



Unique Identification Authority of India  
Planning Commission, Government of India  
3rd Floor, Tower II, Jeevan Bharati Building, Connaught Circus, New Delhi 110001

### **NOTICE INVITING TENDER**

#### **FOR HIRING OF FIRM FOR MEDIA MONITORING**

1. Sealed bids are invited from firms that can provide professional services for media monitoring
2. Tenders must be submitted at the UIDAI Headquarter in **one large envelope** marked as 'Bid for Media Monitoring for UIDAI' containing **two separate sealed envelopes**: 'Technical Bid for Media Monitoring for UIDAI' and 'Financial Bid for Media Monitoring for UIDAI'
3. The sealed envelopes should reach UIDAI by **May 25, 2011 before 1500 hours** addressed to

Mr. PM Theodore  
Deputy Director (Media)  
Unique Identification Authority of India (UIDAI)  
3<sup>rd</sup> Floor, Tower II, Jeevan Bharati Building  
Connaught Circus  
New Delhi 110001

4. The interested agencies are required to download the tender document from our website <http://uidai.gov.in> or obtain it from UIDAI Headquarter at the above mentioned address
5. Tender Fees: all bidders are required to pay Rs. 500 (Rupees Five Hundred Only) towards tender fee in the form of a Demand Draft in favour of 'PAO UIDAI, New Delhi'. Interested agencies downloading the tender form from our website will pay the fee at the time of submission of the form. The tender fee is non-refundable
6. EMD: an EMD of Rs. 50,000 (Rupees Fifty Thousand Only) in the form of a demand draft drawn in favour of 'PAO UIDAI, New Delhi' should be submitted along with the Technical Bid. Proposals not accompanied by EMD will be treated as non-responsive and rejected. No interest shall be payable on the EMD. The EMD of the unsuccessful bidders would be returned within 2 months of the signing of the contract
7. Bids received after the due date and time will not be accepted
8. Firms may send one representative on their behalf to be present when the sealed envelopes are opened. The Technical Bids will be opened on **May 26, 2011 at 1000 hours**
9. Firms may contact Mr. PM Theodore at [pmt@uidai.gov.in](mailto:pmt@uidai.gov.in) for any clarification

10. The contract will initially be for a period of one year, extendable to a further period of one/two year depending on the mutual agreement of UIDAI and the firm. During the period of agreement, the terms and conditions of the contract will not be subject to any change
11. No advance payment will be made to the agency for any of the work assigned by UIDAI
12. In the event of any dispute between the agencies and UIDAI the decision of the Director General, UIDAI shall be final and binding
13. The UIDAI reserves the right to reject any application without assigning any reason

**Important dates:**

<b>S No.</b>	<b>Activity</b>	<b>Date</b>
1	Date of release of print advertisement	April 26, 2011
2	Last date for submission of queries	May 06, 2011
3	Last date for submission of bids	May 25, 2011 by 1500 hours
4	Date and time for opening of technical bids	May 26, 2011 at 1000 hours

A.K. Pandey  
(Assistant Director General, Media)



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## **TENDER DOCUMENT FOR HIRING OF FIRM FOR MEDIA MONITORING**

### **1. PURPOSE**

- a. To develop a daily media monitoring report, which will be sent to the following officials of UIDAI:
  - i) Chairman
  - ii) Director General & Mission Director
  - iii) PS to Chairman
  - iv) Deputy Director Generals (Headquarter and all Regional Offices of UIDAI)
  - v) ADG (Media)
  - vi) Deputy Director (Media) at Headquarter
  - vii) IEC Managers (in HQ & Regional Offices)
- b. The report will be a national level comprehensive daily digest of news that relates to UIDAI and the brand Aadhaar
- c. The agency will also need to present a quarterly and annual SWOT<sup>1</sup> analysis report on the basis of the daily news coverage/update in order to enable UIDAI to develop strategies for the future
- d. The contract will initially be for a period of one year, extendable to a further period of one/two year depending on the mutual agreement. During the period of agreement, the terms and conditions of the contract will not be subject to any change

### **2. SCOPE OF WORK**

- a. The firm will conduct a nation-wide comprehensive search and present a daily update in soft copies on appropriate news reports and content with regards to UIDAI, Aadhaar and other related issues as required by UIDAI. Hard copies should be provided on demand by UIDAI within the time period specified by UIDAI for this purpose
- b. The summary of daily reportage (print and electronic) should be sent in .doc and .pdf formats. Print news reports should be shared in .pdf format and web-links to the same

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<sup>1</sup> Strengths, Weaknesses, Opportunities and Threats

should be provided, wherever possible. Electronic clips should be shared as a web based links on daily basis. Links to articles appearing online should also be provided

