

**E-TENDER DOCUMENT
FOR**

**APPOINTMENT OF PR AGENCY FOR THE DEPARTMENT OF
INFORMATION & PUBLICITY, GOVERNMENT OF GOA.**

Tender No: DIP/PR-AGENCY/2022/

ISSUED BY



**Department of Information
and Publicity**



e- Tender website (www.eprocure.goa.gov.in)

NOTICE INVITING TENDER

| | | |
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| Name of Work | Appointment of PR Agency for the Department of Information & Publicity, Government of Goa | |
| Tender No. | DIP/PR-AGENCY/2022/ | |
| Contact Details | e- Tender website (www.eprocure.goa.gov.in) | |
| Item | Date | Time |
| Tender Document Downloading Starts | 17/4/2025 | 10.00hrs |
| Pre-bid meeting | 22/4/2025 | 11.00 hrs |
| Start Date for Online submission of Tender | 28/4/2025 | 10.00hrs |
| Last Date for Online Submission of Tender | 07/5/2025 | 11.00hrs |
| Technical Bid Opening (Conference Hall, Secretariat, Porvorim Goa). | 07/5/2025 | 02.30hrs |
| Financial Bid Opening (Conference Hall, Secretariat, Porvorim Goa). | 09/5/2025 | 11.00hrs |

Note: The dates mentioned above are subject to change by the Department of Information & Publicity (DIP) with prior notice on department website and e-tender website. No offer will be accepted after the Due Date.

The Technical bid and the Financial bid should be submitted strictly in e-Tender mode only. The **Technical Bid** shall contain the Tender Fee, e-tender Processing fee and EMD along with the bid, **Annexures I to X** along with supporting documents as required in the tender document.

THOSE SUBMITTING COMPLETE TENDER FORMS MAY NOTE THAT THE LAST DATE FOR SUBMISSION IS 07/5/2025, 11:00AM AND MAY TAKE DUE CARE IN FILLING UP THE ANNEXURES AND ATTACHING SUPPORTING DOCUMENTS AS REQUESTED HEREIN.

“TECHNICAL PROPOSAL”

DEPARTMENT OF INFORMATION & PUBLICITY, GOVT. OF GOA

Terms and conditions for submitting tender for the work of Appointment of PR Agency for the Department of Information & Publicity, Government of Goa

THE COST OF THIS TENDER DOCUMENT: Rs. 20,000/-

E-TENDER PROCESSING FEE: Rs. 6,000/-

Earnest Money Deposit: Rs.10,00,000/-

Mode of Payment towards Tender Document Fee(TDF), eTender Processing Fee(TPF) & Earnest Money Deposit(EMD) to be paid online through e-Payment mode via :

i. National Electronic Fund Transfer (NEFT) / Real-Time Gross Settlement RTGS).

Tenderer requires download pre-printed Challan towards credit of ITG available on e-tender website and make its payment through any of their Bank.

ii. Internet Payment Gateway (Debit/ Credit Card of type VISA, MASTERCARD or RuPay.

iii. Net Banking: Payment can be made through the Internet Banking of Any Bank.

Note: Any Payments made through NEFT/RTGS will take 24 hours for its reconciliation. Hence the payments through NEFT/RTGS should be made at least TWO BANK WORKING DAYS in advance before any due date and upload the scanned copy of challans in the e-Tender website as a token of payment.

BACKGROUND AND INTRODUCTION

The Department of Information & Publicity (DIP) is the press and publicity wing of the Government of Goa and a nodal agency for dissemination of information through the print and electronic media, for effectively publicizing policies and programs of the government.

The Department also plays a pivotal role in the promotion of schemes and policies that lead to a greater and better understanding of governance, through the Right to Information Act etc. It also works as a communication medium between the government and the media.

In view of the above background, DIP (referred hereafter as “Authority”) intends to invite e-tender for the work of “Appointment of PR Agency for the Department of Information & Publicity, Government of Goa”.

1. GENERAL INSTRUCTIONS TO AGENCY

1. The Applicant shall be required to upload the Technical and Financial bids by 11.00 AM on or before _07/_05_/2025 and any E-Tender received after the specified time and date will be summarily rejected.
2. The Applicant shall include any additional costs, if at all in the E-Tender and the DIP would in no way be liable for damages or extra payment regarding any unauthorized escalation in costs. The Applicants will submit only one proposal. If the Applicant submits or participates in more than one proposal, all such proposals shall be disqualified.
3. The Technical and Financial bid shall be submitted through e-tendering latest by 11.00 am on 07/05/2025. **There can be elimination at the evaluation of the Technical bid, if the Applicant fails to meet the Eligibility Criteria, in which case the tender is liable to be rejected.** The Applicant will have to be present personally or through an Authorized Representative (the authorization must be provided on the letter head of the Applicant) at the time of opening on 07/05/2025 **at 02:30 P.M** at Conference Hall, Secretariat, Porvorim Goa of the technical bids. The Financial bids opening is on 09/05/2025 **at 11:00 A.M.** at Conference Hall, Secretariat, Porvorim Goa. The selection of the APPLICANT will be made on Combined Quality cum Cost Based Selection Method (CQCCBS) and procedures described in this e-tender.
4. The AGENCY shall furnish an Earnest Money Deposit (EMD) amounting to Rs. 10,00,000/-. In case the same is not furnished by the AGENCY at the time of the submission of the e-tender, the tender is liable to be summarily rejected and no further correspondence in this regard shall be entertained. This EMD is liable to be forfeited and en-

cashed in case the AGENCY fails to adhere by the terms and conditions of the contract and in the following cases:

- a. If any information or document furnished by the AGENCY turns out to be misleading or untrue in any material respect;
 - b. If the Successful AGENCY fails to execute the Agreement within the stipulated time or any extension thereof provided by the DIP.
 - c. If the AGENCY engages in a corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice.
 - d. If the AGENCY withdraws its proposal during the period of its validity as specified in this tender and as extended by the AGENCY from time to time.
 - e. If the Selected AGENCY fails to provide the Performance Guarantee within the specified time limit.
 - f. DIP will not be liable to pay any interest on Earnest Money Deposits under any circumstances.
 - g. The unsuccessful BIDDER/AGENCY shall be refunded EMD without any interest.
5. If the AGENCY is finally selected by the DIP, then an agreement will have to be executed between the DIP and the selected AGENCY. The AGENCY will have to submit a Bank Guarantee of 10% of the P. O. value / Work order valid upto 13/ 05/2025 or as decided by DIP before signing of Agreement. Failure to provide such guarantee will result in disqualification and the EMD shall be forfeited. The AGENCY, by submitting its offer (Online) pursuant to this tender, shall be deemed to have acknowledged that without prejudice to the DIP's any other right or remedy hereunder or in law or otherwise, the Performance Guarantee, shall be forfeited and appropriated by the DIP

as the mutually agreed pre-estimated compensation and damage payable to DIP for, inter alia, the time, cost and effort of the DIP in regard to the tender including the consideration and evaluation of the Proposal under the following conditions:

- a) If the AGENCY engages in any of the Prohibited Practices specified in this tender.
 - b) If the AGENCY is found to have a Conflict of Interest as specified in this tender.
 - c) If the Selected AGENCY commits a breach of the Agreement.
6. Agency shall perform the services and carry out its obligations under the contract with due diligence and efficiency, in accordance with generally accepted techniques and practices used in the industry and with professional engineering and training/consulting standard recognized by national/international professional bodies and shall observe sound management practice.
 7. In the first stage, the Technical Proposal will be evaluated on the Eligibility Criteria. In case the AGENCY does not fulfill the Eligibility Criteria as specified in the tender, the AGENCY shall be disqualified.
 8. DIP will select the AGENCY, in accordance with the method of selection specified in the tender. AGENCY shall be deemed to have understood and agreed that neither explanation nor justification for any aspect of the Selection Process will be given and that DIP's decisions are final and binding.
 9. The APPLICANT shall not change/alter the quality/content/specifications of the job/services under any circumstances, once the same has been finally approved by the DIP.

10. All APPLICANTS should familiarize themselves with local conditions and take them into account in preparing their Proposals.
11. The APPLICANTS are requested to submit the proposal in English language and strictly in the formats prescribed in tender. The committee constituted by DIP will evaluate only those Bids that are received in the specified format and complete in all respects.
12. The bid is liable to be disqualified if the Information submitted in Technical Bid is found to be misrepresenting, incorrect or false, accidentally, unwillingly, or otherwise, at any time during the processing of the contract (at any point of stage) or during the execution of the work, shall be summarily rejected and contract terminated at the cost and risk of the Applicant.
13. The Validity of the tender shall be valid for a period of 90 days from the date of opening of financial bid.
14. The Agency should not be blacklisted by any Central or State or any Government Department/Autonomous bodies etc., from India. The undertaking should be uploaded as per the Annexure V duly signed by the authorized signatory and to be submitted on Rs 100/- Non Judicial Stamp paper and duly notarized.
15. The successful bidder shall be required to pay all taxes for the execution of the work awarded under the Contract and TDS as per the existing instructions will be made while making the payment.
16. The bidder should maintain total confidentiality of the information provided by the DIP.
17. **Duration of Assignment :**
The contract for the work of “**Appointment of PR Agency for the Department of Information & Publicity, Govt. of Goa**”, will be initially for a period of one year and on satisfactory performance the

term may be extended up to two more years at the sole discretion of the DIP, with an increment of 5% per year. The activities to be extended will be intimated to the Agency.

18. All the Agencies qualified during the technical evaluation, shall submit an itemized costing as per Annexure-X in a sealed envelope to DIP, before opening of the financial bids. The heads of the itemized costing is provided in Annexure-X.

19. For any dispute, DIP shall be the final authority and its decision shall be final and binding. DIP reserves all rights to accept or reject or cancel any or all tenders in part or full without assigning any reason thereof.

20. The APPLICANT shall submit exact cost details of each of the quoted jobs/items/services specification wise as per schedule mentioned in the financial bid. Any or all hosting charges, labour charges, power and communication, transportation costs should be included in the tender.

The quoted amount shall be exclusive of GST

21. Any update on the tender shall be uploaded only on the e-tender site and DIP website.

22. The APPLICANT shall indemnify and keep indemnified the DIP against any claims/compensation/damages and injuries to any person or property caused on account of any or all actions of the APPLICANT or its employees.

23. The APPLICANT shall be responsible for complying with all the statutory requirements such as adherence to Labour Laws, Taxes, permissions etc. and complying with all the legal requirements of the local municipality, State/Central Governments. The APPLICANT shall be fully responsible for verifying the credentials/background of its associates, employees and personnel from the security point of view.

24.The APPLICANT will have to ensure that the cost details are submitted only in the format finalized by DIP, failing which the financial tender submitted are liable to be rejected without assigning any reasons thereof. The costing submitted by the APPLICANT and approved by DIP shall be the upper limit of the expenditure. No extra expenditure over and above what is authorized by DIP, shall be done by the APPLICANT without written order of the DIP.

