

**No.24-1/2016-S&S**  
Government of India  
Ministry of Human Resource Development  
Department of Higher Education  
(S&S Section)  
\*\*\*\*\*

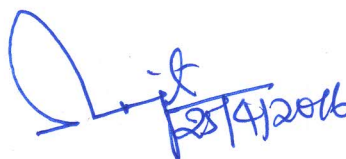
**TENDER DOCUMENT**

Hiring of an agency for making audio-visual content towards various activities envisaged for 2 years of achievements of Ministry of Human Resource Development.

Date of issue of Tender Document:	<b>25<sup>th</sup> April, 2016</b>
Last Dates & Time for submission of Tender Document	<b>Up to 3.00 P.M. on 10<sup>th</sup> May, 2016</b>
<b>Date &amp; Time for opening of Tender Document</b>	
Technical Bids	<b>At 3:30 P.M. on 10<sup>th</sup> May, 2016</b>
Financial Bids of eligible Tenderers	Would be informed later.

**CONTENTS OF TENDER DOCUMENT**

<b>Sl. No.</b>	<b>Description of Contents</b>	
1.	<b>e-Tender Notice</b>	
2.	Scope of work , Terms and Conditions & Selection Procedure	Annexure - I
3.	Eligibility Criteria	Annexure - II
4.	Proforma for Technical Bid	Annexure - III
5.	Proforma for Financial Bid	Annexure - IV
6.	<b>Instructions for Online Bid Submission</b>	Annexure - V
7.	<b>Tender Acceptance Letter</b>	Annexure - VI



F.No.24-1/2016-S&S  
Government of India  
Ministry of Human Resource Development  
Department of Higher Education  
(S&S Section)

\*\*\*

Shastri Bhawan, New Delhi.  
Dated: 25<sup>th</sup> April, 2016

**E-Tender Notice**

Subject: Hiring of an agency for making audio-visual content towards various activities envisaged for 2 years of achievements of Ministry of Human Resource Development – reg.

Ministry of Human Resource Development invites e-tenders on CPP portal in two bid system (**Part-I: Technical Bid and Part II: Financial Bid**), from eligible and reputed firms for making audio-visual content towards various activities envisaged for 2 years of achievements of Ministry of Human Resource Development on the terms and conditions enumerated in detail in the tender document. The tender document can be downloaded from the website <http://eprocure.gov.in/eprocure/app>.

2. The last date of receipt of quotation is by **3.00P.M. on 10<sup>th</sup> May, 2016**. The Technical and Financial bids, in prescribed format and other required document as per tender notice should be submitted on CPP portal website i.e. <http://eprocure.gov.in/cppp>. Bidders are requested to furnish/upload scanned copies of all documents in pdf. format. **EMD of Rs. 6, 50, 000/-**(Rupees Six lakh, Fifty Thousand only) drawn in favour of "Pay & Account Officer (Education), Department of Higher Education, Ministry of Human Resource Development, Shastri Bhawan, New Delhi-110001 must be submitted to the Section Officer, S&S-I Section, Room No. 123-C, Shastri Bhawan, New Delhi on or before last date/time of bid submission without which the quotations will not be considered. The scanned copy of EMD should also be uploaded with other documents. The successful bidder will be required to provide a **Performance Security Deposit of 10% of the contractual value**, upon award of the contract. The technical bid will be opened on **10<sup>th</sup> May, 2016 at 3.30 P.M.**

3. Bidders may also contact toll free No. 18002337315 of Central Public Procurement portal for obtaining guidance to fill online tender.

  
(Sujit Kumar)

Under Secretary to Govt. of India  
Tel. No. 2307 3109.