- c. Coverage of UIDAI's national and regional level events should be separately compiled and shared as and when such events are held
- d. The update must be a detailed report covering the entire gamut of media that includes:
  - i. Print
    - 1. National dailies (English & Hindi languages)
    - 2. Local and vernaculars dailies (English, Hindi & regional languages)
    - 3. Magazines: weekly and monthly issues
  - ii. Electronic (TV/Radio): news & business TV channels, national & regional channels
  - iii. International, National and regional digital/online media: news & other websites, blogs, micro sites, social network sites etc.
- e. The firm must also submit quarterly and annual analysis reports on the basis of news reports/updates
- f. The firm is required to submit the following reports:

<b>Activity</b>	<b>Frequency</b>
Update on news reports	Daily (0800 hrs)
Final report including national & regional update	Daily (1400 hrs)
Analysis of appropriate news reports	Quarterly (Apr-June by July 15 <sup>th</sup> , July-Sep by October 15 <sup>th</sup> , Oct-Dec by January 15 <sup>th</sup> , Jan-Mar by April 15 <sup>th</sup> ) Annual (e.g. Apr 2011-Mar 2012)

- g. The above reports should be circulated to the officials mentioned in paragraph 1 above
- h. The firm must provide the translation facility from English/Hindi to regional languages and vice versa as required by UIDAI from time to time
- i. The firm is expected to provide UIDAI a data CD with the archive developed every year. This should be done by 30<sup>th</sup> January each year
- j. In case it comes to the notice of UIDAI that news reports regarding the organisation and its related activities have not been covered or reported to the management of UIDAI (defined in para 1 above), the agency will be penalized:
  - i. First default: 2% of the monthly retainer
  - ii. Second default: 4% penalty of the monthly retainer
  - iii. Third default: cancellation of the contract

### 3. ELIGIBILITY CRITERIA

Bidders must confirm to the eligibility criteria given below:

- a. Must have their contact office in Delhi/NCR. In case of partnerships with other companies; partnership agreement and details of assignments handled together must be submitted
- b. Must have a turnover of over Rs. 25 lakhs per year from monitoring and analysis activities in India in the last 3 financial years and an established clientele base. Copy of audited balance sheet for last 3 financial years clearly indicating revenue from monitoring and analysis activities in India; attested by the authorized signatory
- c. Must have Pan India reach so as to enable prompt delivery of news updates from across the country
- d. Only such firms which have adequate qualifications, experience and capabilities to deliver good quality output and have enough technological support for prompt services in the required formats will be eligible to apply
- e. The bidder should have professional experience in developing daily media monitoring & analysis reports in India under strict deadlines, and be able to provide samples of previous work over the past two years

### 4. EVALUATION CRITERIA

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<sup>2</sup> will be followed, wherein a weighted composite success score will be calculated based on separate evaluations of the **Technical Bid (60% weightage)** and the **Financial Bid (40% weightage)**. The Tender Committee will oversee the evaluation process.

### 5. PERFORMANCE SECURITY DEPOSIT

The selected firm will have to deposit Performance Security Deposit of Rs. 1,00,000 (Rupees One Lakh only) in the form of Account Payee Demand Draft or Bank Guarantee issued by reputed Bank or Fixed Deposit Receipt (FDR) made in the name of the Agency but hypothecated to the 'Pay & Accounts Officer, UIDAI, New Delhi'.

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<sup>2</sup> For details, see Annexure C

## **6. FORMAT FOR PROPOSALS**

Proposed consultants are requested to be concise and proposals should include, in order, the following:

1. Cover letter
2. Fact sheet
3. Technical Bid
4. Financial Bid

## TECHNICAL BID FORMAT

The technical bid will be calculated on the three parameters as indicated below, based on the weightage indicated against each parameter:

### 1. Company profile & experience (25%)

#### 1.1. Details of the firm

1.1.1.Name

1.1.2.Type of organization (proprietorship firm, partnership firm or company)

1.1.3.Brief organizational profile

1.1.4.Experience of the firm: company Registration certificate, work orders over last two years along with copy of contract, any other additional information

1.1.5.Management details and profile

1.1.6.Contact details

#### 1.2. Infrastructural details:

1.2.1.Manpower (number of employees engaged)

1.2.2.Technical support (computers, scanners, broadband facilities etc.)

1.2.3.Translation facility from English/Hindi to regional languages and vice versa

1.2.4.Availability of archive facility

1.2.5.Total number of cities covered

### 2. Methodology (40%)

2.1. Proposed plan and potential schedules for delivering daily updates including the assessment reports to be shared quarterly and annually

2.2. Share the format/sample of daily news update and the assessment reports

2.3. Media Database<sup>3</sup>:

2.3.1.Enclose the lists of newspapers, magazines, TV Channels, radio channels, and websites that will be tracked pan-India. Further categorise the list into zones mentioned in Annexure D

2.3.2.Newspapers (national and regional) monitored on daily basis.

