

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc



NATIONAL HIGH SPEED RAIL CORPORATION LIMITED

Tender for selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

CONTRACT PACKAGE NO: NHSRCL/CO/PR/Multimedia agency/2026/02

TENDER DOCUMENTS

(Single Stage Two Packet Bid)

VOLUME 1

NOTICE INVITING TENDER (NIT)

INSTRUCTIONS TO TENDERER (ITT)

FORM OF TENDER (FOT)

**NATIONAL HIGH SPEED RAIL CORPORATION LTD.
5th-7th Floor, Tower-D, World Trade Centre
Nauroji Nagar, New Delhi-110029**

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

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NOTICE INVITING TENDER (NIT) (e-Tender)

1.1 GENERAL

1.1.1 Name of Work:

National High Speed Rail Corporation Ltd. (NHSRCL) invites online open e-tenders from eligible applicants, who fulfil qualification criteria as stipulated in Clause 1.1.3 of NIT, for the work of Tender for selection of Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc. (<https://nhsrcl.in>)

Tender documents may be downloaded from CPPP site <https://etenders.gov.in/eprocure/app> as per the schedule as given in 1.1.2 below.

The brief scope of the work is provided in Clause A1 of ITT (Volume-1) and Employer's Requirement-Functional (Volume-3).

1.1.2 Key details:

Published Date	29.01.2026 at 18:00 hrs
Tender Security	<p>Amount of Tender Security: INR 2,76,000/- (Rupees Two lakhs Seventy Six Thousand only)</p> <p>Acceptable Instruments: vide RTGS/NEFT/IMPS mode only and no other mode of payment will be accepted.</p> <p>The bidders shall upload the scanned copies of transaction of payment of tender security/ EMD including e-receipt (clearly indicating UTR No. and tender reference i.e NHSRCL/CO/PR/Multimedia agency /2026/02 must be entered in remarks at the time of online transaction of payment, failing which payment may not be considered) to be uploaded in online bid submission. The detail of bank account of NHSRCL is mentioned below this table.</p> <p><u>Note: Bidders to note that the payment of tender security shall be made from the account of bidder only.</u></p> <p><u>If tender security has been made from other than the account mentioned above, same shall not be accepted and all such bids shall be considered ineligible and summarily rejected.</u></p> <p>For further details, clause C18 of ITT may be referred.</p>
Completion period of the Work	Two (02) year
Tender documents on sale	<p>From 30.01.2026 (from 09:00 hrs) to 28.02.2026 (upto 1500 hrs) on e-tendering website https://etenders.gov.in/eprocure/app.</p> <p>Tender document can only be obtained online after registration of tenderer on the website</p>

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	https://etenders.gov.in/eprocure/app . For further information in this regard bidders are advised to contact on tendercontract@nhsrcl.in .
Cost of Tender documents	<p>INR 11,800/- (inclusive of 18% GST), Non- Refundable (Payment of tender document cost/tender fee is to be made only by RTGS/NEFT/IMPS. No other mode of payment will be accepted. The details of the bank account of NHSRCL are mentioned below. The bidders are required to upload scanned copies of transaction of payment of tender document cost/tender fee including e-receipt (clearly indicating UTR No. and tender reference i.e. NHSRCL/CO/PR/Multimedia agency/2026/02 must be entered in remarks at the time of online transaction of payment, failing which payment may not be considered) at the time of online bid submission.</p> <p>(Copy of GST registration no. to be provided along with Tender document cost/ tender fee)</p>
Online Clarification Start Date	30.01.2026 from 09:00 hrs.
Online Clarifications End Date	10.02.2026 upto 17:00 hrs Queries/clarifications from bidders after due date and time shall not be acknowledged.
Pre-bid Meeting	06.02.2026 at 11.00 hrs.
Last date of issuing clarification	16.02.2026 upto 17:00 hrs
Date & time of Submission of Tender online	<p>Tender submission start date: 17.02.2026 from 09:00hrs.</p> <p>Tender submission end date: 28.02.2026 upto 15:00hrs.</p>
Date & time of Opening of Technical Bids online	02.03.2026 at 15:00 hrs.
<ul style="list-style-type: none"> Authority for seeking clarifications Place of pre-bid meeting 	<ul style="list-style-type: none"> General Manager/Procurement (Request to be sent by prospective bidders by 05.02.2026 (upto 1700 Hrs) on email tendercontract@nhsrcl.in).

To facilitate payment of Tender Fee and Tender Security through RTGS, NEFT & IMPS, the details of bank account of NHSRCL is mentioned below:

Name of Bank	Bank's Address	Account Name & No.	IFSC code	Unique Identifier for Field 7037
ICICI Bank Limited	Dwarka, Sector -20, New Delhi-110075	235705000494	ICIC0002357	NHSRCL568429523

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1.1.3 QUALIFICATION CRITERIA:

1.1.3.1 Eligible Applicants:

- i. The tenders for this contract will be considered only from those tenderers (proprietorship firms, partnerships firms, companies, corporations) who meet requisite eligibility criteria prescribed in the sub-clauses of Clause 1.1.3 of NIT. **Participation in Joint Venture/Consortium is not allowed.**
- ii. (a) The eligible nationality of the tenderer(s) shall be India. A non-Indian firm is not permitted to tender.
(b) A tenderer shall submit only one bid in the same tendering process. A tenderer who submits or participates in, more than one bid will cause all of the proposals in which the tenderer has participated to be disqualified. No tenderer can be a subcontractor while submitting in the same bidding process.
- iii. <Deleted>.
- iv. Tenderers shall not have a conflict of interest. All Tenderers found to have a conflict of interest shall be disqualified. Tenderers shall be considered to have a conflict of interest with one or more parties in this bidding process, if:
 - (a) a tenderer has been engaged by the Employer to provide consulting services for the preparation related to procurement for / on implementation of the project;
 - (b) a tenderer is any associates/affiliates (inclusive of parent firms) mentioned in subparagraph (a) above; or
 - (c) a tenderer lends, or temporarily seconds its personnel to firms or organisations which are engaged in consulting services for the preparation related to procurement for / on implementation of the project, if the personnel would be involved in any capacity on the same project.
- v. (a) NHSRCL/Ministry of Railways along with any of their attached and subordinate offices/ Any Metro Rail organizations in India (owned by Govt.)/ Intercity Rapid Rail /Order of Ministry of Commerce applicable for all Ministries must not have banned business with the tenderer (including any member in case of JV/consortium) as on the date of tender submission. The tenderer should submit undertaking to this effect in **Appendix-19** of Form of Tender.
(b) Also, no contract of the tenderer executed either individually or in a JV/Consortium, should have been rescinded / terminated by NHSRCL/Ministry of Railways along with any of their attached and subordinate offices/ Any metro rail organizations in India (owned by Govt.) after award during last 03 years (from the last day of the previous month of tender submission) due to non-performance of the tenderer or any of JV/Consortium members. The tenderer should submit undertaking to this effect in **Appendix- 19** of Form of Tender. Non-performance, which is basically termination of the Contract as decided by the Employer, shall include all Contracts where non-performance was not challenged by the Contractor, including through referral to the dispute resolution mechanism under the respective Contract or by written representation/ appeal to the Employer or in any appropriate court.
(c) If the Tenderer does not meet the criteria stated in the **Appendix-19**, the tenderer shall be considered ineligible for participation in tender process and they shall be considered ineligible applicants in terms of Clause 1.1.3.1 of NIT.
(d) If there is any misrepresentation of facts with regards to undertaking submitted vide Appendix-19, the same will be considered as "fraudulent practice" under Clause 4.33.1 (a) (ii) of GCC and the tender submission of such tenderers will be rejected besides taking further action as per Clause 4.33.1 (b) & 13.2.1 of GCC.
- vi. Tenderer must not have suffered bankruptcy/ insolvency during the last 5 years or it is in the process of winding-up or there is a case of insolvency pending before any Court on the deadline of submission of bids. The tenderer should submit undertaking to this

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effect in **Appendix-20** of Form of Tender.

vii. LEAD PARTNER/ NON-SUBSTANTIAL PARTNERS/ CHANGE IN JV/ CONSORTIUM: NOT APPLICABLE

viii. Participation by Subsidiary Company / Parent Company with credential of other Company

- a. Applicant in the capacity of a Subsidiary Company as a single entity is not permitted to use the credential of its Parent Company and/or its Sister Subsidiary Company/ Companies.
- b. Applicant in the capacity of a Parent Company as a single entity is not permitted to use the credential of its Subsidiary Company/ Companies.

ix. Purchase Preference to Local Suppliers/Preference to Make In India: NOT APPLICABLE

x. Public Procurement Policy for Micro and Small Enterprises (MSEs):

- a) Procurement Preference to Micro and Small Enterprises (MSEs) as admissible under Government's existing policy on the date of opening of bid shall be applicable to Micro and Small Enterprises (MSEs) registered with any statutory bodies specified by Ministry of Micro, Small & Medium Enterprises having Udyog Aadhaar Memoranda shall also be given all benefits under Public Procurement Policy Order 2012.
- b) The bidders shall submit photocopy of current and valid MSEs registration certificate inclusive of all the pages showing the category of entrepreneur – whether the registered firm is owned by General or SC/ST entrepreneurs, monetary limit of their registration for the items tendered to avail the benefits under the policy. The MSEs shall also submit a copy of "Entrepreneur's Memorandum (Part – II)" of the concerned District Centre where the unit is established. The MSEs must also indicate the terminal validity date of their registration.
- c) Such MSE registered firms shall be exempted from payment of Tender document cost and payment of Tender Security.
- d) Definition of MSEs owned by SC/ST is as given below:
 - i. In case of proprietary MSE, proprietor(s) shall be SC/ST.
 - ii. In case of partnership MSE, the SC/ST partners shall be holding at least 51% shares in the unit.
 - iii. In case of Private Limited Companies, at least 51% share shall be held by SC/ST promoters.
- e) All bidders registered under Micro and Small Enterprises (MSEs) shall have to satisfy the eligibility criteria at par with other bidders. There shall not be any relaxation in eligibility criteria/bidding process or other bid requirement and L1 price.
- f) If lowest valid bidder is non-MSE firm, then in such a case purchase preference facility shall not be applicable in the bid as quantity cannot be split. The total quantity shall be offered to the lowest valid bidder irrespective of their registration status and the benefit to MSEs shall be limited to exemption from cost of tender document and tender security only.
- g) The above facilities shall not be applicable for the items for which they are not registered.
- h) The above facility shall be applicable only in case of single entity.

xi. Startup India:

- a) All Startups (whether Micro & Small Enterprises or otherwise) are exempted from cost of Tender document and Tender security.

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b) Definition of Startup:

Startup means an entity recognised as Startup by Department of Industrial Policy and Promotions (DIPP), Ministry of Commerce and Industries, Govt. of India.

c) The above facility shall be applicable only in case of single entity.

1.1.3.2 Minimum Eligibility Criteria:

- A. Work Experience:** The tenderers will be qualified only if they have completed work(s) as a single entity for Railways, NHAI, CPWD, MES, DOT, State PWD or any other Central / State Government Undertaking, completion date(s) of which falling during last seven years ending last day of the month previous to the month of tender submission as given below:

Figures in INR Lakhs (excl. GST)

SN	Description	Handling social & digital media and Production/editing of Films or Short Videos
1.	ONE "similar work" * of value	106
2	TWO "similar works" * of value	71
3	THREE "similar works" * of value	53

*The "Similar works" for this contract shall be

(a) Contract of handling social or digital media

and

(b) Contract of production/editing of films/short videos

The combined value of (a) and (b) of each set shall meet the figures in above table.

Notes:

- Work performed as a sub-consultant/sub-contractor will not be considered.
- The tenderer shall submit details of works executed by them in the Performa of **Appendix-17 & 17A** of FOT for the works to be considered for qualification of work experience criteria. Documentary proof of payment certificates indicating payment released in each financial year from client along with LOA clearly indicating the nature/scope of work, completion cost and date of completion for such work should be submitted. The offers submitted without this documentary proof shall not be evaluated. **The offers submitted without this documentary proof shall not be evaluated.**
- Deleted
- For completed works, value of work done shall be updated to the last day of the month previous to the month of tender submission price level assuming 3% inflation for Indian Rupees every year. The exchange rate of foreign currency shall be applicable as on the date of Contract award.
- If the qualifying work(s) were done by Tenderer in JV/consortium having different constituents, then the value of work as per Tenderer percentage participation in such JV/Consortium shall be considered.
- If the above work(s) comprise(s) other works also, then details clearly indicating the amount of work done in respect of the "similar work" shall be furnished by the tenderer in support of work experience along-with their tender submissions.

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- g) Only work experience certificate having stamp of Name and Designation of officer along with the Name of client shall be considered for evaluation. However, if any work experience certificate has been issued prior to 01.07.2019, same shall be considered for evaluation even if it is not stamped.
 - h) In case of any concealment or misrepresentation of facts, appropriate action(s) in accordance with Tender Conditions and "Suspension/ Banning Policy, May 2020" of NHSRCL shall be taken. The copy of "Suspension/Banning Policy, May 2020" of NHSRCL can be downloaded from tender section of NHSRCL website i.e. www.nhsrcl.in.

B. Financial Standing: The tenderers will be qualified only if they have minimum financial capabilities as below:

- (i) **T1 – Liquidity:** Not Applicable
- (ii) **T2 - Profitability:** Profit before Tax should be Positive in at least 03 years, out of the last five audited financial years.
- (iii) **T3 - Net Worth:** Net Worth of tenderer during last audited financial year should be **Positive**
- (iv) **T4 - Annual Turnover:** The average annual turnover of Tenderer of last five financial years (i.e. FY 2020-21, 2021-22, 2022-23, 2023-24 and 2024-25) in the field of handling social/digital media handling and/or production/editing of films & short videos should be minimum **INR 0.53 Crores**.

Notes:

- a) Financial Data for last 5 (Five) audited financial years i.e. 2020-21, 2021-22, 2022-23, 2023-24 and 2024-25 to be submitted by the tenderer in **Appendix-18 of FOT** duly certified by Chartered Accountant/ Company Auditor/Statutory Auditor with his stamp and signature in original with membership number and firm registration number. All the documents or certifications which are provided by CA, must contain UDIN thereon and the particulars of certifications must be same as mentioned on document/certification and submitted to ICAI on its website which can be verified online on <https://udin.icai.org/search-udin> . **In case the financial data of the last financial year is not made available by the bidder, he has to submit an affidavit certifying that 'the balance sheet has actually not been audited so far'. In such a case the financial data of previous '4' audited financial years will be taken into consideration for evaluation. If certified financial data of any year other than the last year is not submitted, the tender may be considered as non-responsive.**
- b) Where a work is undertaken by a JV/Consortium, only that portion of the contract which is undertaken by the concerned applicant/member should be indicated and the remaining done by the other members of the group be excluded. This is to be substantiated with documentary evidence.
- c) For work turnover or financial data required for each year - Exchange rate for foreign currency shall be as prevailing on the last day of the respective year.

C. Base Location:

- (i) The tendered should have its registered/Head Office/fully functional regional offices in Delhi/NCR. Further, agencies shall have offices or tie-ups with local agencies in Gujarat and Maharashtra especially in Mumbai/Ahmedabad/Surat/Vadodara.

(ii) Notes:

- a) The details of the base location of the Tenderer shall be provided by the Tenderer in Appendix-6 of FOT along with relevant document to establish the criteria and submit

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undertaking as per Appendix-25 of FOT.

1.1.3.3 Bid Capacity Criteria: Not Applicable

1.1.3.4 The tender submission of tenderers, who do not qualify the minimum eligibility criteria & bid capacity criteria stipulated in the clauses 1.1.3.2 to 1.1.3.3 above, shall not be considered for further evaluation and therefore rejected. The mere fact that the tenderer is qualified as mentioned in sub clause 1.1.3.2 to 1.1.3.3 shall not imply that his bid shall automatically be accepted. The same should contain all technical data as required for consideration of tender prescribed in the ITT.

The tenderer who have qualify in **minimum eligibility criteria & bid capacity criteria stipulated in the clauses 1.1.3.2 to 1.1.3.3 above**, will be evaluated further according to the following criteria as per marks appointed:

A.1 Marking /Scoring System

Item Code	Parameter	Max. Marks	Criteria
1.	Empanelment as a multimedia agency for CBC(DAVP)/ Metro Rail/ Railways organization	20	5 marks for each CBC(DAVP)/ Metro Rail/ Railways organization
2.	Empanelment as a multimedia agency for state/central government organizations other than CBC(DAVP)/ Metros/ Railways organization	10	2.5 marks for each state/central government organizations other than CBC(DAVP)/ Metro rail/ Railways organization
3.	Social/digital media handling work for any Govt. Organization Minimum total work value 18 lakh for a financial year only considered which falling during last seven years ending last day of the month previous to the month of tender submission	30	5 marks for each Rail/Metro Rail organization 2.5 marks for other than Rail/Metro Rail organization
4.	Production/editing of film/short films work for any Govt. Organization Minimum total work value 18 lakh for a financial year only considered which falling during last seven years ending last day of the month previous to the month of tender submission	30	5 marks for each Rail/Metro Rail organization 2.5 marks for other than Rail/Metro Rail organization

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Item Code	Parameter	Max. Marks	Criteria
5.	<p>Methodology, understanding of Project and PowerPoint presentation on Proposed conceptual plan with innovative ideas etc. by the prospective bidders (along with real photographs/video footage of actual projects executed in past) as per following criteria: -</p> <p>a) Agency's understanding of NHSRCL PR work and overall publicity and social media strategy Supervision plan along with proposed manpower to be deployed for work- Max 10 marks</p> <p>b) Social media creatives- Creatives may be short video (less than 30 secs, Gif or static images)- 5 marks for each creative, Max. 20 marks.</p> <p>c) A video capsule of not more than 2 mins on past video production</p>	35	<p><i>Bidder has to submit their presentation along with supporting documents except films (which needs to be shown during presentation) covering the parameters mentioned here under Appendix 5 of Form of Tender.</i></p> <p>All the bidders who will qualify the minimum eligibility criteria stipulated in the clauses 1.1.3.2 to 1.1.3.3, have to give PowerPoint Presentation as per the timing requested by the NHSRCL in writing, failing to, will lead to summarily rejection of the bid and no further evaluation will be done.</p> <p><i>No fresh submissions other than those already submitted during bid submission shall be entertained by NHSRCL. However, NHSRCL reserves the right to call for clarifications / relied upon documents during the course of evaluation.</i></p> <p><i>Bidder(s) may visit the project site at its own cost and time, as deemed necessary.</i></p>
6.	<p>Profile of the 'Team Leader-Social Media & Response Management Manager' proposed to be deputed in case the agency gets selected</p>	5	<p>Qualification: Any Graduate Required Experience: 5-10 years experience in Social Media management including response management.</p>
	Grand Total	130	

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A.2 Technical Score of Bidder (St)

The evaluation of the technical bids of tenderers, who meets the minimum eligibility criteria stipulated in the clauses 1.1.3.2 to 1.1.3.3 above, shall be done on the basis of various documents submitted by the tenderer, as per the method of evaluation stipulated above.

Minimum qualifying marks of 80% in Technical Parameters as per clause 1.1.3.4 A1: Marking/Scoring System are required for being eligible to proceed for opening of Financial Bid.