**SCOPE OF WORK**

**1. Background**

The Government of India (GOI) intends to disseminate the highlights of the achievements of the Ministry of Human Resource Development in cognitively salient and easily understandable formats using electronic, web, sound media and new media platforms. It is hoped that this would enable different stakeholders appreciate the efforts of the Ministry of Human Resource Development and how it effects them, thereby fostering a more informed debate about the efforts made by the Government in the field of education. The GOI also proposes to communicate more effectively to the people the state of Education in the country and the way forward. Accordingly, GOI proposes to hire Multi Media Creative Agency and also procure related items for this purpose as detailed below.

**2. Aim**

The aim of the campaign is to ensure wide publicity of the achievements of Ministry of Human Resource Development in the past two years on various media platforms.

**3. Target Audience**

- i) Students and parents
- ii) Corporate leaders, Business Enterprises and other visionaries especially related to education and employments.
- iii) Decision makers and think tanks engaged directly or indirectly in shaping the scene of education.
- iv) Members of civil society/social leaders
- v) Other stakeholders including trainees, professionals, teachers, researchers etc.

**4. Work desired:**

- a) Agency shall have to develop multimedia campaign on various platforms for different events, starting with highlighting of two years achievements of MHRD.
- b) A social media campaign shall be planned and executed with an effective and well timed online communication strategy for the Ministry of HRD with manpower proficient in the given area of work.
- c) The agency shall consolidate the information made available from different Bureaus of MHRD.





- d) The agency shall be responsible for analyzing the given information/data and integrating it with the information available from other sources.
- e) The agency will have to render the content in user-friendly, cognitively striking and easily understandable formats for different categories of audiences.
- f) The agency will be responsible for customizing content for different categories of audience and different types of media.
- g) The content will have to be present in both English and Hindi.

5. **The main tasks of the agency are as follows:**

S. No.	Details	Qty
i)	<b>Logo Design (within 15 days of issue of order)</b>	
	MHRD	1
ii)	<b>Print Ad Innovation(within 15 days of issue of order)</b>	
	Concept, designing, artworking & re-touching	1
iii)	<b>Booklet - (2 Saal Kamiyaab MHRD) (within 15 days of issue of order)</b>	
	Complete production including artworking and typesetting of inside pages (32 pages) designing, printing and all consequential work for preparation of a booklet	50,000
iv)	<b>8 GB Pen drive inserted in a ball pen, for distribution to specific target groups (within 15 days of issue of order)</b>	10,000
v)	<b>Folder for distribution to specific target groups(within 15 days of issue of order)</b>	5,000
vi)	<b>Launching an effective Social Media Campaign on Website, Facebook, Twitter, Google+, Instagram, LinkedIn, YouTube and Website design and infographics (as mentioned in para 6 )</b>	One year

6. **The Social Media Component will be for one year from the date of issue of order and will comprise the following :**

- a) Use of facebook and twitter to highlight polices and programmes of MHRD with an objective to increase of likes, followers and retweets. Special focus shall be three on video content to be promoted via You Tube.

- b) There shall be special coverage during the periods of the year to be identified by MHRD.
- c) Create contents for sound media platform like instagram, linkedin, Pinterest and Quora etc.
- d) Promotion of multimedia contents already available with MHRD.
- e) Promotion of Ministry through banners on various prominent news portals.
- f) Revamping of MHRD website for better visibility, performance and security.
- g) The social media quote should include cost of doing the above for one year. Immediate work would include a social media plan for highlighting two years achievements of MHRD in the month of May 2016.

## **SECTION II: TERMS AND CONDITIONS**

### **1. ACCEPTANCE OF TERMS AND CONDITIONS**

The bidder must agree to abide by the terms and conditions contained herein and submit the Technical Bid and Financial Bid Separately. The required documents in the Technical Bid must be uploaded on the CPP Portal. Bid of any firm disclosing its financial bid except in the BOQ Proforma will be summarily rejected.

### **2. PENALTY CLAUSE**

The successful bidder, (L-1) firm must complete the work/supply, within a specified period from the award of the contract, failing which a penalty of 1% of the contract value per day for delay of each day, would be deducted from the final bill.

