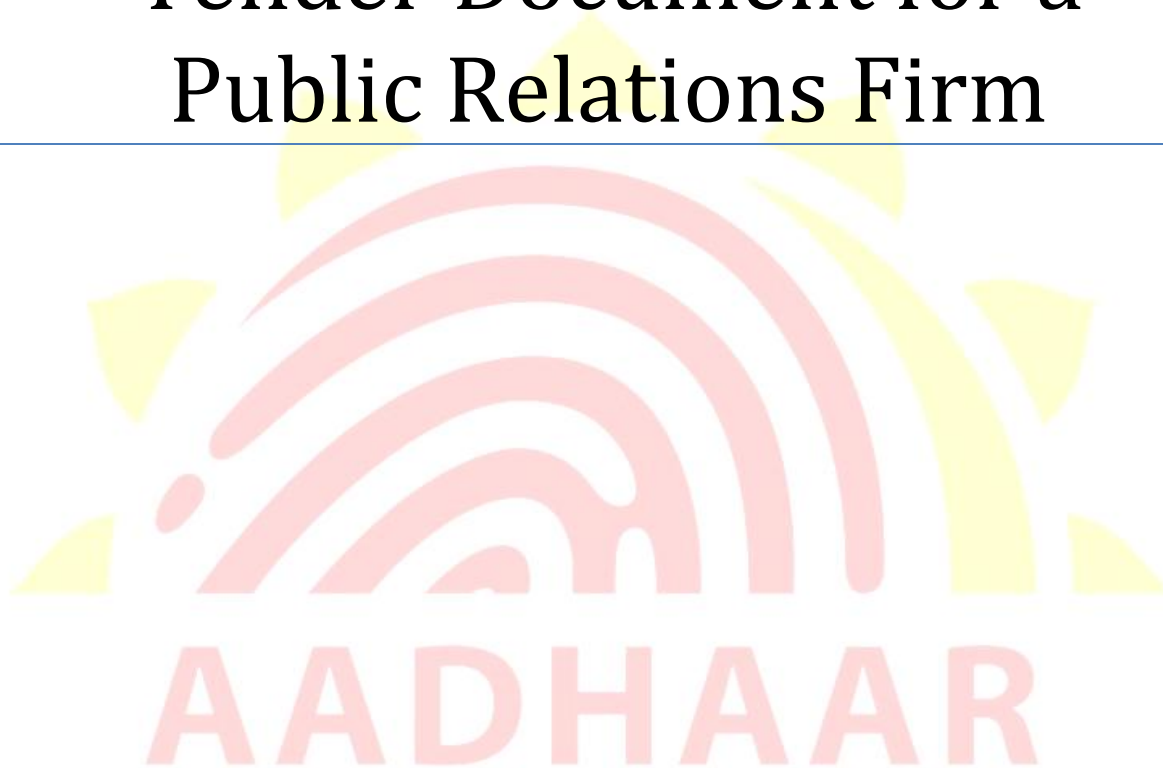


UNIQUE IDENTIFICATION AUTHORITY OF INDIA
(UIDAI)
PLANNING COMMISSION, GOVERNMENT OF INDIA

Tender Document for a Public Relations Firm





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1 Invitation to tender

- 1.1 The Unique Identification Authority of India (UIDAI) invites proposals from reputed firms to provide public relations (PR) services for all UIDAI related activities. This tender document presents a background, objectives and Scope of Work (SoW) to be executed by the firm contracted. To be considered for the bidding process, a written proposal which addresses the requirements detailed in this tender document should be submitted no later than 1500 hrs on 6th September, 2010
- 1.2 UIDAI requests interested firms to go through the relevant papers on UIDAI Strategy Overview (http://uidai.gov.in/documents/Strategy_Overveiw-001.pdf), Communication Strategy (http://uidai.gov.in/documents/AADHAAR_PDF.pdf), and Financial Inclusion (http://uidai.gov.in/documents/Exclusion_to_Inclusion_with_Micropayments.pdf) to understand the project implementation plan

