

Intelligent Communication Systems India Ltd. (ICSIL)
*(Joint Venture of TCIL – A Govt. of India Enterprise & DSIIDC – An Undertaking of
Delhi Govt.)*
*Administrative Building, 1st Floor, Above Post Office, Okhla Indl. Estate, Ph.-III, New
Delhi -110020*
Phone: 26929051, 26830338, Fax: 26830347, e-mail: info@icsil.in, www.icsil.in

REQUEST FOR PROPOSAL

REF NO: ICSIL/EMP/CCCM/2013/

Dated: 27-12-2013

1. 1.1 Intelligent Communication Systems India Ltd. is a joint venture of Telecommunication Consultants India Ltd. (TCIL), a govt. of India enterprise, under Ministry of Communications & IT and Delhi State Industrial and Infrastructure Development Corporation (DSIIDC), an undertaking of Delhi government. From 1987, the year of its inception, it has provided exemplary service in the IT sector, specializing in providing complete solutions in computerization, networking and telecommunication. With a well-focused vision and a global mission, ICSIL look at greener pastures across the globe.

1.2 ICSIL invites proposals for empanelment of competent organizations/ agencies for communication consulting and content management.

2. Tender Time-line is as under:-

Sl. No	Description of activities	Tenders Time-lines
1	Last date for submission of Sealed Bid	16/01/2014 by 2:30 PM
2	Date and Time of opening of Technical Bid	16/01/2014 by 3:30 PM

3. ELIGIBILITY CRITERIA:

- 3.1 The agency should be a firm /company registered/incorporated in India under the Companies Act, 1956. Furnish the copy of registration in the Technical Bid.
- 3.2 The bidder should have Income Tax PAN in its name and copy of the same must be enclosed in the Technical Bid.
- 3.3 A self certificate that the bidder has not been black listed by any department of the Central/State Government in the past three years, is to be submitted in the Technical Bid.

- 3.4 Service Tax Registration: Service Tax registration is mandatory. Please attach proof of valid Service Tax Registration Certificate.
- 3.5 Turnover : The average annual turnover of the company should be minimum Rs. One Crore during the last three Financial Year i.e 2010-11, 2011-12 & 2012-13
- 3.6 The agency should have basic infrastructure at Delhi including colour printers and other necessary tools and equipments.
- 3.7 The agency should have the experience of working for Central/State Government/Public Sector Undertaking/Autonomous Bodies under Central or State Governments. It should have executed at least 3 Projects of over Rs. 10 lakhs on development communication or similar in relevant to scope of work of this RFP , in the last Three years.
- 3.8 A certificate from bidder's must enclosed with the bid certifying that the person signed the bid is authorized person to sign on behalf of company.

4 TENDER FEE (Non-refundable)

An amount of Rs. 500/- towards non-refundable Tender Fee must be submitted by Demand Draft / Pay Order of any Commercial Bank drawn in favor of "Intelligent Communication Systems India Ltd", payable at New Delhi.

5 EARNEST/SECURITY MONEY DEPOSIT

- 5.1 Earnest Money Deposit (EMD) of amount of Rs. 10,000/-(Rupees Ten thousand only) must be submitted, by Demand Draft / Pay Order of any Commercial Bank drawn in favor of "Intelligent Communication Systems India Ltd", payable at New Delhi.
- 5.2 EMD Shall be forfeited if the bidder withdraws the bid after last date for submission of bid.
- 5.3 The Earnest Money Deposit (EMD), without any interest accrued will be refunded in case of those Bidders who fail to qualify the eligibility criteria, and whose technical bids do not qualify, the Earnest Money Deposit (EMD) will be refunded without any interest after selection of vendor..

