

G-30011/4/2017-PC Cell
Government of India
Ministry of Information & Broadcasting

Shastri Bhawan,
New Delhi—110001
Dated: the 07th July, 2017

To
[As per list enclosed]

Subject: Letter of Invitation for evaluation of the Schemes of the Ministry of Information & Broadcasting under the Scheme of Evaluation, Seminar and Policy Related Studies

Sir/ Madam,

We invite proposal for the Assignment titled "**Evaluation of the Schemes.**" More details of the Assignment are provided in the enclosed document.

2. This letter of Invitation has been addressed to the short listed institutions as given on the **List** enclosed. It is not permissible for the addressees to transfer this invitation to any other Institution.
3. With this Letter of Invitation, the following documents are enclosed:
 - (i) Invitation of proposal for selection of agency/agencies for Evaluation Study and Terms of Reference (**TOR**) of the Schemes for Assignment (Annexure- I).
 - (ii) Standard form of Certificates to be included in the proposal (Annexure-IIA and Annexure-IIB)
 - (iii) Standard Form of Agreement (Annexure III).
4. This Ministry looks forward to receiving your proposal for undertaking this Assignment. The evaluation of the proposal (s) received will be done by the Evaluation Committee referred to in **paragraph 7** of the document and, on approval, the decision will be communicated to you.
5. Your detailed proposal including Technical Bid and the Financial Bid should be submitted in two separate sealed covers. The reference No. of this letter and the title of the assignment should be superscribed on the envelope containing the proposal.
6. The address for submitting the proposal is as follows:
Deputy Director (Economic Wing), Ministry of Information & Broadcasting, Room No.748-A, 7th Floor, 'A' Wing, Shastri Bhawan, New Delhi 110001. Tel: 011-23385586

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7. The Schedule of activities and details of EMD and Tender Value are as under:

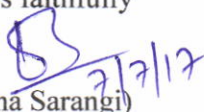
Bid Submission Start Date	07-07-2017 (5:30 PM)
Bid Submission Closing Date	24-07-2017 (5:30 PM)
Bid Opening Date	27-07-2017 (11:00 AM)
Tender Value	Rs. 14,00,000/- (for 7 main Schemes)
EMD	Rs. 28,000/- (for 7 main Schemes)

8. The above details are also uploaded on the website of the Central Public Procurement Portal (CPP Portal) at <https://eprocure.gov.in> and the website of the Ministry of Information & Broadcasting at <http://mib.nic.in>. Bidders are requested to take note of the above and submit their Bids accordingly.

9. The proposal can be submitted for evaluation of **any number/all seven** Schemes of the Ministry to be evaluated. The proposal must reach the above mentioned address by 24.07.2017 (5:30 PM).

Ecl: As above

Yours faithfully


(Unmana Sarangi)
Dy. Director (EW),
011-23385586

Invitation for 'Evaluation of the Schemes of the Ministry of Information & Broadcasting' under the Scheme of 'Evaluation, Seminar and Policy Related Studies'