2 Schedule for invitation to tender

- 2.1 Name of issuing office:

Unique Identification Authority of India
3rd floor, Tower II, Jeevan Bharati Building,
Connaught Circus, New Delhi 110001
Email: uidai.communication@in.com

- 2.2 Addressee and address at which tenders are to be submitted:

Mr. Awadhesh Kumar Pandey
Assistant Director General (Media & Printing)
Unique Identification Authority of India
3rd floor, Tower II, Jeevan Bharati Building,
Connaught Circus, New Delhi 110001
Tel: 01123752678

- 2.3 Important dates:

S No.	Activity	Date
1	Deadline for buying tender document and submission of queries	1600 hrs on 3 rd September, 2010
2	Submission of bids	1500 hrs on 6 th September, 2010
3(a)	Opening of pre-qualification criteria envelope	1100 hrs on 7 th September, 2010
3(b)	Opening of technical bids.	1500 hrs on 7 th September, 2010
4	Presentations by eligible bidders	8 th September, 2010
5	Opening of commercial bids	1100 hrs on 9 th September, 2010

3 Instructions to bidders

- 3.1 The firms shall have to submit only one bid and the bid is required to be in three parts: pre-qualification criteria, technical bid and commercial bid
- 3.2 Tender responses should be sent in one large envelope marked as “Bid for Public Relations Firm for UIDAI” containing three separate sealed envelopes as indicated below:
 - 3.2.1 Envelope ‘A’ marked “Pre- Qualification Criteria for Public Relations Firm for UIDAI”
 - 3.2.2 Envelope ‘B’ marked “Technical Bid for Public Relations Firm for UIDAI”
 - 3.2.3 Envelope ‘C’ marked “Commercial Bid for Public Relations Firm for UIDAI”
- 3.3 The sealed envelopes should reach UIDAI by 6th September, 2010 no later than 1500 hrs addressed to Mr. Awadhesh Kumar Pandey, ADG (Media & Printing), UIDAI. The address is as follows:

Unique Identification Authority of India (UIDAI)
3rd Floor, Tower II, Jeevan Bharati Building
Connaught Circus
New Delhi 110001
- 3.4 Bids received after the due date and time, or without necessary documents, will be rejected
- 3.5 The sealed envelopes will be opened on 7th September, 2010 at 1100 hrs at the UIDAI’s New Delhi office. Firms may send one person on their behalf to be present when the sealed envelopes are being opened
- 3.6 Bids will be evaluated, and the successful bid will be announced, as per the evaluation criteria and detailed procedure outlined in Section 4. The firm who has been successful in the bidding process will be expected to begin the on-boarding process within 1 (one) week of the announcement of the results
- 3.7 Firms may contact Mr. Awadhesh Kumar Pandey on 01149819805 / Mr. Shankar Maruwada on 09845389067 or send an email to uidai.communication@in.com for any clarifications or queries before 1600 hrs on or before 3rd September, 2010

4 Eligibility criteria

Bidders must conform to the eligibility criteria given below:

S. No.	Eligibility Criteria	Supporting Documents Required
1	The firm should have been in the business of providing PR services in India for at least 6 years from the date of opening of the tender	Proof of incorporation of the firm / company (Articles of Association); attested by the authorized signatory
2	The firm should have revenue from PR activities in India of at least Rs. 5 crore for financial year 2009-10, Rs. 4 crore for financial year 2008-09, Rs. 2 crore for financial year 2007-08, Rs. 75 lakh for financial year 2006-07 and Rs. 50 lakh for financial year 2005-06	Copy of audited balance sheet for last 5 financial years clearly indicating revenue from PR activities in India; attested by the authorized signatory
3	The firm should have operational offices or alliances with partners having operations, preferably across the entire country but certainly in Delhi, Mumbai, Bengaluru, Hyderabad, Ranchi, Chandigarh, Guwahati, Lucknow, Patna, Bhopal, Kolkata, Ahmedabad and Chennai	Proof of PR operations like work orders / vouchers or any other supporting documents generated in the name of the offices present in the cities mentioned in 'Eligibility Criteria 3' during the last 5 years In case of partnerships with other companies; partnership agreement and details of assignments handled together
4	The firm should have demonstrable experience in conducting PR activities in rural areas and must have proficiency in local languages and local ethos along with a panel of experienced translators from Hindi/English to local languages and vice versa	Proof of operations like work orders / vouchers or any other supporting documents generated during the last 5 years

