



DELHI DEVELOPMENT AUTHORITY



Request for Proposal (RFP)

For

Empanelment of Advertising Agencies with Delhi Development Authority

TENDER SCHEDULE

Activities	Date	Time
Document download starts	21.09.2023	From 5 p.m.
Pre Bid query meet at Vikas Sadan, F-Block, Conference Hall	26.09.2023	11 a.m.
Release of Response to clarification sought in pre bid query on CPP Portal and DDA's website	29.09.2023	By 5 p.m.
Bid submission starts	30.09.2023	From 11 a.m.
Last Date of Submission of Bids	26.10.2023	By 5 p.m.
Last date to submit hard copy of documents as per RFP	26.10.2023	By 5 p.m.
Opening of Bid-1 (Mandatory Criteria Documents)	27.10.2023	11 a.m.
Opening of Bid-2 (Weighted Criteria Documents)	To be notified later	

Note: Changes in the above schedule, if any, will be made at the sole discretion of DDA and will be communicated on CPP Portal and DDA's website www.dda.gov.in



1. MANDATORY CRITERIA

- a. Average annual turnover of the agency should be at least 10 Crores INR for the last three financial years i.e., 2020-21, 2021-22, 2022-23 from advertising/publicity business duly supported by Auditor's Report and CA certificate.
- b. Agency should be accredited with INS since 01.04.2013
- c. The agency should have a full-fledged office/branch in Delhi since 01.04.2020
- d. Empanelment with DAVP (CBC) as multimedia 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	Remarks for document submission	
1.	<u>Presentation</u> (Topic: DDA's role in the holistic development of Delhi in recent years)	35	A hard copy of presentation to be submitted with clear demarcation of 4 areas along with brief summary of the presentation (not more than 10 pages).	
	Technical Parameters			Points
	Content			15
	Creative and Communication Strategies			10
	Concept/ Idea			5
	Layout/ Design			5
2.	Experience of handling campaigns/ events/ virtual events through multimedia for Govt. of India & their autonomous bodies/ State Govt.& their autonomous Bodies/ Local bodies of Delhi/ Central PSUs and state PSUs/ Public Sector Banks since 01.04.2020 . <i>Work order with payment receipt confirmation on Chartered Accountant letter head with CA UDIN no. for the payment received against the work along with creatives needed to be submitted. Work order issued by clients after 01.04.2020 is only valid. Work order should mention more than one media or multimedia.</i>	10	Necessary documents to be provided in hard copy.	



	No. of campaigns/ events/ virtual events	Maximum Points		
	1-2	2		
	3-5	5		
	> 5	10		
3.	Work awarded via competitive bidding of Govt. of India & their autonomous bodies/ State Govt.& their autonomous Bodies/ Local bodies of Delhi/ Central PSUs and state PSUs/ Public Sector Banks since 01.04.2020 . <i>Work order with payment receipt confirmation on Chartered Accountant letter head with CA UDIN no. for the payment received against the work needed to be submitted. Work order issued by clients after 01.04.2020 is only valid.</i>		10	Hard copy to be provided of necessary documents. Work order/tender document should mention that the work was awarded through tendering process.
	Work awarded with work completion certificate	Points		
	2-5	3		
	6-10	5		
	> 10	10		
4.	The agency should have minimum average annual turnover of Rs. 10.00 crores per annum from advertisement/ publicity in last three financial years i.e. 2020-2021, 2021-2022 and 2022-23. The turnover for the said three years i.e. 2020-2021, 2021-2022 and 2022-23, duly audited/ certified by the Chartered Accountant of the creative/ advertising agency with proper seal and signature needed to be submitted.		10	Hard copy to be provided of necessary documents.
	Average turnover per annum in last 3 Financial Years	Points		
	10 - 15 crores	3		
	15 - 25 crores	5		
	> 25 crores	10		
5.	Experience in outdoor advertising for Govt. of India & their autonomous bodies/ State Govt.& their autonomous Bodies/ Local bodies of Delhi/ Central PSUs and state PSUs/ Public Sector Banks since 01.04.2020 . <i>Work order with payment receipt confirmation on Chartered Accountant letter head with CA UDIN no. for the payment received against the work needed to be submitted.</i>		5	Hard copy to be provided of necessary documents.



	<i>Work order issued by clients after 01.04.2020 is only valid.</i>		
6.	5 best print media creatives to be submitted for Govt. of India & their autonomous bodies/ State Govt.& their autonomous Bodies/ Local bodies of Delhi/ Central PSUs and state PSUs/ Public Sector Banks since 01.04.2020 . <i>Work order with payment receipt confirmation on Chartered Accountant letter head with CA UDIN no. for the payment received against the work needed to be submitted. Work order issued by clients after 01.04.2020 is only valid.</i>	10	Hard copy to be provided of necessary documents.
7.	Experience of designing and publishing Booklet/ Leaflet/ Brochures for Govt. of India & their autonomous bodies/ State Govt.& their autonomous Bodies/ Local bodies of Delhi/ Central PSUs and state PSUs/ Public Sector Banks since 01.04.2020 . <i>Work order with payment receipt confirmation on Chartered Accountant letter head with CA UDIN no. for the payment received against the work and copy of published creative needed to be submitted. (1 marks for each work completion). Work order issued by clients after 01.04.2020 is only valid.</i>	8	Hard copy to be provided of necessary documents.
8.	Experience of designing and publishing Coffee Table Book/ e-Book on Coffee Table Book for Govt. of India & their autonomous bodies/ State Govt.& their autonomous Bodies/ Local bodies of Delhi/ Central PSUs and state PSUs/ Public Sector Banks since 01.04.2020 . <i>Work order with payment receipt confirmation on Chartered Accountant letter head with CA UDIN no. for the payment received against the work and copy of published book needed to be submitted. (2 mark for each work completion). Work order issued by clients after 01.04.2020 is only valid.</i>	4	Hard copy of colored photo copy of coffee table book and e-book in pen drive to be provided along with necessary documents' physical copies.
9.	Experience in shooting videos/ films for Govt. of India & their autonomous bodies/ State Govt.& their autonomous Bodies/ Local bodies of Delhi/ Central PSUs and state PSUs/ Public Sector Banks since 01.04.2020 . <i>Work order with payment receipt confirmation on Chartered Accountant letter head with CA UDIN no. for the payment received against the work and copy of creative</i>	4	Submission in pen drive in a folder properly labelled as per the criteria. Hard copy to be provided of



	<i>needed to be submitted. (2 mark for each work completion). Work order issued by clients after 01.04.2020 is only valid.</i>		necessary documents.
10.	Experience of designing and publishing Annual Report for Govt. of India & their autonomous bodies/ State Govt.& their autonomous Bodies/ Local bodies of Delhi/ Central PSUs and state PSUs/ Public Sector Banks since 01.04.2020 . <i>Work order with payment receipt confirmation on Chartered Accountant letter head with CA UDIN no. for the payment received against the work and copy of published creative needed to be submitted. (2 mark for each work completion). Work order issued by clients after 01.04.2020 is only valid.</i>	4	Hard copy to be provided of necessary documents along with a physical copy of Annual Book printed.

All the agencies should submit 3 sets of hard copies, which should be certified by the agency's Chartered Accountant, with proper seal and date. If the agency fails to do so, their candidature will be rejected.

Important points to note:

- ***All the documents listed under “Mandatory Criteria” and all the documents of ‘Marking Criteria’ should be uploaded as a soft/digital copy on the CPP portal as well, along with 3 sets of hard copies. The documents should be serially numbered with proper criteria-wise heading and sub-heading.***
- ***All the documents should be sent in a sealed envelope clearly mentioning the work title “Empanelment of Advertising Agencies with DDA” at the office of Director (PR), DDA B- Block Ground Floor, Room No. 16 Vikas Sadan, INA, New Delhi-110023 on or before 26.10.23 by 5 p.m.***
- ***If the agency fails to provide the documents in time, both in CPP portal and hard copy, their candidature will be rejected. NO request for extension will be granted, unless decided by DDA.***
- ***The agency should highlight mandatory and weighted criteria explicitly in the documents provided, with proper indexing for proper evaluation by the Competent Authority. If the agency fails to do so and a serially numbered physical copy of any document is found to be missing or does not match the uploaded document at CPP portal, then the marks of that entire parameter will be nullified (marked as zero) without any liability on DDA and no reason will be provided to the bidder.***
- ***Marking Category documents to be highlighted with a space provision to provide the marks.***
- ***DDA may also ask for supplementary documents (if required) from any agency, the sole discretion of the same will lie with DDA. It is the responsibility of the agency to furnish all documents.***



3. REQUIRED DOCUMENTS

- i. Average annual turnover of the agency for the last three financial years i.e., 2020-21, 2021-22, 2022-23 from advertising/publicity business duly supported by Auditor's Report and CA certificate.
- ii. INS accreditation certificate since 01.04.2013
- iii. Agency's full-fledged office/branch in Delhi since 01.04.2020. The agency must be running their office approved for the commercial activity. The agency has to enclose registered rent agreement/commercial electricity bill/receipt of house tax as documents.
- iv. Empanelment with DAVP (CBC) as multimedia 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 and those submitted physically should be in the following format: **SerialNumberOfTheDocument_NameOfTheAgency** for eg.: for document regarding INS accreditation, the name of the document to be uploaded and physically shared will 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.

TENURE OF EMPANELMENT

The panel to operate for a period of two years (extendable by one year). 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 empaneled 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. The bidder shall designate the official mailing address, place, email and telephone number to which all correspondence shall be sent by Delhi Development Authority.
- vi. 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.
- vii. 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.
- viii. 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.
- ix. The RFP document should be signed by the authorized representative of the bidder.



Annexure – A

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, my/ our EMD may be forfeited in full and the tender if any, to the extent accepted may be cancelled.

Thanking you,

Yours faithfully,

Name of the Bidder: -

Authorized Signatory: _

Seal of the Organization: -

Date:

Place:



Annexure B

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	2020-21	2021-22	2022-23
Rs. in Lakhs			
Printing Facility	Own/ Contract (Self-Certification)		
Address of Printing Facility			



Annexure C

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) 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.
- 5) 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.
- 6) The uploaded tender documents become readable only after the tender opening by the authorized bid openers.
- 7) 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.
- 8) 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.