1.1.4 Contents of Tender documents

Volume 1

- Notice Inviting Tender
- Instructions to Tenderers (including Annexures)
- Form of Tender (including Appendices)

Volume 2

- General Conditions of Contracts
- Particular Conditions of Contract (including Schedules)

Volume 3

- *Employer's Requirement – TOR*

Volume 4

- *Bill of Quantities*

1.1.5 The contract shall be governed by the documents listed in Para 1.1.4 above.

1.1.6 The tenderers may obtain further information/ clarification, if any, in respect of these tender documents from the office of General Manager/Procurement, National High Speed Rail Corporation Ltd., 5th to 7th Floors, Tower D, World Trade Centre, Nauroji Nagar, New Delhi – 110029 via online mode through e-tendering portal <https://etenders.gov.in/eprocure/app>.

1.1.7 All tenderers are hereby cautioned that tenders containing any material deviation or reservations as described in Clause E 4.0 of "Instructions to Tenderers" shall be considered as non-responsive and is liable to be rejected.

1.1.8 The intending tenderers must be registered on e-tendering portal <https://etenders.gov.in/eprocure/app>. Those who are not registered on the e-tendering portal shall be required to get registered beforehand. After registration, the tenderer will get user id and password. On login, tenderer can participate in tendering process and can witness various activities of the process.

1.1.9 The authorized signatory of intending tenderer, as per Power of Attorney (POA), must have valid **Class-II or Class-III digital signature**. The tender document can only be downloaded or uploaded using Class-II or Class-III digital signature. However, the tenderer shall upload their tender on <https://etenders.gov.in/eprocure/app> using class-II or class-III digital signature of the authorized signatory only.

1.1.10 Tender submissions shall be done online on <https://etenders.gov.in/eprocure/app> after uploading the mandatory scanned documents towards cost of tender documents such as scanned copies of transaction of payment i.e. RTGS, NEFT & IMPS and towards Tender Security such as Bank Guarantee or Demand Draft or Pay Order or Banker's Cheque from a Scheduled commercial bank based in India or scanned copies of transaction of payment i.e. RTGS, NEFT & IMPS (and other documents as stated in the tender document). Bid documents may be scanned with 100 dpi with black and white option which helps in reducing

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size of the scanned document. Tenderer/Contractor are advised to follow "Instructions for Online Bid Submission" provided below.

- 1.1.11 Submission of Tenders shall be closed on e-tendering website of NHSRCL at the date & time of submission prescribed in NIT after which no tender shall be accepted.

It shall be the responsibility of the bidder / tenderer to ensure that his tender is submitted online on e-tendering website <https://etenders.gov.in/eprocure/app> before the deadline of submission. NHSRCL will not be responsible for non-receipt of tender documents due to any delay and/or loss etc.

- 1.1.12 Tenders shall be valid for a period of (both days inclusive i.e. the date of submission of tenders and the last date of period of validity of the tender) from the date of submission of Tenders and shall be accompanied with a tender security of the requisite amount as per clause C18 of ITT.

- 1.1.13 NHSRCL reserves the right to accept or reject any or all proposals without assigning any reasons. No tenderer shall have any cause of action or claim against the NHSRCL for rejection of his proposal.

- 1.1.14 Tenderers are advised to regularly visit e-tendering portal <https://etenders.gov.in/eprocure/app> for updates.

- 1.1.15 <Deleted>

- 1.1.16 Courts in New Delhi alone shall have the jurisdiction to entertain any application or other proceedings in accordance with Laws of India in respect of anything arising under this Bid.

**General Manager/Procurement
National High Speed Rail Corporation Ltd.
5th-7th Floor, Tower-D, World Trade Centre
Nauroji Nagar, New Delhi-110029**

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Instructions for Online Bid Submission

The bidders are required to submit soft copies of their bids electronically on the e-procurement portal (CPP Portal), using valid Digital Signature Certificates. The instructions given below are meant to assist the bidders in registering on the CPP Portal, prepare their bids in accordance with the requirements and submitting their bids online on the CPP Portal.

More information useful for submitting online bids on the CPP Portal may be obtained at: <https://etenders.gov.in/eprocure/app> .

REGISTRATION

- 1) Bidders are required to enroll on the e-Procurement module of the Central Public Procurement Portal (URL: <https://etenders.gov.in/eprocure/app>) by clicking on the link **“Online bidder Enrolment”** on the CPP Portal which is free of charge.
- 2) As part of the enrolment process, the bidders will be required to choose a unique username and assign a password for their accounts.
- 3) Bidders are advised to register their valid email address and mobile numbers as part of the registration process. These would be used for any communication from the CPP Portal.
- 4) Upon enrolment, the bidders will be required to register their valid Digital Signature Certificate (Class II or Class III Certificates with signing key usage) issued by any Certifying Authority recognized by CCA India (e.g. Sify / nCode / eMudhra etc.), with their profile.
- 5) Only one valid DSC should be registered by a bidder. Please note that the bidders are responsible to ensure that they do not lend their DSC's to others which may lead to misuse.
- 6) Bidder then logs in to the site through the secured log-in by entering their user ID / password and the password of the DSC / e-Token.

SEARCHING FOR TENDER DOCUMENTS

- 1) There are various search options built in the CPP Portal, to facilitate bidders to search active tenders by several parameters. These parameters could include Tender ID, Organization Name, Location, Date, Value, etc. There is also an option of advanced search for tenders, wherein the bidders may combine a number of search parameters such as Organization Name, Form of Contract, Location, Date, Other keywords etc. to search for a tender published on the CPP Portal.
- 2) Once the bidders have selected the tenders they are interested in, they may download the required documents / tender schedules. These tenders can be moved to the respective 'My Tenders' folder. This would enable the CPP Portal to intimate the bidders through SMS / e-mail in case there is any corrigendum issued to the tender document.
- 3) The bidder should make a note of the unique Tender ID assigned to each tender, in case they want to obtain any clarification / help from the Helpdesk.

PREPARATION OF BIDS

- 1) Bidder should take into account any corrigendum published on the tender document before submitting their bids.
- 2) Please go through the tender advertisement and the tender document carefully to understand the documents required to be submitted as part of the bid. Please note the number of covers in which the bid documents have to be submitted, the number of documents - including the names and content of each of the document that need to be submitted. Any deviations from these may lead to rejection of the bid.
- 3) Bidder, in advance, should get ready the bid documents to be submitted as indicated in the tender document / schedule and generally, they can be in PDF / XLS / RAR / DWF/JPG formats. Bid documents may be scanned with 100 dpi with black and white option which helps in reducing size of the scanned document.

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- 4) To avoid the time and effort required in uploading the same set of standard documents which are required to be submitted as a part of every bid, a provision of uploading such standard documents (e.g. PAN card copy, GST certificate copy, annual reports, auditor certificates etc.) has been provided to the bidders. Bidders can use "My Space" or "Other Important Documents" area available to them to upload such documents. These documents may be directly submitted from the "My Space" area while submitting a bid, and need not be uploaded again and again. This will lead to a reduction in the time required for bid submission process.

SUBMISSION OF BIDS

- 1) Bidder should log into the site well in advance for bid submission so that they can upload the bid in time i.e. on or before the bid submission time. Bidder will be responsible for any delay due to other issues.
- 2) The Bidder has to digitally sign and upload the required bid documents one by one as indicated in the tender document.
- 3) Bidder has to select the payment option as "offline" to pay the tender fee / EMD as applicable and enter details of the instrument.
- 4) Bidder should prepare the EMD as per the instructions specified in the tender document. The original should be posted/couriered/given in person to the concerned official, latest by the last date of bid submission or as specified in the tender documents. 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 the uploaded bid will be rejected.
- 5) Bidders are requested to note that they should necessarily submit their financial bids in the format provided and no other format is acceptable. If the price bid has been given as a standard BOQ format with the tender document, then the same is to be downloaded and to be filled by all the bidders. Bidders are required to download the BOQ file, open it and complete the coloured (unprotected) cells with their respective financial quotes and other details (such as name of the bidder). No other cells should be changed. Once the details have been completed, the bidder should save it and submit it online, without changing the filename. If the BOQ file is found to be modified by the bidder, the bid shall be rejected.
- 6) The server time (which is displayed on the bidders' dashboard) will be considered as the standard time for referencing the deadlines for submission of the bids by the bidders, opening of bids etc. The bidders should follow this time during bid submission.
- 7) All the documents being submitted by the bidders would be encrypted using PKI encryption techniques to ensure the secrecy of the data. The confidentiality of the bids is maintained using the secured Socket Layer 128 bit encryption technology. Data storage encryption of sensitive fields is done. Any bid document that is uploaded to the server is subjected to symmetric encryption using a system generated symmetric key. Further this key is subjected to asymmetric encryption using buyers/bid openers public keys. Overall, the uploaded tender documents become readable only after the tender opening by the authorized bid openers.
- 8) The uploaded tender documents become readable only after the tender opening by the authorized bid openers.
- 9) Upon the successful and timely submission of bids (i.e. after Clicking "Freeze Bid Submission" in the portal), the portal will give a successful bid submission message & a bid summary will be displayed with the bid no. and the date & time of submission of the bid with all other relevant details.
- 10) The bid summary has to be printed and kept as an acknowledgement of the submission of the bid. This acknowledgement may be used as an entry pass for any bid opening meetings.

ASSISTANCE TO BIDDERS

- 1) Any queries relating to the tender document and the terms and conditions contained therein should be addressed to the Tender Inviting Authority for a tender or the relevant contact person indicated in the tender.
- 2) Any queries relating to the process of online bid submission or queries relating to CPP Portal in

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

general may be directed to the 24x7 CPP Portal Helpdesk.

3) For any Technical queries related to Operation of the Central Public Procurement Portal Contact at

Tel: The 24 x 7 Help Desk Number 0120-4200 462, 0120-4001 002/5, 0120-6277 787.

E-Mail: support-eproc[at]nic[dot]in

International bidders are requested to prefix +91 as country code.

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NATIONAL HIGH SPEED RAIL CORPORATION LIMITED

**Tender for selection of Agency for handling Social media,
Production/Editing of Films and Short Videos, release of Print
Advertisement etc**

CONTRACT PACKAGE NO: NHSRCL/CO/PR/Multimedia agency/2026/02

TENDER DOCUMENTS

VOLUME 1

INSTRUCTIONS TO TENDERER (ITT)

NATIONAL HIGH SPEED RAIL CORPORATION LTD.
5th-7th Floor, Tower-D, World Trade Centre
Nauroji Nagar, New Delhi-110029

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

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INSTRUCTIONS TO TENDERERS

A. GENERAL

A1. General Description of the work

This contract is for the work of Tender for Selection of Multimedia Agency for handling Social media, Films and Short Videos, release of Print Advertisement etc
(NHSRCL/CO/PR/Multimedia Agency/2026/02)

- A1.1 The Scope of Work for this contract is further described in the Employer's Requirements – Functional (Volume 3).

A2. Source of Funds

Funds shall be arranged by NHSRCL from equity & other modes and such earnings/ income of NHSRCL, as the case may be.

A3 Eligible Tenderers

The tenders for this contract will be considered only from those tenderers (proprietorship firms, partnerships firms, companies, corporations) who meet requisite eligibility criteria prescribed in the sub-clauses of NIT.

A4 Qualification of the Tenderer

- A4.1 The Tenderer shall submit a written power of attorney, duly notarized, authorising the signatory (ies) of the Tender to commit the tenderer along with Board Resolution confirming authority on the persons issuing the Power of Attorney for such actions. In case of partnership, consortium or joint venture, notarized Power of Attorney(s) and Board Resolution(s) for each member of the partnership, consortium or joint venture shall be submitted. In case of Foreign Partners, Power of Attorney(s) and Board Resolution confirming authority on the persons issuing the Power of Attorney for such actions shall be submitted duly notarized by the notary public of country of origin and should be either stamped by Embassy/High Commission or Member Countries of Hague convention may submit these documents with "Apostille" stamp. Also in case the documents are in foreign language the translation of the same shall be authenticated by Embassy/High Commission. However, JV/Consortium not allowed in this tender.
- A4.2 Each Tenderer (each member in the case of joint venture or consortium) is required to confirm and declare with his Tender that no agent, middleman or any intermediary has been, or will be, engaged to provide any services, or any other item or work related to the award and performance of this Contract and declare that no agency commission or any payment which may be construed as an agency commission has been, or will be, paid and that the tender price will not include any such amount. To fulfil this requirement, the tenderer (each member in case of JV/Consortium) has to sign the declaration given as **Appendix-11** of FOT. If the Employer subsequently finds to the contrary, the Employer reserves the right to declare the Tenderer as non-compliant, and declare any Contract if already awarded to the Tenderer to be null and void. However, JV/Consortium not allowed in this tender.
- A4.3 Canvassing or offer of an advantage or any other inducement by any person with a view to influencing acceptance of a Tender will be an offence under laws of India. Such action will result in the rejection of the Tender, in addition to other punitive measures.

A5 One Tender per Tenderer

A Tenderer shall submit only one bid If a tenderer who submits or participates in more than one bid, all tenders in which the tenderer has participated shall be considered invalid.

A6 Cost of Tendering

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The Tenderer shall bear all costs associated with the preparation and submission of his tender and the Employer will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the tender process.

A7 Site Visits

A7.1 The Tenderer is advised to visit and examine the Site of Works and its surroundings and obtain for himself on his own responsibility all information that may be necessary for preparing the Tender and entering into a contract for the proposed work. The costs of visiting the Site shall be borne by the Tenderer. It shall be deemed that the Contractor has undertaken a visit to the Site of Works and is aware of the site conditions prior to the submission of the tender documents.

A7.2 <Deleted>

A7.3. The Tenderer shall note General Conditions of Contract (GCC) Sub - Clause 4.9 in which it is deemed that the Tenderer has taken into account all the factors that may affect his Tender in preparing his offer.

B. TENDER DOCUMENTS

B1 Content of Tender Documents

B1.1 The Tender Documents, as listed below, have been prepared for the purpose of inviting tenders for Development and Tender for selection of Selection of Multimedia Agency for handling Social media, Films and Short Videos, release of Print Advertisement etc (Tender No. **NHSRCL/CO/PR/Multimedia agency/2026/02**) and as more particularly described in these documents.

Volume 1

- Notice Inviting Tender
- Instructions to Tenderers (including Annexures)
- Form of Tender (including Appendices)

Volume 2

- General Conditions of Contracts
- Particular Conditions of Contract (including Schedules)

Volume 3

- Employer's Requirement – TOR

Volume 4

- Bill of Quantities

B1.2 The Tenderer is expected to examine carefully the contents of all the above documents. Failure to comply with the requirements of the Tender documents will be at the Tenderer's own risk. Tenders that are not substantially responsive to the requirements of the Tender documents will be rejected.

B1.3 The Tenderer shall not make or cause to be made any alteration, erasure or obliteration to the text of the Tender Documents.

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B2 Content of Supporting Documents

B2.1 <Deleted>.

B2.2 <Deleted>

B2.3 The Tenderer should visit, examine and assess the Site including working conditions and will be deemed to have satisfied himself of the risks and obligations under the Contract.

B3 Clarification of Tender Documents

B3.1 The Tenderer shall check the pages of all documents against page numbers given in indexes and summaries and, in the event of discovery of any discrepancy, the Tenderer shall inform the authority as mentioned in NIT clause no 1.1.2.

B3.2 Should the Tenderer for any reason whatsoever, be in doubt about the meaning of anything contained in the Invitation to Tender, Tender Documents or the extent of detail in the Employer's Requirements, Technical Specifications and Tender Drawings etc., the Tenderer shall seek clarification from Additional General Manager/PR, NHSRCL by uploading the same on NHSRCL e-tendering portal, not later than the last date of seeking clarification given in the key details of Notice Inviting Tender. Any such clarification, together with all details on which clarification had been sought, will be uploaded on the e-tendering portal <https://etenders.gov.in/eprocure/app> without disclosing the identity of the Tenderer seeking clarification.

B3.3 Except for any such written clarification by the authority as mentioned in NIT clause no 1.1.2 which is expressly stated to be by way of an addendum to the documents referred to in paragraphs B1.1 above and/or for any other document issued by the Employer which is similarly described, no written or verbal communication, representation or explanation by any employee of the Employer or the Engineer shall be taken to bind or fetter the Employer or the Engineer under the Contract.

B3.4 Correspondence: All correspondence from NHSRCL pertaining to this tender till the award of the work with tenderer shall be done by authority as mentioned in NIT clause no 1.1.2.

B4. Amendment to Tender Documents

B4.1 During the tender period, the Employer may issue further instructions to Tenderers or any modifications to existing tender documents in the form of an addendum. Such an amendment in the form of an addendum will be uploaded on the e-tendering portal <https://etenders.gov.in/eprocure/app> within the date given in NIT which shall be available for all the prospective tenderers who have purchased the tender document in the tender period. In case of delay beyond the last date of issuing addendum given in NIT, the date of submission, at its sole discretion may be extended by NHSRCL under Clause D2.6 of ITT.

Without prejudice to the order of preference as specified in Clause 1.5 of General Conditions of Contract, the provisions in such addenda shall take priority over the Invitation to Tender and Tender Documents issued previously. Tenderers should download such addenda and consider them in the tender submittal.

B4.2 The Tenderer should note that there might be aspects of his Tender and/or the evaluation documents submitted with the Tender that will necessitate clarification. The Tenderer will furnish such clarification within one week as and when asked by the NHSRCL.

Save as aforesaid, all such amendments or clarifications shall have contractual effect.

C. PREPARATION OF TENDERS

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C1. Language

Tenders and all accompanying documents shall be in English. In case any accompanying printed literature is in other languages, it shall be accompanied by an English translation. The English version shall prevail in matters of interpretation.

C2. Documents Comprising the Tender

C2.1 The Tenderer shall, on or before the date and time given in the Notice of Invitation to Tender, upload his Tender on e-tendering portal <https://etenders.gov.in/eprocure/app> in accordance with the provision in Clause D1 of ITT.

- **Online Technical Bid of NHSRCL/CO/PR/Media Management/2026/02**
- **Online Financial Bid of NHSRCL/CO/PR/Media Management/2026/02** as per the provisions given in clause C15 below.

Technical Package of this submission shall contain the documents referred to in the subsequent paragraphs C2.2 and C2.3 and all annexure & Appendixes of ITT and FOT respectively. **The tender documents (including all Addendum, Corrigendum & Reply to Bidder's Queries, if any) issued by NHSRCL shall be part of Technical Package and shall be submitted duly signed and stamped with the Technical Package.**

Financial Package shall contain *Volume-4* (Bill of Quantity) of the tender documents duly filled in and complete in all respect (see paragraph C10 and C15).

In submission of the Tender (Tender Security, Technical Package and Financial Package), Tenderer(s) shall assign person(s) in writing to submit the tender accompanied by the original of the Tender Security (if Tender Security is to be submitted in form of BG/ FDR/ DD/ Banker's Cheque) which shall be submitted in a separate envelope.

Should any further documents be required pursuant to paragraphs C2.2 (cc) and C2.3 (h) below, the Tenderer will be instructed by the Employer which Package of the Tenderer's submission is to contain such documents.

The Tenderer shall ensure that a receipt/acknowledgement is obtained for the submission of his Tender at e-tendering portal <https://etenders.gov.in/eprocure/app>. Such receipt/acknowledgement shall be generated by the system after successful uploading of tender submission.