Bids of firms not confirming to the eligibility criteria listed above will be summarily rejected. Submission of forged documents will also result in summary rejection of the bid.

4.1 Evaluation of bids

Preliminary scrutiny of the tender document will be done by a Tender Committee to determine whether the documents have been properly signed, Earnest Money Deposit (EMD) paid and all relevant papers submitted. Tenders not conforming to such requirements will be prima facie rejected.

For evaluation, a Combined Quality Cum Cost Based System (CQCCBS) evaluation method will be followed, wherein a weighted composite success score will be calculated based on separate evaluations of the **Technical Bid (70% weightage)** and the **Commercial Bid (30% weightage)**. The Tender Committee will oversee the evaluation process.

4.1.1 Technical Bid Criterion & Weightage

The technical marks will be calculated for the three parameters as indicated below, based on the weightages indicated against each parameter:

4.1.1.1 Understanding of Aadhaar, and the overall PR strategy – 40% weightage (marks between 0-100 will be assigned and 40% weightage will be accorded for calculating the technical marks)

4.1.1.1.1 Understanding of the background and brief

4.1.1.1.2 Overall strategic solution

4.1.1.1.3 PR strategies to help achieve the objectives and scope of the project

4.1.1.2 Personnel and Infrastructure – 30% weightage (marks between 0-100 will be assigned and 30% weightage will be accorded for calculating the technical marks)

4.1.1.2.1 Details of the team which will be deployed on the account especially members working on content generation (Team structure including a team leader/account director, profile/CVs of personnel and staffing schedule in the form prescribed in Table 1 in Annexure 1)

4.1.1.2.2 Operational presence in key cities mentioned in the eligibility criteria

4.1.1.2.3 Experience in organizing and conducting PR activities for events (press conferences, launch events, exhibitions etc.)

4.1.1.3 Relevant experience of the firm (Work orders, copy of contracts, addition information showcasing the work done as well as information in the form prescribed in Table 2 in Annexure 1) – 30% weightage (marks between 0-100 will be assigned and 30% weightage will be accorded for calculating the technical marks)

4.1.1.3.1 Rural projects

4.1.1.3.2 National level social / developmental projects

4.1.1.3.3 Work demonstrating reach across the country

Note:

1. The marks/scores will be calculated up to 2 decimal places
2. The marks obtained against the above three technical parameters will be added to obtain the final total technical marks. Bidders scoring less than 70 marks **will not be** considered for evaluation of the commercial bid and their offer will be disqualified

Bidders are requested to provide detailed documents for each of the above technical parameters along with the bid. Only the bidders who meet the technical eligibility criteria (as indicated above) will be required to give a brief presentation (duration of approximately 45 minutes including Q&A) on 8th September, 2010.

