



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 **27th July, 2011 before 1500 hours** addressed to
Mr. PM Theodore
Deputy Director (Media)
Unique Identification Authority of India (UIDAI)
3rd 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' along with the technical bid. 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 **28th July, 2011 at 1000 hours**
9. Firms may contact Mr. PM Theodore at pmt@uidai.gov.in for any clarification latest by **11th July, 2011**.
10. Important dates:

S No.	Activity	Date
1	Last date for submission of queries	11 th July, 2011
2	Last date for submission of bids	27 th July, 2011 by 1500 hours
3	Date and time for opening of technical bids	28 th July, 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) at Headquarter & Regional offices
- VI. Deputy Director (Media) at Headquarter
- VII. IEC Managers (at Headquarter & Regional Offices)

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 should be sent in .pdf formats. The agency should update on electronic clips on daily basis and CD/DVD of the same should be provided on demand
- c. The update must be a detailed report covering the entire gamut of media that will includes but not limited to, as per UIDAI's specifications:
 - i. Print
 1. 125 national, local and vernaculars dailies (English, Hindi & regional languages)
 2. 25 magazines: weekly and monthly issues
 - ii. 30 electronic: national & regional TV channels
 - iii. Digital/online media: news & other websites, blogs, micro sites, social network sites etc.
- d. The agency will also need to present a quarterly and annual SWOT¹ analysis report on the basis of the daily news coverage/update in order to enable UIDAI to develop strategies for the future

¹ Strengths, Weaknesses, Opportunities and Threats

- e. The firm is required to submit the following reports:

Activity	Frequency
Update on news reports	Daily (0900 hrs)
Final report including national & regional update	Daily (1600 hrs)
Analysis of appropriate news reports	Quarterly & Annual

- f. The firm must provide the translation facility from regional languages to English & Hindi
- g. The firm will provide UIDAI a data CD/DVD with the archive of the news reports at the end of every year.

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 in the last 3 financial years. Copy of audited balance sheet for last 3 financial years attested by the authorized signatory must be submitted

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, Tender fee, Earnest Money Deposit (EMD) paid and all relevant papers submitted in support of 3 (a & b). Tenders not conforming to such requirements will be prima facie rejected.

For evaluation, a Combined Quality Cum Cost Based System (CQCCBS) evaluation method² 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'.

6. GENERAL TERMS & CONDITIONS

- a. 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
- b. No advance payment will be made to the agency for any of the work assigned by UIDAI
- c. In the event of any dispute between the agencies and UIDAI the decision of the Director General, UIDAI shall be final and binding
- d. The UIDAI reserves the right to reject any application without assigning any reason
- e. 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 selected 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

² For details, see Annexure D

7. FORMAT FOR PROPOSALS

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

1. Technical Bid along with the Factsheet
2. 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 (self attested information to be submitted)

1.1.1.Name & contact details

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

1.1.3.Brief organizational & management profile

1.1.4.Experience of the firm: company Registration certificate

1.2. Infrastructural details: (self attested information to be submitted)

1.2.1.Manpower (number of employees engaged)

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

1.2.3.Translation facility from regional languages to English & Hindi Availability of archive facility

1.2.4.Total number of cities covered

2. Methodology (40%)

2.1. Format/sample of daily news update and the assessment reports

2.2. Media Database³:

2.2.1. Lists of newspapers, magazines, TV Channels, and websites that will be tracked pan-India. Newspapers (national and regional) monitored on daily basis.

- Minimum 125 important daily newspapers across 50 cities should be monitored daily
- Have circulation of at least 50,000 on the basis of DAVP calculation or having more than 5 editions will be treated as important newspapers

2.2.2. 25 Magazines (national and regional). The magazines should be DAVP empanelled

2.2.3.TV news channels monitored nationally and regionally (at least 20 national and 10 regional language channels)

2.2.4.Digital/online media

³ Scoring will be determined on the basis of minimum qualifications

3. Work Experience (35%)

- 3.1. Summary of previous projects similar in scope to the project described herein, two or three work orders of previous similar projects in the past two years. Provide self attested copies of contracts
- 3.2. Self attested appreciation/experience certificate by the client on their letterhead

FINANCIAL BID FORMAT

The cost of each component should be indicated clearly in tabular form as illustrated below. There should be no conditionalities in the financial estimate.

Item	Monthly rates (in Rs.)
Cost of monitoring 125 newspaper dailies across 50 cities having circulation of at least 50,000 based on DAVP circulation	
Cost of monitoring 25 magazines (national & regional)	
Cost of monitoring 30 TV news channels (20 national & 10 regional)	
Cost of monitoring websites	
Cost of quarterly & annual reports	
Cost of archiving facility	
Cost of CDs (on demand for electronic media)	
Cost of translation (per word, irrespective of language)	
TOTAL	

FACTSHEET

S.No	Particulars	Yes/No	Annexure
1.	Contact office in Delhi/NCR enclosed		
2.	Audited statement of Turnover of over Rs. 10 lakhs per year in the last 3 financial years enclosed		
3.	Tender fee of Rs.500/- (Demand draft) enclosed		
4.	Earnest Money Deposit (EMD) of Rs. 50,000/-enclosed		
5.	Name & contact details of firm enclosed		
6.	Document in support of Agency/firm is proprietorship firm, partnership firm or company enclosed		
7.	Brief organizational & management profile		
8.	Details of Manpower (number of employees engaged) enclosed		
9.	Details of Technical support (number of computers, scanners, broadband facilities etc.) enclosed		
10.	Details of professionals in support of claim of having Translation facility from regional languages to English & Hindi Availability of archive facility, enclosed		
11.	List of Total number of cities covered enclosed		
12.	Format/sample of daily news update and the assessment reports enclosed		
13.	List of Minimum 125 important daily newspapers across 50 cities should be monitored daily. Having circulation of at least 50,000 on the basis of DAVP calculation enclosed		
14.	List of 25 Magazines DAVP empanelled (national and regional) enclosed		
15.	List of TV channels monitored nationally and regionally (at least 20 national and 10 regional language channels) enclosed		
16.	Work orders of previous similar projects in the past two years enclosed		
17.	Appreciation/Experience certificate by the client on their letterhead enclosed		

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 (≥ 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	88.00
B	85	51	7.5	66.67	27	78.00
C	90	54	10	50.00	20	74.00

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