25.Payment terms and condition

- The Payment to the AGENCY will be as per actual work done, actual manpower deployed and as per the analysis report and evaluation of work done by the Agency, subject to bills/invoice certification by the committee constituted by the DIP.
- The payment towards the work of **“Appointment of PR Agency for Department of Information & Publicity, Govt. of Goa”** will be on **MONTHLY** basis.
- The final balance amount payable, after deduction of payments shall be paid to the Agency ONLY AFTER submission of Provident Fund (PF) & Employee State Insurance (ESI) Compliance Certificate from Chartered Accountant stating that all the dues pertaining to Provident Fund (PF) & Employee State Insurance (ESI) have been fully paid on the contract of DIP along with details of Provident Fund (PF) & Employee State Insurance (ESI) contributions and paid receipts. The certificate shall be on the letterhead of the Chartered Accountant duly certified as true and correct by affixing his / her signature and seal that dues have been fully paid on the contract of DIP.

26.If the PR agency fails to meet the mutually agreed upon goals and objectives, or does not perform their services in a professional and

timely manner, the DIP reserves the right to impose a penalty fee for each occurrence of such failure, as recommended by the committee.

27.The DIP may also terminate the agreement if the Agency fails to meet their obligations.

28.DIP also reserves the right to increase or decrease or delete the scope of work/item by any margin depending on the requirement.

29.The Tenderer is required to ensure browser compatibility of the computer well in advance to the last date and time for receipt of tenders. The department shall not be responsible for non-accessibility of the e-Tender portal due to internet connectivity issues and technical glitches at the tenderer's end.

30.The Chartered Accountant / Bidder should ensure that there are no factual or typographical errors in the data verified and certified. Errors if any shall result in summary rejection of the tender bid.

31.The bidder should submit the documents if desired by the Tender Opening Committee/DIP within reasonable period as informed by DIP.

32.The agency shall ensure that all the documents uploaded are in English language only and in case if the agency has uploaded the document other than in English language, then the agency shall convert the same in English language and to be notarized on Rs. 100/- Non Judicial stamp paper . The agency will be liable for disqualification, termination of the contract/forfeit of the EMD and Performance Guarantee in case there is any misrepresentation in the converted documents.

(Signature/ Seal of the APPLICANT)

2. ELIGIBILITY CRITERIA:

The Technical proposal should clearly demonstrate the APPLICANTS understanding of the requirements and the Proposal should include the following information in the enclosed Proforma: -

1. The Applicant should have an Average Annual Turnover of at least INR 10 Crores for the last three financial years (2021-22, 2022-2023 to 2023-24) duly certified and supported by a Chartered Accountant's certificate. The Applicant shall upload the same as **"Annexure I"**.
2. The AGENCY should submit GST Return Filing Status as **"Annexure A"**.
3. The agency should have completed at least 2 similar works **for any other PSUs/ State Government**/ Central Government Ministries, during the last three financial years of value not less than INR 1 Crore each, in order to ensure the PAN India presence of the Agency. The details of the Works completed shall be submitted as per **"Annexure II"**.
***Similar works mean execution of PR activities involving managing communications for Chief Minister's Office or Information Department.**
4. The relevant Work Orders of the work stated in Annexure II shall be submitted in **"Annexure III"**. **[Please note that if Work Orders are not available then the work should not be included in Annexure II.]**
5. The AGENCY should submit Bank Details as per **"Annexure IV"**.
6. Employees, Tender Committee Members, Technical Audit Committee Members, or any other committee members constituted by DIP and their Families (i.e. Spouse and Children) shall not be eligible to bid for the tender.
7. If the bidder is a Public Limited Company or Private Limited or Partnership Firm, the Bidder shall produce the copy of the Board Members/Partners duly self attested.
8. The AGENCY shall submit an undertaking as **"Annexure V"** on Rs.100/- Non Judicial stamp paper and duly notarized.

9. The AGENCY shall submit PAN Card, Goods and Service Tax Registration Certificate, proof of Registration of the Agency and Acknowledged copy of Income Tax Returns as per **“Annexure VI”**.
10. The Agency should have experience in preparing communication/ development reports, research/ white paper, publishing books and newsletters/ magazines for minimum 03 State Governments. The agency shall upload proof of the same as **“Annexure-VII”**.
11. The Agency shall submit ESIC and PF Registration certificate in **“Annexure VIII”**.
12. The Agency shall submit proof of PF & ESI compliance as on date of uploading tender in **“Annexure IX”**. The Certificate shall be on the letterhead of an independent Practicing Chartered Accountant duly certified as true and correct by affixing his / her signature and seal thereof stating that the vendor is ESIC and PF compliant and the certificates submitted are valid at the time of opening of tender.

(Signature/ Seal of the AGENCY)

3. EVALUATION OF TECHNICAL AND FINANCIAL BID:

a) Evaluation of Technical Proposal

- All the agencies bidding for this tender will have to make a presentation **(of not more than 20 minutes)** about their strategy, creative's & execution plan. **Only those bidders who score 70 marks for technical presentation will be eligible for financial bid opening.**
- The Technical bid will carry total of 100 marks that will be sub divided in respect of each of the specified parameter as detailed below:

| Sr.No. | Evaluation Criteria | Maximum Marks |
|--------|--|---------------|
| 1 | Experience in managing PR and Communications in last 3 financial years as per annexure "II" (5 marks for each work). The list of works completed and all other projects/works under execution or awarded shall be mentioned as per annexure "II" | 10 |
| 2 | For each additional work/project, up to 5 projects (3 marks for each work/project). | 15 |
| 3 | Average Annual turnover of last three financial years 10 Cr (5 Marks) 10 to 20 Cr. (10 Marks) Above 20 Cr. (15 Marks) | 15 |
| 4 | Technical Presentation (including but not limited to) | |
| 4.1 | PR and Communications work done for Print/ Electronic/Digital media for the works mentioned at Sr.No. 1 (1 st three projects). | 15 |
| 4.3 | Methodology/ strategy to carry out PR activities for the state of Goa (Minimum two concepts). Max. 15 Marks for each concept. | 30 |
| 4.4 | Past experience in handling Media and PR work for PSUs/ State or central Government, mentioned in Annexure - II. | 15 |
| | Total | 100 |

