



DELHI DEVELOPMENT AUTHORITY

Request for Proposal (RFP) for Empanelment of Advertising Agencies with Delhi Development Authority

SCHEDULE

Activities	Date	Time
Document download starts	05.05.2021	From 3 PM
Pre Bid query through email (ddapublicrelation@gmail.com)	10.05.2021	11AM to 5 PM
Release of Response to clarification sought in pre bid query on CPP Portal	12.05.2021	By 5 PM
Bid submission starts	13.05.2021	From 10 AM
Last Date of Submission of Bids	03.06.2021	By 2 PM
Last date to submit hard copy of all supporting documents as per RFP	03.06.2021	By 3 PM
Opening of Bid	04.06.2021	3 PM

Note: Changes in the above schedule, if any, will be made at the sole discretion of DDA and will be communicated by mail to the shortlisted agencies.

1. MANDATORY CRITERIA

- Annual turnover of the agency should be at least 10 Crores INR each year for the last three financial years i.e., 2017-18, 2018-19, 2019-20 from advertising/publicity business duly supported by Auditor's Report and CA certificate.
- Agency should be accredited with Indian Newspaper Society (INS) since 01.04.2011
- The agency should have a full-fledged office/branch in Delhi since 01.04.2018
- Empanelment with Directorate of Advertising and Visual Publicity (DAVP)/Bureau of Outreach and Communication (BOC) as multimedia/ Print media creative agency.

Only those agencies which meet above mandatory criteria will be considered for weighted criteria.

2. WEIGHTED CRITERIA

Total Marks: 100

Sl. No.	Parameters	Weightage
1.	Presentation (Topic: DDA's role in shaping Delhi's future)	30
	Technical Parameters	
	Content	
	Creative and Communication Strategies	
	Concept/ Idea	
	Layout/ Design	
2.	Experience of handling campaigns/ events/ virtual events through multimedia for Govt. of India & their autonomous bodies/ GNCTD & their autonomous Bodies/ Local bodies of Delhi/ Central PSUs/ Public Sector Banks since 01.04.2018 . <i>Work order and work completion certificate along with creative (if any) needed to be submitted.</i>	15
	No. of campaigns/ events/ virtual events	
	1-2	
	3-5	
	> 5	
	Maximum Points	
3.	Work awarded via competitive bidding of Govt. of India & their autonomous bodies/ GNCTD & their autonomous Bodies/ Local bodies of Delhi/ Central PSUs/ Public Sector Banks since 01.04.2018 . <i>Work order along with work completion certificate needed to be submitted.</i>	10
	Work awarded with work completion certificate	
	2-5	
	6-10	
	> 10	
	Points	
4.	The agency should have minimum annual turnover of Rs. 10.00 crores per annum from advertisement/ publicity in each of the last three financial years i.e. 2017-2018, 2018-2019 and 2019-20. The turnover for the said three years i.e.	

	2017-2018, 2018-2019 and 2019-20, duly audited/ certified by the Chartered Accountant of the creative/ advertising agency with proper seal and signature needed to be submitted.	10
	Turnover per annum in last 3 Financial Years	
	10 - 15 crores	
	>15 - 25 crores	
	> 25 crores	
5.	Experience in outdoor advertising for Govt. of India & their autonomous bodies/ GNCTD & their autonomous Bodies/ Local bodies of Delhi/ Central PSUs/ Public Sector Banks since 01.04.2018 . <i>Work order along with work completion certificate needed to be submitted.</i>	5
6.	5 best print media creatives to be submitted for Govt. of India & their autonomous bodies/ GNCTD & their autonomous Bodies/ Local bodies of Delhi/ Central PSUs/ Public Sector Banks since 01.04.2018 . <i>Work order along with work completion certificate needed to be submitted.</i>	10
7.	Experience of designing and publishing Booklet/ Leaflet/ Brochures for Govt. of India & their autonomous bodies/ GNCTD & their autonomous Bodies/ Local bodies of Delhi/ Central PSUs/ Public Sector Banks since 01.04.2018 . <i>Work order along with work completion certificate and copy of published creative needed to be submitted. (1 marks for each work completion).</i>	8
8.	Experience of designing and publishing Coffee Table Book/ e-Book on Coffee Table Book for Govt. of India & their autonomous bodies/ GNCTD & their autonomous Bodies/ Local bodies of Delhi/ Central PSUs/ Public Sector Banks since 01.04.2018 . <i>Work order along with work completion certificate and copy of published creative needed to be submitted. (2 mark for each work completion).</i>	4
9.	Experience in shooting videos/ films for Govt. of India & their autonomous bodies/ GNCTD & their autonomous Bodies/ Local bodies of Delhi/ Central PSUs/ Public Sector Banks since 01.04.2018 . <i>Work order along with work completion certificate and copy of creative needed to be submitted. (2 mark for each work completion).</i>	4
10.	Experience of designing and publishing Annual Report for Govt. of India & their autonomous bodies/ GNCTD & their autonomous Bodies/ Local bodies of Delhi/ Central PSUs/ Public Sector Banks since 01.04.2018 . <i>Work order along with work completion certificate and copy of published creative needed to be submitted. (2 mark for each work completion).</i>	4

Note: Creatives and Presentation as listed above should also be delivered in the office of Dy Director (PR), DDA B- Block Ground Floor, Room No. 16 Vikas Sadan , INA, New Delhi-110023 on or before June 3 by 3 PM

