarded to the tenderer using QCBS selection method.

   (ii) The tenderer whose rate is accepted shall be notified for award of the contract prior to expiration of the tender validity period.

   (iii) The terms and conditions stipulated in the tender document shall be fully applicable to the resultant contract and shall be integral part of the contract concluded.

   (iv) DBT reserves the right to accept or reject any proposal, and to annul the solicitation process and reject all proposals at any time prior to award of contract, without assigning any reason. Further, DBT reserve the right to make partial changes within the general scope of the contract prior to award of contract after pre-bid meeting particularly related to payment terms, performance security and any technical issue arising out of the discussions during pre-bid meeting and same will be intimated through DBT web portal (dbtindia.nic.in)

12. **Contract period**

   (i) The total period of the contract will be Two years from the date of commencement of contract. However, contractor has to comply with the times schedule given for deliverables.

   (ii) This period can be extended/ shortened at the discretion of the Department. There shall be an option to renew the empanelment for a further additional period of 1 year based on satisfactory performance and with the existing Terms and conditions. The Department will have the right to drop the agency from the said assignment without assigning any reason whatsoever. **Department also reserves the right to modify the term and conditions.**
13. **Payment Terms**

(i) No advance payment will be made.

(ii) Payment shall be made on Monthly basis as felt appropriate by DBT after analyzing the monthly reports as submitted by the agency at end of the month.

(iii) Tax Deduction at Source (TDS): TDS shall be deducted from each bill/invoice (as applicable) of the contractor under the statutory rules of Union Govt. in respect of Income Tax & other Taxes etc.

(iv) The documents required for processing of payments are:-
   a) Invoice.
   b) Certificate of completed work, for which the invoice has been raised, from the authority designated to oversee the progress/execution of the contract.

14. **Applicable law:**

The contract shall be interpreted in accordance with the laws of Union of India. For judicial adjudication, the disputes, if any, arising out of the Contract shall be subject to the jurisdiction of the Courts in Delhi only and will be settled accordingly.

15. **Disputes & Arbitration**

(i) All disputes arising out of execution of the contract shall be settled through arbitration. Both the parties shall first try to resolve the disputes amicably by mutual consultation. If they fail to resolve the disputes by such mutual consultation within 21 days, then, depending upon the position of the case, either of the party shall give notice to the other party of its intention to commence arbitration as per the Indian Arbitration and Conciliation Act, 1996.

(ii) Sole Arbitrator shall be appointed by Secretary, DBT, New Delhi within 30 days of notice regarding appointment of Arbitrator.

(iii) The arbitration shall be conducted in accordance with the provisions of the Arbitration & Conciliation Act 1996.

(iv) Notwithstanding any dispute between the parties, the agency shall not be entitled to withhold, delay or defer his obligation under the contract and the same shall be carried out strictly in accordance with the terms & conditions of the contract.

16. **Liquidated Damages / Penalty Clause**

In case the firm does not comply to the terms & conditions mentioned in the contract, action shall be taken against the firm to recover liquidated damages including administrative expenses which shall be a sum equivalent to 01% of the total contract amount per week for unfinished work and the total damages so claimed shall not exceed 10% of the total contract amount. In case any of the onsite manpower resource remains absent, a penalty of Rs. 6000/- (Rupees Six Thousand only) per day for Consultant and Rs. 2500/- per day for any of young professional resource will be imposed.

17. **GENERAL TERMS AND CONDITIONS:**

a) Any conditional offers made by the tenderer or any alternations/ corrections made in the tender form shall not be considered. Similarly incomplete and unsigned tender documents will be summarily rejected.
b) Bids submitted by fax/email or after the due date and time will not be accepted.