b) Evaluation of Financial Proposal

- In preparing the financial bid, the APPLICANT shall consider the requirements and conditions of the different works, detailed costs for which have been asked in “**Annexure XI**” as per details as indicated in the e-tender document.
- The Financial Bid should be filled separately and should not be a part of the Technical Bid.
- In the second stage, the Financial Evaluation will be carried out and the Financial Proposal will be assigned a Financial score (FS). For Financial Evaluation, the total cost indicated in the Financial Proposal for all of the services will be considered.
- The DIP will determine whether the Financial Proposals are complete, unqualified and unconditional. The cost indicated in the Financial Proposal shall be deemed as final and reflecting the total cost of services for each services. Omissions, if any, in costing any item shall not entitle the Applicant to be compensated and the liability to fulfill its obligations as per the scope of work within the total quoted price shall be that of the Selected Applicant. The lowest Financial Proposal (FM) will be given a financial score (FS) of 100 points.

The financial scores will be computed as follows:

$$FS = 100 \times FM/F$$

(FS= Financial Score)

(FM = Amount of Lowest Financial Proposal)

(F= Amount of Financial Proposal quoted by the Applicant)

Combined and Final Evaluation:

Proposals will finally be ranked according to their combined Technical (TS) and Financial (FS) scores as follows:

$$S = TS \times Tw + FS \times Fw$$

Where S is the combined score and Tw and Fw are weights assigned to Technical Proposal and Financial Proposal that shall be 0.70 and 0.30 respectively.

The combined scores of the Applicant will be added to arrive at the final combined score. The Selected Applicant shall be the first ranked Applicant (having the highest combined score) and will be considered for acceptance. The Second Ranked Applicant shall be kept in reserve and may be invited for negotiations incase the first ranked Applicant withdraws, or fails to comply with the requirements specified in the Tender documents.

4. SCOPE OF THE WORK:

The Agency shall perform the following tasks in consultation with the Department of Information & Publicity (DIP), Govt. of Goa (but not limited to):

A) Media Coordination (Print, Electronic, Digital or any other format as applicable):

- Organize press meets, prepare the press releases and ensure the press releases/articles are published in major newspapers (print & digital) in regional, national & international media, magazines and online portals to ensure that a positive image is created of the Government of Goa.
- Success stories of beneficiaries of schemes and programs which will enable effectively publicizing government's people centric schemes. To develop stories on human interests and success stories of beneficiaries and ensure its circulation in the media. Also, ensure stories on success stories of Goa to be published and broadcasted in the major national and regional media, circulation with senior journalists/editors.
- To ensure publication of the state government's achievements/initiatives at national and international level, in manner that the development and welfare driven vision reaches the last mile.
- Establishing political leadership (Chief Minister) as thought leader in National/Regional media through regular media meets/interactions, special stories and participation in events/seminars/conferences organized by industry bodies and other stakeholders.
- Publishing the developmental growth stories and vision of the state government in major media to position Goa way ahead of its competition in governance.

- To bring in pan-India journalists and regularly brief them with the initiatives, growth and developments of the state and ensure publishing of stores/articles.
- To cover the interaction with general public/beneficiaries and ensure coverage in media platforms.
- The above mandate to be executed for any visits of the Hon'ble president of India, Hon'ble Prime Minister of India or other leading political/administrative leadership (as directed by the Department Of Information And Publicity).
- Media management of seminar, exhibition, and events. It includes media participation, pre-work like drafting press releases, talking points, speeches and ensure news circulation in print and digital media.
- Organize interviews of political leadership, government officials, beneficiary story/testimonials with national and regional TV channels. Focused on the achievements, initiatives and the progressive vision of the Government of Goa.
- TV Media coverage of any political or administrative representation of Goa at any event (as mandated by the Department Of Information And Publicity).
- In addition to the broad scope of work listed above, the agency must meet the following minimum deliverables as mentioned in table A:

Table A)

| Sr. No. | Task | Frequency |
|----------------|--|------------------|
| 1 | Draft and get published at least 10 national stories/articles in six major daily newspapers(Print Digital), highlighting the achievements, schemes, policies, growth story or initiatives of the state Govt. | Monthly |
| 2 | Ensure publishing of at least 3 editorial | Quarterly |

| | | |
|---|---|-----------|
| | pieces/special story (positive narrative) on the state of Goa in six major daily newspapers (Print/Digital). | |
| 3 | Draft and publish at least 2 articles on the growth story of Goa in the international media (print/digital/electronic). | Quarterly |
| 4 | Organize at least 6 press meets and media events, prepare the press releases and get the press released/articles published in major newspapers and publications (print & digital) in regional, national & international media. | Monthly |
| 5 | Organize and release at least 6 interviews of State leadership, government officials and industry stakeholders and at least 3 beneficiary story/testimonials with major national newspapers, TV channels, radio or digital media, focusing on the achievements, initiatives and the progressive vision of the state Govt. | Quarterly |

*** In the event of unforeseen occurrences, which may have potential of creating negative perception about the government, the agency will have to take proactive steps to assist in diffusing the negative communications through print, digital & electronic media, as deemed fit.**

B) Media and Social Media Monitoring:

- Creation and maintenance of Government of Goa and Chief Ministers accounts/channels on X (Formerly Twitter), Facebook, YouTube, Instagram, and emerging platforms etc.
- Give Government of Goa/Chief Minister's Social Media handles on various platforms a new look from time to time.
- Putting up new creatives in line with overall theme/strategy approved by the department, for the period of engagement.
- Uploading creative on daily basis in form of info graphics, images, gifs, text, over videos, promos of events and programs etc on various social

media platforms creation of interactive content like surveys, quizzes, contests etc in consultation with the concerned department.