G-30011/4/2017-PC Cell

LIST

1. Academy of Management Studies, Block-A-153, 3rd Floor, Sec-8, Dwarka, Delhi – 110075
2. AFC India Ltd., B-1/9, Community Centre, Janakpuri, New Delhi-110058
3. National Institute for Entrepreneurship and Small Business Development (NIESBUD), A-23, Sector-62, Institutional Area, Noida-201309
4. MAPCON Limited, Block-2, 3rd Floor, Paryavas Bhawan, Arera hills, Bhopal (M.P.) - 462011
5. Datamation Consultants Pvt. Ltd., Plot No. 361, 1st Floor, Patparganj Indl. Area, Delhi-110092
6. Chrome Data Analytics & Media, 819-820, WTT, Chrome DM, Sector-16, Noida - 201301
7. Transnational Alternate Learning for Emancipation and Empowerment through Multimedia (TALEEM), TALEEM Research Foundation City Plaza, Sterling City, Ahmedabad-380058
8. GFK Mode Pvt.Ltd., 1st Floor, Yusuf Sarai, Gulmohar Enclave, New Delhi-110016
9. Development & Research Services Pvt. Ltd., A-1/19, 1st Floor, Safdarjung Enclave, New Delhi-110029
10. Nielsen (India) Pvt. Ltd., 1st, 2nd & 3rd Floor, Bharat Yuvak Bhawan, 1 Jai Singh Road, New Delhi-110001
11. Sigma Research and Consulting Pvt. Ltd., C-23, First Floor, South Extension Part-I, New Delhi-110049
12. Ipsos Research Pvt. Limited., C-1, 1st Floor, Opp. Indian Oil Corporation Building, Green Park, New Delhi-110016
13. Sreejak Media Pvt. Ltd., 58A, Top Floor, Gali No. 10, Pratap Nagar, Mayur Vihar, Phase-I, New Delhi-110091
14. IMRB International, Sudarshan Munjal Marg, Balaji Estate, Kalkaji, New Delhi – 110019
15. Kadence Research India Pvt Ltd., Times of India Building, 23A Shivaji Marg,, 23 A, Najafgarh Road, New Delhi - 110015
16. Mott McDonald Pvt. Ltd., 5/6th Floor, Logix Techno Park, Tower C, Plot 5, Sector 127, Noida - 201301
17. Operations Research Group Pvt. Ltd., Beetal House, Ground Floor, 99 Madangir, B/H LSC, Delhi - 110062
18. KPMG, Building No. 10, 8th Floor, Tower B & C, DLF Cyber City, Phase II, Gurugram, Haryana – 122 002
19. McKinsey & Company, Plot No. 4, Echelon Institutional Area, Sector 32, Gurugram, Haryana-122001
20. Quality Council of India, 2nd Floor, Institution of Engineers Building, 2-Bahadur Shah Zafar Marg, New Delhi, Delhi-110002

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Annexure- I

No. G-30011/4/2017-PC Cell

Invitation of Proposal for Selection of Agency/Agencies for Evaluation Study of the Schemes of the Ministry of Information & Broadcasting to be continued beyond 12th Five Year Plan

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Evaluation of Schemes of Ministry of information & Broadcasting to be continued beyond 12th Five Year Plan

PURPOSE / INTENT

The purpose / intent of the Proposal is for selection of Agency/Agencies for undertaking independent evaluation of seven Main Schemes and their sub-schemes of the Ministry to assess the impact of outcomes achieved by the above named scheme in a comprehensive manner.

2. 2.1 The Detailed Terms of Reference (TOR) common for all schemes are as mentioned below. Scheme-specific TOR will be shared with the Institution(s)/Agency(s) which is/are finally selected for award of Evaluation through the bidding process.

- The objectives and mandate of the Schemes for which it was launched.
- The physical and financial targets and corresponding achievements both in quantitative and qualitative terms.
- The impact assessment of the scheme.
- The strength and weaknesses of the scheme
- To assess the adequacy of each scheme components, funding pattern and delivery system.
- Impediments/bottlenecks in the implementation of each scheme and suggestions thereof.
- To assess the success rate of implementation of each scheme with the objective for continuation
- Assessment of procedures for evaluation and selection under the scheme.
- To evaluate the key issues pertaining to sustainability of the impact of the scheme.
- To make an assessment of the current implementation arrangements and the efficiency of the delivery of the scheme and to highlight the deficiencies of the scheme in terms of its design or delivery mechanism, if any, and to suggest schematic changes or procedural modifications.
- To determine the outreach, impact and access of the scheme in general.

- Recommendations should include as to whether or not the scheme is required to be continued and if it is to be continued, what are the specific implementable recommendations for improving the efficacy of the schemes for ensuring tangible outcomes of implementation.
- Budgetary impact of the implementation of the scheme viz-a-viz its impact assessment along with suggestive measures to bridge the gap.
- Potential negative impacts or risks to be monitored, if any, and suggestive remedial measures.
- Preparation of evaluation bench marks of progress and performance of the scheme.
- Any additional parameters to be covered which may emerge during the discussions/interaction in the course of above work.
- Time frame for completion of Evaluation study is one month (four weeks) from the date of issue of work order.