While submitting the tender for this work the tenderers shall be deemed to have read, understood and accepted all the terms and conditions stated in the tender document. Any doubts or clarifications with regard to the interpretation of the Terms & Conditions stipulated in this Tender Notice, shall be got clarified in the pre-bid meeting. Requests for postponing the tender opening date for the same shall not be accepted.

d) The bidder should be a company registered under the Indian Companies Act 1956/2013 or firm. Joint Ventures & Consortiums are not allowed to participate in the bid.

e) Tenderer shall treat the tender specifications and contents thereof as confidential.

f) The rates should be quoted inclusive of the cost of Services, Manpower cost, Transportation, maintenance for a minimum period of 1 year, Printing of Questionnaires and report generation and also inclusive of charges of GST/VAT and other taxes/charges as applicable.

g) The Agency/Firm shall bear all costs associated with the preparation and submission of its bid, including cost of presentation for the purposes of clarification of the bid, if so desired by DBT and DBT will, in no case be responsible or liable for those costs regardless of the conduct or outcome of the Tendering process.

h) Agency/Firm shall attend the Pre-Bid Meeting as per schedule through its authorised representative at its own cost.

i) The Contractor and his staff must abide by various rules, regulations and instructions of Department of Biotechnology as prevalent/issued from time to time.

j) The contract once awarded can be terminated by either party after giving two months’ notice to the other party. Nevertheless, Department of Biotechnology would have the right to terminate the contract without notice before the expiry of the term, in case the work performance is not found up to the standard, or in case there is any violation of the terms and conditions of the contract or DBT/GOI rules & regulations, or if there is any incident of indiscipline on the part of the Contractor or his staff. The decision of Secretary DBT in this regard would be final and binding on the Contractor.

k) If the service of the agency continuously remains deficient, the Performance Security of the agency would be forfeited.

l) Non-compliance of any terms and conditions enumerated in the contract shall be treated as breach of contract.

m) Frequent changes of contract employees shall not be preferred but any changes shall be done with prior notice and to the satisfaction of DBT.

n) DBT reserves the right to reject any or all tenders and to cancel the process at any time prior to award of contract without assigning any reason.

o) The contractor shall not divulge any information that is made known to him or he may come across during execution of the contract to any person not authorized to receive such information.

p) All information, document, photos and data coming in the possession of firm as a result of the execution of the job shall all at time remain the property of DBT. The firm
shall not make or allow to make an unauthorized copy, use, access or other utilization of these materials commercially or otherwise, directly or indirectly except as agreed to by the DBT. The firm shall also ensure complete confidentiality of the information and data provided to carrying out the job.

c) The firm has to complete the job assigned within the joint agreement time and if the job is not completed within the stipulated time, a penalty @ 10% of the cost of the uncompleted job for each day of delay will be imposed on the firm.

r) The DBT will have no liability regarding transportation, boarding and lodging of firm and their staff.

s) The agency/Firm shall be responsible to make payment to the Manpower deployed at DBT site on monthly/regular basis.

t) Suitable space with Furniture/PC/Internet Connection will be provided by DBT to the three onsite support staff for creative communication & media support services related activities only. All design & development work shall be carried out by the agency at their own site. Any specific s/w tool with required license will be arranged by the contractor from their own resources and any work should not delay for such reasons.

u) The support manpower deployed at DBT site will be the sole liability of the contractor and any issues regarding the same will be the sole responsibility of contractor only.

v) Working hours and days will be as per the norms followed at DBT.

w) Tenderer shall provide the backup of support manpower in case of non-availability of the any of the resource manpower deployed at DBT. Penalty will be imposed for any absence of any resource manpower as per Penalty clause at Point No. 16.

x) Under no circumstances the firm shall appoint any 3rd party or sub-lease/sub-let the contract.

y) The rate quoted shall remain firm during the period of contract.

z) The firm shall provide backend support from their office.

aa) The Tenderer shall be solely responsible for compliance to provisions of various Labour, Industrial and any other laws applicable and all statutory obligations, such as, Wages, Allowances, Compensations, EPF, Bonus, Gratuity, ESI, etc relating to personnel deployed onsite at DBT. DBT shall have no liability in this regard.

*************
Scope of Work, Deliverables and Timelines

The scope of work of the selected agency shall be, but not limited to, the following:

a) The agency will be responsible for handling, managing and maintenance of all official social media handles of DBT. The agency will study the activities of existing DBT communication cell and simultaneously prepare a communication plan after discussion with all Project Divisions for DBT and submit it within 7 days.

b) Minimum Three qualified and experienced professionals are required to be posted onsite at DBT. One each for following jobs and shall work in coordination with team spirit. Good Communication skill in English & Hindi is essential requirement. Minimum two other qualified & experienced professional will support offsite from agency’s office

i. One professional Media Consultant –cum- Chief Editor for content writing for press releases as per requirement in print & electronic media, interviews with DBT officials, project-based feature stories for magazines and dailies etc. Regular media mapping exercise including scrutiny of Bio Technology Industry & Education related news, publications and electronic media coverage on projects. He must be a post graduate with degree/diploma in Journalism/ Mass/ Media/ Communication etc and having minimum of 7 years of experience in the field of media & communication. Experience in the field of Science/ Biotechnology will be preferred advantage.