C2.2 The Tenderer shall submit, as his Tender, the following documents, duly completed which in the event of acceptance of the Tender, shall form part of the Contract:

- (a) Form of Tender (Without appendices);
- (b) Appendix 1 to the Form of Tender: Requirements under General Conditions of Contract
- (c) Appendix 2 to the Form of Tender: (see paragraph C10, C15 and C23);
- (d) Appendix 3 to the Form of Tender: Outline Quality Plan (see paragraph C4below);- **NOT APPLICABLE**
- (e) Appendix 4 to the Form of Tender: Outline Safety & Health Plan and Outline Environment Plan (see paragraph C5): **NOT APPLICABLE**
- (f) Appendix 5 to the Form of Tender: Contractor's Technical Proposals (see para C6);
- (g) Appendix 6 to the Form of Tender: General Information About the Tenderer;
- (h) Appendix 7 to the Form of Tender: Staffing Schedules and Organisation Chart (see paragraph C12);
- (i) Appendix 8 to the Form of Tender: Schedule of Component manufactured offshore, If no

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offshore manufacturing is involved, the tenderer shall submit 'NIL' in this. (See paragraph C9): **NOT APPLICABLE**

- (j) Appendix 9 to the Form of Tender: Tender Index (See paragraph C23);
- (k) Appendix 10 to the Form of Tender: Recourses proposed for the project – plants and equipments. -**NOT APPLICABLE**
- (l) Appendix 11 to the Form of Tender: Undertaking for corrupt/ fraudulent/collusive/coercive practice;
- (m) Appendix 12 to the Form of Tender: Copyright Undertaking (see paragraph E2)
- (n) Appendix 13 to Form of Tender: Proforma of No Deviation.
- (o) Appendix 14 to the Form of Tender: Tentative project implementation programme (see paragraph C8) -**NOT APPLICABLE**
- (p) Appendix 15 to the Form of Tender: Financial Data (Works Done during the latest last seven financial years)- **NOT APPLICABLE**
- (q) Appendix 16 to the Form of Tender: Financial Data (Commitment For On-going Works/ works in hand)- **NOT APPLICABLE**
- (r) Appendix 17 to the Form of Tender: Work Experience
- (s) Appendix 17A to the Form of Tender: Summary of information provided in Appendix 17.
- (t) Appendix 18 to the Form of Tender: Financial Data (Financial Standing)
- (u) Appendix 18A to the Form of Tender: Affidavit for Unaudited Balance Sheet as per Notes a) of NIT Clause 1.1.3.2 B
- (v) Appendix 19 to the Form of Tender: Undertaking as per clause 1.1.3.1 v(a), v(b) of NIT.
- (w) Appendix 20 to the Form of Tender: Undertaking for Financial stability
- (x) Appendix 21 to the Form of Tender: Undertaking for Downloaded Tender Document
- (y) Appendix 22 and Appendix-23 to the Form of Tender: Undertaking as per Clause 1.1.3.1 ix of NIT
- (z) Appendix 24 to the Form of Tender: Details of Bank Account for Refund of Tender Security/EMD.
- (aa) Appendix-25 to the Form of Tender for Undertaking.
- (bb) Appendix-26 to the Form of Tender: Checklist
- (cc) Any further documents which have been requested in accordance with paragraph B4.2 above.

All original tender documents (including all Addendum, Corrigendum & Reply to Bidder' s Queries, if any) issued by NHSRCL are part of Technical Package except the volume containing the Bill of Quantities (BOQ) which shall be filled and submitted in Financial Package. Tenderers should carefully read and note all the conditions and provisions mentioned in original tender documents issued by NHSRCL and it shall be deemed that all the conditions and provisions of these documents have been included in their tender submission and accepted to them. **The tender shall be submitted online by using class-II/III digital signature of the authorised signatory of the tenderer.**

- C2.3 The Tenderer shall submit with his Tender the documents that are identified in paragraphs C2.3(a)- C2.3(i) inclusive. Such documents will be used for the purposes of evaluating and analysing the Tender but will not form part of the Contract unless the same shall have been

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expressly incorporated into the Contract in accordance with paragraphs B 4.1 or B 4.2 above.

- (a) *Full details of ownership and control of the Tenderer;*
 - (b) **Deleted**
 - (c) **Deleted**
 - (d) **Deleted**
 - (e) *Details of providers of performance guarantees (see paragraph C19);*
 - (f) **Deleted**
 - (g) **Deleted**
 - (h) *Any further documents which are requested in writing by Employer before submission of the Tender by way of evaluation documents but which are not to form part of the Contract;*
 - (i) Following information shall be furnished: **NOT APPLICABLE FOR THIS TENDER**
- (A) *Construction works:*

- (i) Extent of participation by each member of the consortium in terms of percentage of the value of the proposed Contract.

Member	% of participation
A	
B	
C	

- (ii) The tenderer should supply the following information, separately for each member of the consortium.
 - (a) Maximum value of “similar works (as defined in NIT Clause 1.1.3.2)” executed in any one year during the last 5 years (in Rs. equivalent). The exchange rate of foreign currency shall be as prevailing on the last day of the respective year.
 - (b) Value of the commitments and on-going works, on an yearly basis, pertaining to *various Construction Works*, to be completed during the next -----[specify completion period] from the first date of the month of the tender submission. The exchange rate of foreign currency shall be as applicable 28 days before the latest date of Tender Submittal.

Both (a) and (b) should be updated to price level of last day of the month previous to the month in which the tender is submitted by assuming 3% inflation on Indian currency.

- C2.4 The Employer may get, from the Government, partial or complete waiver of taxes, royalties, duties, Labour, cess, octroi, and other levies payable to various authorities. The successful tenderer (the contractor) shall maintain meticulous records of all the taxes and duties paid and provide the same with each running bill. In case the waiver becomes effective, the Contractor will be advised on the process to be followed to obtain the refund from the

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concerned authority. The Contractor shall arrange for the remit of the refund to the Employer. In case of failure by the Contractor to remit such amounts, the same shall be recovered from amounts due for payment to the Contractor.

With the tender submission, the tenderer shall submit the proof of GST registration in the state of Delhi or shall submit an undertaking that he will get registered with GST authorities in the state of *Delhi* in case of award of LOA to them.

C2.5 Tenderers shall quote all prices as per Clause 11.1.1 of GCC.

C2.6 The tenderers must note the following:

a) NHSRCL project is covered under Project Import 98.01 of Custom Tariff Act

b) Change in Taxes/Duty:

The Contract Price shall be subject to adjustment to take in to account any changes in taxes/duty to the extent stipulated in clause 11.1.4 of GCC.

c) GST is *excluded* in the prices quoted by the tenderer. The contractor shall maintain details of SGST/ UTGST, IGST & CGST paid to Revenue department of the respective state in which the work is carried out and submit the following: -

(i) Tax Invoice

(ii) GSTR-1 return filled with the respective authority or the form of return as amended by the Central/State Government time to time & copy of challans in regard to deposit tax.

(iii) Certificate of the Chartered Accountant in regard to turnover of the contractor relating to NHSRCL project and deposit of due taxes with respective tax authorities.

(iv) Relevant abstract of filled GSTR-1 return showing the details of relevant tax invoice submitted by the contractor.

In view of above, the tenderers are advised to quote the price inclusive of all central/state/local taxes (except GST), duties, levies, cess and all other incidental charges required to fulfil the tender conditions including statutory deduction viz., TDS towards Income Tax / GST/Labour cess etc. after considering clause C2.4, C2.5 & C2.6 above.

d) Tender prices shall be quoted in Indian Rupees only.

C3 Form of Tender

The Form of Tender shall be completed and signed by a duly authorised and empowered representative of the Tenderer. If the Tenderer comprises a partnership, consortium or a joint venture the Form of Tender shall be signed by a person who is duly authorised by each member or participant thereof or by authorized signatory of each member. Signatures on the Form of Tender shall be witnessed and dated. Copies of relevant powers of attorney shall be attached.

C4 Outline Quality Plan

Deleted'

C5 Outline Safety & Health Plan and Outline Environment Plan

Deleted

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

C6 Tenderer's Technical Proposals

- C6.1 The Tenderer shall submit as **Appendix-5** of FOT to form part of its Tender, the Tenderer's Technical Proposals as described in Clause C2, and **Annexure 1** of this ITT.
- C6.2 The Tenderer shall be required to amplify, explain and develop the Contractor's Technical Proposals in substantially greater detail during the tender evaluation period such that they may be confirmed as complying clearly with the Employer's Requirements (Volume 3) and, in accordance with paragraph B4.2 herein, can be incorporated into the Contract. Only those aspects of the Contractor's Technical Proposal that the Employer (at his sole discretion) considers clearly conforming, will form part of the Contract.

C74. Designer

Deleted

C8. Tender Programme

Deleted

C9 Manufacture, Installation and Construction Methods

Deleted

C9.2 Maintenance

<Deleted>

C10. Payment Schedule:

The payment for items given in Bill of Quantity (*Volume 4*) shall be made on the basis of actually executed quantities.

C11. Sub-Contracts

C11.1 Refer GCC Clause 4.5.

C11.2 The Terms and Conditions of the sub-contract are the sole prerogative of the Contractor and are deemed to be included in the contract price.

C12. Staffing Schedule and Related Details

C12.1 The Tenderer shall submit with his Tender (**Appendix-7** of Form of Tender, a declaration to deploy personals with professional experience and corporate affiliation in conformity with the **Annexure 3 and 4 of ITT**.

C12.2 <Deleted>

C12.3 <Deleted>

C13. Contractor's Equipment

<Deleted>

C14. Proposals for Use of Work Areas

C14.1 <Deleted>

C14.2 The Tenderer shall note the provision contained in Employer's Requirements.

C14.3 <Deleted>

C15. Financial Bid

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

C15.1 The Tenderer shall complete and submit all the Schedules in accordance with the instructions given in Bill of Quantity.

C15.2 The Tenderer is to note the S.No. (iv) of **Appendix-1** of FOT for Liquidated Damage for delay in completion of the work.

C16. Currencies of Tender and Payment

C16.1 The Tenderer shall give his priced offer for BOQ in Indian Rupees Only.

C17. Tender Validity

The Tender shall be valid for a period of 120 days from the latest Date of Submission of Tenders. In exceptional circumstances, prior to expiry of the original tender validity period, the Employer may request that the Tenderers extend the period of validity for a specified additional period. The request and the responses thereto shall be made in writing or by facsimile. A Tenderer may refuse the request without forfeiting his Tender Security. A Tenderer agreeing to the request will not be required or permitted to modify his tender, but will be required to extend the validity of his Tender Security for the period of extension.

C18. Tender Fee/ Tender document cost and Tender Security/ Earnest Money Deposit (EMD)

C18.1.1 Tender fee/ tender document cost:

The instrument type for payment of tender fee/ tender document cost is to be done only by RTGS, NEFT & IMPS. No other mode of payment will be accepted. The detail of Bank account of NHSRCL to facilitate the payment is mentioned at C18.1.4 below. The bidders will be required to upload scanned copies of transaction of payment of tender fee/tender document cost including e-receipt (clearly indicating UTR No. and tender reference i.e. **"Tender no. NHSRCL/CO/PR/Multimedia agency/2026/02"** must be entered in remarks at the time of online transaction of payment, failing which payment may not be considered) to be uploaded in online bid submission. No copies of transaction of payment are required to be sent to the office of Additional General Manager/PRT, NHSRCL.

Note: The payment of the cost of Tender Document is acceptable from any account. However, tenderer shall submit such transaction details along with their tender submission on e-portal. If the same transaction reference number has been submitted for more than one bids, all such bids shall be considered ineligible and summarily rejected.

C18.1.2 **Tender security/ EMD.** The Tenderer shall furnish as part of its Bid a Tender Security in the amount and currency specified in the NIT. **In case of Tender security value up to Rs. 10.00 lakhs** it can be either through RTGS/NEFT & IMPS transactions or in the form of Pay Order/ Demand Draft/ Fixed Deposit Receipt (FDR). For **Tender security value more than Rs. 10.00 lakhs**, the Tenderer can also submit the Tender security in the form of irrevocable and unconditional Bank Guarantee.

C18.1.3 Accordingly, the Tenderer shall submit the Tender Security in the form selected as per Cl. 18.1.2 and details given below:

- a) In case of RTGS/NEFT & IMPS transactions, bidders will be required to upload the scanned copies of transaction of payment of tender security / EMD at the time of online bid submission. No copies of transaction of payment are required to be sent to the office of authority as mentioned in NIT clause no 1.1.2. The detail of Bank account of NHSRCL to facilitate the payment is mentioned at C18.1.4 below.

Note: Bidders to note that the payment of tender security shall be made from the account of bidder only.

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If tender security has been made from other than the account mentioned above, same shall not be accepted and all such bids shall be considered ineligible and summarily rejected.

b) <Deleted>

C18.1.4 To facilitate payment of Tender Fee and Tender Security through RTGS, NEFT & IMPS, the details of bank account of NHSRCL is mentioned below:

Name of Bank	Bank's Address	Account Name & No.	IFSC code	Unique Identifier for Field 7037
ICICI Bank Limited	Dwarka, Sector -20, New Delhi-110075	2357050004 94	ICIC0002357	NHSRCL5684295 23

Offers submitted without the Tender Security or with invalid Tender Security shall be rejected outright.

C18.2 If an acceptable Tender Security is not submitted by a tenderer as mentioned above, then tender(s) of such tenderer(s) shall be rejected considering it as non-responsive and their Technical package shall not be opened and if opened then it will NOT be evaluated. No post bid clarification shall be sought on tender security.

C18.3 The Tender Security of the successful Tenderer shall be returned upon the execution of the Contract and on the receipt by the Employer of the Performance Security in accordance with Sub- Clause 4.2 of the GCC.

C18.4 The Tender Security of tenderers who fail in technical evaluation shall be returned after opening of financial package. Tender security of the unsuccessful tenderers in financial opening shall be released after issue of the Letter of Acceptance (LOA) by the successful tenderer or finalization of tender. Bidder is required to submit **Appendix-24** for refund of Tender Security, if the same has been submitted in the form of Demand Draft/ Pay Order or by RTGS/ NEFT/ IMPS.

C18.5 The Tender Security shall be forfeited:

- (a) if the Tenderer withdraws his Tender during the period of Tender validity; or
- (b) if the Tenderer does not accept the correction of his Tender price, pursuant to Sub-paragraph E 5.2 below;
- (c) if the successful Tenderer refuses or neglects to execute the Contract or fails to furnish the required Performance Security within the time specified by the Employer.
- (d) However, if the Tenderer withdraws his tender after opening of his financial package (in two package system) during the period of validity of his tender or in case of I above, beside forfeiture of tender security, the tenderer shall not only be debarred from participating in the re- tender of same work but also will be debarred from participating in any tender of NHSRCL for a period of one year from the date of withdrawal of his tender or from date of issue of LOA, as the case may be.

C18.6 No interest will be payable by the Employer on the tender security amount cited above.

C19. Performance Guarantee, Undertaking and Warranties

Please refer clause 4.2 of GCC.

C20. Labour

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<Deleted>

C21. Other Contractors

<Deleted>

C22. Insurance

<Deleted>

C23. Checklist

Tenderer is required to ensure submittal of all the documents duly signed and sealed by the authorized person(s). Check list for confirming the submission of all documents is enclosed as **Appendix-26 of FOT**. However, the tenderers must go through the complete Tender Document. The Tenderer shall include with his Tender an index which cross refers all of the Employer's tender requirements elaborated in these documents to all the individual sections within NHSRCL/CO/PR/Multimedia agency/2026/02 Technical Bid NHSRCL/CO/PR/Multimedia agency/2026/02 Financial Package which the Tenderer intends to be the responses to each and every one of those requirements.

C24 Pre-Tender Meeting

C24.1 Deleted

C24.2 Deleted

C24.3 Deleted

C24.4 Deleted

C24.5 Deleted

C25 Format and Signing of Tender

C25.1 The Tenderer shall prepare and submit their tender comprising of (but not limited to) documents described in paragraph C2 of these Instructions.

C25.2 All documents which are to be submitted as scanned documents shall be typed or written in indelible ink (in the case of copies, legible photocopies are also acceptable and all the pages shall be signed by a person or persons duly authorised to sign on behalf of the Tenderer before scanning and uploading (in .pdf / .jpg / .jpeg format), pursuant to sub-paragraphs A4.1, as the case may be. All pages of the Tender, where entries or amendments have been made, shall be initialed and dated by the person or persons signing the Tender.

C25.3 Documents submitted in Tender submission shall contain no alterations, omissions or additions, except those to comply with instructions issued by the Employer, or as necessary to correct errors made by the Tenderer, in which case such corrections shall be initialed and dated by the person or persons signing the Tender before scanning and uploading/submitting.

C26 Pricing of Conditions, Qualifications, Deviations etc.

C26.1 The tenderer should submit his tender which conforms to the tender documents without material deviation(s) or reservation(s). The Tenderer shall submit a No Deviation certificate as per Appendix 13 to FOT confirming that the Bid/ Tender is without any deviation and complies with all the provisions of Tender Document.

C26.2 Tenderers shall note that, the tender shall be deemed to comply with all requirements in the tender documents without any extra cost to the Employer irrespective of any mention to contrary, anywhere else in the tender document.

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D. SUBMISSION OF TENDERS**D1 Submission of Tenders**

- D1.1 The tenderer shall submit their tender on-line on e-tendering website specified under the Clause 1.1.2 (key details) of NIT. Only "Tender Security/EMD" of format stated in clause C 18.1.3 (b) shall be submitted in originals (in physical form) as described below:
- D1.2 The bidders will be required to upload scanned copies of transaction of payment of tender fee/tender document cost at the time of online bid submission and No copies of transaction of payment are required to send to the office of authority as mentioned in NIT clause no.1.1.2.
- D1.3 The tenderer shall seal the "Tender Security/EMD" of format stated in clause C 18.1.3 (b) in an envelope, bearing the following identification for Tender Security: Not Applicable
- D1.4 < Deleted>.
- D1.5 '**Tender Security**' submitted after due date and time shall not be accepted and online tenders of such tenderers shall liable to be rejected summarily.
- D1.6 NHSRCL will not be responsible for delay, loss or non-receipt of 'Tender Security' sent by post / courier.
- D1.7 NHSRCL shall not be responsible for 'Tender Security' delivered to any other place / person in NHSRCL (like DAK section etc) other than *tender box*/ the designated officer and does not reach the designated officer before the dead line for submission.
- D1.8 The Employer may, at his discretion, extend the deadline for submission of tenders by issuing an amendment, in which case all rights and obligations of the Employer and the Tenderer previously subject to the original deadline will thereafter be subject to the deadline as extended.

D2 Delayed Tenders

- D2.1 Tenders have to be uploaded on e-tendering portal <https://etenders.gov.in/eprocure/app> before the due date and time of tender submission. The tender security shall be submitted to the office of General Manager/Procurement. It shall be the responsibility of the bidder/ tenderer to ensure that his tender security reaches the designated officer before the dead line for submission.
- D2.2 NHSRCL will not be responsible for any delay, internet connection failure or any error in uploading the tender submission. The tenderers are advised to upload their submissions well before the due date and time of tender submission to avoid any problems and last minute rush.
- D2.3 Submission of Tenders shall be closed on e-tendering website of NHSRCL at the date & time of submission prescribed in NIT after which no tender shall be accepted. "Tender Security" submitted after due date and time shall not be accepted and online tenders of such tenderers shall liable to be rejected summarily.
- D2.4 < Deleted>.
- D2.5 < Deleted>.
- D2.6 The Employer may, at his discretion, extend the deadline for submission of tenders by issuing an amendment in accordance with paragraph B4, in which case all rights and obligations of the Employer and the Tenderer previously subject to the original deadline will thereafter be subject to the deadline as extended.