- Daily informative and promotional updates in the form of relevant text, photos, audio, interactive content, interviews, news, organize online surveys, quizzes, contests and others on all the social media platforms.
- Publicize all events/ Conference/exhibitions on all the social media platforms.
- Create relevant tagging & linkages of content on the all platforms.
- Manage live events through Youtube, Facebook & Instagram as and when required.
- Providing amplification of digital marketing communication and messaging through planning and execution of a digital marketing activity across both paid media (On actual basis) and non-paid media avenues on digital and mobile campaign.
- Monitoring all form of media (print, digital and electronic) through an industry approved in-house available software and though physical touch-points, to evaluate qualitative and quantitative exposure generated. The news findings to be submitted to the Department Of Information And Publicity on daily basis.
- Monitor the presence of, and discussions about, the State in social and political circles.
- Digital/print/electronic media PR coverage and relevant keywords tracking and monitoring of daily perception, competition analysis, positive & negative stories, to be reported to the Department Of Information And Publicity.

C) Content Development:

- Prepare speeches & talking points for the Chief Minister and other relevant public figures of the state government on initiatives, events, schemes, policies, etc.
- Prepare & publish press releases/briefs, articles, op-eds on initiatives, policies, achievements, programmes, infrastructure developments, etc. in major national newspapers through print, electronic & digital media.
- Draft content for press meets/interviews/events, as required.
- To translate English/Hindi to any other Indian language and vice-versa to English/Hindi of any news, articles, press releases, speeches to suit the appropriate media.
- Research work, drafting, designing and circulation of e-newsletter (in English & Marathi/Konkani/ Hindi) to the media, with information on initiatives, policy developments, infrastructure growth, welfare schemes, etc. of the government of Goa.
- Daily content creation in form of PR driven textual writing, graphical illustrations and subsequent publishing on digital media.
- Drafting authentic and up-to-date content for the department of Information And publicity's official website.
- Content development in the following languages - English, Hindi and Regional (Konkani and Marathi)

D) Data Sourcing and Fact Checking:

- Agency will have to verify news/ content, since it is crucial in light of the fact that several rumors and myths are prone to go viral about various policies and decisions of the department and the state Govt.
- Content shared online/offline must be copyright protected and unauthorized use of this must be monitored.

- As may be required, the agency will be Procuring photographs and videos from other sources by following due procedure.

E) Reports:

- Agency should have detailed plan and schedule for organization, short term as well as long term. The reporting structure of the plan and the actions initiated should be duly documented with complete analysis and submitted to the department every month as per the schedule defined and notified by DIP.
- Proper dashboard to be created and updated regularly by the agency, that would help to keep DIP updated on day to day basis.
- The report should consists of Monthly report, quarterly reports, annual reports, campaign reports, crises reports, summaries, bench marks, trends or any other aspect as required by DIP.

NOTE: Reports submitted may be referred by DIP/ Committee constituted by DIP for the purpose of certification or release of payment.

F) Archives: Maintenance of archives in user friendly electronic formats to facilitate easy retrieval. DIP will have complete access to the records at all times and all material will be the sole property of DIP. (Agency to indicate how the archive would be available).

G) Deployment of manpower:

- In addition to the resources utilized to meet the goals mentioned in the broad scope of work, the agency needs to deploy following resources within one week of the award of contract, onsite at Panaji (In the premise designated/ authorized by DIP):

| Sr. No. | Profile | Criteria |
|----------------|---|--|
| 1 | Project Manager - 01Personnel | <ul style="list-style-type: none"> -Graduate in any discipline -Preferably PG/Diploma in Journalism or Mass Communication. -Min. 8years experience -Excellent reading/writing skills in English/ Hindi/ Konkani/ Marathi |
| 2 | Content writer (English) – 02Personnel | <ul style="list-style-type: none"> -Graduate in any discipline -Preferably PG diploma in Journalism or Mass Communication. - Min. 4 years of Content writing/ Editorial Experience - Excellent writing and editing skills in English |
| 3 | Content writer (Hindi) – 01Personnel | <ul style="list-style-type: none"> -Graduate in any discipline -Preferably PG diploma in Journalism or Mass Communication. -Min. 4 years of Content writing/ Editorial Experience - Excellent writing and editing skills in Hindi |
| 4 | Content writer (Konkani & Marathi) – 03 Personnel | <ul style="list-style-type: none"> -Graduate in any discipline -Preferably PG diploma in Journalism or Mass Communication. -Min. 4 years of Content writing/ Editorial Experience - Excellent writing and editing skills in Konkani/ Marathi |
| 5 | Electronic Media Expert – 2Personnel | <ul style="list-style-type: none"> -Graduate in any discipline -Min. 4 years of experience as a reporter/ input or output personnel/ or any journalistic role in a mainstream broadcast news channel |

| | | |
|----|---------------------------------------|--|
| 6 | Print Media Coordinators – 2Personnel | -Graduate in any discipline -Min. 4 years of experience as a reporter/ sub-editor/ desk editor/ editor/ or any journalistic role in a mainstream print or digital news publication |
| 7 | Graphic Designers – 2Personnel | -Degree or diploma in Graphic designing/ animation or similar certification - Min. 4years experience in designing newspaper print sheets, ads, info graphics, etc |
| 8 | Photographer – 2Personnel | -Degree or diploma in any discipline or similar certification -Min. 2years experience in professional photography, preferably government assignments. -Knowledge of photo editing software |
| 9 | Videographer – 2Personnel | -Degree or diploma in any discipline or similar certification -Min. 2years experience in professional videography, preferably government assignments -Knowledge of video editing software. |
| 10 | Video Editor – 1 Personnel | |

- The Agency must ensure that the onsite team deployed have their own technology supplies like Laptop, Cameras, Video recorders, necessary tools/software, etc , in order to carry out day-to-day tasks.
- The team must be available, capable and equipped to respond 24x7, keeping in mind the mandate & objective of PR communications outreach.