6 Submission Of Bids/Tender Documents:

The sealed tenders should be deposited in Tender Box placed at Reception Area of office with superscription “**TENDER NO: ICSIL/EMP/CCCM/2013/Dated: 27/12/2013**” “**DUE On 16/01/2014 at 14.30 PM** “ and addressed to:

Managing Director
INTELLIGENT COMMUNICATION SYSTEMS INDIA LIMITED
ADMINISTRATIVE Building, 1ST FLOOR,
ABOVE POST OFFICE,
OKHLA INDUSTRIAL AREA, PHASE-III,
NEW DELHI-110 020.
TELEPHONE: 26830338, 26830347.
FAX: 26929051.
E-MAIL: info@icsil.in

7 BID SUBMISSION PROCESS .

- 7.1** Firms are requested to submit the proposal in English language only
- 7.2** In case, the day of bid submission is declared Holiday by Govt. of India, the next working day will be treated as day for submission of bids. There will be no change in the timings.
- 7.3** Sealed Tenders in the prescribed tender form submitted in three separate envelopes superscribed “No. 1” (Earnest Money & Tender Fee), “No.2”(Technical bid) both the envelope be placed in one cover scribed with Tender No **ICSIL/EMP/CCCM/2013** dated 27/12/2013”
- 7.4** Bidders have the opportunity to get a clarification on bidding conditions and processing system beforehand i.e. before last date for submission of bid
- 7.5** Un-signed, un-stamped and without certificate for authorized person from bidder's , bid shall not be accepted.
- 7.6** Ambiguous bids will be out rightly rejected.
- 7.7** ICSIL will not be responsible for any delay on the part of the vendor in obtaining the terms and conditions of the tender notice or submission of the tender bids
- 7.8** The offers submitted by telegram/ fax/ E-mail etc. shall not be considered. No correspondence will be entertained on this matter.
- 7.9** Any alteration / overwriting / cutting in the bid should be duly countersigned else it will be out rightly rejected.

- 7.10 All the un-opened sealed bid envelopes will be returned to the bidder who failed to qualify for the next stage of bid processing starting from opening of EMD envelope to Technical Bid Envelope.
- 7.11 Technical Bid not accompanied by desired documents, the same would be rejected. Undertaking for subsequent submission of any of the above document will not be entertained. However, ICSIL reserves the right to seek fresh set of documents or seek clarifications on the already submitted documents.

8 BID OPENING PROCESS

- 8.1 The tender bids will be opened in the presence of representatives of bidders at 15:30 hrs. on 16/01/2014 at Intelligent Communication Systems India Ltd., 1st Floor, Above Post Office, Okhla Industrial Estate , Phase-III, New Delhi 110020. Only one representative per bidder shall be permitted to attend Bid Opening Process..
- 8.2 The sealed covers containing EMD and Tender Fee only will be opened in the first instance. Technical bids of only those bidders, who's EMD and Tender Fee are found to be in order, will be opened afterwards.

9 EVALUATION OF ELIGIBILITY CRITERIA / TECHNICAL BIDS

- 9.1 All offers received in response to this tender enquiry will be evaluated by the Committee initially based on the eligibility criteria and evaluate the capability of the Company/Firm .
- 9.2 When deemed necessary, ICSIL may seek clarifications on any aspect of their bid from the vendor. However, that would not entitle the vendor to change or cause any change in the substance of the tender submitted. This would also not mean that their proposal quote has been accepted.
- 9.3 The bidder should have sufficient infrastructure and latest tools and expertise for creative writing/work.
- 9.4 The committee may invite the bidders for making presentation/demonstration/discussion. Calling for presentation/ demonstration/ discussion does not imply that the technical bid is accepted.

9.5 PROFILE OF THE FIRM / ORGANIZATION

a) Business Profile

I. Overall experience of the Agency (List of Clients and nature of projects executed).

II. Areas of activity/ operations of the agency, along with experience (in years) for each significant activity (e.g., print advertising, TV advertising, radio advertising, print material, event management, rural marketing, audio visual films etc.)

b) Technical and Managerial Capability

I. Details of full time professionals (by category):the agency should furnish the complete details along with CVs of the core team.

II. Details of key personnel proposed to be deployed on this assignment, along with a profile of the major accounts/ assignments handled by them in the past.