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D3 Modification, Substitution and Withdrawal of Tenders

- D3.1 Except where expressly permitted by these Instructions, the Tenderer shall not make or cause to be made any alteration, erasure or obliteration to the text of the documents prepared by the Employer and submitted by the Tenderer with or as part of his Tender.
- D3.2 No Tender shall be allowed to be modified by the Tenderer after the deadline for submission of Tenders.
- D3.3 The Tender submitted online will be taken as a final bid.
- D3.4 Withdrawal of a Tender during the interval between the deadline for submission of bids and the expiration of the period of bid validity specified in the Form of Tender shall result in the forfeiture of the Tender Security or debarring for participation (in case of MSEs/Startups only) in future tenders of NHSRCL for a period of one year.

E. TENDER OPENING AND EVALUATION**E1 Tender Opening**

- E1.1 Envelopes containing "Tender Security" of format stated in clause C 18.1.3 (b) will be opened first. Tenders of those tenderers who have not submitted valid "Tender Security" shall be considered as non-responsive and liable to be rejected summarily.
- E1.2 The tenders shall be opened online by the tender opening committee (TOC) on due date and time of tender opening. On opening of the Tender, NHSRCL will first check the tender cost and tender security through online mode by cross verifying with the hard copy submitted or with the details of online transaction.
- E1.3 The Technical Package of all tenderers who have submitted a valid tender security and cost of tender document shall be opened in the presence of representatives of tenderers who choose to attend on date & time as mentioned in tender document in the office of the Additional General Manager/PR Tenderers may visit NHSRCL e-procurement web-site to know latest Technical Opening information after completion of opening process. If such nominated date for opening of Tender is subsequently declared as a Public Holiday by the Employer, the next official working day shall be deemed as the date of opening of Technical Package. The Tender of any tenderer who has not complied with one or more of the foregoing instructions may not be considered.
- E1.4 The tenderers name, details of the tender security and such other details as the Employer or his authorized representative, at his discretion, may consider appropriate will be announced at the time of tender opening.
- E1.5 The Financial Package(s) which tenderer(s) have uploaded online will be opened on a subsequent date after evaluation of technical packages. Financial packages of only those tenderers whose submissions are found substantially responsive and technically compliant as per clause E4 of ITT will be opened. The time of opening of financial package shall be informed through website only. Tenderer can visit to NHSRCL e-procurement website for further information.

E2. Confidentiality of Tender Information and Copyright

- E2.1 Except the public opening of tenders, information relating to the evaluation of tenders and recommendation of contract award shall not be disclosed to Tenderers or any other persons not officially concerned with such process until information on Contract award is communicated to all Tenderers.
- E2.2.1 Any effort by a tenderer to influence the Employer/Engineer in the process of examination, clarification, evaluation and comparison of tenders and in decisions concerning award of

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contract, may result in the rejection of the tenderers tender.

E2.2.2 Notwithstanding Clause E2.2.1, from the time of tender opening to the time of Contract award, if any tenderer wishes to contact the Employer on any matter related to the tendering process, it may do so in writing to Additional General Manager/PR, NHSRCL.

E3 Clarification of Tenders

To assist in the examination, evaluation and comparison of tenders, the Employer may, at his discretion, ask any tenderer for clarification of his tender, including breakdown of unit rates. The request for clarification and the response shall be in writing, but no change in the price or substance of the tender shall be sought, offered or permitted except as required to confirm the correction of arithmetic errors discovered by the Employer in the evaluation of the tenders in accordance with paragraph E5.

E4 Evaluation of Tenders

Tender Security and Technical packages will first be evaluated which will cover following items:

E4.1 **General Evaluation:** First of all, it will be determined whether each tender is accompanied with the valid tender security i.e. the required amount and in an acceptable form. Tenders not accompanied with the valid tender security shall be rejected and may not be evaluated further. Other aspects of general evaluation will be done as per Clause 1.1.3 of NIT and clauses A4.1, A4.2, A4.3 and A5 of ITT. Tenderer should upload scanned copy of the entire Tender Document including all addendum(s) and ensure that the Bid is duly signed on all pages by authorized signatory and sealed.

E4.2 **Evaluation of minimum eligibility criteria** – This evaluation will be done to check if the tenderer qualifies the minimum eligibility criteria of “Work Experience”, “Financial Standing”, “Base Location” as laid down in Clause 1.1.3.2 of NIT and “Bid Capacity” criteria as laid down in Clause 1.1.3.3, Marking/Scoring System as per Clause 1.1.3.4 of NIT. Tenderers, which do not qualify in any of the minimum eligibility criteria or tender capacity criteria, shall not be considered for further evaluation and shall be rejected.

E4.3 Evaluation of Responsiveness

The Employer will determine whether each tender is substantially responsive to the requirements of the Tender Documents i.e. it conforms to all terms, conditions and specifications of the tender document. In case of any inconformity, the tender shall be disqualified and rejected.

E4.4 Material deviation or reservation

E4.4.1 Evaluation Material deviation or reservation (where specifically permitted)

Each tender shall be evaluated for any material deviation or reservation. Material deviation or reservation is one:

- (a) which contains unauthorized changes to the Memorandum of Understanding from the Memorandum of Understanding accepted for Pre-qualification (Applicable in case of Pre-qualified tenders only); or
- (b) which contains any deviation in tender security with regards to amount, validity, form and format; or
- (c) which affects in any substantial way, the scope, quality or performance of the works; or
- (d) which limits in any substantial way, is inconsistent with the Tender Documents, the Employer's right or the Tenderer's obligations under the Contract; or

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-
- (e) whose rectification would affect unfairly the competitive position of other tenderers presenting responsive tenders;

E4.4.2 Unless specifically provided for in the tender document, Tender having any material deviation or reservation shall be disqualified and rejected.

E4.5 Evaluation of qualifying conditions

A tender containing any qualification which

- (a) seek to shift to the Employer, another Government Agency or another contractor all or part of the risk and/or liability allocated to the contractor in the Tender Documents; or.
 - (b) include a deviation from the Tender Documents which would render the Works, or any part thereof, unfit for their intended purpose; or
 - (c) fail to submit a workable methodology and programme to suit the local conditions; or
 - (d) fail to commit to the date specified for the completion of the Works,
- will be deemed non- conforming and shall be rejected.

E4.6 Evaluation of Technical Proposal & other technical data:

E4.6.1 The Employer will evaluate the technical suitability and acceptability of the proposals as per the Employer's requirements. The evaluation shall be based on the documents submitted as per clause C-2.2 & C-2.3 and tender security as per clause C-18 of ITT.

E4.6.2 Where a tenderer's technical submittal has major inadequacies his tender will be considered to be non-compliant and will be rejected.

E4.7 Tenders not considered substantially responsive and not full-filling the requirements of the tender document as evaluated as per item E4.1 to E4.6 shall be rejected by Employer and shall not be allowed subsequently to be made responsive by correction or withdrawal of the non-conforming deviation or reservation.

E4.8 If any tender is rejected, pursuant to paragraph E4.7 above, the Financial Package of such tenderer shall not be opened.

E4.9 The decision of the Employer as to which of the tenders are not substantially responsive shall be final.

E5. Evaluation of Financial Proposals

E5.1.1 All technically acceptable tenders, who meet the requirement mentioned in NIT clause 1.1.3, will be eligible for opening of their financial proposals. The Employer shall notify all technically qualified Tenderers regarding opening of the financial proposal, such tenderers may witness the financial opening. The financial proposal(s) will then be opened online through website. Tenderers can also check financial proposal of other tenderers online.

E5.1.2 The evaluation of Financial Proposals by the Employer will take into account, in addition to the tender amounts, the following factors:

- a) Arithmetical errors corrected by the Employer
- b) Such other factors of administrative nature as the Employer may consider to have potentially significant impact on contract execution.

E5.1.3 Offers, deviations and other factors, which are in excess of the requirements of the tender documents or otherwise will result in the accrual of unsolicited benefits to the Employer, shall not be taken into account in tender evaluation.

E5.1.4 Price adjustment provisions applicable during the period of execution of the contract shall not

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be taken into account in tender evaluation.

E5.1.5 Evaluation of financial offer will be based on quantities in Bill of quantities (BOQ) and rates quoted. Any alteration in BOQ will not be given any cognizance.

E5.2 Correction of Errors

E5.2.1 Tenders determined to be technically acceptable after technical evaluation will be checked by the Employer for any arithmetical errors in computation and summation during financial evaluation. Where there is a discrepancy between amounts in figures and in words, in case of e-tendering, amount in figures will govern.

E5.2.2 If a Tenderer does not accept the correction of errors as outlined above, his tender will be rejected and the tender security forfeited.

E5.3 Comparison of Tenders

Tenders will be compared in **Indian Rupees** only.

E5.4 If any change in the Employer's Requirements is considered necessary during technical evaluation, the tenderers who meet the requirements of paragraph A3 and A5, and whose technical offers are found to be substantially responsive in accordance with paragraph E4, will be asked to reconfirm their offer without any revision as per the modified Employer's Requirement.

E5.5 For the purpose of comparative evaluation of tenders received, the sum total of following shall be considered: -

- a) The amount quoted as lump sum by the tenderer for the given *Schedule-A*,
- b) Not used.

The total value of above thus obtained in equivalent INR shall be compared amongst various tenderers to determine the lowest evaluated tender.

E5.6 <Deleted>

E5.7 The Employer reserves the right to accept or reject any variation, deviation. Variations, deviations and other factors which are in excess of the requirements of the Tender Documents shall not be taken into account in tender evaluation.

E6 Indigenisation

E6.1 Tenderers are encouraged to involve domestic firms in the Contract organization and procurement processes.

F. AWARD OF CONTRACT

F1 Award

F1.1 Subject to paragraph F2, the Employer will award the Contract to the Tenderer whose Tender has been determined to be substantially responsive and compliant to the requirements contained in the Tender Documents as per paragraph E4 and who has offered the Lowest Evaluated Tender Price as per paragraph E5.5.

F2 Employer's Right to Accept any Tender and to Reject any or all Tenders

F2.1 The Employer is not bound to accept the lowest or any tender and may at any time by notice in writing to the Tenderers terminate the tendering process.

F2.2 The Tenderer should note in particular that without prejudice to the Employer's other rights under the Contract and the Tender Security, the Employer may terminate the Contract under

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Clause 4.2 of the GCC in the event that the Tender is accepted but the Tenderer fails to supply the Performance Security or other specified documents or fails to execute the Contract Agreement as per clause F4.

F3 Notification of Award

F3.1 Prior to the expiry of the period of tender validity prescribed by the Employer, the Employer will notify the successful Tenderer online that his tender has been accepted. The letter (hereinafter and in the Conditions of Contract called 'the Letter of Acceptance') shall name the sum which the Employer will pay to the Contractor in consideration of the execution, completion, maintenance and guarantee of the works by the Contractor as prescribed by the Contract (hereinafter and in the conditions of Contract called 'the Accepted Contract Amount'). The "Letter of acceptance" will be sent in duplicate to the successful Tenderer, who will return one copy to the Employer duly acknowledged and signed by the authorized signatory, within one week of receipt of the same by him. No correspondence will be entertained by the Employer from the unsuccessful tenderers.

F3.2 The Letter of Acceptance will constitute a part of the contract.

F3.3 Upon "Letter of acceptance" being signed and returned by the successful Tenderer as per Clause F3.1, the Employer will promptly notify the unsuccessful Tenderers and discharge / return their tender securities.

F4 Signing of Agreement

The Tenderer should note that in the event of acceptance of the Tender, the Tenderer will be required to execute the Contract Agreement in the form specified in Particular Conditions of Contract with such modifications as may be considered necessary at the time of finalisation of the contract within a period of 30 days of submission of Performance Security or 60 days from the date of issue of the Letter of Acceptance whichever is later.

F5 Performance Security

F5.1 The Performance Security required in accordance with Clause 4.2 of the GCC. The form of Performance Security is provided in **Annexure-7** of ITT.

The required Performance Security for the sum mentioned above may be submitted in any one of the following forms:

- (a) Irrevocable bank guarantee issued by a Scheduled Commercial Bank based in India or from a branch in India of a Scheduled foreign bank but excluding Co-operative Banks. The bank guarantee must be issued on the Structured Financial Messaging System (SFMS) platform. A separate invoice of the BG will invariably be sent by the issuing bank to the Employer's bank through SFMS. The details of Employer's bank are as under:

Name of Bank	Bank's Address	Account Name & No.	IFSC code	Unique Identifier for Field 7037
ICICI Bank Limited	Dwarka, Sector -20, New Delhi-110075	2357050004 94	ICIC0002357	NHSRCL5684295 23

The bank guarantee issued on the SFMS platform shall only be acceptable to the Employer.

- (b) Bank Draft in favour of National High Speed Rail Corporation Ltd. payable at New Delhi from a Scheduled Commercial Bank based in India.

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-
- (c) Fixed Deposit Receipt of a Scheduled Commercial bank/ Post offices based in India duly pledged in favour of National High Speed Rail Corporation Limited.
- F5.2 The Tenderer has to furnish other Guarantees, Undertakings, and Warranties, in accordance with the provisions of the General Conditions of Contract and Particular Conditions of Contract.
- F5.3 Failure of the successful Tenderer to comply with the requirements of paragraphs F4 and F5 shall constitute sufficient grounds for the annulment of the award and forfeiture of the Tender Security in addition to any other measures as stipulated in the tender document.

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Instructions to Tenderers

**Annexure 1 [As per clause C6.1 & C2.2(f)]
Requirements for Tenderer's Technical Proposals**

<Deleted>

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Instruction To Tenderers
Annexure 2 (As per clause C8.1)
Requirements for Tender Programme

<Deleted>

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INSTRUCTIONS TO TENDERERS**Annexure-3 [As per clause C12.1 & NIT 1.1.3.2 C]****MINIMUM ORGANISATION STRUCTURE REQUIRED**

The figures indicated below are the minimum number of Project-Personnel required which are to be deployed for the subject work. The qualification/experience of such Project personnel is given under **Annexure-4**.

S.No.	Designation of Project Personnel	Minimum no. of Project-Personnel required
1.	Team Leader	1

NOTES:

- i. The contractor shall deploy the project personnel as per the above-mentioned minimum requirement and also confirm to deploy the same over and above the minimum numbers indicated above, if the work requires so.
- ii. The performance of project personnel deployed will be evaluated periodically by Employer during the contract period. In case the performance of any of the project personnel is not satisfactory, the Contractor shall replace them with competent & efficient personnel immediately as per directions of the Engineer.
- iii. These minimum project personnel are as per the requirements of various activities at different stages of works. All project personnel need not to be mobilized simultaneously, Project personnel as per the requirement of various stages of works may be mobilized as per the agreed programme.

UNDERTAKING:

- i) We confirm to deploy project-personnel required to achieve the progress of work as per the Work Programme agreed by the Engineer in terms of Sub-Clause 4.13 of GCC.

SIGNATURE OF AUTHORIZED SIGNATORY
ON BEHALF OF TENDERER

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INSTRUCTIONS TO TENDERERS

Annexure-4 [As per clause C12.1 & NIT 1.1.3.2 C]

MINIMUM ORGANISATION STRUCTURE REQUIRED

Minimum qualification & experience of project personnel is as follows:

S.No.	Designation of Project Personnel	Qualification and age	Expected role
1.	Team Leader-Social Media & Response Management Manager	<p>Qualification: Any Graduate</p> <p>Required Experience: Atleast 5 – 7 years experience in Social Media management including response management & Film production</p>	<p>This person shall be the focal point of contact with NHSRCL. This person will function as the Project Leader/Manager . This person shall focus on managing the overall hygiene, formulating strategies, coordinating with back-end team (design and content), day-to-day user query management, MIS reports and user conversations related analytics and shall have ability to analyse social media platforms for NHSRCL.</p> <p>The person shall be required to travel with NHSRCL team whenever required and should be able to represent NHSRCL at events/meetings.</p> <p>This person shall be based in NHSRCL Corporate office on all official working days.</p>

NOTES:

- The contractor shall deploy the project personnel as per the above-mentioned minimum qualification & experience.
- The performance of project personnel deployed will be evaluated periodically by Employer during the contract period. In case the performance of any of the project personnel is not satisfactory, the Contractor shall replace them with competent & efficient personnel immediately as per directions of the Engineer.

UNDERTAKING:

- We confirm to deploy project-personnel as per the above-mentioned minimum qualification & experience.
- Not meeting any of the above item will lead to Bid being treated as non-responsive and not be evaluated further.

SIGNATURE OF AUTHORIZED SIGNATORY
ON BEHALF OF TENDERER

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INSTRUCTIONS TO TENDERERS**Annexure-5 [As per clause C 13]****RESOURCES PROPOSED FOR THE PROJECT- PLANTS & EQUIPMENTS**

<Deleted>

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Instructions to Tenderers

Annexure 6 (As per Clause C18.1)

FORM OF BANK GUARANTEE FOR TENDER SECURITY

<Not Applicable>

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Instructions to Bidders

Annexure – 6A

Deleted

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Instructions to Tenderers

Annexure 7 (As per Clause F5.1)

FORM OF PERFORMANCE SECURITY (GUARANTEE) BY BANK

(Refer Clause F5 of "Instructions to Tenderers")

1. This deed of Guarantee made this day of (month & year) between Bank of..... (hereinafter called the "Bank") of the one part, and National High Speed Rail Corporation Limited (hereinafter called "the Employer") of the other part.
2. Whereas National High Speed Rail Corporation Limited has awarded the contract for ----- (Name of work as per Clause 1.1.1 of NIT) (hereinafter called the contract) to ----- -- (Name of the Contractor) hereinafter called the Contractor.
3. AND WHEREAS the Contractor is bound by the said Contract to submit to the Employer a Performance Security for a total amount of Rs. ----- (Amount in figures and words).
4. Now we the Undersigned (Name of the Bank) being fully authorized to sign and to incur obligations for and on behalf of and in the name of (Full name of Bank), hereby declare that the said Bank will guarantee the Employer the full amount of Rs. (Amount in figures and Words) as stated above.
5. NOW THEREFORE, we hereby affirm that we are the Guarantor and responsible to you, on behalf of the Contractor and we hereby unconditionally, irrevocably and without demur undertake to immediately pay to the Employer upon first written demand and without cavil or argument, any sum or sums within limits of (Amount of Guarantee) as aforesaid without reference to the Contractor and without your needing to prove or show grounds or reasons for your demand for the sum specified therein. The Bank shall pay to the Employer any money so demanded notwithstanding any dispute/disputes raised by the Contractor in any suit or proceedings pending before any Court, Tribunal or Arbitrator/s relating thereto and the liability under this guarantee shall be absolute and unequivocal.
6. This Guarantee is valid till----- (The initial period for which this Guarantee will be valid shall be as stated in Clause 4.2.1 of the "General Conditions of Contract").
7. At any time during the period in which this Guarantee is still valid, if the Employer agrees to grant a time extension to the Contractor or if the Contractor fails to complete the Works within the time of completion as stated in the Contract, or fails to discharge himself of the liability or damages or debts as stated under Para 5, above, it is understood that the Bank will extend this Guarantee under the same conditions for the required time on demand by the Employer and at the cost of the Contractor.
8. The Bank agrees that no change, addition, modifications to the terms of the contract Agreement or to any documents, which have been or may be made between the Employer and the Contractor, will in no way release us from the liability under this Guarantee; and the Bank, hereby, waives any requirement for notice of any such change, addition or modification to the Bank.
9. The Guarantee hereinbefore contained shall not be affected by any change in the Constitution of the Bank or of the Contractor.
10. The neglect or forbearance of the Employer in enforcement of payment of any moneys, the payment whereof is intended to be hereby secured or the giving of time by the Employer for the payment hereof shall in no way relieve the bank of their liability under this deed.
11. The expressions "the Employer", "the Bank" and "the Contractor" hereinbefore used shall include their respective successors and assigns.
12. Notwithstanding anything contained herein:
 - a) Our liability under this Bank Guarantee shall not exceed Rs..... (Rupees.....)
 - b) This Bank Guarantee shall be valid up to
 - c) We are liable to pay the guarantee amount or part thereof under this Bank Guarantee only & only if you serve upon us a written claim or demand on or before.....