NOTE: In addition to the above manpower deployment, the agency shall have an in-house team (stationed in their registered office) in order to comply with the scope of work and to meet the targets, comprising of below mentioned resources:

| Sr. No. | Profile | Criteria |
|---------|--|--|
| 1 | Content Developer - 03 Personnel | -Preferably PG/Diploma in Journalism or Mass Communication. -Min. 4years experience in research and content development. |
| 2 | Print Media Coordinators - 2 Personnel | -Min. 4 years of experience as a reporter/ sub-editor/ desk editor/ editor/ or any journalistic role in a mainstream print or digital news publication |

NOTE: The agency in the financial quote must provide total cost of providing PR services to the Department of Information & Publicity, Government of Goa, for a period of one (01) year. The quote must include cost of all specific and broad deliverables listed in the scope of work, manpower deployment, any travel/transport cost for the period of the contract for covering event/press meets/any other PR related work, logistics expenses and any other direct or indirect cost for delivering the scope of work, as listed in the tender document.

NOTE: DIP may demand for additional manpower, if needed on the same terms and conditions.

NOTE: The selected Agency shall submit resume (along with supporting documents) of all the proposed manpower resources, for the approval of DIP.

5. LEGAL INSTRUCTIONS TO THE APPLICANT:

1. Annulment of Contract:

Failure of the successful AGENCY to comply with the requirement of any clause after signing the agreement shall constitute sufficient ground for the annulment of the Contract and the forfeiture of the bid security in which event, DIP may make the award to any other bidder at the discretion of DIP or call for new bids. DIP reserves the right to blacklist a bidder for a suitable period in case he fails to honour his bid without sufficient grounds.

2. Changes in the Contract

DIP shall at any time, by written order given to the AGENCY, make changes within the general scope of the contract and the AGENCY should abide by the same. The AGENCY shall not execute the scope of contract on verbal instructions of any official or member of DIP.

3. Arbitration and Conciliation:

(1) Except as otherwise provided herein in the event of any dispute or difference arising out of or in a way relating to or concerning the terms of the present scheme or the construction or effect of the terms of the present scheme, the same shall be attempted to be resolved by conciliation as per the provisions of the Arbitration and Conciliation Act, 1996. The Sole Conciliator is to be mutually appointed by the parties within a period of 7 days after initiation of conciliation proceedings.

(2) In the event that such dispute or difference cannot be settled by conciliation within a period of 30 days after initiation of conciliation proceedings, such dispute or difference shall be referred to arbitration held as per the provisions of the Arbitration and Conciliation Act, 1996. The Sole Arbitrator will be appointed by the department.

(3) The Arbitration proceedings shall be conducted by Fast Track procedure as provided by the Arbitration and Conciliation Act 1996.

(4) The seat of the Arbitration shall be Goa and the venue of the Arbitration proceedings shall be Panaji, Goa.

Note: Ideally a person not directly connected with DIP may be made the sole Conciliator / Arbitrator

4. **Conflict of Interest:** The AGENCY represents and warrants the following:

- a. **No Current or Prior Conflict of Interest:** The AGENCY has no business, professional, personal, or other interest, including, but not limited to, the representation of other client, that would conflict in any manner or degree with the performance of its obligations under this agreement.
- b. **Notice of Potential Conflict:** If any such actual or potential conflict of interest arises under this agreement, AGENCY shall immediately inform the DIP in writing of such conflict.
- c. **Termination for Material Conflict:** If, in the reasonable judgment of the DIP, such conflict poses material conflict to and with the performance of AGENCY's obligation under this agreement, then the DIP may terminate the agreement immediately upon written notice to AGENCY; such termination of the agreement shall be effective upon receipt of such notice by AGENCY.
- d. In the event if the same is violated by the "SELECTED AGENCY" then action will be initiated by DIP as per laws with forfeiting of EMD, Performance Guarantee and no further payments will be

released to the Agency and will lead to blacklisting.

5. Relationship Between the Parties

Nothing contained herein shall be construed as establishing a relationship of master and servant or of principal and agent as between DIP and the Agency, subject to this e-tender, has complete charge of Personnel and Sub-Contractors, if any, performing the Services and shall be fully responsible for the Services performed by them or on their behalf.

6. Law Governing Contract

Its meaning and interpretation, and the relation between DIP and the Agency shall be governed by the applicable laws of India.

7. Notices:

Any notice, request or consent made pursuant to this e-tender shall be in writing and shall be deemed to have been made when delivered in person to an authorised representative of the Agency to whom the communication is addressed, or when sent by registered mail, telex, telegram or facsimile to the Agency at the address specified in the e-tender document.

8. Fraud and Corruption:

It is to require that DIP as well as the Agency observe the highest standard of ethics during the execution of the e-tender. In pursuance of this policy, DIP defines, for the purpose of this provision, the terms set forth below as follows:

- (i) “Corrupt practice” means the offering, receiving or soliciting, directly or indirectly, of anything of value to influence the action of a public official in the selection process or in contract extraction.
- (ii) “Fraudulent Practice” means a misrepresentation or omission of facts to influence a selection process or the execution of the e-tender.

- (iii) “collusive practices” means a scheme or arrangement between two or more agencies, with or without the knowledge of DIP, designed to establish prices at artificial, non-competitive levels;
- (iv) “coercive practices” means harming or threatening to harm, directly or indirectly, persons or their property to influence their participation in a procurement process, or affect the execution of the e-tender;

9. **Post Audit Defaults**

If as a result of any post audit, any amount is found to be recoverable from the Agency, the same will be recovered first from any sum due to the Agency against any current bill of the Agency and/or from their Security deposit and/or from any other amount due to DIP.