10 EVALUATION OF FINANCIAL BIDS

1. In the second stage, Based on the requirements, sealed quotations shall be invited from the Empanelled panel having comprehensible competence in the required fields.
2. The selection shall be based on the established capability and lowest quotation.

11 Validity Of Proposal :-

The proposal is valid for a period of six months (i.e.180 days) from the last date of submission of the bid. The validity time may be extended by ICSIL.

12 ARBITRATION:

ICSIL and Vendor will make every effort to resolve amicably, by direct negotiation, any disagreement or dispute arising between them under or in connection with the work order. If any dispute will arise between parties on aspects not covered by this agreement, or the construction or operation thereof, or the rights, duties or liabilities under these except as to any matters the decision of which is specially provided for by the special conditions, such dispute will be referred to two arbitrators, one to be appointed by each party and the third to be appointed by the Chairman, ICSIL, New Delhi and the award of the arbitration, as the case may be, will be final and binding on both the parties. Such arbitration will be governed in all respect by the provision of the Arbitration and Conciliation Act, 1996 or later and the rules there under and any statutory modification or re-enactment, thereof. The arbitration proceedings will be held in New Delhi only, wherein appropriate Appellate Authority shall also be the Hon'ble High Court of Delhi at New Delhi.

13 **Scope of Work:**

1. **Content Development, Editing, Management and Designing of following:**

a. Brochures/ Marketing Collaterals

Developing targeted brochures, fliers and high-end content for use within business interactions-both internal and with ICSIL's clients or potential partners.

b. Newsletters

Collating, devising, writing and managing newsletters for ICSIL needing effective communication, either in-house or for specific external target groups. Newsletter content and layouts should be both authored and managed on a stand-alone and on-going basis for developing internal and external as well as client-specific web-newsletters.

c. Presentations, Reports & Proposal Development

Comprehensive solutions for writing a Report using graphics wherever possible (tables, graphs, illustrations) and development of Proposals and presentations through outlining project activities and budget.

2. **Audio-Visual Production:** Development of Corporate Film for ICSIL as a part of the brand management exercise along with the conceptualization, coordination and creative supervision of any other audio visual which ICSIL may require time to time.

3. **Media Relations and Media Monitoring:** Handling media relations and media monitoring through regular media mapping exercises (weekly basis), which will include scrutiny of news publications and electronic media coverage on themes / subjects (to be decided in consultation with ICSIL) will be taken up. This would also cover related news tracking, Personal Interviews, industry stories in print media. Providing press cuttings and news relating to ICSIL published in the GNCTD of Delhi and Country.

4. **Photo Bank:** Creation, upgradation & management of an inventory of Images for ICSIL.

5. **Development & Standardization of Corporate Brand Manual:** This will include

1. Corporate Stationery 5. Calendars

2. Press kits 6. Kiosk designs

3. Banners 7. Backdrops

4. Posters 8. Hoardings

Designing and production of these creatives will be on themes / subjects to be decided in consultation with ICSIL.

6. **Conference Solutions:** Comprehensive content support for major conferences and seminars. Assistance in the preparation of customized corporate presentations, concept notes, background papers and session blurbs.

14 General Terms & Conditions

- 14.1 Bidders are advised to study the Bid Document carefully. Submission of the Bid shall be deemed to have been done after carefully studying and examination of all instructions, eligibility criterion, terms and requirement specifications contained in the tender document with full understanding of its implications. Failure to furnish all information required in the tender Document or submission of a bid not substantially responsive to the tender document in all respects will be at the bidder's risk and may result in the rejection of the bid.
- 14.2 ICSIL will not be responsible for any delay on the part of the vendor in obtaining the terms and conditions of the tender notice or submission of the tender bids
- 14.3 The offers submitted by telegram/ fax/ E-mail etc. shall not be considered. No correspondence will be entertained on this matter.
- 14.4 Any alteration / overwriting / cutting in the bid should be duly countersigned else it will be out rightly rejected.
- 14.5 Conditional tenders shall not be accepted on any ground and shall be rejected straightway.
- 14.6 If any clarification is required, the same should be obtained before or during pre-bid meeting only
- 14.7 No interest shall be payable for the Earnest Money Deposit.
- 14.8 The Performance Security Deposits without any interest accrued, shall be released only after 45 days of the expiry of contract period..
- 14.9 The decision of ICSIL arrived during the various stages of the evaluation of the bids is final & binding on all vendors. Any representation towards these shall not be entertained by ICSIL.
- 14.10 In case the vendor is found in-breach of any condition of tender or supply order, at any stage during the course of supply/ installation/commissioning or warranty period, the legal action as per rules/laws, shall be initiated against the vendor and EMD/Security Deposits shall be forfeited, besides debarring & Black listing the vendor concerned for at least 3 years, for further dealing with ICSIL.
- 14.11 Any attempt by vendor to bring pressure towards ICSIL's decision making process, such vendors shall be disqualified for participation in the present tender and those vendor may be liable to be debarred from bidding for ICSIL tenders in future for a period of three years.

- 14.12 Printed conditions mentioned in the tender bids submitted by vendors will not be binding on ICSIL. All the terms and conditions for the supply, testing and installation, payment terms, penalty etc. will be as those mentioned herein and no change in the terms and conditions by the vendors will be acceptable. Alterations, if any, in the tender bids should be attested properly by the vendor, failing which, the tender will be rejected.
- 14.13 Upon verification, evaluation / assessment, if in case any information furnished by the vendor is found to be false/incorrect, their total bid shall be summarily rejected and no correspondence on the same, shall be entertained.
- 14.14 Indemnity: The selected vendor shall indemnify the ICSIL/User departments against all third party claims of infringement of patent, trademark/copyright or industrial design rights arising from the use of the supplied items and related services or any part thereof. ICSIL/User department stand indemnified from any claims that the vendor's manpower may opt to have towards the discharge of their duties in the fulfillment of the purchase orders. ICSIL/User department also stand indemnified from any compensation arising out of accidental loss of life or injury sustained by the vendor's manpower while discharging their duty towards fulfillment of the purchase orders.
- 14.15 ICSIL will not be responsible for any misinterpretation or wrong assumption by the bidder, while responding to this tender.
- 14.16 The vendor shall be governed by the laws and procedures established by Govt. of India, within the framework of applicable legislation and enactment made from time to time concerning such commercial dealings/processing.
- 14.17 All disputes in this connection shall be settled in Delhi jurisdiction only.
- 14.18 ICSIL reserves the right to cancel this tender or modify the requirement without assigning any reasons. ICSIL will not be under obligation to give clarifications for doing the aforementioned.
- 14.19 ICSIL also reserves the right to modify/relax any of the terms & conditions of the tender.
- 14.20 ICSIL, without assigning any further reason can reject any tender(s), in which any prescribed condition(s) is/are found incomplete in any respect.
- 14.21 ICSIL also reserves the right to award works/supply order on quality/technical basis, which depends on quality/capability of the system and infrastructure of the firm. Bidder(s) are, therefore, directed to submit the tender carefully along with complete technical features of the products/systems as well as other documents required to access the capability of the firm.
- 14.22 In case the delay in completion of the work pertains to the ICSIL's client, ICSIL's Client will grant extension of time for completion of the work and the Bidder shall not make any claim for compensation or damages in relation thereof.

- 14.23 The ICSIL has the right to alter the nature of work and to add or omit any item of work or has the right to get the same carried out departmentally or otherwise and such alterations shall be carried out without prejudice to the bidder.
- 14.24 The ICSIL has the right to terminate the contract, if the bidder abandons the work or fails to commence and complete the work in time, or fails to abide by the contract conditions.
- 14.25 No interim and advance payment will be made.
- 14.26 Bidders are not permitted to alter or modify their bids after the expiry of the deadline for receipts of bids.