### **3. JURISDICTION & APPLICABLE LAW**

The Laws of India shall govern the Contract. All disputes shall be decided within Jurisdiction of Hon'ble Delhi High Court.

- 4. The EMD of the unsuccessful tenderers will be released after finalization of the contract and EMD of successful tenderer will be released on receipt of Performance Security Deposit.
- 5. The EMD shall stand forfeited if a bidder withdraws or amends the bid/tender, or in case successful bidder fails to sign or accept the contract within the stipulated period. No interest will be payable on this amount. The EMD shall also stand forfeited in the event of premature withdrawal of the tender(s) by any of the tenderers.
- 6. The firm should furnish Performance Security Deposit equivalent to 10% of contractual value in the form of Fixed Deposit Receipt/Bank Draft/Banker's cheque/Bank Guarantee in favour of "Pay & Account Officer (Education), MHRD New Delhi within 7 days from the date of offer of the contract which will be returned after satisfactory completion of the contract. The Performance Security Deposit should remain valid for a period of three months beyond the completion of contract.
- 7. If the work is found unsatisfactory or, if firm dishonor the contract, the Performance Security Deposit may be forfeited and the job may be entrusted to another firm without giving any notice to the contractor. In this regard the decision of the Ministry of Human Resource Development will be final and binding on the contractor.



8. No advance payment will be made in any case and TDS will be deducted as per rules.
9. The tender application without complete documents/information shall not be considered.
10. The firm will be entirely responsible for any loss caused to Government or to any other Government property as result of negligence or carelessness of firm. The firm should make good the financial or any other losses caused to /suffered by the Government on this account. In case of the Security deposit falls short or found to be insufficient to meet/adjust the loss thus incurred by the Ministry, the balance, as may be necessary, shall be recovered from the contractual charges due to the firm. The decision of the Ministry in the context shall be final and binding on the contractor.
11. The contract Awardee firm has to ensure that it fulfills all the requirements as per tax laws and other laws applicable to his firm/business. Ministry of Human Resource Development will not be liable for any violation of any laws/rules & regulations on the contractor and his firm.

### SECTION III: SELECTION PROCEDURE

A committee constituted in MHRD for this purpose will evaluate the proposals submitted by the agencies for a detailed scrutiny. During evaluation of proposals, the committee, may, at its discretion, ask the agencies for clarification of their proposals. The process for selection is as given below

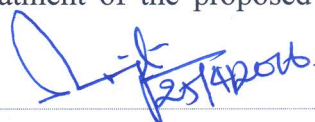
- **Preliminary Scrutiny:** Preliminary scrutiny of the Technical Proposals for eligibility will be done to determine whether the proposal is complete, whether the documents have been properly signed and whether the proposal is generally in order, supported by bid security and given by due date. Proposals not conforming to such preliminary requirements will be prima facie rejected.
- **Technical Evaluation:** Technical Proposals would be opened only for those bidders, who are qualified and short-listed based on the documents submitted. If a Technical Proposal is determined as not substantially responsive, the committee will reject it. The parameters to be used for Technical Evaluation will be based upon:

Understanding of the subject	7.5
Communication strategy	7.5
Layout design	7.5
Overall Treatment	7.5
Total:	30

### TECHNIAL PROPOSAL

The bidders are required to submit their Technical Proposal in the following indicative format:

**Methodology Details along with proposed approach:** In this part, the agency must submit a complete creative brief (Presentation) giving details of treatment of the proposed multimedia



products to meet the objectives of the assignment/job approach on 13<sup>th</sup> May, 2016 (11:00 AM onwards). They would also be asked to submit a Media Plan including Social Media Plan for highlighting two years of achievements of MHRD.

**Technically qualified bidders:** Financial Proposals will be considered of all the agencies who have technical qualified.

