

EXPRESSION OF INTEREST (EOI)

FOR

EMPANELMENT OF AGENCIES FOR PR, DIGITAL & COMMUNICATIONS RELATED ACTIVITY AND OTHER RELATED SERVICES

Reference No. BECIL/IT & Mfg./2019-20/EOI/PRD/01

(Dated: 10/05/2019)



ब्रॉडकास्ट इंजीनियरिंग कंसल्टेंट्स इंडिया लिमिटेड
(सूचना एवं प्रसारण मंत्रालय के अधीन-भारत सरकार का उद्यम) (मिनि रत्न कंपनी) (CIN - U32301UP1995GOI017744)
BROADCAST ENGINEERING CONSULTANTS INDIA LIMITED
(A Government of India Enterprise - Under Ministry of Information & Broadcasting) (A Mini Ratna Company)
पंजीकृत एवं कॉर्पोरेट कार्यालय : बेसिल भवन, सी-56/ ए-17, सेक्टर-62, नोएडा-201307 (उ.प्र.), फोन : +91 120 4177850, फैक्स : +91 120 4177879
Registered & Corporate Office : BECIL BHAWAN, C-56/ A-17, Sector-62, Noida-201307 (U.P.), Tel. : +91 120 4177850, Fax: +91 120 4177879



Head Office: 14-B, Ring Road, I.P. Estate, New Delhi -110002 Tel: 011-23378823 Fax: 011-23379885

Corporate Office: C-56/A17, Sector-62, Noida -201 307 Tel: 0120-4177850 Fax: 120-4177879

Email: contactus@becil.com ,Website: www.becil.com



BROADCAST ENGINEERING CONSULTANTS INDIA LIMITED

(A Govt. of India Enterprises – A Mini Ratna Company)

An ISO 9001:2008 Certified Company

Head Office: 14-B, Ring Road, I.P. Estate, New Delhi -110002, Tel.: 011-23378823
Fax:011-23379885 Corporate Office: C-56/A17, Sector-62, Noida -201307, Tel.: 0120-4177850 Fax: 120-417787

S.No	Description	Details
1.	EOI NO	BECIL/IT & Mfg./2019-20/EOI/PRD/01
2.	Date of Issue of EOI	10/05/2019
3.	Last date of Submission of EOI	24/05/2019 till 1:00 P.M.
4.	Date of opening of EOI	24/05/2019 till 2:30 P.M.
5.	Address of: Purchase of EOI Document/ Submission of EOI / Opening of EOI	Broadcast Engineering Consultant Limited (BECIL) BECIL Bhawan, C -56, A/17, Sector – 62, Noida – 201307 (Uttar Pradesh) Ph. 0120 – 4177850 Fax. 012.0 – 417787
6.	WebSite	http://becil.euniwizarde.com , www.becil.com
7.	Cost of EOI Document	INR 10000/- In the form of DD in favour of BECIL, payable at New Delhi
8.	Processing Fees	INR 3000/- +18% GST through e-payment gateway available on e-tendering website.
9.	Contact details of ITI	Mr. Samavesh: 9355030634 Mr. Navneet: 9560364871 Mr. Nehal: 8800991855
10.	Help Desk of ITI	011-49606060 (From 10:00Hrs to 18:00 Hrs)
11.	Period of Empanelment	2 years

Sh. Mazhar Umer
General Manager (IT & Manufacturing)

ABOUT BECIL:

- 1.1. Broadcast Engineering Consultants India Limited (BECIL) an ISO 9001:2008 certified, a Mini Ratna public sector enterprise of Government of India under Ministry of Information & Broadcasting, was established on 24th March, 1995 for providing consultancy services of international standards for broadcasting in transmission and production technology including turnkey solutions in the specialized fields of Terrestrial & Satellite Broadcasting, Cable, Manufacturing and various Information Technology(IT) related fields, including security, surveillance, acoustics & audio-video systems and smart cities.
- 1.2. BECIL is the professional platform which caters to all aspects of projects related to TV, Radio, Communication, IT, Security, Security and Manufacturing from concept to completion and from regulation to realization