ii. One Young professional with expertise in social media (Twitter/ Facebook/ YouTube/ Instagram/Google+ etc.) management, content writing on regular day to day basis. He must be graduate preferably with degree/diploma in Journalism/ Communication/ Media etc and with minimum 2 years of field experience.

iii. One Young professional for Conceptualizing, designing of brochures, leaflets/fliers, banners, backdrops, hording, kiosk design, folders, invitation cards, Graphic design for magazines & newspapers advertising, design & creative inputs in presentations made by DBT, coordination with all media vehicles – print, audio & video etc. and other designing jobs. He must be a graduate with minimum 2 years of field experience. Preference will be given with complete knowledge of Graphics Design & Publishing Tools.

iv. Additional supportive onsite/offsite manpower shall be provided by the agency as and when necessary for time bound activities without any further financial assistance.

c) Content writing, Media communication Services like press release & media mapping and management. Professional coordination during Exhibitions, Seminars & workshops and other Events & activities.

d) Onsite and offsite Support team in consultation with DBT shall plan social media strategy. Work to be done on Social Media will include, but not limited to:

i) The social media management will consist of post creation, posting and driving of innovative campaigns. The agency needs to provide a detailed plan of campaign ideas & timing.

ii) Posting and filtering of user comments, providing responses to all official social media handles & profiles, and creation of relevant tagging & linkages.

iii) Repackaging of the content (videos and photographs) into suitable formats (video packages and others).

iv) Giving new & colourful look to all social media handles in form of artwork, creative, themes, etc.

v) Moderation of all social media platforms to address spam, unauthorized & inappropriate content, etc.
e) Content could pertain to the projects in progress and on the anvil, schemes, events, funding opportunities etc. Outdated information will be periodically archived to reduce information loads. These messages will be complimented with visual pictures, animation. Video clips and graphics to assist information transfer and attention.

f) Onsite support staff will gather these information (s) from the journals of National and international repute and sources like newspapers and other materials related to DBT functioning. These news clips will be referred by the project staff to identify news and feature stories and ideas to be incorporated either in a new line of developments or creating policies and programs in Biotechnology.

g) Conceptualizing, designing and supervise the jobs like brochures, magazines & newspaper advertising, leaflets/filer, banners & posters, backdrop, hoardings, kiosk designs, exhibition materials and other stationery materials like folders, invitation cards, letter heads, envelopes, CD Covers & stickers etc.

h) Good number of Biotechnology related news for uploading on DBT web-portal every day as well as feature-stories projecting current research and developments in the different fields of Biotechnology on regular basis. National and international journals will be referred by the project staff to identify news and feature story ideas.

i) Design and creative inputs in the presentations being made by the DBT.

j) The agency has to provide one price inclusive of all taxes and others for developing and manpower support for one year and other details.

k) The following is an indicative list of deliverables and milestones for the agency, assuming that the engagement starts at **Time T - (Date of Allotment of Work):**

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Activities/Job</th>
<th>Time Period</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Preparation &amp; Submission of detailed plan of action &amp; Setup of Communication cell with 3 Staff at DBT site and 2 staff offsite at agency’s office.</td>
<td>T+7 days</td>
</tr>
<tr>
<td>2</td>
<td>Providing of three qualified &amp; experienced manpower for new content creation, update &amp; maintenance and other creative communication &amp; media activities at DBT site on daily basis inclusive of travelling and other expenses. Updated &amp; maintenance and cloud management at DBT site inclusive of travelling and other expenses.</td>
<td>T+1 year</td>
</tr>
</tbody>
</table>

**Final Deliverables/Scope of Work**

a. Information gathering, material collection, documentation, validation with concerned user. Creative content writing and social media /other media management.

b. Editing and proof reading of the content.

c. Development of new content for the DBT web-portal and frequent updates on the web-portal with creative contents. Uploading of news, events, schemes and achievements related information, images & videos on daily basis in coordination with DBT’s web portal Team and similar content on Social Media.