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

In witness whereof I/We of the bank have signed and sealed this guarantee on the day of
(Month & year) being herewith duly authorized.

For and on behalf of the Bank.
Signature of Authorized Bank official

Name :
Designation :
Stamp/Seal of the Bank :

Signed, sealed and delivered for and on behalf of the Bank by the above named in
the presence of :

Witness 1.

Witness 2.

Signature
Name
Address

Signature
Name
Address

Notes:

1. The stamp papers of appropriate value shall be purchased in the name of the Bank, who issues the 'Bank Guarantee'.
2. The 'Bank Guarantee' shall be from the Scheduled Commercial Bank based in India, acceptable to Employer
3. The 'Bank Guarantee' must be issued on the Structured Financial Messaging System (SFMS) platform.
4. A separate copy of the BG has to be sent by the issuing bank to the Employer's bank through SFMS. The details of Employer's bank are as under.

Name of Bank	Bank's Address	Account Name & No.	IFSC code	Unique Identifier for Field 7037
ICICI Bank Limited	Dwarka, Sector -20, New Delhi-110075	2357050004 94	ICIC0002357	NHSRCL5684295 23

INSTRUCTIONS TO TENDERERS**Annexure 7A****(As per Clause C12.3 of ITT)****FORM OF ADDITIONAL BANK GUARANTEE**

1. This deed of Guarantee made this day of (month & year) between Bank of..... (hereinafter called the "Bank") of the one part, and National High Speed Rail Corporation Limited (hereinafter called "the Employer") of the other part.
2. Whereas National High Speed Rail Corporation Limited has awarded the contract for_____ (Name of work as per Clause 1.1.1 of NIT) (hereinafter called the contract) to _____ (Name of the Contractor) hereinafter called the Contractor.
3. AND WHEREAS the Contractor is bound by the said Contract clause no. C12.3 of ITT to submit to the Employer, an Additional Bank Guarantee for a total amount (equal to 1% of contract value as per LOA) of Rs (Amount in figures and words).
4. Now we the Undersigned _____ (Name of the Bank) being fully authorized to sign and to incur obligations for and on behalf of and in the name of _____ (Full name of Bank), hereby declare that the said Bank will guarantee the Employer the full amount of Rs. (Amount in figures and Words) as stated above.
5. NOW THEREFORE, we hereby affirm that we are the Guarantor and responsible to you, on behalf of the Contractor and we hereby unconditionally, irrevocably and without demur undertake to immediately pay to the Employer upon first written demand and without cavil or argument, any sum or sums within limits of (Amount of Guarantee) as aforesaid without reference to the Contractor and without your needing to prove or show grounds or reasons for your demand for the sum specified therein. The Bank shall pay to the Employer any money so demanded notwithstanding any dispute/disputes raised by the Contractor in any suit or proceedings pending before any Court, Tribunal or Arbitrator/s relating thereto and the liability under this guarantee shall be absolute and unequivocal.
6. This Guarantee is valid till----- (The initial period for which this Guarantee will be valid must be for at least 6-months (Six months) longer than the anticipated expiry date of Defect Liability Period as stated in Clause 4.2.1 of the "General Conditions of Contract".)
7. At any time during the period in which this Guarantee is still valid, if the Employer agrees to grant a time extension to the Contractor or if the Contractor fails to complete the Works within the time of completion as stated in the Contract, or fails to discharge himself of the liability or damages or debts as stated under Para 5, above, it is understood that the Bank will extend this Guarantee under the same conditions for the required time on demand by the Employer and at the cost of the Contractor.
8. The Bank agrees that no change, addition, modifications to the terms of the contract Agreement or to any documents, which have been or may be made between the Employer and the Contractor, will in no way release us from the liability under this Guarantee; and the Bank, hereby, waives any requirement for notice of any such change, addition or modification to the Bank.
9. The Guarantee hereinbefore contained shall not be affected by any change in the Constitution of the Bank or of the Contractor.
10. The neglect or forbearance of the Employer in enforcement of payment of any moneys, the payment whereof is intended to be hereby secured or the giving of time by the Employer for the payment hereof shall in no way relieve the bank of their liability under this deed.
11. The expressions "the Employer", "the Bank" and "the Contractor" hereinbefore used shall include their respective successors and assigns.
12. Notwithstanding anything contained herein:
 - a) Our liability under this Bank Guarantee shall not exceed Rs.....(Rupees.....)

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

- b) This Bank Guarantee shall be valid up to
- c) We are liable to pay the guarantee amount or part thereof under this Bank Guarantee only & only if you serve upon us a written claim or demand on or before.....

In witness whereof I/We of the bank have signed and sealed this guarantee on the ----- day of (Month & year) being herewith duly authorized.

For and on behalf of the Bank.
Signature of Authorized Bank official

Name :
Designation :
Stamp/Seal of the Bank :

Signed, sealed and delivered for and on behalf of the Bank by the above named in the presence of :

Witness 1.
Signature
Name
Address

Witness 2.
Signature
Name
Address

Notes:

- The stamp papers of appropriate value shall be purchased in the name of the Bank, who issues the 'Bank Guarantee'.
- The 'Bank Guarantee' shall be from the Scheduled Commercial Bank based in India, acceptable to Employer.
- The 'Bank Guarantee' must be issued on the Structured Financial Messaging System (SFMS) platform.
- A separate copy of the BG has to be sent by the issuing bank to the Employer's bank through SFMS. The details of Employer's bank are as under.

Account Holder	National High Speed Rail Corporation Limited
Beneficiary's Bank Name and Branch	ICICI Bank; Dwarka Sector 20 branch
Beneficiary's Bank Account No.	235705000494
Beneficiary's Bank IFSC Code	ICIC0002357
Unique Identifier for Field 7037	NHSRCL568429523

5. Following codes are to be used by issuing bank:-

i) For the purpose of issuance and amendment of Bank Guarantee:-

Code	Purpose
MT760/IFN760	Bank Guarantee Issuance
MT767/IFN767	Bank Guarantee Amendment

ii) For the purpose of confirmation of issuance and amendment of Bank Guarantee:-

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

Code	Purpose
IFN760 COV	Confirmation of Bank Guarantee Issuance
IFN767 COV	Confirmation of Amendment in Bank Guarantee

6. Bank Guarantee issued on the SFMS platform with any other code other than mentioned above for the purpose shall not be acceptable to the Employer.

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

INSTRUCTIONS TO TENDERERS

Annexure-8 [As per clause 1.1.3.2B of NIT]

PROFORMA FOR BANKING REFERENCE FOR LIQUIDITY

<Not Applicable>

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

CONTRACT NO: NHSRCL/CO/PR/Multimedia agency/2026/02

NATIONAL HIGH SPEED RAIL CORPORATION LIMITED

**Tender for selection of Agency for handling Social media,
Production/Editing of Films and Short Videos, release of Print
Advertisement etc**

**TENDER DOCUMENTS
(Single Stage Two Packet Bid)**

VOLUME 1

FORM OF TENDER

**NATIONAL HIGH SPEED RAIL CORPORATION LTD.
5th-7th Floor, Tower-D, World Trade Centre
Nauroji Nagar, New Delhi-110029**

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

CONTRACT PACKAGE NO. NHSRCL/CO/PR/MEDIA MANAGEMENT/2026/02**FORM OF TENDER**

Date:

To
General Manager/Procurement,
National High Speed Rail Corporation Ltd.,
5th to 7th Floors, Tower D,
World Trade Centre, Nauroji Nagar,
New Delhi – 110029

CONTRACT: Tender for selection of Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc. - Tender No. NHSRCL/CO/PR/Multimedia agency/2026/02

Dear Sir,

1. Having inspected the Site, examined the General Conditions of Contract , Particular Conditions of Contract, Employer's Requirement, and Instruction to Tenderers including Bill of Quantities, and addenda thereto (if any) issued by the NHSRCL for the ***Tender for selection of Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc.***, and the matters set out in Appendix-1 hereto, and having completed and prepared Appendices 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 17A, 18, 19, 20, 21, 22, 23, 24, 25 & 26 hereto, we hereby offer to execute the whole of the said Works and remedying any defects therein, in conformity with the above documents within the completion period for the sum stated in the Bill of Quantities (Volume 4 of Tender Documents) as completed by us and appended hereto.
2. We undertake:
 - (a) to keep this Tender open for acceptance without unilaterally varying or amending its terms for the period stated in Notice of Invitation to Tender hereto (any other change in the composition of the partnership on whose behalf this Tender is submitted shall constitute a breach of this undertaking) *; and
 - (b) if this Tender is accepted, to provide Guarantees, Undertakings & Warranties for the due performance of the Contract as stipulated in the General Conditions of Contract, Particular Conditions of Contract and Appendix 1 hereto; and
 - (c) to hold in confidence all documents and information whether technical or commercial supplied to us at any time by or on behalf of the NHSRCL in connection with this Tender or with the above- mentioned Works and, without your written authority or as otherwise required by law, not to publish or otherwise disclose the same.
3. We submit with this Tender a duly executed Tender Security in respect of our obligations under this Tender.
4. Unless and until a formal agreement is prepared and executed, this Tender together with your written acceptance thereof, shall constitute a binding contract between us.
5. We understand that you are not bound to accept the lowest or any tender you may receive.
6. We declare that the submission of this Tender confirms that no agent, middleman or any intermediary has been, or will be engaged to provide any services, or any other item of work related to the award and performance of this Contract. We further confirm and declare that no agency commission or any payment which may be construed as an agency commission has been, or will be, paid and that the tender price does not include any such amount. We acknowledge the right of the Employer, if he finds to the contrary, to declare our Tender to be non- compliant and if the Contract has been awarded to declare the Contract null and void.

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

7. We acknowledge that the Appendix forms an integral part of the Tender.
8. We have independently considered the amount shown Clause 8.5 of the General Conditions of Contract as liquidated damages and agree that they represent a fair estimate of the damages likely to be suffered by you in the event of the work not being completed in time.
9. If our Tender is accepted, we understand that we are to be held solely responsible for the due performance of the Contract.
10. We, including any subcontractors or suppliers for any part of the contract, have or will have nationalities from eligible countries, in accordance with C11 of ITT and 1.1.3.1 of NIT.
11. We, including any subcontractors or suppliers for any part of the contract, do not have any conflict of interest in accordance with C11 of ITT.
12. We are not participating, as a Tenderer, in more than one tender in this tendering process and we are not sub-contractor to any other tenderer participating in this tendering process in accordance with A5 of ITT.
13. We do hereby undertake that we have not been banned for business by NHSRCL/ Ministry of Railways along with any of their attached and subordinate offices/ any metro rail organizations in India (owned by Govt.)/ Order of Ministry of Commerce, applicable for all Ministries and also that none of our work was rescinded/terminated by NHSRCL/ Ministry of Railway along with any of their attached and subordinate offices / Any Metro Organisation in India (owned by Govt.) after award of contract during last 3 years due to non-performance.
14. In case incorrect, fabricated or suppressed information is noticed after the award of the Contract, then NHSRCL reserves the right to terminate the Contract and to take action in accordance with the Contract.

Yours faithfully,

Stamp and Signature of Authorized Signatory:

Witness:
Signature:-----
Date-----
Name-----
Address-----

Date-----
Name-----
For and on behalf of.....
Address

Signature:

Witness:
Signature:-----
Date-----
Name-----
Address-----

Date -----
Name -----
For and on behalf of.....
Address

Note:

- (a) the provisions marked with an asterisk are to be retained subject to deletion of the brackets and inapplicable descriptions (i.e. partnership, etc.)
- (b) deleted.
- (c) deleted.
- (d) Signature on the Form of Tender shall be witnessed and dated.
- (e) Copies of the relevant power of attorney shall be attached.

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

FORM OF TENDER – APPENDIX-1

[REQUIREMENTS UNDER GENERAL CONDITIONS OF CONTRACT]

S. No.	DESCRIPTION	REF. TO CLAUSE NO.	REQUIREMENT
i.	Amount of Performance Security	Clause 4.2 of the GCC	10% of Accepted Contract Amount in types and proportions of currencies in which the Accepted Contract Amount is payable. In the event of variations during the execution of the contract which result in payments to the Contractor over and above the Accepted Contract Amount, the Performance Security shall be adjusted in accordance with clause 4.2 Of GCC.
ii	Latest 'date for commencement' (DOC) of the Works	Clause 8.1 of the GCC	Date given in LOA or Employer's Notice to Proceed
iii	'Time for completion' of the work from the date of commencement of the work	Clause 8.2 of the GCC	The duration of the contract will be for a period of two years, which is further extendable for one more year based on the performance of the agency. The rates and all other terms and conditions of the contract agreement shall remain unaltered during the extended period.
iv	Liquidated Damages	Clause 8.5 of the GCC	(i) Liquidated damages shall be levied @0.5% of Accepted Contract Amount per week for not achieving the each milestone or work completion as per milestone targets given in the Employer's Requirement. (ii)The maximum limit of Liquidated Damages shall be 10% of the total Contract Value.
v	'Defects Liability Period' for the whole of the Works	Clause 10 of the GCC	<Not applicable>
vi	Amount of advance payment	Clause 11.2 of the GCC	<Not applicable>
vii	Amount of Professional Indemnity Insurance (PII)	Clause 15.1 and 15.5 of the GCC	<Not applicable>
viii	Insurance cover for Contractor's All Risk and other requirements as	Clause 15 of the GCC	<Deleted>

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

S. No.	DESCRIPTION	REF. TO CLAUSE NO.	REQUIREMENT
	specified in the GCC		
ix	Amount of Third Party Insurance	Clause 5.8 and 15.3 of the GCC	<Not applicable>
x	Contract Key Dates	Clause 8.5 of the GCC	Refer Employer's Requirement
xi	Period in which all insurances have to be effectuated	Clause 15.5 of the GCC	Within 4 weeks from the "date of commencement"
xii	(a) Contractor's Name and Address	GCC clause 18.1 (Tenderer to Complete)
	(b) Employer's Name and Address	GCC clause 18.2	General Manager/Procurement, National High Speed Rail Corporation Ltd., 5th to 7th Floors, Tower D, World Trade Centre, Nauroji Nagar, New Delhi - 110029

Date :

Place :

Stamp And Signature of authorized signatory of Tenderer

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

FORM OF TENDER - APPENDIX 2

BILL OF QUANTITIES

We (name of the tenderer) hereby undertake that the Bill of Quantities (*Volume 4* of the tender documents) duly completed in all respect has been uploaded by us in Package 2 (i.e., Financial Package).

Stamp and Signature of authorized signatory
of Tenderer

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

FORM OF TENDER - APPENDIX 3

(As per clause C4 of ITT)

OUTLINE QUALITY PLAN

<Deleted>

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

FORM OF TENDER - APPENDIX 4

OUTLINE SAFETY & HEALTH PLAN AND OUTLINE ENVIRONMENT PLAN

<Deleted>

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

FORM OF TENDER - APPENDIX 5
TENDERER'S TECHNICAL PROPOSALS

The Tenderer shall prepare his Technical Proposals based on the contents of Clause C2, Clause C6 and Annexure 1 of the Instructions to Tenderers.

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

FORM OF TENDER - APPENDIX 6 (Page 1 of 2)
GENERAL INFORMATION ABOUT THE TENDERER

A. TENDERER INFORMATION SHEET	
Tenderer's Legal Name	
Legal status of the Tenderer	Sole Proprietorship Firm / Partnership Firm / Private Limited Company / Public Limited Company (Please tick one)
Year of Establishment	
Registration no.	
No. of Partners/ Directors	-----Nos. (Details to be enclosed separately)
Tenderer's legal address in India, telephone numbers, fax numbers, email address for communication	
Tenderer's authorized signatory (name, designation, address, contact no.)	
Tenderer's authorized representative (name, designation, address, contact no.)	
<p>FOLLOWING NEEDS TO BE SUBMITTED BY THE TENDERER :</p> <ul style="list-style-type: none"> a) Affidavit in case of Proprietary firm. b) Partnership Deed in case of partnership firm. c) Memorandum & Article of Association in case of a Public/Private limited company. d) <Deleted> e) Authorization/POA in favour of authorized signatory of tenderer to sign the tender, <p>Note: Tenderer's authorized representative shall be deemed to have authority of the tenderer to receive and deliver any correspondence and attend meetings with NHSRCL related to the tender.</p>	

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

FORM OF TENDER - APPENDIX 6 (Page 2 of 2)**Details of Functional Offices/ Tie- ups in Gujarat and Maharashtra***

S. N o.	City/State	Address	Ref. Page no. of supporting doc.
1.			
2.			

***Encl- Supporting documents**

STAMP AND SIGNATURE OF AUTHORIZED
SIGNATORY ON BEHALF OF TENDERER

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

FORM OF TENDER - APPENDIX 7
STAFFING SCHEDULES AND ORGANISATION CHART

1. We hereby confirm to deploy the minimum project personnel as per Annexure-3 of ITT and with prescribe qualifications and experiences as detailed in Annexure-4 of ITT. In addition after award of contract we confirm to deploy the manpower stated or indicated in terms of Employer's Requirements (Terms of Reference).

STAMP AND SIGNATURE OF AUTHORIZED SIGNATORY
ON BEHALF OF TENDERER

Note: i) The Tenderer shall provide a complete CV of project personnel as per Annexure-3 & Annexure-4 of ITT in format given below (Attachment 1 & 2 of Appendix 7).

ii) The Tenderer shall provide Organization Chart he proposes for completion of work and satisfy the requirement of item 1 above.

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

Attachment 1 of Appendix-7

Format of CV for project personnel as per Annexure-3 of ITT & Annexure-4 of ITT

One CV form for each category to filled and submitted with the bid. [For each position separate form to be filled and submitted]

Proposed Position:

Name of Personnel:

Date of Birth:

Nationality:

Educational Qualifications:

Joining Date in Tenderer's Organization:

Summary of Experience:

Qualification/Experience *	Relevant Details
1. Educational qualifications	Documentary evidence to be submitted.
2. No. Of years of experience <i>Employment Record: (Starting with present position, list in reverse order every employment held.)</i>	Name of the Employer/ Position held From - To Total No. of years of experience
3. Relevant experience	Detail submitted in Attachment 2 of Appendix 7 as per requirement specified in Annexure 3 & 4.

***The qualification and experience should be confirming to Annexure 3 & 4.**

Certification:

I am willing to work on the Project and will be available for the complete Project assignment as required. I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes me, my qualifications and my experience.