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<sup>3</sup> Scoring will be determined on the basis of minimum qualifications

- Minimum 200 important daily newspapers across 75 cities should be monitored daily
- Out of which 20% should be each from North, West, East, South and Central regions respectively<sup>4</sup>
- Have circulation of at least 50,000 on the basis of DAVP calculation<sup>5</sup> or having more than 5 editions will be treated as important newspapers

2.3.3. Magazines (national and regional). All DAVP empanelled magazines should be covered

2.3.4. TV channels monitored nationally and regionally (at least 20 national and all regional language channels)

2.3.5. Radio stations including FM channels (national and regional)

2.3.6. International, National and regional digital/online media

### **3. Work Experience (35%)**

3.1. Summary of previous projects similar in scope to the project described herein, two or three samples of previous similar projects in the past two years

3.2. Appreciation/Experience certificate by the client on their letterhead

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<sup>4</sup> For details, see Annexure D

<sup>5</sup> For example, see [http://davp.nic.in/UploadRep/advtg\\_report.aspx](http://davp.nic.in/UploadRep/advtg_report.aspx)



**FINANCIAL BID FORMAT**

The financial bid should be based on monitoring of all components mentioned in 2.3 in Annexure A, translation facilities, cost of quarterly and annual reports and archiving facility. The cost of each component should be indicated clearly in tabular form as illustrated below. The monthly retainer fee quote should include all the above mentioned costs and service charges<sup>6</sup>. There should be no conditionalities in the financial estimate.

<b>Item</b>	<b>Monthly rates (in Rs.)</b>
<b>Cost of monitoring newspapers</b>	
<b>Cost of monitoring magazines</b>	
<b>Cost of monitoring TV channels</b>	
<b>Cost of monitoring radio stations</b>	
<b>Cost of monitoring websites</b>	
<b>Cost of quarterly reports</b>	
<b>Cost of monthly reports</b>	
<b>Cost of archiving facility</b>	
<b>Cost of CDs to be submitted every month</b>	
<b>Cost of translation (per word, irrespective of language)</b>	
<b>Service charges</b>	
<b>TOTAL</b>	

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<sup>6</sup> This estimate does not include service tax

## Scoring Methodology

## Illustrative Example:

Bidder A and Bidder B both submit their technical bids to UIDAI. According to the evaluation criteria outlined in the document 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
1	80	$80 \times (25/100)=20$	20+36+21= 77
2	90	$90 \times (40/100)=36$	
3	60	$60 \times (35/100)=21$	

Bidder A's total weighted score is 77.00 ( $\geq 70.00$ ). 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
1	50	$50 \times (25/100)=12.5$	20+18+21= 61
2	60	$60 \times (40/100)=24$	
3	70	$70 \times (35/100)=24.5$	

Bidder B's total weighted score is 61.00 ( $< 70.00$ ). Bidder B will therefore **not** be eligible for consideration of the commercial bid.

**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.

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 lakhs, B= Rs. 7.5 lakhs and C= Rs. 10 lakhs. 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 60%)	Commercial Bid quote (in Rs. Lakhs)	Proportionate commercial score (lowest quote/bidder's quote) x 100	Weighted commercial score (column 5 x 40%)	Final composite score (S=column3+column6)
A	80	48	5	100.00	40	<b>88.00</b>
B	85	51	7.5	66.67	27	<b>78.00</b>
C	90	54	10	50.00	20	<b>74.00</b>

Since bidder A has the highest composite final score (S=88.00), it will be declared as L1 i.e. Lowest Bidder.

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

**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

Annexure D

Zones	States
North	<ul style="list-style-type: none"> <li>• Jammu &amp; Kashmir</li> <li>• Himachal Pradesh</li> <li>• Haryana</li> <li>• Punjab</li> <li>• Delhi</li> <li>• Uttar Pradesh</li> <li>• Uttarakhand</li> </ul>
Central	<ul style="list-style-type: none"> <li>• Madhya Pradesh</li> <li>• Chattisgarh</li> <li>• Jharkhand</li> <li>• Orissa</li> <li>• Bihar</li> </ul>
West	<ul style="list-style-type: none"> <li>• Rajasthan</li> <li>• Gujarat</li> <li>• Maharashtra</li> <li>• Lakshwadeep</li> <li>• Goa</li> <li>• Dadra and Nagar Haveli</li> <li>• Daman and Diu</li> </ul>
East	<ul style="list-style-type: none"> <li>• Arunachal Pradesh</li> <li>• Assam</li> <li>• Meghalaya</li> <li>• Manipur</li> <li>• Mizoram</li> <li>• Nagaland</li> <li>• Tripura</li> <li>• Sikkim</li> <li>• West Bengal</li> </ul>
South	<ul style="list-style-type: none"> <li>• Andhra Pradesh</li> <li>• Karnataka</li> <li>• Kerala</li> <li>• Tamil Nadu</li> <li>• Andaman and Nicobar</li> <li>• Puducherry</li> </ul>