2.2. 12 Main Schemes and their sub-schemes for evaluation are as under :

I. INFORMATION SECTOR

i) Media Infrastructure Development Programme

- a) Revamping & Restructuring of DAVP
- b) Modernisation of PIB
- c) Opening up of New Regional Centers of IIMC
- d) Revitalization, up-gradation and modernization of Publications Division and Employment News
- e) National Centre of Photography and Special Drive for North Eastern States
- f) Strengthening of RNI Headquarters

ii) Development Communication & Information Dissemination

- a) People's Empowerment through Development Communication (Conception and Dissemination)
- b) Media Outreach Programme and Publicity for Special Events
- c) Direct Contact Programme by Directorate of Field Publicity
- d) Live Arts and Culture
- e) Social Media Platform

II. FILM SECTOR

- i) Infrastructure Development Programme relating to Film Sector**
 - a) Upgradation, modernisation and expansion of CBFC and certification process
 - b) Upgradation of Siri Fort Complex
 - c) Upgradation of building infrastructure of Films Division
 - d) Grant-in-Aid to FTII – Upgradation and Modernisation of FTII
 - e) Infrastructure development in SRFTI

- ii) Development Communication & Dissemination of Filmic Content**
 - a) Promotion of Indian cinema through film festivals and film markets in India and abroad
 - b) Production of films and documentaries in various Indian languages
 - c) Webcasting of Film Archives
 - d) Acquisition of archival films and film material

- iii) National Film Heritage Mission**

- iv) Setting up a Centre of Excellence for Animation, Gaming and VFX (NCoE)**

III. BROADCASTING SECTOR

- i) Prasar Bharati**
 - a) Grant in aid to Prasar Bharati
 - b) Grant in aid to Prasar Bharati for Kisan Channel

3. Delivery Schedule/Time Frame:

- Draft study report must be submitted to 'The Joint Secretary (P&A), Ministry of Information & Broadcasting' within one month (4 weeks) from the date of award of work. Draft Report of the evaluation of the Scheme shall contain separate evaluation for each sub-scheme within a Scheme, if any.
- The organization/agency will make a presentation on the draft report to the Ministry.
- Final report must be submitted within 15 days after receipt of comments on draft report.

4. Deliverables

- Draft Evaluation Study Report (Five copies) with a soft copy covering all aspects, including one power point presentation.
- Final Evaluation Study Report (Twenty copies) with a soft copy covering all aspects including one power point presentation.

5. BID EVALUATION CRITERIA AND SELECTION PROCESS OF THE AGENCY:

(a) Bidding process

- (i) The Bidding will be based on the Quality cum Cost Based Selection. The Ministry invites two part bids from invited institutions for the scope of work mentioned in the document. The two Part bid shall consist of Part-I-Technical bid and Part-II-Financial bid. Technical Bid Comprises of 70% weightage and the Financial Bid Comprises of 30% weightage.
- (ii) Technical Bid and Financial bid should be submitted in two Separate envelopes superscribed 'Technical Bid' and 'Financial Bid' respectively. The Technical Bid would be opened first. The Financial Bid to be provided in a separate cover would be opened only in the case of those tenderers//bidders who qualify the technical evaluation and meet the requisite parameters laid down by the Ministry.
 - ii) Following supporting documents should be enclosed with the technical bid, failing which the bid will be liable for rejection: -
 1. Experience Certificate/work order with supporting documents of the evaluation work done in the past clearly giving details of name of the studies covered.
 2. Experience and Quality of team engaged on similar studies which will be deployed for the present evaluation.
 3. Certificate of registration of the organization.
 4. Chartered Accountant certified balance sheet of last 3 years (FY 2014-15, FY 2015-16 and FY 2016-17).
 - iv) The Ministry of I&B may waive any minor infirmity, nonconformity or irregularity in a bid that does not constitute a material deviation and that does not prejudice or affect the relative ranking of any Bidder as a result of the technical and financial evaluation.
 - v) Prior to the detailed evaluation, the Ministry of I&B will determine whether each Bid is acceptable qualitatively, is generally complete and is substantially responsive to the Bid Documents. For the purposes of this determination, a substantially responsive Bid is one that confirms to all the terms, conditions,

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scope of work and specifications of the Bid Documents without material deviations, objections, conditions or reservations.

A material deviation, objection, conditionality or reservation is one (i) that affects in any substantial way the scope, quality of performance of the Contract; (ii) that limits in any substantial way and/or is inconsistent with the Bid Documents or the Ministry of I&B's rights or the successful Bidder's obligations under the Contract; or (iii) whose rectification would unfairly affect the competitive position of other Bidder's who are presenting substantially responsive Bids.