d. Prompt & proper updating of Facebook/ Twitter/ Blogs etc. and other social media activities of the Department.
e. Assist the Department/Project Divisions during the Mega Events/ Seminars/ Conferences etc. outside the DBT premises as and when required.

f. Good number of Biotechnology related news will be uploaded every day as well as feature-stories projecting current research and developments in the different fields of Biotechnology on regular basis. National and international journals will be referred by the project staff to identify news and feature story ideas.

g. A predefined fortnightly content calendar for each of the social media platform to be shared with the DBT, a week in advance for approval. The same cycle to be followed for approval of the content calendar throughout the year.

h. Design and creative inputs in the presentations being made by the DBT.
# Technical Bid Form

Technical bid containing the information/documents as specified in para 4 of this tender Document and other details should be submitted properly page numbered as the format given below:

<table>
<thead>
<tr>
<th>S.No</th>
<th>Particulars</th>
<th>Page Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Organizational profile including background and experience of the firm. Describe organization knowledge about web-portal development application. (Human Resource skill set and profiles)</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Copy of the Registration Certificate of the company and Articles of Association</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Copy of BOC/DAVP/NFDC empanelment certificate/ letter.</td>
<td></td>
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<tr>
<td>4.</td>
<td>Brief profile and experience of the key personnel available with firm particularly of those who would to be involved in the management of this programme.</td>
<td></td>
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<tr>
<td>5.</td>
<td>Proof of having office in Delhi-NCR. Address, email and Telephone number of the office and details of infrastructure / server available may be indicated.</td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>Name, Designation and contact details Mobile/ telephone no. and email of the authorized contact person in connection with this Tender Notice</td>
<td></td>
</tr>
<tr>
<td>7.</td>
<td>Details of having 5 years’ experience in Communication and Media management, creative support services, graphics design &amp; editing etc. in Govt. Departments/organizations/ PSUs/ State Govt. / Quasi Govt. organizations etc. (please attach proof/copy of work orders)</td>
<td></td>
</tr>
<tr>
<td>8.</td>
<td>Copies of Satisfactory Performance Certificates of having completed at least 3 contracts similar to the subject matter of this Tender Notice during the period of last 5 years in Govt. Departments/organizations/ PSUs/ State Govt. / Quasi Govt. organizations etc.</td>
<td></td>
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<tr>
<td>9.</td>
<td>The Bidder’s average annual turnover should not be below Rs. 50.00 Crores for the last three years. Copies of Audited Balance Sheet for the last three years (2014-15, 2015-16, 2016-17) be attached.</td>
<td></td>
</tr>
<tr>
<td>10.</td>
<td>Copy of GST Registration certificate.</td>
<td></td>
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<tr>
<td>11.</td>
<td>Copies of Income tax returns files for last 3 years and copies of PAN/TAN Card should be enclosed.</td>
<td></td>
</tr>
<tr>
<td>12.</td>
<td>Details of EMD enclosed.</td>
<td></td>
</tr>
<tr>
<td>14.</td>
<td>Copy to this Notice Inviting Tender and Tender Document duly signed and stamped.</td>
<td></td>
</tr>
</tbody>
</table>

**Declaration:**

This is to certify that I/We before signing this Technical Bid Document have read and fully understood all the terms and conditions contained in the Tender Document and undertake myself/ourselves to strictly abide by them.

**Signature of the Authorised signatory with name, designation, seal and date**
**Annexure III**

**Format for Financial Bid for Web-portal Re-design, Development & Maintenance**
(To be submitted in a separate sealed envelope)

Please provide detail financial implication to the organization with break up. All prices/rates quoted must comply to the Scope of Work and other terms and conditions specified in this Tender Document.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Items of work</th>
<th>Bid Amount (in Rs)</th>
<th>Remarks, if any</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Creative Communication and Media Support Services / Media Management Charges/ Manpower Charges inclusive of travelling and other expenses for one year.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>GST (pl. specify rate of GST)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td><strong>Total Bid amount</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Total Bid amount(in words) ________________________________

**Declaration:**
This is to certify that I/We before signing this Financial Bid have read and fully understood all the terms and conditions contained in the document and undertake myself/ourselves to strictly abide by them.

**Signature of the firm with name, designation, seal and date**

**Authorized Signatory**