**Financial Proposal:** The agencies are required to provide a consolidated financial proposal (in INR) for all the multimedia products being proposed by the agency. This should include the cost per product/ item wise cost being proposed in their respective Technical Bids to facilitate billing but the overall cost will be along with the total cost of each item for determining the factors of the financial bid. Financial bids will carry total 70 marks.

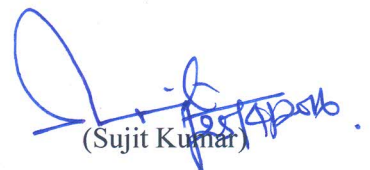
**Proposal Opening:** The financial proposals will be opened by the Evaluation Committee. The contract will be awarded on the basis of combined Quality Cum Cost Base Selection (QCCBS) based on the highest score after adding score of Technical and Financial Evaluations. For the purposes of determining T1L1, 30% weightage would be given to Technical Proposals and 70% to Financial Proposal where L1 (lowest quote) will be marked full 70 marks and marks of the L2 and L3 would be worked out proportionately by the formula (Quote of L1 / Quote of the Bidder x 70) .

**Award of Contract:** Financial Proposals will be opened in the presence of the agencies who choose to be present. All concerned will be informed individually. On acceptance of Proposal for awarding the contract, the MHRD will notify the successful bidder in writing. Agency will have to deposit 10% of approximate contract value as performance guarantee in the form of FD/BG valid up to 6 months after the expiry of contract period.

**Validity of the contract** – One year from the date of award of the contract. However, time line given in para 5 for supply and development should be adhered to.

MHRD reserves the right to accept or reject a proposal without assigning any reason thereof.

**Pre-Bid Meeting** - Pre-Bid Meeting will be held on 02<sup>nd</sup> May, 2016 at 3:00 P.M.



(Sujit Kumar)

Under Secretary to Govt. of India

Tel. No. 23073109



ELIGIBILITY CRITERIA

1. Firms having experience in the relevant field, and having the requisite competence / capacity to do / handle such jobs effectively **are eligible to participate in the tender process.**
2. Experience certificates, award letters and performance certificates of last three years should be uploaded (years i.e 2012-13, 2013-14 & 2014-15).
3. The firm must have annual turnover of Rs. 50 lakhs per annum during each year of the last 3 financial years. i.e. 2012-13, 2013-14 & 2014-15. Documents in support of turnover (along with Income Tax Returns and Audit Report / Tax Audit Report of the relevant years) must be uploaded with the tender.
4. The firm must be empanelled with DAVP under Category A as advertising agency engaged in multimedia creative work.
5. The firms participating in the tender must have PAN No./VAT Registration & Service Tax Registration certificate. The documentary proof of PAN No. registration certificate, VAT No. and Service Tax No is to be uploaded with the Technical Bid.
6. The firm should submit EMD worth 6,50,000/-(Rupee Six lakh Fifty Thousand only) in the form of Fixed Deposit Receipt/Bank Draft/Banker's Cheque/Bank Guarantee drawn in favour of "Pay & Account Officer(Education), Department of Higher Education, Ministry of Human Resource Development, Shastri Bhawan, New Delhi-110001.
7. The successful bidder should furnish the performance Security @ 10% of the total contract value in the form of Fixed Deposit Receipt/Bank Guarantee drawn on in favour of "Pay & Account Officer (Education), Department of Higher Education, Ministry of Human Resource Development, Shastri Bhawan, New Delhi-110001.
8. The participating firms are required to upload the required documents as per the details given in Annexure-III for consideration and evaluation of their technical bids.
9. The financial bids are to be uploaded only in the BOQ in the CPP Portal. The rates quoted against each item in the BOQ will be excluding taxes, which will be paid as per rules.
10. It is cautioned that any firm which discloses its Rates in the technical bid will be summarily rejected.