Illustrative Example:

Bidder A and Bidder B both submit their technical bids to UIDAI. According to the evaluation criteria outlined in the preceding section the bids will be evaluated as follows:

Bidder A

Parameter	Bidder A's marks	Bidder A's weighted marks	Bidder A's total weighted technical score
4.1.1.1	80	$80 \times (40/100)=32$	32+27+18= 77
4.1.1.2	90	$90 \times (30/100)=27$	
4.1.1.3	60	$60 \times (30/100)=18$	

Bidder A's total weighted score are 77.00 (≥ 70.00). Bidder A will therefore be eligible for consideration of the commercial bid. Bidder B

Parameter	Bidder B's marks	Bidder B's weighted marks	Bidder B's total weighted technical score
4.1.1.1	50	$50 \times (40/100)=20$	20+18+21= 59
4.1.1.2	60	$60 \times (30/100)=18$	
4.1.1.3	70	$70 \times (30/100)=21$	

Bidder B's total weighted score are 59.00 (< 70.00). Bidder B will therefore **not** be eligible for consideration of the commercial bid.

4.1.2 Commercial Bid Criterion & Weightage

For evaluation of the commercial bid, the lowest bidder will be given a score of 100. The score of other bidders will be proportionately scaled down as per the following formula:

$$(\text{Lowest bidder price} / \text{Quoted price of the bidder}) \times 100$$

For example, if the lowest bid price is Rs. 100, the lowest bidder will get a score of 100. If the second lowest bid is Rs. 150, the bidder will get a score of $(100 / 150) \times 100 = 66.66$. The scores will be calculated up to 2 decimal places.

4.1.3 Calculating the composite final score (S)

The composite final score will be calculated from the technical and commercial scores as shown in the illustrative example below. The short-listed firms will be ranked as L1, L2 etc. (score calculated up to 2 decimal points), based on decreasing order of composite final scores and L1 (highest composite final score) will be declared as the Lowest Bidder.

Illustrative Example:

Bidders A, B and C with technical bid marks of 80, 85 and 90 respectively, have been short-listed for consideration of their commercial bids. The commercial bids of the 3 bidder are as follows: A= Rs. 5 lakh, B= Rs. 7.5 lakh and C= Rs. 10 lakh. The composite final score (S) for A, B and C will be calculated in the following manner:

1	2	3	4	5	6	7
Bid der	Technical marks	Weighted technical score (column 2 x 70%)	Commercial Bid quote (in Rs. Lakhs)	Proportionate commercial score (lowest quote/bidder's quote) x 100	Weighted commercial score (column 5 x 30%)	Final composite score (S=column3+column6)
A	80	56.00	5	100.00	30	86.00
B	85	59.50	7.5	66.67	20	79.50
C	90	63.00	10	50.00	15	78.00

Since bidder A has the highest composite final score (S=86.00), they will be declared as L1 i.e. Lowest Bidder.

4.1.4 In case the highest composite score is the same for more than one bidder, the bidder with the higher commercial bid score will be awarded the contract

4.2 Content of Bids

4.2.1 Pre-Qualification Criteria

4.2.1.1 Must contain information relating to the Eligibility Criteria mentioned in Section 4

4.2.2 Technical Bid

4.2.2.1 Information called for in the technical bid criterion and weightage section (See Section 4.1.1)

4.2.3 Commercial Bid



- 4.2.3.1 Bidders are required to provide an all inclusive Monthly Retainership Fee (MRF) based on the SoW mentioned in Section 6. Based on the MRF, the payment will be made in the subsequent months during the entire currency of the contract (36 months) as per Terms & Conditions outlined in the payment schedule. **Please note that there should be no disclaimers restricting commitments to UIDAI**
- 4.2.3.2 The final commercial bid should be inclusive of all prevalent taxes, duties and levies. Any change in taxes, duties and levies will be borne by UIDAI or shall be recovered from the firm, as the case may be
- 4.2.3.3 The total cost should not include the costs of conducting events (press conferences, launch events, exhibitions)