10. **Liquidated damages**

In the event of the successful Agency defaults in maintaining the agreed timeframe/scheduled set of activities as laid down in the contract, DIP shall have the right to cancel the contract at any time and make alternative arrangement at the discretion of DIP, in which case extra expenditure involved, will be recovered from the successful Agency and the successful Agency shall be liable to pay liquidated damages subject to a maximum of 20% of the total work order amount as an agreed pre-estimate of the damages suffered, considering the execution of the work carried out/ executed by the successful Agency.

11. **Force Majeure** -

- i. **Definition** (a) For the purposes of this e-tender, “Force Majeure” means an event which is beyond the reasonable control of the agency, is not foreseeable, is unavoidable and not brought about by or at the instance of the agency claiming to be affected by such events and which has caused the non-performance or delay in performance, and which makes a agency’s performance of its obligations hereunder

impossible or so impractical as reasonably to be considered impossible in the circumstances, and includes, but is not limited to, civil disorder, confiscation or any other action by Government agencies, epidemic, earthquake, explosion, fire, flood or other extreme adverse weather conditions, pandemic, lockouts or other industrial action (except where such strikes, lockouts or other industrial action are within the power of the agency invoking Force Majeure to prevent), riots, strikes, storm, war, etc.

- ii. Force Majeure shall not include (i) Any event which is caused by the negligence or intentional action of the agency or by or of such agency's Sub-contractors or agents or employees, nor (ii) Any event which a diligent agency could reasonably have been expected both to take into account at the time of the conclusion of this e-tender, and avoid or overcome in the carrying out of its obligations hereunder.
- iii. Subject to breach of contract, Force Majeure shall not include insufficiency of funds or inability to make any payment required.
- iv. **No Breach of Contract:** The failure of the agency to fulfil any of its obligations hereunder shall not be considered to be a breach of, or default under, this Contract insofar as such inability arises from an event of Force Majeure, provided that the agency affected by such an event has taken all reasonable precautions, due care and reasonable alternative measures, all with the objective of carrying out the terms and conditions of this Contract.
- v. **Measures to be taken:** (a) The agency affected by an event of Force Majeure shall continue to perform its obligations under the Contract as far as is reasonably practical, and shall take all reasonable measures to minimize the consequences of any event of Force Majeure.
- vi. The agency affected by an event of Force Majeure shall notify DIP of such event as soon as possible, providing evidence of the nature and cause of such event, and shall

similarly give written notice of the restoration of normal conditions as soon as possible.

- vii. Any period within which the agency shall, pursuant to this e-tender, complete any action or task, shall be extended for a period equal to the time during which the agency was unable to perform such action as a result of Force Majeure.
- viii. During the period of their inability to perform the Services as a result of an event of Force Majeure, the agency, upon instructions by DIP shall either:
 - (i) Demobilize; or
 - (ii) Continue with the Services to the extent possible, in which case the agency, shall continue to be paid proportionately and on prop-rata basis, under the terms of this e-tender.

In the case of disagreement between the agency and DIP as to the existence or extent of Force Majeure, the matter shall be settled according to **Clause 5(3)**.

(Signature/ Seal of the AGENCY)

ANNEXURE I

TECHNICAL BID

Annual Turnover (see clause 2 of Eligibility criteria)

CERTIFICATE

I/We,.....(CA Firm Name)..... have examined the information including the information from GSTN Portal, Income Tax Portal, Ministry of Corporate affairs portal and the records and books of accounts presented by the Client (M/s..... Address: PAN:; GSTN) and certify the following:

1. Name of the business: -
2. Legal Status: -
3. Date of Incorporation: -
4. PAN: -
5. GSTIN: -
6. LLPIN/ CIN/ Firm Reg. No./ Other Reg. No.: -
7. Registering Authority: Registrar of Companies/ Registrar of Societies/
Registrar of Firm/ other (Specify)
8. Registered Address: -
9. Active Compliance Status as per MCA portal :-
(*applicable incase of company/ LLP)

10. Directors/Designated Partner/Key Partners Details:-

| DIN/DPIN | Name |
|----------|------|
| | |
| | |

(*applicable incase of company/ LLP)

11. Partners/ Proprietor/ Members Details :-

| PAN | Name |
|-----|------|
| | |
| | |

(*Applicable incase of other than company/LLP)

12. AUDITED ANNUAL TURNOVER OF LAST 3 YEARS:-

| Financial Year | Amount |
|------------------|--------|
| 2021-22 | |
| 2022-23 | |
| 2023-24 | |
| Total | |
| Average Turnover | |

13. Income Tax Return filed status: -

| Assessment Year | Acknowledgment No. | Filing Status (Filed/Verified/ Defective/ Processed) |
|-----------------|--------------------|--|
| 2022-23 | | |
| 2023-24 | | |
| 2024-25 | | |

14. GST Return filing Status :- (As per annexure “A”)

In response to the e-Tender No: _____, I/ We (Name of CA Firm) do hereby state that whatever stated above are true and correct and has been verified from the records and GSTN Portal, Income Tax Portal, Ministry of Corporate affairs portal and the records and books of accounts presented by the Client (M/s.....).

This certificate is issued for the purpose of DIP's tender only and I/ we shall be liable for any discrepancy with respect to above information.

For (Name of the CA Firm)

FRN

Name of the Chartered Accountant

M No.

Place

Date

UDIN

Signature

Name:

Designation:

Seal of Agency:

Notes:-

1. Only active compliance status company/ LLP will be eligible.
2. Income tax return should be filed and verified. The return may be processed. Shouldn't be defective. Incase of revised return latest return details to be provided.
3. Turnover of last 3 years as stated in point 12 to be tallied/ matched with ITR turnover and GST turnover.
4. DIN/ DPIN of all the director should be active.
5. GST filling status as point 14 annexure for FY 2024-25 for month of May to August 2024 should be filed.
6. The bidder will be disqualified if GST Returns are not filed.