Part I – General Information

- a. Complete EOI document can be download from e-Tender portal of BECIL <https://becil.euniwizarde.com> and www.becil.com.
 - b. Technical Bid will be submitted concurrently duly digitally signed on the website <https://becil.euniwizarde.com>.
 - c. It is mandatory for all the applicants to have Class-III Digital Signature Certificate (in the name of person who will sign the bid document) from any of the licensed certifying Agency.
 - d. Tender fee deposit shall be placed in a single sealed envelope super scribed with tender reference No and date of opening so as to reach **Broadcast Engineering Consultant India Limited 56A/17, Block 'C', Noida-201307 (UP)** before scheduled time on prescribed tender opening date. All the documents has to be uploaded online and no other mode would be accepted.
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2. EOI NOTICE:

2.1. Broadcast Engineering Consultants India Limited (BECIL) invites online Expression of Interest (EOI) from agencies having proven experience and ability in the area of webcasting for election monitoring.

The bidders are advised to submit their credentials dually signed by authorized signatory over our e-tendering portal. The tender should be submitted prior to the scheduled time for bid submission. The envelope i.e. Envelope containing tender fees must be super scribed "**THE EMPANELMENT OF AGENCIES FOR COMMUNICATION RELATED ACTIVITY MANAGEMENT AND OTHER RELATED SERVICES**"

2.2. The EOI must be submitted at the below given name and address:

General Manager (IT & Manufacturing)
Broadcast Engineering Consultants India Limited
BECIL Corporate Office C-56/A-17, Sector-62 Noida-201307 (UP)

2.3. The EOI must be submitted in English or Hindi language only with a font size of 12. All the document including the supporting documents/enclosures etc. must be fully legible. Supporting documents if in a language other than English must be accompanied by a certified English translated document. The English version shall prevail in matters of interpretation. EOI documents which are not legible shall be rejected

2.4. Each bidder shall submit only ONE EOI either by herself/himself.

2.5. The bidder shall bear all costs associated with the preparation and submission of EOI and BECIL will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the EOI process

2.6. In case the bidder has any doubt about the meaning of anything contained in the EOI document, she/he shall seek clarification within 7 days of issue of EOI. Except for any written clarification by Shri Mazhar Umer, GM (IT& Manufacturing) or Vinod Kumar (AGM) BECIL via email to vinod.dahiya@becil.com, no written or oral communication, presentation or explanation by any other employee of BECIL shall be taken to bind or fetter BECIL under the contract.

2.7. Bidders shall have to submit an amount of INR 10000/- (Rupees Ten Thousands Only) in the form of Demand Draft drawn on any scheduled bank at Noida in favor of " Broadcast Engineering Consultants India Limited" Payable at Noida along with the EOI towards the cost of EOI processing and no other mode of payment is acceptable. EOI Document is also available at BECIL Office: C- 56/A17, Sector-62, Noida-201307. The processing fees of EOI document is non-refundable.

2.8. The Management of BECIL reserves the right to amend or withdraw any of the terms and conditions mentioned in the EOI Document or reject any or all the bids without giving any notice or assigning any reason. The decision of the Chairman and Managing Director, Broadcast Engineering Consultants India Limited in this regard shall be final and binding on all.

2.9. Cross Subsidy across product or services is not allowed

3. Submission of EOI

- 3.1. EOI, complete in all respects, must be submitted on or before the due date. In the event of the specified date for the submission of EOI being declared a holiday, the EOI can be submitted by 1:00 PM IST on the next working day for which BECIL will make necessary provisions
- 3.2. BECIL may, at its own discretion, extend the date for submission of EOI. In such a case all rights and obligations of BECIL and the Bidders shall be applicable to the extended time frame
- 3.3. As the EOI can be submitted only up to the defined date and time, there can't be any late bids. BECIL will not be responsible for any delay in obtaining the terms and conditions of the EOI.
- 3.4. The bidders submitting their EOI through courier/by post should also ensure that their EOI are received on the said address by the stipulated date and time. No time extension for couriers/sent by post shall be granted and BECIL will not be responsible for any postal delays/loss/non-receipt thereof.
- 3.5. The EOI submitted by telex/telegram/fax/email or any manner other than specified above will not be considered. No correspondence will be entertained on this matter.
- 3.6. At any time prior to the last date for receipt of EOI, BECIL may for any reason, whether at its own initiative or in response to a clarification requested by a prospective bidder, modify the EOI Document by an amendment. The amendment will be notified on BECIL's website <http://www.becil.com> and should be taken into consideration by the prospective bidders while preparing their EOI.
- 3.7. In order to give prospective bidders reasonable time to take the amendment into account in preparing their EOI, BECIL may at its discretion, extend the last date for the submission of EOI. No EOI may be modified subsequent to the last date for receipt of EOI.
- 3.8. The EOI shall be ignored, if complete information is not given there-in, or if the particulars and data (if any) asked for are not filled in

4. Opening of EOI

- 4.1. BECIL shall convene an EOI opening session on as per schedule.
One representative from the bidders may participate. Authorization will be required for attending bid opening.