5 Terms and Conditions

5.1 General

- 5.1.1 The proposal must remain valid for 90 (ninety) days after submission
- 5.1.2 All the work carried out by the firm under the SoW or any contract-work accruing out of the SoW shall be the intellectual property of UIDAI which will have the full rights on its usage / re-usage
- 5.1.3 In case the firm does not agree with any clause of this document, it should be explicitly indicated and the firm must also indicate suitable replacement for the clause. UIDAI's decision to accept or reject the suggestion shall be final and binding. In case the decision of UIDAI in the matter is not acceptable to the firm, their financial bid will not be opened
- 5.1.4 The firm awarded the contract shall have to provide services for the entire period of the contract and any failure on this account shall entail invocation of the performance guarantee (refer Section 5.7) in addition to any other action as deemed fit by UIDAI
- 5.1.5 UIDAI may, at any time before completion of work, change the work content by increasing / reducing the quantity of services by 20% as mentioned in the contract agreement for execution of the project, without creating any liabilities for compensation on any grounds, whatsoever due to this change. In such a case, the firm will have to perform the service in the increased / decreased quantity at the pre-determined Monthly Retainer Fee within the time stipulated
- 5.1.6 The firm shall perform the services and carry out its obligations under the contract with due diligence and efficiency, in accordance with generally accepted techniques and practices used in the industry and with professional consulting standards recognized by national / international professional bodies and shall observe sound management practices

5.2 Earnest Money Deposit

- 5.2.1 Earnest Money Deposit (EMD) through a demand draft of **Rs. 2,00,000/-** (Rupees Two Lakh only) drawn in favour of 'UIDAI, New Delhi' payable at New Delhi must be attached with the technical bid
- 5.2.2 The EMD of the unsuccessful bidders will be returned within 1 month of rejection of the bid. No interest shall be given on the EMD

5.3 Payments

- 5.3.1 No advance shall be admissible
- 5.3.2 All payments shall be subject to TDS
- 5.3.3 All payments will be made on monthly basis
 - 5.3.3.1 As per its requirements, UIDAI will provide a list of activities indicated in advance to be performed by the firm, based on the SoW detailed in Section 6
 - 5.3.3.2 The firm shall provide a monthly report of activities performed during that month (see Section 6.5.2)
 - 5.3.3.3 UIDAI will evaluate the performance of the firm based on the monthly report provided by the firm as well as feedback received by the person nominated in the Regional Offices (ROs) and the Headquarter (HQ). **The decision of the UIDAI will be final in this regard**
 - 5.3.3.4 Payment will only be released subject to satisfactory delivery of services
 - 5.3.3.5 Failure to perform the activities as per the UIDAI's requirements shall invoke liquidity damages, as detailed below.
- 5.3.4 Liquidity Damages:
 - 5.3.4.1 UIDAI may, in cases where it finds the service provided by the firm deficient will issue a show-cause notice. The firm must reply to the notice within 30 days explaining the cause for such deficiency(ies)
 - 5.3.4.2 The performance of the firm for the purpose of payment shall be adjudged based on the activities listed in the SoW. In case of deficiencies in services, penalty shall be imposed as per the parameters detailed below:
 - 5.3.4.2.1 Content generation – 7.5% of MRF for that month
 - 5.3.4.2.2 Co-ordinating media interaction – 7.5% of MRF for that month
 - 5.3.4.2.3 Pro-active media relations – 5% of MRF for that month
 - 5.3.4.2.4 Policies and Processes – 2.5% of MRF for that month
 - 5.3.4.2.5 Review and Reporting – 2.5% of MRF for that month
 - 5.3.4.3 The maximum liquidity damages levied on the firm will be 20% of the MRF during a given month. The decision of UIDAI in this regard shall be final



5.4 Performance Assessment

The overall performance of the firm will be assessed quarterly from the date of signing of the contract. The firm is expected to ensure that their senior management is present for the quarterly review.

5.5 Duration of Contract

The term of the contract can be extended by up to one (1) year by mutual agreement.