3. REQUIRED DOCUMENTS

- i. Annual turnover of the agency for the last three financial years i.e.,2017-18, 2018-19, 2019-20 from advertising/publicity business duly supported by Auditor's Report and CA certificate.
- ii. INS accreditation certificate since 01.04.2011
- iii. Agency's full-fledged office/branch in Delhi since 01.04.2018

- iv. Empanelment with DAVP/BOC as multimedia/ Print media creative agency
- v. Presentation as mentioned in Sl. No 1 of Weighted criteria
- vi. Supporting documents as mentioned in Sl. No 2 of weighted criteria.
- vii. Supporting documents as mentioned in Sl. No 3 of weighted criteria.
- viii. Supporting documents as mentioned in Sl. No 5 of weighted criteria.
- ix. Supporting documents as mentioned in Sl. No 6 of weighted criteria.
- x. Supporting documents as mentioned in Sl. No 7 of weighted criteria.
- xi. Supporting documents as mentioned in Sl. No 8 of weighted criteria.
- xii. Supporting documents as mentioned in Sl. No 9 of weighted criteria.
- xiii. Supporting documents as mentioned in Sl. No 10 of weighted criteria.

Note: Name of all the documents uploaded online/submitted physically should be in the following format *serialno.ofthedocument nameoftheagency* for eg.: for document regarding INS accreditation, the name of the document to be uploaded would be 3ii XYZ where XYZ is the name of the agency.

4. EVALUATION PROCESS

Stage –I Evaluation: Only those agencies which fulfill all the mandatory criteria mentioned under point 1 will be further eligible for Stage-II evaluation.

Stage-II Evaluation: Marks will be awarded by the committee based on the criteria mentioned in point 2. Agencies will be shortlisted for empanelment based on the marks scored in Stage-II evaluation.

5. TENURE OF EMPANELMENT

The panel to operate for a period of two years . However, performance of all agencies will be reviewed and non performers will be removed from the panel of DDA without giving any notice.

6. OTHER TERMS AND CONDITIONS

- i. Delhi Development Authority reserves the right to award work to any of the empanelled agencies.
- ii. Delhi Development Authority reserves the right to alter any of the terms and conditions stipulated for the empanelment of the agency.
- iii. Without prior written consent of Delhi Development Authority, the agency shall not sublet or assign complete or part of any job assigned to the agency by Delhi Development Authority and even when such consent is given, it shall not absolve agency of its obligation under the scope of aforesaid services.
- iv. Delhi Development Authority shall not be responsible in any way whatsoever for any violation of any rules and regulations of statutory/government bodies by the advertising agency.

- v. Supporting Documents submitted by the agency shall be verified by Delhi Development Authority.
- vi. The bidder shall designate the official mailing address, place, email and telephone number to which all correspondence shall be sent by Delhi Development Authority.
- vii. Delhi Development Authority will undertake preliminary examination of bids to determine whether they are complete, whether any error has been made, whether documents have been properly signed and whether the bid is generally in order. A bid determined as not substantially responsive will be rejected by Delhi Development Authority.
- viii. The Agency should not have been blacklisted by any Govt./Semi Govt. Organization. An undertaking to this effect as per **Annexure A** to be submitted
- ix. By submitting the Proposal, the Bidder agrees to all the points explicitly included in the scope of work and services & all other terms & conditions mentioned in the RFP
- x. The RFP document should be signed by the authorized representative of the bidder

SELF-DECLARATION – NON BLACKLISTING (On Non-Judicial Stamp Paper of Rs. 100/- duly attested by the Notary Public)

To,

Delhi Development Authority

Vikas Sadan, INA, New Delhi-110023

Sir,

In response to the RFP Delhi Development Authorityfor empanelment of Advertising Agencies I/We hereby declare that presently our Company _____ is having unblemished record and is not declared ineligible or black listed for corrupt & fraudulent practices either indefinitely or for a particular period of time by any State/ Central Government/ PSU/Autonomous Body on the date of bid submission. If this declaration is found to be incorrect then without prejudice to any other action that may be taken, the tender if any, to the extent accepted may be cancelled and administrative action may be taken against us.

Thanking you,

Yours faithfully,

Name of the Bidder: -

Authorized Signatory: _

Seal of the Organization: -

Date:

Place:

Bidder's Details

Name of the Bidder / Agency				
Corporate Address				
Website				
Type of Company				
Year of Establishment				
Key Person				
Designation				
Mobile No				
Email				
Address				
PAN No .				
GSTN No.				
No. of Editorial Staff/ Copywriters				.
No. of Translators (In-house)				
No. of Graphic Designers				
No. of Proofreaders				
Turn Over in Each Year	17-18	18-19	19-20	
Rs. in Lakhs				
Printing Facility	Own/ Contract (Self-Certification)			
Address of Printing Facility				

Instructions for Online Bid Submission

The bidders are required to submit soft copies of their bids electronically on the 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://eprocure.gov.in/eprocure/app>.

REGISTRATION

- 1) Bidders are required to enroll on the e-Procurement module of the Central Public Procurement Portal (URL: <https://eprocure.gov.in/eprocure/app>) by clicking on the link “**Online bidder Enrollment**” 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 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 (e.g. PAN card 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.

Note: *My Documents space is only a repository given to the Bidders to ease the uploading process. If Bidder has uploaded his Documents in My Documents space, this does not automatically ensure these Documents being part of Technical Bid.*

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 white 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 will 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 data entered cannot be viewed by unauthorized persons until the time of bid opening. 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 opener's public keys. Overall, the uploaded tender documents become readable only after the tender opening by the authorized bid openers.
- 7) The uploaded tender documents become readable only after the tender opening by the authorized bid openers.
- 8) 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.
- 9) 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.