5. Objective

BECIL intend to develop an ecosystem of agencies in the field of integrated communication management that includes, but not limited to PR, Digital Marketing/Advertising, Media Planning/buying Events and Creative Campaigns for various departments.

The purpose of the EOI is to empanel agency(ies) so that their professional services can be utilized communications services for different types of Organizations.

Any business opportunity generated by partners shall be executed with respective partner as per customer requirements. BECIL shall secure its profit margins in all the cases.

6. Scope of Work

- PR Strategy and execution.
- Online/Offline Media Plans
- Communication Plans
- Digital Transformation services
- Traditional PR engagements
- Media Communication
- Content development
- Building awareness through Social and digital channels
- Advertizing over Print/TV/Social Media
- Event Mgmt.
- Digital Services Marketing
- Digital Media Analytics
- Content generation and management
- Media Archival & Work floe management system.

7. Eligibility Criteria

The Service provider should have the following Eligibility Criteria for participating in the Tender. They should enclose documentary evidence for fulfilling the Eligibility Criteria in the Technical Bid. The empanelled agencies will be categorized according to their turnover and on the basis of their Eligibility and qualification criteria under three broad categories:

- A. Category A: 50-100 Crores
- B. Category B: 15-50 Crores
- C. Category C: SMEs (from 25 Lacs- 5 crores) up to 15 crores

Under above categories firms under Category A would be eligible for business opportunities of more than 25 crores, Category B would be eligible for business opportunities up to 25 crores but not less than 5 crores. Firms falling under category C would be eligible for business opportunities up to 5 Crores, subjected to fulfilling their financial requirement as per business opportunity.

All agencies must honor all tender conditions and adherence to all aspects of fair trade practices in executing the purchase orders placed by BECIL on behalf of its client. Failing this, BECIL will stop further participation of such vendor for three years in BECIL tendering process and/ or take any other suitable actions.

S. No.	Specific Requirement	Documentary Proof to be submitted
1	Legal entity- Bidder should be a registered company in India and should have been in existence for a minimum of 3 (Three) years as on the date of release of EOI	Copy of Certificate of Incorporation or registration certification along with copy of GST and PAN.
2	Bidders should not have been blacklisted by any of the State or Central Government organization. Should not have been found guilty of any criminal offence by any court of law.	Undertaking on a non-judicial stamp paper of INR 100/- certified by Notary.
3	The Company, its directors and officers should not have been convicted of any criminal offence related to their professional conduct or the making of false statement or misrepresentations as to their qualifications to enter into procurement contract within a	Undertaking on a non-judicial stamp paper of INR 100/- certified by Notary.

	period of three years preceding the commencement of the procurement process or not have been otherwise disqualified pursuant to debarment proceedings	
4	Bidder should not have a conflict of interest in the Procurement in question as specified in the bidding documents. Comply with the code of integrity as specified in the bidding document	Self-Declaration / Certification on company letter head
5	Category A: Bidder should have a minimum average annual Turnover of more than INR 50 crores in last three consecutive financial years i.e. FY 2015-16, 2016- 17, 2017-18 Category B : Bidder should have a minimum average annual Turnover of more than INR 15 crores in last three consecutive financial years i.e. FY 2015-16, 2016- 17, 2017-18 Category C: Bidder should have a minimum average annual Turnover of more than INR 35 lacs in last three consecutive financial years i.e. FY 2015-16, 2016- 17, 2017-18	Copies of the Audited Balance sheets duly audited by the statutory auditors of the Company in Category A, B & C.
6	The Company/Agency should have Positive Net Worth as on March 2018.	Net worth Certificate as certified by the statutory auditors. Statutory Auditors report for the FY 2017-18 shall be submitted for all companies in Category A,B & C
7	The Company/Agency should be profit making in last three financial Year i.e. FY 2015-16, 2016-17, 2017-18	Profit/loss statement of audited balance sheet must be enclosed.
8	Full-fledged office established in New Delhi/NCR.	Proof of address in Delhi/NCR along with list of Technical Manpower.
9	Pan India Presence with offices at least in major metros so as to enable prompt delivery of material for country wide publication / media work.	List of Offices with documentary proof. Or an undertaking to open an office within 30 days of issuance of any work order
10	Resources to handle full-fledged multi-media & multi-lingual publicity campaigns with high standard of	Team detail with EPF Account number to be submitted along with qualification and experience.