5.6 Termination of the Contract

5.6.1 Either party may terminate the contract by giving a notice of 3 (three) months

5.6.2 In case of breach of contract by the firm, UIDAI shall have the authority to cancel / terminate the contract and the firm shall forfeit the performance guarantee

5.7 Performance Guarantee

5.7.1 The successful bidder as per standard format, to safeguard the interest of UIDAI in all respects, shall have to provide a performance guarantee for an amount equal to 10% of the total contract value, in the form of a DD or a bank guarantee from a scheduled commercial bank,. The bank guarantee should remain valid for a period of 60 days beyond the term of the contract i.e. 38 months

5.7.2 The performance guarantee shall be forfeited in case of non-performance or will be returned after the successful completion of the contract. In case, the duration of the contract is extended, the performance guarantee will be extended accordingly

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6 Scope of Work (SoW)

The SoW is for a period of 3 (three) years, extendable by up to 1 (one) year upon review of performance at the end of the term of the contract on mutually agreeable terms.

Core activities include any PR related activities, not limited to the following:

6.1 Creating a PR strategy to meet the following objectives

- 6.1.1 Provide consistent flow of information across all mediums to create the right perception of UIDAI and Aadhaar throughout the country
- 6.1.2 Engage and educate key influencers across the country and niche media in areas where mass media has limited or no reach
- 6.1.3 Review the press coverage about UIDAI and Aadhaar across all information mediums to assess the impact of the PR strategy

6.2 Content creation for consistent flow of information and education of influencers

- 6.2.1 Generate audiovisual (A/V) content, print content and photographs for different media platforms and match such generated content to different media platforms. For this, it would be important to assess UIDAI related information gaps among media and influencers and keep track of UIDAI plans and developments.
- 6.2.2 Provide content to the UIDAI website maintenance firm. Where appropriate, share content with web news syndicates. Devise innovative communication solutions for the web including social media and mobile
- 6.2.3 Translate content in all major Indian languages

6.3 Engaging media and key influencers

- 6.3.1 Identify opportunities for media to interact with UIDAI officials. Make all arrangements for such interactions
- 6.3.2 Ensuring representation of UIDAI at relevant fora where media and influencers are present
- 6.3.3 Prepare a quick response plan for situations which warrant an immediate response. For this, set up a process to generate content, disseminate information and arrange media interactions at a short notice



- 6.3.4 Provide PR support (press releases, media interactions and post event coverage review) for UIDAI events
- 6.3.5 To ensure a proactive media relationship, identify and liaison with relevant journalists across language media and journalists covering UIDAI in mainstream media. Have ability to present information and stories of interest to such journalists in line with their editorial calendars on a regional, national and international level. Initially, the focus should be on regional media

6.4 Developing PR policies and processes

Develop PR related processes and policies. This will include media training for UIDAI spokesperson(s), development of key message(s), media code of conduct, protocols to be followed for quick response communication.

6.5 Monthly planning and reviewing

- 6.5.1 Create a monthly plan which details the key objectives and messages
- 6.5.2 Create a monthly report reviewing progress against the monthly plan. The report should highlight items that require immediate attention of UIDAI. It should be an input for future planning

A large, semi-transparent watermark of the AADHAAR logo is centered on the page. It consists of a stylized sun with rays and the word "AADHAAR" in large, bold, red capital letters below it.

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Annexure 1

Respondents are required to provide details asked for in Section 4.1.1.2.1 in the following format:

Table 1

S No.	Full name of the Person	
1	Name of current employer	
2	Proposed role in project	
3	Whether the service will be available full time for the project	Yes/No
4	Education details	
5	Employment record	Employer: Positions held:
6	Detailed task assigned for the project	
7	Work undertaken that best illustrates capability to handle	Name of assignment/job or project: <ul style="list-style-type: none"> • Year • Location • Employer • Main project features • Positions held • Activities performed

Respondents are required to provide details asked for in Section 4.1.1.3 in the following format:

Table 2

Client Name	
Client Address	
Key Client Contact	
Client Contact available to provide reference if required	Yes/No
Scope of services provided to the client	
Value delivered to the client	
Approximate Contract Value Billing (in Rs.)	