**PROFORMA FOR TECHNICAL BID**

(Hiring of an agency for making audio-visual content towards various activities envisaged for 2 years of achievements of Ministry of Human Resource Development)

**Qualifying Bid Documents**

(Copies of all documents are required to be uploaded in the Technical Bid on the CPP Portal)

Tender No. 24-1/2016-S&S

**Note: The documents to be uploaded should be legible. In case the uploaded documents are not readable, the tender cannot be examined and the Technical Bids can be rejected, thereby rejecting the Tender of that firm.**

SL. No.	Details	Documents to be uploaded
1	Firms having experience in the relevant field and having the requisite competence / capacity to do / handle such jobs effectively <b>are eligible to participate in the tender process.</b>	Experience Certificate to be uploaded.
2	Experience certificates, award letters and performance certificates of last three years should be uploaded (years i.e 2012-13, 2013-14 & 2014-15).	Award letters and Performance Certificates for last 3 years to be uploaded.
3	The firm must have annual turnover of Rs. 50 lakhs per annum during each year of the last 3 financial years. i.e. 2012-13, 2013-14 & 2014-15. Documents in support of turnover (along with Income Tax Returns and Audit Report / Tax Audit Report of the relevant years) must be uploaded with the tender	1. Annual Turn Over to be clearly mentioned for 2012-13, 2013-14 and 2014-15. 2. CA certificate. 3. Income Tax Return 4. Audited Balance Sheet
4.	The firm must be empanelled with DAVP under Category A as advertising agency engaged in multimedia creative work.	Documents to be uploaded
5.	The firms participating in the tender must have PAN No./VAT Registration & Service Tax Registration certificate. The documentary proof of PAN No. registration certificate, VAT No. and Service Tax No is to be uploaded.	Documents to be uploaded
6	The firm should submit EMD worth 6,50,000/- (Rupee Six lakh Fifty Thousand only) in the form of Fixed Deposit Receipt/Bank Draft/Banker's Cheque/Bank Guarantee drawn in favour of "Pay & Account Officer(Education), Department of Higher Education, Ministry of Human Resource Development, Shastri Bhawan, New Delhi-110001.	Scanned Copy of EMD of Rs.6,50,000/- to be uploaded

**Declaration**

I hereby certify that the information furnished above is full and correct to the best of my knowledge. I understand that in case any deviation in the above statement at any stage, the company will be blacklisted and will not have any dealing with the MHRD in future.



(Name & Signature of authorized signatory with stamp)

**Annexure-IV**

**PROFORMA FOR FINANCIAL BID**

(Hiring of an agency for making audio-visual content towards various activities envisaged for 2 years of achievements of Ministry of Human Resource Development)

**Financial Bid to be furnished only in the BOQ attached with Tender Document**

**Tender No. 24-1/2016-S&S**

S. No.	Details	Cost per unit	Qty.	Amount in Rs.
i)	<b>Logo Design of MHRD</b>		1	
ii)	<b>Print Ad Innovation</b>			
	Concept, designing, artworking & re-touching		1	
iii)	<b>Booklet - (2 Saal Kamiyaab MHRD) (within 15 days of issue of order)</b>			
	Complete production including artworking and typesetting of inside pages (32 pages) designing, printing and all consequential work for preparation of a booklet		50,000	
iv)	<b>8 GB Pen drive inserted in a ball pen for distribution to specific target groups (as per sample which can be seen in the office of SO (S&amp;S-I), MHRD on any working day during the currency of tender process).</b>		10,000	
v)	<b>Folder for distribution to specific target groups (as per sample which can be seen in the office of SO (S&amp;S-I), MHRD on any working day during the currency of tender process).</b>		5,000	
vi)	<b>Launching an effective Social Media Campaign on Website, Facebook, Twitter, Google+, Instagram, Linkedin and YouTube <u>for one year</u> and website design and infographics</b>		1	
	<b>Total</b>			<b>X</b>

All figures given above should be quoted net of taxes and should not include taxes like VAT, Service tax etc.