	Creativity in advertising befitting the expectations of a premier professional Institute.	
11	Experience in integrated advertising and publicity campaigns, Social Networking Sites (for eg. Face book, Twitter, pinterest; Linkedin etc.) and evaluation / Impact analysis (Act as a Rating Agency).	Reference work order/LOI with completion.
12	Minimum 3 years' experience in communications, PR or digital services with Experience of work undertaken for government / public sec or undertaking / Fortune 500 MNCs /Listed Indian companies/ Leading International Multi-lateral funding agencies like World Bank, UN etc.	Documentary evidence to this effect from at least 3 organizations should be enclosed. Total cumulative work done should be 2.5 crores, 50 Lakhs & 5 Lakhs for category A, B & C respectively in last 3 financial year.
13	Handled at least two or more national level campaigns in the last/ current financial year. In case of SMEs, any campaign experience will qualify.	Reference PO/LOI with completion required.
14	In the event of company/agency submitting any false credentials, the company/Agency shall be black listed for 5 years.	An affidavit in this regard has to be submitted on a stamp paper of Rs. 100/-

- All the documents submitted need to be ink signed by authorized signatory of the firm. Letter of Authorization/Power of attorney/Copy of Board resolution to the affect also needs to be submitted as part of bid.

SELECTION PROCESS FOR EMPANELMENT OF ADVERTISING & PR AGENCIES:

- 1) The selection of agencies will be a three-stage process.
- 2) BECIL will short-list the agencies on the basis of their meeting the eligibility criteria.
- 3) Short-listed agencies will be required to make two sets of presentations:
- 4) Presentation on their expertise and understanding of creative and communication strategy (for any two of the following) –
- 5) Advertisement campaigns/Corporate Advertisement/events
- 6) PR, Communications, User experience (both offline & online) and allied activities, Marketing/BD strategy for BECIL
- 7) Agency Presentation (focusing on Company's profile, turnover, Clients, creative team & infrastructure and agency's published / released creatives / Advertising campaigns during last 2 years).

- 8) Agency will be required to submit soft copy of the presentation containing the two components to BECIL.

8. Bidder code of conduct and business ethics

BECIL is committed to its 'values & beliefs' and business practices to ensure that companies and Bidders, who supply goods, materials or services, will also comply with these principles.

8.1. Bribery and corruption:

Bidder are strictly prohibited from directly or indirectly (through intermediates or subcontractors) offering any bribe or undue gratification in any form to any person or entity and / or indulging in any corrupt practice in order to obtain or retain a business or contract.

8.2. Integrity, indemnity & limitation:

Bidder shall maintain high degree of integrity during the course of its dealings with business/contractual relationship with BECIL. If it is discovered at any stage that any business/ contract was secured by playing fraud or misrepresentation or suspension of material facts, such contract shall be voidable at the sole option of the competent authority of BECIL. For avoidance of doubts, no rights shall accrue to the Bidder in relation to such business/contract and BECIL or any entity thereof shall not have or incur any obligation in respect thereof. The bidder shall indemnify BECIL in respect of any loss or damage suffered by BECIL on account of such fraud, misrepresentation or suspension of material facts.

8.3. Reporting Misconduct:

Bidders are required to report any misconduct/violations/improper demands from BECIL employees to the Chief Vigilance Officer/Director (O&M)/CMD. All communication in this regard should be directed only to above as per below mentioned email ids;

Chairman and Managing Director: george@becil.com

No Communication shall be encouraged to any other authority / external sources in this regard.