- (vi) If a Bid is not substantially responsive, it will be rejected by Ministry of I&B, and may not subsequently be made responsive by the Bidder by correction of the non-conformity.

(b) SCORE CARD FOR TECHNICAL EVALUATION

The bids will be evaluated by Ministry of I&B to ascertain the technically and commercially responsive bid for the complete scope of work, as detailed below:

I. The marks for technical evaluation of the bids are as under:

S.No.	Particulars	Marks
1.	Marks for Technical Evaluation	Total-100
1.1	Experience and Quality of the team on similar studies	50 Marks
1.2	Experience and Quality of past studies conducted by the Institute	50 Marks

For qualifying in the technical bid, minimum marks will be 60 for opening of financial bid.

After the technical evaluation is completed, Ministry of I&B shall notify those bidders, who qualify in the technical evaluation meeting the minimum score requirement of 60 marks out of 100 as detailed above and their financial bid will be opened. The financial bid shall be opened in the presence of the qualified bidders or their authorized representatives, who may choose to attend the bid opening.

(c) Financial proposal

The Evaluation Committee of the Ministry of I&B will assess the financial bids of the bidders. A Final score would be generated by giving 70% weightage to the score of technical evaluation and 30% weightage to the Financial Bids and **accordingly the work will be awarded to the bidder with highest Final Score according to the following formula:**

$$\text{Final Score} = [W(t) \times S(t)] + [W(f) \times S(f)]$$

Where: -

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W(t)= Weightage to the Technical Score (70%)

S(t)= Technical Score

W(f)= Weightage to Financial Quote (30%)

S(t)= Financial Score = (Lowest Quote/Organization's Financial Quote)x100.

6. A Scheme – wise Financial proposal should be submitted as per the following format:-

S.No.	Name of the Scheme	Total Quoted Cost (in RS.)
1	Media Infrastructure Development Programme	
2	Development Communication & Information Dissemination	
3	Infrastructure Development Programme relating to Film Sector	
4	Development Communication & Dissemination of Filmic Content	
5	National Film Heritage Mission	
6	Setting up a Centre of Excellence for Animation, Gaming and VFX (NCoE)	
7	Prasar Bharati	
Grand Total of Quoted Cost		

7. **Evaluation Committee** will operationalize the tendering process to award the contract for evaluation of Schemes. The Committee will consist of the following :

1. Joint Secretary (P&A), Ministry of I&B - Chairman
2. Representative of IFD, Ministry of I&B - Member
3. Representative of Information Wing
Ministry of I&B - Member
4. Representative of Broadcasting – I Wing
Ministry of I&B - Member
5. Representative of Broadcasting – II Wing
Ministry of I&B - Member
6. Representative of Film Wing
Ministry of I&B - Member
7. Representative of Economic Wing
Ministry of I&B - Member Secretary

8. An Evaluation Committee, headed by Joint Secretary and consisting of officers concerned of the Ministry and representative of the Integrated Finance Wing will 'scrutinize each proposal with reference to the TOR and financial Parameters/norms and make recommendations to the competent authority in the Ministry for approval.

If necessary, suitable clarifications for this purpose will be sought by the Evaluation Committee from the invited institution/institutions.

The Evaluation Committee, shall keep in mind the capability, technical expertise available with the Institutes and the financial bid offered by the Institutions while taking a decision in the matter. There shall be no restrictions on award of more than one study to a particular Institution. The decision of the competent authority in the Ministry shall be final.

9. Terms of Payment

The terms of payment for each assignment under this Scheme will be as under:

- (i) First installment : 15 per cent of the fees on signing of the agreement
- (ii) Second installment: 35 per cent, subject to (a) submission of the draft report (5 copies of the draft report including executive summary) within the time frame stipulated in the agreement and (b) a presentation on the draft report being made before the Committee in the Ministry and the draft report being found to be generally acceptable
- iii) Third and final installment: balance 50 per cent on submission of the final report and its acceptance by the Government. Any delay in submission of report without due approval by the Ministry will attract a penalty of 3% per week and the balance 50% will be forfeited on delay in submission of the report beyond 4 weeks from the stipulated date.

The final payment will be made within 8 Weeks of acceptance of the report.