FOOTNOTE:

The above statement shall be on the letterhead of an independent practicing chartered accountant and duly certified as true and correct by affixing his / her signature and seal thereof.

ANNEXURE - I

TECHNICAL BID
GST Return Filing Status

| GST NUMBER | Legal Name of Business | Trade Name | GSTIN / UIN Status | FY | NORMAL /QRMP | TAX PERIOD | FILLING STATUS | ARN | |
|---------------|------------------------------|---------------|--------------------------|-------------|-----------------|-------------------|-------------------|---------|-------|
| | | | | | | | | GSTR 3B | GSTR1 |
| | | | | 2024- 25 | L | September 2024 | | | |
| | | | | | | October 2024 | | | |
| | | | | | | November 2024 | | | |
| | | | | | | December 2024 | | | |

ANNEXURE - II

TECHNICAL BID

Experience (see clause 3 of Eligibility criteria)

| Sr. No. | Name of work/ Project, State/National Event and location | Owner or sponsoring organization | Cost of work in lakhs | Date of commencement as per contract | Stipulated date of completion | Actual date of Completion |
|---------|--|--|--------------------------|--|-------------------------------------|------------------------------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| | | | | | | |

Certified that the above list of work is duly completed and no work has been left out and that the information given is correct to my knowledge and belief

Signature

Name:

Designation:

Seal of Agency:

* The Signatory for this Annexure shall be the same as signatory of “Annexure I”

TECHNICAL BID

WORK ORDERS

(See clause 4 of Eligibility criteria)

The AGENCY should upload the work order of executed works issued by the competent/authorized signatory of the issuing authority which the Agency has submitted as proof of experience in the annexure VII.

TECHNICAL BID

BANK DETAILS

| | |
|----------------------------|--|
| Account Title | |
| Name of the Bank | |
| Branch Name | |
| Branch Address | |
| Bank Account Number | |
| IFSC Code | |
| MICR Code | |

TECHNICAL BID

(See clause 9 of Eligibility criteria)

UNDERTAKING

(To be submitted on Rs. 100/- Non-judicial Stamp paper and duly notarized)

Date:

To,
The Director
Department of Information & Publicity
Panaji Goa

Sir,

In response to the e-Tender No: _____, I
_____ (name and designation) of _____ (Name of the Agency), hereby
declare that _____ (Name of the Agency) Owners / Directors / Partners have
unblemished past record and have not been convicted in any criminal cases and/or been
blacklisted either indefinitely or for a particular period of time by any the State
Government/ Central Government / Semi Government / PSU/ Municipalities and other
Government bodies in India.

Signature

Name:

Designation:

Seal of Agency:

TECHNICAL BID
(See clause 9 of Eligibility criteria)
(To be uploaded only)

1. PAN Card
2. Goods and Service Tax Registration Certificate
3. Proof of Registration of the Agency
4. Acknowledged copy of Income Tax Returns in ITR-V for last 3 Assessment years (2022-23 to 2024-25).

ANNEXURE- VII

TECHNICAL BID

(See clause 10 of Eligibility criteria)

(To be uploaded only)

The Agency shall upload proof of communication/ development reports, research/ white paper, publishing books and newsletters/ magazines, for minimum 03 State Governments, as “**Annexure-VII**”.

ANNEXURE- VIII

TECHNICAL BID
(To be uploaded only)

I/ We hereby declare that our Firm M/S.....
..... ; (Address)
.....
..... is having own PF and ESI Codes.

PF & ESI Codes Numbers:

- i. PF Code No. :
- ii. ESI Code No. :

Note: The copies of BOTH the certificates to be uploaded and should be self attested and with Company Seal

I/ We hereby declare that I/ We deduct PF & ESI contributions of our labourers/employees from wages who are deployed on permanent/contractual engagement every month and deposit the PF/ESI contributions. Any consequence arising due to non compliance /adherence to this, DIP will not be held liable.

Signature

Name:

Designation:

Seal of Agency:

ANNEXURE- IX

TECHNICAL BID **(To be uploaded only)**

The AGENCY shall submit PF & ESI Compliance Certificate as on date of uploading tender from a Practicing CA/Lawyer/Company Secretary as “Annexure IX”.

Note: The above certificate shall be on the letterhead of an independent practicing Chartered Accountant duly certified as true and correct by affixing his / her signature and seal

ANNEXURE- X

TECHNICAL BID

(To be submitted in a sealed envelope)

(Itemized costing towards manpower deployment)

| Sr. No. | Profile | Qty. | Remuneration per month |
|----------------|------------------------------------|-------------|-------------------------------|
| 1 | Project Manager | 1 Person | |
| 2 | Content writer (English) | 2 Person | |
| 3 | Content writer (Hindi) | 1 Person | |
| 4 | Content writer (Konkani & Marathi) | 3 Person | |
| 5 | Electronic Media Expert | 2 Person | |
| 6 | Print Media Coordinator | 2 Person | |
| 7 | Graphic Designer | 2 Person | |
| 8 | Photographer | 2 Person | |
| 9 | Videographer | 2 Person | |
| 10 | Video Editor | 1 Person | |

ANNEXURE- XI

FINANCIAL BID
(To be upload BOQ)

| Sr. No. | Description | Unit | Qty. | Amount (Rs..) |
|----------------|---|-------------|-------------|----------------------|
| 1 | Managing PR activities for the Department of Information and Publicity, Government of Goa, as per the scope of work mentioned in the tender document. | Job | 1 | |
| 2 | Manpower Deployment as per the scope mentioned in the tender document | Job | 1 | |
| | Total Amount (Excluding GST) | | | |

Signature of Agency with seal