9. OTHER TERMS & CONDITIONS:

1. Bid will not be accepted after the date and time fixed for receipt as is set in notification or subsequent extensions if any.
 2. Relevant documents in proof should be enclosed wherever required.
 3. Firm should have GST, Income Tax registrations, PAN, EPF, ESI registration (furnish proof).
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4. Firm should submit Income Tax returns submitted for Last three years.
5. BECIL has sole right to accept or reject any bids. If required BECIL may reject all bids received without assigning any reason.
6. In case of dispute in the MOU/agreement, decision of MD, BECIL will be binding on both parties.
7. The detailed bid must be submitted directly in the address mentioned.
8. The bid inviting authority may, at its discretion, extend the last date for submission of bid, in which case, all rights and obligations of the tendering authority and the vendors, subjected to the previous last date, will thereafter be subject to such extended last date.
9. BECIL at its discretion will select the consortium partner from the empanelled bidders on case to case basis while participating in the tenders considering the requirement of the tender qualification, chance of winning the contract, customer requirement etc.
10. The successful bidder has to pay the EMD amount for participating in any bids for PR Management service for any department along with BECIL.
11. Performance Guarantee, Security deposit etc for the participated bids shall be paid by the successful bidder on behalf of BECIL or has to be submitted to BECIL for onward submission to customer.
12. The date and time for opening bids will be as per the timelines specified in EOI. Vendor shall watch website <https://becil.euniwizard.com> to learn about the addenda and corrigenda issued to this EOI.
13. Each page of the EOI shall be signed and stamped by the authorized representative of the Bidder and shall be submitted along with the Technical Bid.
14. Signed stamped (by authorized person) Tender along with necessary supporting documents, Dully filled signed stamped Annexure-A, Annexure-B and undertakings shall be forwarded to GM (IT & Mfg.) Broadcast Engineering Consultants India Limited, C-56A/17, Sector-62, Noida-201307, Uttar Pradesh.

Annexure-A

**THE EMPANELMENT OF AGENCIES FOR COMMUNICATION RELATED
ACTIVITY MANAGEMENT AND OTHER RELATED SERVICES FOR
DIFFERENT DEPARTMENTS**

Details of the Bidder (Company)

1.	Name of the bidder	
2.	Address of the Bidder	
3.	Status of the Company	Public Ltd / Pvt. Ltd / Others
4.	Details of Incorporation of the Company [Attach copy of Incorporation certificate]	Date: Ref. #
5.	Details of Commencement of Business	Date: Ref. #
6.	Valid Sales tax registration no. [Attach	
7	Valid Service tax registration no. [Attach	
8.	Permanent Account Number (PAN) [Attach certificate]	
9.	Name & Designation of the contact person to whom all references shall be made.	
10	Te1ephone No. (with STD Code) Mobile No.	
11	E-Mail of the contact person:	
12	Fax No. (with STD Code)	
13	Manpower details	Technical Others

Name of the Bidder:

Seal &Signature :

Annexure-B Experience Details

Orders placed by (Full address of Purchaser)	Order No. and Date	Description and Quantity of ordered	Value of Order	Date of completion of delivery as per contract/actual	Remarks indicating reasons for late delivery if any.

Name of the Bidder:

Seal &Signature

ANNEXURE C

SELF DECLARATION FOR THE CODE OF INTEGRITY

(To be included in the EOI on bidders letter head)

I/We shall maintain a high degree of integrity during the course of my/our dealings business/contractual relationship with BECIL. If it is discovered at any stage that any business/ contract was secured by playing fraud or misrepresentation or suspension of material facts, I/We authorize BECIL to term such contract as voidable at the its sole option.

Place: _____

**Signature of Authorized
Signatory on behalf of Agency**

Date : _____

Address : _____

Mobile : _____

Email ID: _____

ANNEXURE D

UNDERTAKING & ACCEPTANCE LETTER BY THE BIDDER (To be included in the EOI on bidders letter head)

I/We have carefully gone through the various terms and conditions listed in the “THE empanelment of companies for PR, Digital & Communications related activity and services and other related services” reference No. BECIL/IT & Mfg./2019-20/EOI/PRD/01 dated 10.05.2019. I/We agree to all these conditions and offer to Webcasting and Associated product/services for BECIL and submitting this EOI after carefully reading the conditions and understanding the same without any kind of pressure or influence from any source whatsoever. I/We hereby sign this undertaking in token of our acceptance of various conditions listed in the EOI document.

Signature of Authorized Signatory _____

Place: _____

Date: _____

Address: _____

Mobile Number: _____

Email ID: _____