10. Other General Terms and Conditions

The other general terms and conditions applicable to each assignment under this Scheme will be :

- (i) The assignment should be completed within the time stipulated in the agreement. Delay in submission of the report beyond the stipulated time will attract penalty as provided for in the agreement. For factors beyond the control of the institution given the assignment, suitable extension of time may, however, be granted at the request of the institution.

The Government, however, shall not pay any extra amount for any escalation in the cost of the assignment beyond the time period stipulated in the agreement

The total fee for the study as agreed with the organization will include tax, if any, and the liability of payment of the tax will be of the Institution conducting the study.

- (ii) 10 hard copies of the final report: 15 hard copies of the executive summary and 5 CDs containing the final report shall be submitted before releasing the final installment of payment.

11. During the currency of the assignment, Government may modify the TOR and other terms and conditions of the assignment, if necessary, in order to strengthen/deepen its scope/coverage. As far as possible, such modifications will not be made more than once during currency of study and with the due concurrence of the institution concerned. In case, there is cost escalation due to substantial and major changes in the Terms of Reference, such cost escalation shall be restricted to a maximum of 25% over and above the original cost subject to the approval of Integrated Finance Wing.

- i. The draft/final reports and the contents thereof would be the intellectual property of the Government and would not be published by the institution concerned without prior approval of the Government.
- ii. In case of change of consultant/team leader during the currency of study, the new consultant/team leader may be appointed by the Institution with the prior approval of the Ministry.

12. The Organization will notify the Government of any material change in their status, shareholding etc.,

13. If the performance of the Institution during the currency of the Study is not found to be satisfactory, the agreement can be terminated and the amount already paid to the Institution will be recovered.

14. The raw data/processed data/ findings should not be disclosed by the Institution to the third party without prior approval of the Government.

Standard Form of Certificate to be included in the Proposal

ORGANISATION AND EXPERIENCE

Organization

[Provide here a brief (note more than two pages) description of the background and experience of your organization for this assignment.]

Experience

[Using the format below, provide information on each assignment undertaken by your entity, for carrying out services similar to the ones requested under this assignment]

Assignment name :

Approx value of the contract (in Rupees) :

Location within country :

Duration of assignment (Weeks) :

Start date (month/year) :

Completion date (month/year)

Name of client :

Address :

Narrative description of Project:

Description of actual services provided by your staff within the assignment:

Agency's/Organization's Name:

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General Description of Team to be deployed for evaluation

Sl.No.	Name of Team Leader & Staff	Qualification	Position
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			

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AGREEMENT FOR EVALUATION OF SCHEMES

AGREEMENT

THIS AGREEMENT is entered into this [insert starting date of assignment] between the President of India acting through Secretary, Ministry of Information & Broadcasting, Government of India, [the Government] having its principal place of business at [insert Client's address], and [insert Organization name] ("the Organization") having its principal office located at [insert Organization's address] acting through

WHEREAS, the Government wishes to have the Organization perform the Assignment hereinafter referred to, and

AND WHEREAS, the Consultant is willing to perform this Assignment,

NOW, THEREFORE, THE PARTIES hereby agree as follows:

1. Services

- i) The Organization shall perform the assignment specified in the "Terms of Reference" which is an integral part of this Agreement.
- (ii) The Organization shall provide the personnel listed in Annex II-B, "Consultant's Personnel," to perform the Assignment.
- (iii) The Organization shall submit to the Government the reports in the form and numbers and within the time periods specified in Para 3 of the tender document, "Consultant's Reporting Obligations,"

2. Term

The Organization shall perform the Assignment [within one month from the date of this Agreement], or any other period as may be subsequently agreed by the parties in writing, subject to liquidated damages for the delay attributable to the Organization.

3. Payment

A Ceiling

For the Assignment, the Government shall pay the Organization the sum of [insert amount]. This amount includes all of the Organization's costs and deliverables as well as any tax obligation that may be imposed on the Organization.

B Schedule of Payments

The schedule of payments is specified below:

[insert currency and amount] upon the Government's receipt of a copy of this Agreement signed by the Organization; [insert currency and amount] upon the Government's receipt of the draft report from Organization, acceptable to the

Handwritten signature and date: 27/7/17

Government; and [insert currency and amount] upon the Government's receipt of the final report from Consultant and acceptable to the Government.