(Signature and name of the Professional)

Place

Date

(Signature and name of the Authorised Signatory of the Applicant)

Certified that the above employee is working in the Tenderer's organization as employee or as consultant last one year from the closing date of submission of bid

Name and Signature of HR Head of the Tenderer's Company

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

Attachment 2 of Appendix-7

Format for Work Experience Details of Key Experts

(For TEAM LEADER)

(Use separate form for each proposed Key Expert. Each page of the CV shall be signed by both the Personnel concerned and by the Authorized Representative of the Applicant firm along with the seal of the firm.

Sl.	Name of Contract	Name of Project	Client	Role of Key Expert	Description of assignment
Note:-	<ul style="list-style-type: none"> For Team Leader, best ten (10) assignments shall be listed. 				

(Signature and name of the Professional)

Place

Date

Name and Signature of HR Head of the Bidder's Company

(Signature and name of the Authorized Signatory of the Bidder)

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

FORM OF TENDER - APPENDIX 8

<Deleted>

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

FORM OF TENDER - APPENDIX 9

TENDER INDEX

The Tenderer shall include with his Tender an index which cross refers all of the Employer's tender requirements elaborated in these documents to all the individual sections within Tender Package 1: Technical Package and Tender Package 2: Financial Package which the Tenderer intends to be the responses to each and every one of those requirements.

The Tender Packages submitted must be clearly presented, all pages numbered and aid out in a logical sequence with main and subheadings to facilitate evaluation.

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

FORM OF TENDER - APPENDIX 10
RESOURCES PROPOSED FOR THE PROJECT- PLANTS & EQUIPMENTS

<Deleted>

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

FORM OF TENDER - APPENDIX 11

(As per Clause A 4.2)

UNDERTAKING FOR CORRUPT & FRAUDULANT/ COLLUSIVE/ COERCIVE PRACTICE

It is confirmed and declared that we, or any of our associate, have not been engaged in any / Collusive/ Coercive/ fraudulent / corrupt practice as defined in Clause 4.33 of the General Conditions of Contract and that no agent, middleman or any intermediary has been, or will be, engaged to provide any services, or any other items of work related to the award and performance of this contract and no agency commission or any payment which may be construed as an agency commission has been , or will be, paid and that the tender price will not include any such amount.

STAMP & SIGNATURE OF AUTHORIZED
SIGNATORY

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

FORM OF TENDER- APPENDIX-12
[As per Clause C2.2 (m)] COPYRIGHT UNDERTAKING

To:

[Insert Designation and Address]

Date

LETTER OF UNDERTAKING

Contract ----- *[Contract Package No. and Name of Work]*

We, _____ (name of tenderer) hereby undertake that the downloaded tender documents as a necessary part of our preparation of this tender, shall be used solely for the preparation of the tender and that if the tender is successful, shall be used solely for the design of the temporary and permanent works.

We further undertake that the aforesaid tender documents prepared by National High Speed Rail Corporation Limited shall not be used in whole, in part or in any altered form on any other project, scheme, design or proposal that the joint venture, the joint venture parent companies or sub-contractors of the joint venture are, or will be involved with either in India or any other country.

Signed.....

For and on behalf of
(Name

of

tenderer)

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

FORM OF TENDER- APPENDIX 13

PROFORMA FOR NO DEVIATIONS

(Refer Clause C 15.1 of ITT)

(This may be modified as per work requirement)

No Deviation Certificate

It is confirmed and declared that our bid is without any deviation and complies with all the provisions of tender document.

Stamp and Signature of authorized signatory
on behalf of Tenderer

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

FORM OF TENDER – APPENDIX 14

[As per clause C8]

TENTATIVE PROJECT IMPLEMENTATION PROGRAMME

<Deleted>

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

FORM OF TENDER – APPENDIX 15

[As per clause 1.1.3.3 of NIT (Note a)]

FINANCIAL DATA

(WORK DONE DURING THE LAST SEVEN FINANCIAL YEARS)

<Deleted>

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

FORM OF TENDER –APPENDIX 16

[As per clause 1.1.3.3 of NIT (Note b)]

FINANCIAL DATA (ONGOING WORKS/WORKS IN HAND)

(Commitment for On-going Works / Works in hand)

<Deleted>

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

FORM OF TENDER - APPENDIX 17

WORK EXPERIENCE

Tenderer's legal name Date.....

For works as stipulated under clause no. 1.1.3.2 A and 1.1.3.4 of NIT (considering escalation as per Notes No. (d) of Clause 1.1.3.2 A of NIT)

Work Experience		
Similar Contract Number _____ of _____		
Contract Identification		
Award date		
Completion date		
Employer's Name		
Employer's Address: Telephone / Fax number: E Mail		
Role in Contract	Individual : <input type="checkbox"/> JV/Consortium : <input type="checkbox"/> Tick as appropriate	
(a) Original Contract Value (b) Cumulative Payment received	Currency (as stated in Contract)	In equivalent INR at _____ price level
(c) Value of work undertaken during a financial year	Amount (INR)	Financial Year: 2018-19 2019-20 2020-21 2021-22 2022-23 2023-24 2024-25
Value of Project handled by the Bidder under this Contract		In equivalent INR at _____ price level
[insert details for works Establishing the similarity in		

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

<i>nature of work as per clause 1.1.3.2A and 1.1.3.4]</i>		
---	--	--

NOTE:

1. Only the value of contract as executed by the tenderer/member in his own name should be indicated.
2. Separate sheet for each work along with Clients Certificate to be submitted duly stating values per FY (Excluding GST or Including GST).

Stamp and Signature of authorized signatory on behalf of Tenderer

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

FORM OF TENDER - APPENDIX -17A
Summary of Information provided Appendix 17

Applicant's legal nameDate.....

Name of Applicant	Total Number of works As per clause no. 1.1.3.2 A of NIT at the price level of as on the last day of the previous month of tender submission	Total Number of works As per clause no. 1.1.3.4 of NIT at the price level of as on the last day of the previous month of tender submission	No. of contracts delayed, i.e., completed beyond the original date of completion

NOTE:-

1. <DELETED>
2. Reasons of delay whether on contractors account or on account of Employer in each applicable case need to be enclosed separately.

Stamp and Signature of authorized signatory on behalf of Tenderer

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

FORM OF TENDER – APPENDIX 18

FINANCIAL DATA

(FINANCIAL STANDING)

Applicant's legal nameDate.....

S.N	Description	Financial Data for Latest Last 5 Years (Indian Rupees)				
		Year 1 2020-21	Year 2 2021-22	Year 3 2022-23	Year 4 2023-24	Year 5 2024-25
1.	Total Assets					
2.	Current Assets					
3.	Total External Liabilities					
4.	Current Liabilities					
5.	Annual Profits Before Taxes					
6.	Annual Profits After Taxes					
7.	Net Worth [= 1 - 3]					
8.	Working Capital [=2 - 4]					
9.	Annual turnover in the field of Media Management					

- <Deleted>.
- <Deleted>.
- Historic financial statements shall be audited by Statutory Auditor of the Company under their seal & stamp and shall be strictly based on Audited Annual Financial results of the relevant period(s). No statements for partial periods will be accepted.
- <Deleted>.
- This Appendix-18 of FOT shall be duly certified by Chartered Accountant / Company Auditor/ Statutory Auditor in original under his signature, stamp, membership number and Firm Registration Number. All the documents or certifications which are provided by CA, must contain UDIN thereon and the particulars of certifications must be same as mentioned on document/certification and submitted to ICAI on its website which can be verified online on <https://udin.icai.org/search-udin>
- Financial Data for last 5 (Five) audited financial years i.e. 2020-21, 2021-22, 2022-23, 2023-24, 2024-25) shall be considered for evaluation. In case data of the last financial year is not made available by the bidder, he has to submit an affidavit certifying that 'the balance sheet has actually not been audited so far'. In such cases the financial data of previous 4 audited

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

financial years will be taken into consideration for evaluation. If data of any year other than the last year is not submitted, the tender will be considered as non-responsive.

STAMP & SIGNATURE OF AUTHORISED SIGNATORY

Certified that all figures and facts submitted in this form have been furnished after full consideration of all observations/notes in Auditor's reports.

Chartered Accountant /Company Auditor/ Statutory Auditor

(Signature of CA/Auditor)

Name of CA/Auditor: _____

Registration No:/ UDIN _____

Address

Contact No

Email ID.....

(Seal)

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Appendix- 18A**(Affidavit for Unaudited Balance Sheet as per Notes a) of NIT Clause 1.1.3.2 B)****(On a non-judicial stamp paper of appropriate value)**

(To be filled by the Tenderer in case their Balance Sheet for F.Y. -----[Insert year] has not been audited. If the Balance sheet for F.Y. -----[Insert year] has been audited then the bidder need not to fill this form or may simply write "NOT APPLICABLE")

I,..... (Name and designation of Authorized signatory) of..... (Name of Company/Firm/Proprietorship/Partnership) hereby confirm that the Balance sheet for Financial year i.e. -----[Insert year] has actually not been audited/ or under finalization so far.

Stamp and Signature of authorized signatory
On behalf of Tenderer

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FORM OF TENDER - APPENDIX 19

(Undertaking as per clause 1.1.3.1 v(a) & v(b) of NIT)

We do hereby undertake that NHSRCL/Ministry of Railways along with any of their attached and subordinate offices/ any metro rail organizations in India (owned by Govt.)/ order of Ministry of Commerce applicable for all Ministries has not banned business with us as on the date of tender submission.

Also any work, executed either individually or in a JV/Consortium, has not been rescinded/ terminated by NHSRCL/ Ministry of Railways along with any of their attached and subordinate offices/ Any Metro Organization in India (owned by Govt.) after award of contract to us during last 3 years (from the last day of the previous month of tender submission) due to our non-performance.

STAMP & SIGNATURE OF AUTHORISED
SIGNATORY

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FORM OF TENDER - Appendix- 20
(Undertaking as per clause 1.1.3.1vi of NIT)
(UNDERTAKING FOR FINANCIAL STABILITY)

We do hereby undertake that we have not suffered bankruptcy/insolvency during the last 5 years and it is not in the process of winding-up and there is no case of insolvency pending before any Court on the date of submission of bids.

**STAMP & SIGNATURE OF AUTHORISED
SIGNATORY**

Certified that all figures and facts submitted in this form have been furnished after full consideration of all observations/notes in Auditor's reports.

Chartered Accountant /Company Auditor/ Statutory Auditor

(Signature of CA/Auditor)
Name of CA/Auditor: _____
Registration No:/ UDIN _____
Address
Contact No
Email ID.....

(Seal)

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FORM OF TENDER- Appendix- 21

UNDERTAKING FOR DOWNLOADED TENDER DOCUMENT

We here by confirm that, we have downloaded / read the complete set of tender documents (as named in Clause 1.1.4 of NIT)/ addendum/corrigendum/clarifications along with the set of enclosures hosted on e-tendering portal <https://etenders.gov.in/eprocure/app>. We confirm that we have gone through the bid documents, addendums and clarifications for this work placed up to the date of opening of bids on the e-tendering portal [<https://etenders.gov.in/eprocure/app>]. We confirm our unconditional acceptance for the same and have considered for these in the submission of our financial bid.

STAMP & SIGNATURE OF AUTHORISED
SIGNATORY

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

FORM OF TENDER- Appendix- 22
(Undertaking as per Clause 1.1.3.1 ix (d) of NIT)

We hereby jointly and severally certify in accordance with clause '9.a' of the Order no. P-45021/2/2017-PP (BE-II) of Ministry of Commerce and Industry, Department for Promotion of Industry and Internal Trade (DPIIT) {formerly Department of Industrial Policy and Promotion (DIPP)}, Government of India dated 28.05.2018, that the item(s) offered meets the minimum local content of 50% (as specified in Clause 1.1.3.1 ix of NIT). The details including name of vendor, location and percentage of local content is enclosed as Appendix-23 of FOT.

We acknowledge that false declaration by the tenderer regarding local value addition including payments to be made to their vendors for local value addition shall be treated as a fraudulent practice under GCC clause 4.33.1(a) (ii) of this tender for which the tenderer or its successors can be debarred for a period upto three years along with such other actions as may be permissible under the law.

In cases of procurement for a value in excess of Rs. 10 crores, we also undertake to submit a certificate from statutory auditor or cost auditor of the company (in the case of companies) or from a practicing cost accountant or practicing chartered accountant (in respect of suppliers other than companies) giving the percentage of local content, in accordance with clause '9.b' of the Order no. P-45021/2/2017-PP (BE-II) of Ministry of Commerce and Industry, Department for Promotion of Industry and Internal Trade (DPIIT) {formerly Department of Industrial Policy and Promotion (DIPP)}, Government of India dated 28.05.2018, after completion of works to the Engineer.

STAMP & SIGNATURE OF AUTHORISED
SIGNATORY

Note :

1. This appendix need to be submitted only if bidder wants to avail the purchase preference as specified in Clause 1.1.3.1 ix of NIT.
2. The undertaking shall be signed by authorized signatory of the tenderer. In case of JV/Consortium by the authorized signatory of the constituent members counter signed by the authorized signatory of tenderer.

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

FORM OF TENDER- Appendix- 23

Performa for Submission of the List of the Goods, Works & Services Tentatively Proposed to be Offered with Local Value Addition

<Deleted>

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

FORM OF TENDER- Appendix-24**Details of Bank Account for refund of Tender Security/EMD**

(Application if EMD/Tender Security deposited through Demand Draft/Pay Order/ Banker's Cheque/RTGS/NEFT/IMPS)

1. Name of the Firm/Bidder:
2. Complete Address:
3. Name of the Bank:
4. Branch:
5. Address of the Bank Branch:
6. Name of the Account holder in Bank:
7. Account Type:
8. Account Number:
9. IFS Code of the Bank Branch:
10. Whether a copy of cancelled Cheque of the bidder / Firm submitted: Yes or No (please Tick) (A copy of cancelled cheque to be enclosed)

Signature of the Authorized person of the
Bidder with seal & Date

Note:-

- a) EMD/Tender Security will be refunded through NEFT/RTGS/IMPS/DD/Banker's Cheque/any other mode of payment, in the name of firm and bank account mentioned in this appendix, which shall be of same firm and account through which EMD/Tender Security has been paid to NHSRCL.
- b) EMD/Tender Security shall be paid in compliance with ITT Clause C18.1.2/C18.1.3

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FORM OF TENDER - APPENDIX 25

Undertaking

1. We understand that our technical proposal (understanding & Comprehension of Work, General approach & Methodology) are for assessment of eligibility requirements and the same have no bearing on our financial bid. We undertake that the work will be executed as per provision of tender specifications despite contrary provisions, if any, in our submission and nothing extra will be claimed on this account.

We hereby undertake that in case of any deviation in Technical Proposal with respect to the Tender documents, the conditions as mentioned in Tender documents shall prevail.

We hereby undertake that during or after completion/termination of the contract, that it will not indulge itself in any work or project, which may hamper the image of NHSRCL.

Signature of authorized signatory of
Tenderer

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

FORM OF TENDER - APPENDIX 26

MANDATORY CHECK LIST FOR ONLINE TECHNICAL AND FINANCIAL BID SUBMISSION
Open Tender, in Two Bid System for Contract ----- [Specify detail]
Name of the Firm/Tenderer : M/s

S.No	Description	Submitted			Submitted on Page no (Please mention file name and page number where requisite document is uploaded)
		Yes	No	N/A	
CHECK SHEET FOR TECHNICAL BID SUBMISSION					
1	Cost of Tender Document and Tender security (EMD) Details				
1.1	Scanned copies of transaction of payment of cost of Tender Document including e-receipt.				
1.2	Tender security of requisite amount submitted in the form as prescribed in relevant NIT clause.				
2	POWER OF ATTORNEY				
2.1	Copy of notarised POA/authorization in favour of authorized signatory of tender documents.				
2.2	In case of JV/Consortium, POA by each member in their authorized signatory.			N.A	
2.3	Does in case of foreign firm the POA/MOU/JV Agreement is notarised in the country of origin and stamped by Indian Embassy/ High Commission.			N.A	
2.4	Documents of constitution of the legal entity (Undertaking for proprietorship/ Partnership deed/ Memorandum and Articles of Association).				
2.5	JV/consortium Agreement			N.A	
3	DOCUMENTS REQUIRED AS PER CONTRACT				

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

3.1	Form of Tender (FOT) duly signed by Authorized signatory and also signed by witness.				
3.2	Appendix-1 of FOT.				
3.3	Undertaking for submission of duly completed BOQ- Appendix-2.				
3.4	Outline Quality Plan- Appendix 3			N.A	
3.5	Outline Safety, Health & Environment Plan- Appendix 4			N.A	
3.6	Tenderer's Technical Proposal- Appendix 5				
3.7	General Information About The Tenderer- Appendix 6				
3.8	Staffing Schedules And Organisation Chart- Appendix-7				
3.9	Schedule of Components Manufactured Off Shore- Appendix-8			N.A	
3.10	Tender Index- Appendix-9				
3.11	Undertaking For Corrupt & Fraudulent Practice- Appendix 11				
3.12	Copyright Undertaking- Appendix-12				
3.13	Statement for <i>No/Minor Deviations</i> - Appendix-13				
3.14	Tentative Project Implementation Programme Appendix-14			N.A.	
3.15	Undertaking As Per Clause 1.1.3.1 v (a) & (b) of NIT- Appendix-19				
3.16	Undertaking For Financial Stability- Appendix-20				
3.17	Undertaking for downloaded tender documents- Appendix- 21				
3.18	Undertaking as per Clause 1.1.3.1 ix (d) of NIT- Appendix-22				
3.19	Proforma for Submission of the List of the Goods, Works & Service Tentatively Proposed to be Offered			N.A	

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

	with Local Value Addition- Appendix-23				
3.20	Details of refund of EMD through NEFT/RTGS- Appendix-24				
3.21	Undertaking- Appendix-25				
4	WORK EXPERIENCE & FINANCIAL DATA				
4.1	Work Done During The Last Seven Financial Years- Appendix 15			N.A	
4.2	Works In Hand- Appendix-16			N.A	
4.3 (i)	Work Experience- Appendix-17				
4.3 (ii)	Summary of Information provided in Appendix-17 Applicant's - Appendix-17A				
4.4 (i)	Financial DATA- Appendix-18				
4.4 (ii)	Affidavit for Unaudited Balance Sheet -Appendix 18A				
5	Tender Document with all Addendum/ corrigendum issued by NHSRCL				
CHECK SHEET FOR FINANCIAL BID SUBMISSION					
Documents required to be submitted along with the Financial Package					
1.	Letter of Financial Bid				
2.	Priced Bill of Quantities				
<u>Note: The check list is only for reference however the bidder must submit all the documents mentioned in checklist failing which their offer shall be summarily rejected. The bidders must go through the complete tender documents and submit the required document accordingly.</u>					

I have checked the above list with our submittal.

SIGNATURE OF AUTHORIZED SIGNATORY ON BEHALF OF TENDERER

Seal

Date:

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc



CONTRACT NO: NHSRCL/CO/PR/Multimedia agency/2026/02

NATIONAL HIGH SPEED RAIL CORPORATION LIMITED

**Tender for selection of Agency for handling Social media,
Production/Editing of Films and Short Videos, release of Print
Advertisement etc**

**TENDER DOCUMENTS
(Single Stage Two Packet Bid)**

VOLUME 2

General Conditions of Contract (GCC)

Particular Conditions of Contract (PCC)

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

General Conditions of Contract

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

PARTICULAR CONDITIONS OF CONTRACT **(PCC)**

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

Particular Conditions of Contract (PCC)

	<u>Clause Reference</u>	<u>Description</u>
1	Sub-Clause 1.1.2.9	Engineer- National High Speed Rail Corporation Limited
2	Sub-Clause 1.1.3.1	Replace whole sub-clause with the following: "Commencement Date" means the date on which Contactor commence the Work/Services. Commencement Date shall be 1 st of the following month in which the work order would be accepted.
3	Sub-Clause 1.1.6.12	Replace whole sub-clause with the following: "Works/ Services" means Handling social media, Production/editing of Films and Short Videos, release of Print Advertisement etc.
4	Sub-Clause 1.4	Contract Agreement - The Form of Contract Agreement shall be in the format given in Form: CON-1 to these Particular Conditions of Contract
5	Sub clause 2.1	Replace whole sub-clause with the following: The Contractor shall be executed their work from their own office. However, for shooting of films or any other necessary work where access of the Site is required for the Contractor, Employer shall provide the necessary access to the Site.
7	Sub-Clause 3.	Engineer for this contract shall be the office-in-charge notified by the Employer.

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8	Sub-Clause 4.1	<p>Replace whole Para with the following:</p> <p>The Contractor shall carry out the Services with due diligence and efficiency and shall furnish to the Employer such information related to the Services as the Employer, may from time to time reasonably request.</p> <p>The Contractor shall act at all times so as to protect the interest of the Employer and will take all reasonable steps to keep all expenses to a minimum consistent with sound professional practices</p> <p>The Contractor shall keep accurate and systematic accounts and records in respect of the Services in such form and detail as are customary in its profession and are sufficient to establish accuracy.</p> <p>The Contractor shall permit duly authorized representatives of the Employer, including Auditors selected by the Employer, to inspect and make an Audit of all such documents, Accounts and records in connection with payments and other statutory requirements as mentioned in Employer's Requirement -TOR, if overpayment is a result of the contractor having been engaged in what the Employer determines to constitute corrupt practices or fraudulent practices, the Employer shall, terminate the contract. Such action shall be in addition to action that the Employer may declare the contractor ineligible for future participation in tendering process of Employer.</p> <p>Ownership of Work Product, Computer Programs and Equipment</p> <p>All vouchers, bills, reports, documents, correspondence, draft publications, notes, work product in any form and technical data compiled or prepared by the Contractor and communicated to the Employer in performing the Services (in electronic form or otherwise and including computer-disks comprising data) shall be the sole and exclusive property of the Employer. The Contractor may take copies of such documents and data for purpose of use related to the Services under terms and conditions acceptance to the Employer but shall not use the same for any purpose unrelated to the Services without the prior written approval of the Employer.</p> <p>Equipment, and materials furnished to the Contractor by the Employer or purchased by the Contractor wholly or partly with funds supplied or reimbursed by the Employer hereunder, shall be the property of the Employer, Equipment or materials furnished by the Contractor and the personnel and use either for the Project or personnel use shall remain the property of the Contractor or the Personnel concerned, as applicable.</p> <p>Coordination</p> <p>The Contractor shall at all times cooperate and coordinate with the Employer, with respect to the carrying out of its assignment under the project.</p>
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Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

9	Sub-Clause 4.2.4	Guarantees, Warranties and Undertakings <i>Not applicable</i>
10	Sub Clause 4.5.2	Sub-contractors Subcontracting not allowed under this Contract
11	Sub-Clause 6.4	Labour Laws Replace whole sub-clause with the following: The Contractor shall comply with all the relevant labour laws, and shall provide declaration with each IPC in this regard as per Format CON 5. In the event of any penalty is imposed on the Employer, on account of deficiencies of the Contractor, by any of labour authority of the penalty shall be paid by the Employer which shall be subsequently recovered from the Contractor.
12	Sub-Clause 6.5	Replace whole sub-clause with the following: The contract personal shall follow normal office timing of Employer, i.e. 9.30 am to 6.00 pm. However, Consultant shall not be entitled to be paid for overtime or extra working days as when required for the work and Consultant's quoted rate shall be deemed to cover these items.
15	Sub clause 6.6, 6.7, 6.8, 6.11	Not applicable (may be included for this contract)
16	Sub clause 6.13	Replace whole sub-clause with the following: The Contractor shall be solely accountable for violation of any labour law and will pay any such claim/damage to the authorities forthwith on demand. If any money shall, as a result of any instructions, directions or decisions from the Authorities/Court or claim or application made under any of the labour laws or regulations, be directed to be paid by the Employer, such money shall be deemed to be money payable to the Employer by the Contractor and he will pay the same to the Employer forthwith on demand, without demur and without asking for any reasons/ explanations from the Employer. On failure of the Contractor to repay the Employer any money paid or to be paid by it as aforesaid within seven days after the same shall been demanded, the Employer shall be entitled to recover the amount from any money due or accruing to the Contractor under this or any other Contract with the Employer.
17	Sub-Clause 7.0	Quality Control Not applicable

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19	Sub clause 8.4	<p>Replace whole sub-clause with the following:</p> <ul style="list-style-type: none"> (a) If the Contractor has been delayed or impeded in the performance of any of its obligations under this Contract by any of the reasons specified in paragraphs (i) through (vi) of this Clause 8.4 (a), the contract term as set forth before expiration of contract shall be extended by such period as shall be fair and reasonable in all the circumstances and as shall fairly reflect the delay or impediment sustained by the Consultant, and an appropriate adjustment in the Contract Price shall be made accordingly. (i) Any modifications or variations pursuant to Clause GCC 12; (ii) Any occurrence of Force Majeure pursuant to Clause GCC 16; (iii) Instruction of the Engineer to suspend the Works and the Contractor not being in default as to reasons of suspension.; (iv) Any unreasonable delay by the Client in giving his decision, approval or consent (where required) to the documents (e.g. designs, plans, etc.) prepared and submitted by the Consultant; (v) Any act of prevention or Breach of Contract by the Employer and not mentioned in this Clause; or (vi) Any other event or occurrence which, according to the Employer is not due to the Contractor's failure or fault, and is beyond his control without Employer being responsible for the same. (b) Except where otherwise provided elsewhere in this Contract, the Consultant shall submit to the Client a notice of a claim for an extension of the contract term and/or adjustment in the Contract Price, together with particulars of the event or circumstance justifying such extension and adjustment, as soon as reasonably practicable after the occurrence of such event or circumstance. As soon as reasonably practicable after the receipt of such notice and supporting particulars of the claim, the Client and the Consultant shall agree upon the extended period and/or the adjusted Contract Price. (c) The Consultant shall at all times use all commercially reasonable endeavors to minimize any delay in the performance of its obligations under this Contract.
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Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

20	Sub clause 8.5	<p>Replace whole sub-clause with the following:</p> <p>If Employer is not satisfied with the overall performance of the Contractor or Contractor fail to deliver the work as per scheduled milestone specified in Appendix-1 to the Form of Tender and/or TOR after giving due notice to the Contractor for the areas of deficiency and for improvement of the same. The Employer may, at his discretion, impose liquidated damages on the Consultant with an overall ceiling of up to 10% of the Contract Value during the currency of contract.</p> <p>The Liquidated Damages may be recovered from any amount of money due from the Consultant under the Contract or any other Contract which the Consultant has with the Employer. The Liquidated Damages may also be recovered from the amount of Performance Security Bank Guarantee and in that case the Consultant would be liable to replenish the amount of Performance Security Bank Guarantee.</p> <p>The Employer may, without prejudice to any other method of recovery, deduct the amount of such damages from any sum due, or to become due, to the Contractor. Defect notification period.</p> <p>Further, in case of non-performance as per the written terms and conditions of the contract, Contractor will be given three written warnings clearly mentioning non-compliance to the NHSRCL requirements. Contract may be terminated by NHSRCL after three written warnings to the Contractor.</p>
21	Sub Clause 9	<p>Replace whole sub-clause with the following:</p> <p>Completion Certificate:</p> <ol style="list-style-type: none"> 1. Employer issued to the completion certificate to the Consultant when the work has been completed in accordance with the contract.
22	Sub Clause 10	Not Applicable for this Contract
23	Sub Clause 11.1.1	a) The Contract Price, subject to any adjustment thereto in accordance with the Contract shall be all inclusive of all taxes, duties, royalties except GST.
24	Sub Clause 11.1.3	Not Applicable

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

25	Sub clause 11.2,11.3, 11.4.1,11.4.3,11.12, 11.21	Not applicable
26	Sub clause 11.6	Replace whole sub-clause with the following: 1. The Employer shall pay the Contractor's invoices (IPC) within fifty-six (56) days after the receipt by the Employer/Engineer of such itemized invoices with supporting documents. Only such portion of an invoice that is not satisfactorily supported may be withheld from payment. Should any discrepancy be found to exist between actual payment and costs authorized to be incurred by the Contractor, the Employer may add or subtract the difference from any subsequent payments. 2. All payments under this Contract shall be made to the accounts of the Consultant in Indian Rupees unless otherwise permitted in PCC.
27	Sub clause 11.8	Performance certificate replaced with Performance certificate/completion certificate
28	Sub clause 12.5 A.	Replace whole sub-clause of 12.5 A. with the following: The duration of the contract will be for a period of two year, which is further extendable for one more year based on the performance of the agency. The rates and all other terms and conditions of the contract agreement shall remain unaltered during the extended period.
29	Sub-Clause 15.1, 15.2,15.3	Not applicable
30	Sub-Clause 15.4	Replace whole sub-clause with the following: The Contactor shall provide insurance cover for: a) their personnel's life, health, accident, travel or other insurance as may be appropriate;
31	Sub-Clause 17.9.8	Place of Arbitration shall be New Delhi

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

32	Sub-Clause 17.12	Jurisdiction of Court The courts at New Delhi alone shall have the jurisdiction.
33	Sub-Clause 18.1 a)	Replace Para 18.1 a) with the following: All notices shall be served by Speed or Registered post or by hand to the Contractor or his authorized Representatives or through electronic means i.e. Email, Fax etc. In case of notices delivered by post they will be deemed to have been delivered after 7 days of dispatch.
34	Sub-Clause 18.2	Replace whole Para with the following: All notices to the Employer or Engineer shall be served by Speed or Registered post or by delivering by hand or through electronic means i.e. Email, Fax etc. to the address nominated for the purpose.
35	Additional clauses	
35.1	19 Non-Disclosure Agreement	19.1: Contractor within 7 days of commencement of works should submit the Non-disclosure agreement to the Employer/Engineer as per format attached in CON 6.

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ANNEX TO THE PARTICULAR CONDITIONS - **CONTRACT FORMS**

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

CON 1**FORMAT FOR CONTRACT AGREEMENT**

THIS AGREEMENT made the *[insert day]* day of *[insert month]*, *[insert year]*, between *[insert name of the Employer]* (hereinafter “the Employer”), of the one part, and *[insert name of the Contractor]* (hereinafter “the Contractor”), of the other part:

WHEREAS the Employer desires that the Works known as *[name of the Contract]* should be executed by the Contractor, and has accepted a Bid by the Contractor for the execution and completion of these Works and the remedying of any defects therein,

The Employer and the Contractor agree as follows:

1. In this Agreement words and expressions shall have the same meanings as are respectively assigned to them in the Contract documents referred to.
2. The following documents shall be deemed to form and be read and construed as part of this Agreement. This Agreement shall prevail over all other Contract documents.
 - (a) The Contract Agreement
 - (b) The Letter of Acceptance
 - (c) Pre and post bid proceeds
 - (d) Form of Tender
 - (e) Bill of Quantities/Payment Schedule
 - (f) NIT
 - (g) ITT
 - (h) Employer's Requirement
 - (i) The Outline Design Specifications (Design Criteria) and Outline Construction Specifications; or any other specification
 - (j) Particular Conditions of Contract (PCC)
 - (k) General Conditions of Contract (GCC)
 - (l) Contactor's Proposal and
 - (m) Any Other Relevant Standards/Codes/Documents

For the purpose of interpretation, the priority of the listed documents shall be in accordance with the above listed order.

3. In consideration of the payments to be made by the Employer to the Contractor as specified in this Agreement, the Contractor hereby covenants with the Employer to execute the Works and to remedy defects therein in conformity in all respects with the provisions of the Contract.
4. The Employer hereby covenants to pay the Contractor in consideration of the execution and completion of the Works and the remedying of defects therein, the Contract Price or such other sum as may become payable under the provisions of the Contract at the times and in the manner prescribed by the Contract.
5. The Courts at New Delhi shall have the exclusive jurisdiction to try all disputes arising out of this agreement between the parties.

IN WITNESS whereof the parties hereto have caused this Agreement to be executed in accordance with the laws of *India* on the day, month and year specified above.

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

Signed by _____

Signed by _____

for and on behalf of the Employer
in the presence of

for and on behalf the Contractor
in the presence of

Witness _____
Name _____
Signature _____
Address _____
Date _____

Witness _____
Name _____
Signature _____
Address _____
Date _____

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

CON 2**LETTER OF ACCEPTANCE****[On the letterhead paper of the Employer]****[Insert date]****To: [Insert name and address of the Contractor]**

Sub: Selection of Agency for handling Social media, Films and Short Videos, release of Print Advertisement etc

Ref:

1. NIT No. -----dated -----
2. Tender Document No. ----- including all Addendums
3. Tender/ Bid opened on -----
4. Financial Bid opened on -----
5. Post Bid Discussions dated --
- 6.

Dear Sir,

With reference to above this is to notify you that your Tender/Bid dated ----- *[insert date]* as modified vide post bid discussions----- for execution of the Tender for selection of Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc. *[insert name of the Contract and identification number]* for the Accepted Contract Amount of the equivalent of ----- *[insert amount in words and figures]* *[insert name of currency]*, as corrected and modified in accordance with the Instructions to Tenderers, is hereby accepted by the Employer.

The scope of work, accepted rates and terms and conditions applicable to this Letter of Acceptance are as under:

1. Scope of Work

2. Accepted rates and payment schedule

3. -----

You are requested to furnish the Performance Security within 30 days in accordance with the Conditions of Contract, using for that purpose one of the Performance Security Forms included in Annexure to ITT.

Authorized Signature:

Name and Title of Signatory: _____

Name of Employer: _____

Seal of Company

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

CON 3

CONTRACTOR'S WARRANTY

NOT APPLICABLE

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

CON 4

ADVANCE PAYMENT SECURITY
(Demand Guarantee)
NOT APPLICABLE

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

CON 5

DECLARATION FOR LABOUR LAW COMPLIANCE

[On the letterhead paper of the Contractor]

[Insert date]

Sub: Tender for selection of Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

It is to certify that we _____ (name) _____
_____ (address) are in compliance with all applicable law
including: -

1. Employees Provident Fund and Miscellaneous Provisions Act, 1952
2. Employees State Insurance Act, 1948
3. Contract Labour Regulation and Abolition Act, 1970
4. Workmen's Compensation Act, 1923.
5. Minimum Wages Act, 1948
6. Any Labour/Statutory Law promulgated by the Central/State Govt.

We are responsible for statutory compliance of labour law for the personnel deployed by us for NHSRCL. We further confirm that all statutory requirements are being complied by us.

Signed
Seal

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

CON 6

Non-Disclosure Agreement Format

[On the letterhead paper of the Contractor]

[Insert date]

NON - DISCLOSURE AGREEMENT

This Agreement made on this _____ day of _____, _____ (the 'Effective Date')
BETWEEN: (1) **National High Speed Rail Corporation Limited (NHSRCL)**, having its
Corporate Office at 5th to 7th Floors, Tower D, World Trade Centre, Nauroji Nagar, New Delhi -
110029.
AND

(2)

(hereinafter referred to, individually, as the "**Party**" and collectively, as the "**Parties**")

Background:

- i) The Parties are, or will be, evaluating, discussing and negotiating a potential contractual relationship concerning the any legal matters related to Mumbai - Ahmedabad High Speed Rail Project (the '**Project**').
- ii) The Parties may, in these evaluations, discussions and negotiations, disclose to each other information that is technically and /or commercially confidential.
- iii) The Parties have agreed that disclosure and use of such technical and/or commercial confidential information shall be made and on the terms and conditions of this Agreement.

Now it is agreed as follows:

1.0 Definitions:

In this Agreement the following terms shall, unless the context otherwise requires, have the following meanings:

- 1.1 '**Disclosing Party**' means the Party disclosing Confidential Information to the other Party under this Agreement.
- 1.2 '**Receiving Party**' means the Party receiving Confidential Information from the other Party under this Agreement.
- 1.3 '**Confidential Information**' means any information, which shall include but is not limited to, design, fabrication & assembly drawings, know-how, processes, product specifications, raw materials, trade secrets, market opportunities, or business or financial affairs of the Parties or their customers, product samples, inventions, concepts and any other technical and/or commercial information, disclosed directly or indirectly and in any form whatsoever (including, but not limited to, disclosure made in writing, oral or in the form of samples, models, computer programs, drawings or other instruments) furnished by the Disclosing Party to the Receiving Party under this Agreement.

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

-
- 1.3.1 Such Confidential Information shall also include but shall not be limited to:
- 1.3.1.1 information disclosed by the Disclosing Party in writing marked as confidential at the time of disclosure;
 - 1.3.1.2 information disclosed by the Disclosing Party orally which is slated to be confidential at the time of disclosure;
 - 1.3.1.3 information disclosed in any other manner is designated in writing as Confidential Information at the time of disclosure; or
 - 1.3.1.4 notwithstanding sub-clauses 1.3.1.1, 1.3.1.2 and 1.3.1.3 of this definition, any information whose nature makes it obvious that it is confidential.
- 1.3.2 Such Confidential Information shall not include any information which:
- 1.3.2.1 is, at the time of disclosure, publicly known; or
 - 1.3.2.2 becomes at a later date, publicly available otherwise than a wrongful act or negligence or breach of this Agreement of or by the Receiving Party; or
 - 1.3.2.3 the Receiving Party can demonstrate by its written records was in its possession, or known to the Receiving Party, before receipt under this Agreement, and which was not previously acquired under an obligation of confidentiality; or
 - 1.3.2.4 is legitimately obtained at any time by the Receiving Party from a third party without restrictions in respect of disclosure or use; or
 - 1.3.2.5 the Receiving Party can demonstrate to the satisfaction of the Disclosing Party, has been developed independently of its obligations under this Agreement and without access to the Confidential Information.
- 1.4 **‘Purpose’** means the evaluations, discussions, negotiations and execution regarding a contractual relationship between the Parties in respect of the Project defined in paragraph (i) of the Background section.
- 1.5 **‘Affiliate’** means any legal entity which, at the time of disclosure to it on any Confidential Information, is directly or indirectly controlling, controlled by or under common control with any of the Parties.
- 1.6 **‘Contemplated Agreement’** means any future legally binding Agreement between the Parties in respect of the Project envisaged under this Agreement.
- 2.0 Non-Disclosure of Confidential Information:**
- 2.1 In consideration of the disclosure of Confidential Information by the Disclosing Party to the Receiving Party solely for the Purpose, the Receiving Party undertakes whether by itself, its successors and heirs, not to disclose Confidential Information to any third party, unless in accordance with Clause 4.
- 2.2 In addition to the undertaking in Clause 2.1, the Receiving Party shall be liable for:
- 2.2.1 any loss, theft or other inadvertent disclosure of Confidential Information, and
 - 2.2.2 any unauthorized disclosure of Confidential Information by persons (including, but not limited to, present and former employees) or entities to whom the Receiving Party under this Agreement has the right to disclose Confidential Information, except where, the Receiving Party has used the same degree of care in safeguarding such Confidential Information as it uses for its own Confidential Information of like importance and in no event less than a reasonable degree of care; and upon becoming aware of such inadvertent or unauthorized disclosure the Receiving Party has promptly notified the Disclosing Party thereof and taken all reasonable measures to mitigate the effects of such

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

disclosure and to prevent further disclosure.

2.3 The Receiving Party understands and agrees that:

- 2.3.1 any information known only to a few people to whom it might be of commercial interest and not generally known to the public is not public knowledge;
- 2.3.2 a combination of two or more parts of the Confidential Information is not public knowledge merely because each part is separately available to the public.

- 2.4 The Receiving Party acknowledges the technical, commercial and strategic value of the Confidential Information to the Disclosing Party and understands that unauthorized disclosure of such Confidential Information will be injurious to the Disclosing Party.

3.0 Use of Confidential Information:

The Receiving Party is entitled to use the Confidential Information but only for the Purpose.

4.0 Permitted Disclosure of Confidential Information:

- 4.1 The Receiving Party may disclose in confidence Confidential Information to any of its Affiliates and employees, in which event the Affiliate and employee shall be entitled to use the Confidential Information but only to the same extent the Receiving Party is permitted to do so under this Agreement. The Receiving Party agrees that such Affiliates or employees are subject to confidentiality obligations no less restrictive than those of this Agreement.
- 4.2 The Receiving Party shall limit the dissemination of Confidential Information of its Affiliates and employees having a need to receive such information to carry out the Purpose.
- 4.3 The Receiving Party may disclose Confidential Information to its consultants, contractors, sub-contractors, agents or similar persons and entities having a need to receive such information to carry out the Purpose on the prior written consent of the Disclosing Party. In the event that the Disclosing Party gives such consents, the Receiving Party agrees that such individuals are subject to confidentiality obligations no less restrictive than those of this Agreement.
- 4.4 Notwithstanding Clause 2.1, the Receiving Party shall not be prevented from disclosing Confidential Information, where (i) such disclosure is in response to a valid order of a court or any other governmental body having jurisdiction over this Agreement or (ii) such disclosure is otherwise required by law, provided that the Receiving Party, to the extent possible, has first given prior written notice to the Disclosing Party and made reasonable efforts to protect the Confidential Information in connection with such disclosure.

5.0 Copying and Return of Furnished Instruments:

- 5.1 The Receiving Party shall not be entitled to copy samples, models, computer programs, drawings, documents or other instruments furnished by the Disclosing Party hereunder and containing Confidential Information, unless and to the extent it is necessary for the Purpose.
- 5.2 All samples, models, computer programs, drawings, documents and other instruments furnished hereunder and containing Confidential Information shall remain the Disclosing Party's property.
- 5.3 At any time upon request from the Disclosing Party or upon the conclusion of the

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

Purpose or expiry of this Agreement, the Receiving Party, at its own cost, will return or procure the return, promptly and in any event within 14 days of receipt of such request, of each and every copy of Confidential Information given by the Disclosing Party, and satisfy the Disclosing Party that it no longer holds any further Confidential Information.

6.0 Non-Disclosure of Negotiations:

Except as provided in Clause 4, each Party agrees that it will not, without the other Party's prior written approval, disclose to any third party the fact that the Parties are discussing the Project. The Parties acknowledge that the provisions of this Agreement shall apply in respect of the content of any such discussions. The undertaking set forth in this Clause 7 shall survive the termination of this Agreement.

7.0 Term and Termination:

7.1 This Agreement shall become effective on the Effective Date. The provisions of this Agreement shall however apply retroactively to any Confidential Information, which may have been disclosed in connection with discussions and negotiations regarding the Project prior to the Effective Date.

7.2 This Agreement shall remain in force for five (5) years from the Effective Date, except to the extent this Agreement is superseded by stipulations of the Contemplated Agreement.

7.3 The rights and obligations of each Party with respect to all Confidential Information of the other Party that is received under this Agreement shall remain in effect for a period of five (5) years from the date of disclosure of Confidential Information.

8.0 Intellectual Property Rights:

All Confidential Information disclosed herein shall remain the sole property of the Disclosing Party and the Receiving Party shall obtain no right thereto of any kind by reason of this Agreement.

9.0 Future Agreements:

Nothing in this Agreement shall obligate either Party to enter into any further Agreements.

10.0 Amendments:

Any amendment to this Agreement shall be agreed in writing by both Parties and shall refer to this Agreement.

11.0 Severance:

If any term or provision in this Agreement is held to be either illegal or unenforceable, in whole or in part, under any enactment or rule of law, such term or provision or part shall to that extent be deemed not to form part of this Agreement, but the validity and enforceability of the remainder of this Agreement shall not be affected.

12.0 Governing Law:

This Agreement shall be governed by and construed in accordance with the laws of India and in any dispute arising out of or relating to this agreement, the Parties submit to the exclusive jurisdiction of the Courts situated at Delhi, India.

13.0 General:

13.1 Upon 45 days written notice, the Disclosing Party may audit the use of the programs, materials, marketing materials, services, and such additional disclosed resources.

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

The Receiving Party agrees to co-operate with the Disclosing Party's audit and to provide reasonable assistance and access to information.

13.2 The Receiving Party shall disclose of any similar agreements explicit or otherwise, for similar purpose/application with in its own organization, or any other third party.

13.3 In the event of a breach or threatened breach by the Receiving Party of any provisions of this Agreement, the Disclosing Party, in addition to and not in limitation of any other rights, remedies or damages available to the Disclosing Party at law or in equity, shall be entitled to a temporary restraining order / preliminary injunction / or any such action permissible under extant laws, in order to prevent or to restrain any such breach by the Receiving Party, or by any or all persons directly or indirectly acting for, on behalf of, or with the Receiving Party. IN WITNESS WHEREOF, this Agreement was duly executed on behalf of the Parties on the day and year first above written.

(Name, Designation and address of
the authorised signatory)

(Name, Designation and address of
the authorised signatory)

Signed for and on behalf of the
Receiving Party in the presence of:

Signed for and on behalf of the
Disclosing Party in the presence of:

Witness:

Witness:

1.

1.

2.

2.

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc



CONTRACT NO: NHSRCL/CO/PR/Multimedia agency/2026/02

NATIONAL HIGH SPEED RAIL CORPORATION LIMITED

Tender for selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

**TENDER DOCUMENTS
(Single Stage Two Packet Bid)**

VOLUME 3

**Employer's Requirement –
Terms of Reference (TOR)**

EMPLOYER'S REQUIREMENT- TOR

Scope of works for the handling Social media & other PR activities, Films and Short Videos, release of Print Advertisement for NHSRCL

1.0 General:

The Agency will work within the existing framework of rules and regulation of Ministry of Railways for professional analysis & feedback of content across various media which will also include perception analysis of the news, Social Media, ongoing issues (if any), generating insights, gauging frequency of news items. The agency will be responsible for adhering to 'Framework and Guidelines for use of Social Media for Government Organizations' including any addendums/corrigendums issued by Ministry of Electronics and Information Technology.

The agency will lend professional expertise to the already functional Public Relations (PR) Department of the National High Speed Rail Corporation Ltd (NHSRCL) for:

- Communication of various initiatives of NHSRCL through social media channels
- Proactive perception analysis using analytical tools to improve general opinion about high speed rail through digital media monitoring
- Production of films on CBC (DAVP) rates
- Publication of print advertisement in newspapers and publications

2.0 Scope of Work

2.1 Social Media

The agency will formulate a result oriented comprehensive communication strategy for the following social media platforms:

- Facebook
- Twitter
- Instagram
- YouTube
- LinkedIn

Or any other platforms as decided from time to time by NHSRCL

- a. Create content strategies for NHSRCL social media. Content should be engaging, up to date, relevant and to the likings of NHSRCL prospective followers. This will be assessed in weekly reports.

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

-
- b. Content shall be engaging through various storytelling techniques, contests & quizzes etc.
 - e. Social media calendar & the associated strategy will be approved by NHSRCL–on rotation basis
 - d. Content should be channel specific and creatives shall be adapted for specific social media platforms. Creatives to be generated weekly for social media which can be inclusive of text, photo, infographics and interactive creatives.
 - e. Publicize all events/ CSR activities on all the social media platforms. Capturing right moments in photos will be the responsibility of the agency, no extra cost will be payable for the events organized in Delhi and along MAHSR Corridor.
 - f. Relevant personalities/ organizations to be tagged on social media post from time to time based on approval from NHSRCL.
 - g. Use relevant Hashtags (#) on various social media platforms such as Facebook, Twitter and Instagram. List of hashtags that can be used shall be approved in advance.
 - h. Content shall be developed based on approved content strategies (ref a, above). It will be the responsibility of the agency to source information available in public domain. Information specific to MAHSR for social media content will be provided by NHSRCL.

2.1.1. Agency would be responsible for creating crisp text, creative, images, GIFS, infographics, animations, etc (details mentioned in Annexure A) in accordance with social media platform guidelines.

2.2 Digital Media Analysis and Response Management

2.2.1. The agency is required to analyse following two forms of media i.e.

- Social Media
- Online Media (News websites/blogs/opinion pieces etc)
- The agency will be responsible for tracking all digital conversations happening around high-speed rail in general and about Mumbai -Ahmedabad High Speed Rail in specific.
- All content/posts posted on NHSRCL Social media handles shall be analyzed in terms of suitability, ability to create conversations around the posts' topic, likes, comments and engagement etc.
- A concise weekly/monthly report shall be submitted to NHSRCL for review.
- The agency shall create a mechanism to track and monitor comments on NHSRCL social media handles, tagging NHSRCL official pages or using hashtags frequently used by NHSRCL. All comments shall be informed to NHSRCL nodal officer on the same day of posting on any social media handle. Comments which need immediate attention of NHSRCL shall be informed to NHSRCL nodal officer within 1 hour.
- Monitoring of NHSRCL's social media platforms in order to deal with spam, unauthorized advertisements, inappropriate content etc.

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

2.2.2. Analysis to be done for all news articles/ programmes regarding NHSRCL, High Speed Rail in India & MAHSR, its people and its schemes that appear in important news sources.

2.2.3. For analysing digital media, the agency is required to assign qualified team of analysts, working at the back end offices, to read and qualify the news to aid the public relations team in:

- Perception analysis of each of the online news coverage in NHSRCL/MAHSR name
- Identifying issues/ themes that are being associated with NHSRCL
- Assessing the frequency with which the issues are seen in news
- Identifying the influencers who are active in media relevant to NHSRCL.

2.3 Resource Deployment

Sufficient number of personnel should be deployed by Contractor for handling social media.

The deployed manpower will work under the supervision/ guidance of the Public Relations department.

2.4 Archival Support for Social Media and Digital Media content (as described at Annexure A)

- The team will mark all digital content (text, photo, video or otherwise) as copyright, wherever applicable and monitor
- The team would be responsible for storage of content and data by means of online/offline archival support
- The archived content should be made available to NHSRCL on demand
- The archived content would be stored for 12 months on a rolling basis

2.5 Reports

2.5.1 Social Media Reports

- **Specific event basis:** This will indicate the performance on each active Social Media platform for a particular event. Any major conversations around NHSRCL post, Channel wise report for total number of post uploaded and its associated analytics etc. The report will include change in follower base, user response to the content posted, etc.
- **On Monthly basis:** This will be a comprehensive performance report indicating the change in follower base, content engagement, Social Media presence analysis, Social channel analysis, Social Traffic analysis, Fan/follower growth, Content Analysis, Social Page Analysis etc.

2.5.2 Response Management reports

- **On Daily basis:** Through Whatsapp to the nominated NHSRCL officer

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

- **On Monthly basis:** This will be a compiled report on the total queries received & answered.

2.6 Digital Media Coverage Reports

- **Email/WhatsApp alerts: DAILY**

- Relevant news coverage from all online sources to be sent in WhatsApp group to the GM/PR and other identified officials
- For online sources, for every news article, the text should contain the name of the news source, date of coverage, the headline and link to the actual news article on the world wide web.

2.7 Publication of tender, recruitment notices & display advertisements in various newspapers

Applicable for newspaper advertisements involving: -

- a. Notice inviting tender
- b. Recruitment advertisement
- c. Display advertisement
- d. Any other advertisements as related by NHSRCL from time to time

The agency shall undertake designing, type-setting, art work, translation etc. as required for release of advertisement free of cost/without any charges payable by NHSRCL, irrespective of size of advertisement, or number of newspapers to which classified/display advertisement is to be released. NHSRCL will only pay for the news papper advertisement cost. To claim this cost, agency must submit their invoice along with original invoice received from the publication.

Agency will not be paid any additional cost for the publication of advertisement. However, they are eligible to claim trade commission from the respective publication as per INS guidelines.

3.0 Production of films

- The films should be short and crisp and cover all aspects of the project/topic. The agency shall use latest shooting and editing equipment as these films require shooting through drone & cameras for time-lapse videos, vertical shots for use in social media etc.
- Some aspects of the film may require presentation through graphics/2D,3D animation etc. It shall be possible to create content of 30 seconds, 60 seconds & 2-5 mins cut from the footage.
- The shooting location will be along the MAHSR corridor. The agency will be required to visit the NHSRCL HQ for briefings and onsite editing of the films.
- Some films may require mobilization of the agency or filming crew on a very short notice to multiple locations, simultaneously.
- Scripting – The scripting of the film will be the responsibility of the agency
- Agency will ensure content generation and research work related to the topics that should be included in the film

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

-
- Stock Videos, Photos, Graphics & Music – To be arranged by the agency and should have subscriptions for the same. It will be responsibility of the agency to use music, photos, videos, graphics, which are free from any kind of copyright claims
 - Language – The films will be produced in English & may be later dubbed in Hindi languages
 - The video editor may be required to visit NHSRCL Corporate office for editing work
 - At least 70% of the film shall be based on actual video shoot of the real locations in and around Mumbai Ahmedabad High Speed Rail Corridor.
 - Films have to be accompanied by suitable animation, graphics and background score to make them interesting and engaging. Furthermore, the agency may have to intersperse infographics (with animation) and primary/secondary footage of the sectors.
 - Assume all videos will be shot in Gujarat/Maharashtra. It is recommended that video teams are available suitably so as to reach any MAHSR construction site within short notice of 4 hours
 - The consolidated rate includes charges for script, detailed shot-by-shot storyboard (for the film), location, project sites, models, anchors, shooting, editing, jingle, 2-D/ 3D animation/ 2D & 3D Character animation/ all kinds of Graphics as required by NHSRCL, titling/ sub-titling/ text, music, voiceover, background effects, special effects for NHSRCL. In addition, all video- shots would be required to be submitted in suitable digital HD format.
 - The video shooting quality has to be of high standard and to be at the level of broadcasting through various national and international channels
 - A copy of the raw footage needs to be handed over to the NHSRCL after completion of the film
 - The agency will be required to adhere to the time lines as and when intimated by NHSRCL
 - The shortlisted agency shall execute the work complying with all safety rules & regulations and shall be responsible for the same
 - Charges for production, re-editing/sub-titling and dubbing of film in other language etc will be as per DAVP norms and rates
 - The agency will send invoice post completion of each film on regular intervals and payments may be cleared in 30 days of receiving the invoice

4.0 Infrastructure Requirement

- NHSRCL will provide the on-site resource (as appointed by the agency) with space, furniture & electricity free of cost, for its operations. However, the agency shall arrange for its resources - their own laptops/computers/software, etc.
- The agency shall arrange to provide robust backup internet connection & laptops to be utilized by resources deployed.
- The agency shall make resources available in Delhi and along the MAHSR alignment for immediate deployment (2 hours' notice) for photography/videography purposes. No additional cost will be paid for this deployment except travel & lodging when travelling outside of MAHSR alignment. Approval shall be ensured from NHSRCL before proceeding or such travel. The actual payment shall however be made on production of actual vouchers/bills receipt

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

-
- The Agency will hand over all the concerned credentials/source code or any such thing to the NHSRCL on completion/termination of the contract, after satisfaction of the NHSRCL nominated official.

5.0 Duration of Contract

The duration of the contract will be for a period of two year extendable for one more year based on the performance of the agency. The rates and all other terms and conditions of the contract agreement shall remain unaltered during the extended period.

6.0 Deliverables – SOCIAL MEDIA

- Agency will deploy its resource at NHSRCL Corporate office as stated in Annexure B. Agency will confirm its resource deployment to NHSRCL within 7 days of work order/Letter of acceptance date.
- Agency will present strategy formulation for one month in advance for all regular posts on NHSRCL Social media handles. Strategy will be presented to NHSRCL officials and take prior approval for the devised strategy.
- Preparation and submission of Plan of Action for social media strategy adopted for NHSRCL
- Updating, maintenance & new content creation on a continuous basis strategy approved for various social media handles.
- Submission of daily, weekly and monthly reports
- Social Media posts (in Hindi, Gujarati, Marathi & English) to be done as per the NHSRCL's requirement and/or the approved social media strategy
- Social Media monitoring for NHSRCL social media handles
- A photographer/videographer (including drone footage) shall be available when required at no additional cost for creating social media posts.

7.0 Inclusions in Monthly Retainer

- Social Media Management- All Social media platforms for NHSRCL
- Social Media Strategy- This includes, Content Strategy, Paid Media Strategy and Influencer Strategy (if required)
- Content Development- for Social Media as per Annexure A
- Analytics and Monthly Reports
- Photography/videography including drone footage at Site and Corporate office
- Social Media monitoring- for NHSRCL social media handles
- Content creation: All type of content creation including videos, and other creatives as stated in ANNEXURE A.
- Analytical/ORM Tools- The tools which are going to be used for social listening and online reputation management

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

Annexure -A

Social Media Deliverables

SN	Type of Work	Frequency	Remarks
1.	Regular creative content for Social Media platforms	On monthly basis: Total 22 Creatives in .jpeg form per month. Adaptations of the same for other digital formats including websites, etc.	Site photographs posted as social media posts will not count towards regular creatives.
2	15-60 Seconds videos for Social Media	On monthly basis: 4 Videos	The video shall be shared in HD quality and adaptations of the same for different media platforms like YouTube, Facebook, Twitter, etc.
3	Infographics	On monthly basis: 4	These will need to be adapted for other mediums as well
4	Photography & Videography (including sites along MAHSR Corridor)	Corporate office and all along the alignment as and when required	

Selection of Multimedia Agency for handling Social media, Production/Editing of Films and Short Videos, release of Print Advertisement etc

Annexure-B

Resource Deployment: Profiles of the Personnel

SN	Designation	Required Profile
1.	Team Leader-Social Media & Response Management Manager	<p>Qualification: Any Graduate</p> <p>Required Experience: Adequate experience in Social Media management including response management</p> <p>Expected Role: This person shall be the focal point of contact with NHSRCL. This person will function as the Project Leader/Manager . This person shall focus on managing the overall hygiene, formulating strategies, coordinating with back-end team (design and content), day-to-day user query management, MIS reports and user conversations related analytics and shall have ability to analyse social media platforms for NHSRCL.</p> <p>The person shall be required to travel with NHSRCL team whenever required and should be able to represent NHSRCL at events/meetings.</p> <p>This person shall be based in NHSRCL Corporate office on all official working days.</p>

Note: All concerned personnel shall be proficient in Microsoft Office and IT Tools required for managing social media.