**'X' will be final financial quote of the bidder.**



(Name & Signature of authorized signatory with stamp)



**Instructions of Online Bid submission**

Instructions to the Bidders to submit the bids online through the Central Public Procurement Portal for e Procurement at <http://eprocure.gov.in/eprocure/app>

- 1) Possession of valid Digital Signature Certificate (DSC) and enrolment/registration of the contractors/bidders on the e-Procurement/e-tender portal is a prerequisite for e-tendering.
- 2) Bidder should do the enrollment in the e-Procurement site using the “Online Bidder Enrollment” option available on the home page. Portal enrollment is generally free of charge. During enrollment/registration, the bidders should provide the correct/true information including valid email id. All the correspondence shall be made directly with the contractor/bidders through email id provided.
- 3) Bidder need to login to the site through their user ID/ password chosen during enrollment/registration.
- 4) Then the Digital Signature Certificate (Class II or Class III Certificate with signing key usage) issued by SIFY/TCS/nCode/eMudra or any Certifying Authority recognized by CCA India on eToken/SmartCard, should be registered.
- 5) The DSC that is registered only should be used by the bidder and should ensure safety of the same.
- 6) Contractor/Bidder may go through the tenders published on the site and download the required tender documents/schedules for the tenders he/she is interested.
- 7) After downloading / getting the tender document/schedules, the Bidder should go through the contact details. Bidder should take into account the corrigendum published before submitting the bids online.
- 8) If there are any clarifications, this may be obtained online through the tender site, or through the contact details. Bidder should take into account the corrigendum published before submitting the bids online.
- 9) Bidder then logs in to the site through the secured log in by giving the user id/ password chosen during enrolment/registration and then by giving the password of e-Token/Smartcard to access DSC.
- 10) Bidder selects the tender which he/she is interested in by using the search option & then moves it to the ‘any tenders’ folder.
- 11) From my tender folder, he selects the tender to view all the details indicated.
- 12) It is constructed that the bidder has read all the terms and conditions before submitting their offer. Bidder should go through the tender schedules carefully and upload the documents as asked; otherwise, the bid will be rejected.
- 13) Bidder, in advance, should get ready the bid documents to be submitted as indicated in the tender documents/schedule and generally, they can be in PDF/xls/rar/jpg/dwf formats. If there is more than one document, they can be clubbed together and can be provided in the requested format. Bidders Bid documents may be scanned with 100 dpi with black and white option. It is advisable that each document to be uploaded through online for the tenders should be less than 2 MB. If any document is more than 2MB, it can be reduced through rar and the same can be uploaded, if permitted. However, of the file size is less than 1 MB the transaction uploading time will be very fast.
- 14) If there are any clarifications, this may be obtained through the site, or during the pre-bid meeting if any. Bidder should take into account the corrigendum published from time to time before submitting the online bids.
- 15) The Bidders can update well in advance, the documents such as certificates, annual report details etc., under My Space option and these can be selected as per tender requirements and then send



along with bid documents during bid submission. This will facilitate the bid submission process faster by reducing upload time of bids.

- 16) Bidder should submit the Tender Fee/EMD as specified in the tender. The original should be posted/couriered/given in person to the Tender Inviting Authority, within the bid submission due date & time for the tender or as indicated in the tender. Scanned copy of the instrument should be uploaded as part of the offer.
- 17) While submitting the bids online, the bidder reads the terms & conditions and accepts the same to proceed further to submit the bid packets.
- 18) The bidder has to select the payment option as offline to pay the Tender FEE/EMD as applicable and enter details of the instruments.
- 19) The details of the DD/ any other accepted instrument, physically sent, should tally with the details available in the scanned copy and the data entered during bid submission time. Otherwise submitted bid will not be acceptable or liable for rejection.
- 20) The bidder has to digitally sign and upload the required bid documents one by one as indicated. Bidders to note that the very act of using DSC for downloading the bids and uploading their offers shall be deemed to be a confirmation that they have read all sections and pages of the bid document including General conditions of contract without any exception and have understood the entire document and are clear about the requirements of the tender requirements.
- 21) The bidder has to upload the relevant files required as indicated in the cover content. In case of any irrelevant files, the bid will be rejected.
- 22) If the price bid format is provided in a spread sheet file like BoQ\_xxxx.xls, the rates offered should be entered in the allotted space only and uploaded after filling the relevant columns. The Priced-bid/BOQ template must not be modified / replaced by the bidder; else the bid submitted is liable to be rejected for this tender.
- 23) The bidders are requested to submit the bids through online e-tendering system to the Tender Inviting Authority (TIA) well before the bid submission end date & time (as per Server System Clock). The TIA will not be held responsible for any sort of delay or the difficulties faced during the submission of bid online by the bidders at the eleventh hour.
- 24) After the bid submission (i.e. after Clicking "Freeze Bid Submission" in the portal), the acknowledgement number, given by the system should be printed by the bidder and kept as a record of evidence for online submission of bid for the particular tender and will also act as an entry pass to participate in the bid opening date.
- 25) The time settings fixed in the server side & displayed at the top of the tender site, will be valid for all actions of requesting, bid submission, bid opening etc., in the e-tender system. The bidders should follow this time during bid submission.
- 26) All the data being entered by the bidders would be encrypted using PKI encryption techniques to ensure the secrecy of the data. The data entered will not be viewable by unauthorized persons during bid submission & not be viewable by any one until the time of bid opening.
- 27) 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 openers' public keys. Overall, the uploaded tender documents become readable only after the tender opening by the authorized bid openers.
- 28) The confidentiality of the bids is maintained since the secured Socket Layer 128 bit encryption technology is used. Data storage encryption of sensitive fields is done.
- 29) The bidder should logout of the tendering system using the normal logout option available at the top right hand corner and not by selecting the (X) exist option in the browser.
- 30) For any queries regarding e-tendering process, the bidders are requested to contact as provided in the tender document. Parallely for any further queries, the bidders are asked to contact over phone:1-800-233-7315 or send a mail over to [cppp-nic@nic.in](mailto:cppp-nic@nic.in).

\*\*\*\*\*





TENDER ACCEPTANCE LETTER  
(To be given on Company Letter Head)

Date

To

The Under Secretary to the Government of India  
S&S Section  
Ministry of Human Resource Development  
Department of Higher Education  
Room No.123-C  
Shastri Bhawan  
New Delhi.

Sub: Acceptance of Terms & Conditions of Tender.

Tender Reference No: 24-1/2016-S&S

Name of Tender / Work: - Hiring of an agency for making audio-visual content towards various activities envisaged for 2 years of achievements of Ministry of Human Resource Development.

Dear Sir,

1. I/We have downloaded / obtained the tender document(s) for the above mentioned 'Tender/Work' for the web site(s) namely:

**"Hiring of an agency for making audio-visual content towards various activities envisaged for 2 years of achievements of Ministry of Human Resource Development"** as per your advertisement, given in the above mentioned website(s).

2. I/We hereby certify that I/we have read the entire terms and conditions of the tender documents from Page No. \_\_\_\_\_ to \_\_\_\_\_ (including all documents like annexure(s), schedule(s), etc.,) which form part of the contract agreement and I/we shall abide hereby by the terms / conditions / clauses contained therein.

3. The corrigendum(s) issued from time to time by your Ministry/organization too have all been taken into consideration, while submitting this acceptance letter.

4. I/We hereby unconditionally accept the tender conditions of above mentioned tender document(s) / corrigendum(s) in it's totally / entirely.

5. In case any provisions of this tender are found violated, then your Ministry/organization shall without prejudice to any other right or remedy be at liberty to reject this tender/bid including the forfeiture of the full said earnest money deposit absolutely.



Yours faithfully,

(Signature of the Bidder, with Official Seal)