[insert currency and amount] Total

C. Payment Conditions

(i) Payment on signature of this Agreement shall be made against a bank guarantee of equivalent amount from a Scheduled Bank in favour of the Government till receipt of the draft report from Consultant and acceptable to the Government.

(ii) Final payment shall be made not later than 8 weeks, following submission by the Consultant of complete invoices in duplicate to the Coordinator designated in paragraph 4 or acceptance of the Report by the Government whichever is later.

4. **Project Administration**

A. Coordinator

The Government designates Shri/ Smt. [insert name and designation] as the Government's Coordinator; for this Assignment The Coordinator will be responsible for the coordination of activities under this Agreement, for acceptance and approval of the reports and of other deliverables by the Government and for receiving and approving invoices for the payment.

B. Reports

The reports list under Para 4 of the document (Deliverables) shall be submitted in the course of the Assignment and will constitute the basis for the payments to be made under Paragraph 3.

5. Performance Standards: The Organization undertakes to perform the Assignment with the highest standards of professional and ethical competence and integrity.

6. Confidentiality: The Organization shall not disclose any raw data/ processed data, proprietary or confidential information relating to the Services, this Agreement or the Government's business or operations or without the prior written consent of the Government to third party.

7. Ownership of Material: Any studies, reports or other material, graphic, software or otherwise, prepared by the Organization for the Government under the Agreement shall belong to and remain the property of the Government. The Organization may retain a copy of such documents and software for the purpose of this Agreement.

8. Insurance: The Organization will be responsible for taking out any appropriate insurance coverage if required at its own cost.

9. Re-Assignment: The Organization shall not re-assign this Agreement or sub-contract any portion of it without the Government's prior written consent.

Handwritten signature and date in blue ink, appearing to be '21/7/12'.

10. Dispute Resolution: Any dispute arising out of the Agreement, which cannot be amicably settled between the parties, shall be referred for arbitration [in accordance with the provisions of Act] to an arbitrator nominated by the Secretary, Department of Legal Affairs , Ministry of Law and Justice, Government of India Provisions of the Arbitration and Conciliation Act, 1966, as amended from time to time, shall be applicable. Courts in Delhi shall have jurisdiction in the matter.

11. Events of Default:

(i) Delay in furnishing of any report within the period mentioned for in Para 3 of the tender document. However, there shall not be default for the period of Force Majure and delays solely attributable to the Government.

(ii) Any report being non-acceptable to the Government for lack of professional quality.

(iii) Breach of any of the terms of this Agreement.

12. Consequences of Default:

(i) On the occurrence of any of the event of default on the part of Default of Organization, the Government may terminate this Agreement and claim refund of any money paid or invoke the bank guarantee and refuse to make any more payment.

(ii) In case of default being limited to delay not exceeding 4 weeks; The Government may in the alternative, claim the agreed liquidated damages @ 3% of the amount of contract for every week of delay, not exceeding in any case 20 % of the amount of contract. The amount of liquidated damages shall be withheld and/or recovered from the payment to be made to the Organization.

13. Force Majure: The Parties shall be entitled to excuse performance of their respective obligations to the extent they are unable to perform the contract by an event of Force Majure. A party claiming relief on this account shall immediately on becoming aware of Force Majure event give notice to the other party disclosing the manner in and the period during which performance of its obligation is likely to be affected.

For the purpose of the Agreement Force Majure means Acts of God, wars or similar action affecting India Civil Commotions or general strike (excluding by its own employees) lying beyond the reasonable control of the affected Party.

14. The address of the Parties for all communication is :

Government :

Organization :

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All notices with the aforesaid address sent by pre-paid registered-post or speed post or sent by fax with confirmation of its delivery or e-mail shall be deemed to have been served and received by the addressee within the time they should have been delivered/received at the addressee's end.

Any change of address will not be valid unless acknowledged by the other party.

IN WITNESS WHEREOF, the representatives of the Parties to this Agreement being duly authorized have hereunto set their hands and have executed those present this day of

For and on behalf of the
President of India (THE
GOVERNMENT):

Signed by:
Designation:
In presence of:

FOR THE
ORGANISATION:

Signed by:
Designation:
In presence of:

