



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

**Request for Empanelment (RFE)  
for Advertising Agencies  
for Regional Office, Hyderabad**

---

**AADHAAR**



Government of India  
Unique Identification Authority of India  
Regional Office  
5th Floor, Block - III,  
My Home Hub Madhapur,  
Hyderabad - 500 081

**REQUEST FOR EMPANELMENT (RFE) OF ADVERTISING AGENCIES FOR AADHAAR MULTI-MEDIA CAMPAIGN FOR REGIONAL OFFICE, HYDERABAD**

The Unique Identification Authority of India, Regional Office Hyderabad invites applications in the prescribed proforma for empanelment of advertising agencies for Hyderabad Regional Office for multi-media campaign of Aadhaar. **Please go through the full documents available at <http://uidai.gov.in/>.**

1. Proposal must be submitted at the UIDAI Regional Office Hyderabad in one large envelope marked as 'Proposal for Advertising Agency for UIDAI Regional Office Hyderabad' along with the name and contact details of the firm
2. The sealed envelope should reach by **28<sup>th</sup> July, 2011 before 1500 hours** addressed to  
**Ms. S. Padmaja**  
**Assistant Director General**  
**UIDAI Regional Office**  
**5th Floor, Block - III, My Home Hub**  
**Madhapur, Hyderabad - 500 081**
3. The application complete in all respects, should be submitted in person along with a demand draft of Rs. 5,000 (non-refundable), drawn in favour of 'Pay & Accounts Officer, UIDAI, Hyderabad payable at Hyderabad, as processing fee.
4. Proposals received after the due date and time will not be accepted
5. Firms may send one representative on their behalf to be present on 29<sup>th</sup> July, 2011 at 1000 hrs when the sealed envelopes are opened
6. Firms may contact **Ms. S. Padmaja** at [padmaja67@gmail.com](mailto:padmaja67@gmail.com) for any clarification on the RFE before 11<sup>th</sup> July, 2011
7. The UIDAI Hyderabad reserves the right to reject any application without assigning any reason

**Important dates:**

S no.	Activity	Date
1	Last date for submission of queries on RFE	11.07.2011
2	Last date for submission of RFE	28.07.2011 by 1500 hours
3	Date and time for opening of RFE	29.07.2011 at 1000 hours

Assistant Director General, Hyderabad

## TABLE OF CONTENTS

### EMPANELMENT OF ADVERTISING AGENCIES FOR AADHAAR CAMPAIGN (REGIONWISE)

<b>SECTION I: BACKGROUND</b>	<b>5</b>
<b>SECTION II- CAMPAIGN REQUIREMENTS</b>	<b>6-8</b>
2.1 Purpose	
2.2 Target Audience	
2.3 Objectives	
2.4 Scope of Work	
<b>SECTION III: ELIGIBILITY CRITERIA</b>	<b>9-10</b>
3.1 General Eligibility	
3.2 Qualification Criteria	
3.3 Instructions to Applicants	
3.4 Important Dates	
<b>SECTION IV EMPANELMENT PROCEDURE</b>	<b>11</b>
4.1 Evaluation process	
4.2 Award for Empanelment	
4.4 Allocation of Work	
<b>SECTION V: GENERAL CONDITIONS</b>	<b>12</b>
5.1 Processing Fee	
5.2 Performance Assessment	
5.3 Liquidated Damages	
5.4 Performance Bank Guarantee (PBG)	

**SECTION VI: GENERAL TERMS AND CONDITIONS OF CONTRACT** **13-17**

- 6.1 Nativity**
- 6.2 Relationship**
- 6.3 Right to accept the application**
- 6.4 No obligation**
- 6.5 Fraud and Corruption**
- 6.6 Confidentiality**
- 6.7 Governing Language**
- 6.8 Applicable Law**
- 6.9 Legal Jurisdiction**
- 6.10 Frequency of Empanelment Process**
- 6.11 Advertising and Promotion**
- 6.12 Indemnity**
- 6.13 Termination / Withdrawal**
- 6.14 Only one application**
- 6.15 Amendment**
- 6.16 Disqualification**
- 6.17 Disclaimer**
- 6.18 Taxes and Duties**
- 6.19 Binding Clause**
- 6.20 Agency's Integrity**
- 6.21 Agency's Obligations**

**SECTION VII: SPECIFIC TERMS AND CONDITIONS** **18**

**ANNEXURE I: DECLARATION (ON THE RESPONDENT'S LETTER HEAD)** **19**

**ANNEXURE II: Qualification Criteria** **20-21**

**ANNEXURE III: CHECKLIST** **22**

## **SECTION I: BACKGROUND**

### **Unique Identification Authority of India's Mission**

The unique identification number (Aadhaar) will be a nationally valid proof of identification that will be issued by the UIDAI to all residents in the country. The number will be:

- a) Verifiable in an online, cost-effective manner
- b) Based on biometrics
- c) Robust enough to eliminate duplicate and fake identities in databases.

The impact of the UIDAI initiative will be wide-ranging. For residents across the country, Aadhaar will be a transformational number which will improve the delivery of welfare programs and will provide residents, particularly the poor, greater access to resources and services. Enrolment for the number will be through registrars across the country that the Authority will partner with. Such registrars may include State Governments, PSUs, banks etc. These registrars may in turn, partner with enrolling agencies to enrol residents into the UIDAI database.

The UIDAI Regional Office Hyderabad wishes to empanel a limited number of good performing advertising agencies for the work of Information, Education, Communication (IEC) campaign and other activities of the Authority's regional office in Hyderabad under the guidelines specified herein.

## SECTION II: CAMPAIGN REQUIREMENT

### 2.1 Purpose

Residents of India especially the underprivileged segment are largely unaware of the benefits and potential of Aadhaar in their day to day life. A massive awareness campaign is required to educate people about the Aadhaar enrolment process and the benefits of Aadhaar.

A project of this scale with a special focus on BPL/marginalized segment requires the creation of a well-planned and detailed multi-media communication strategy and thorough execution at the ground level that can help meet the objectives of the program. Also, UIDAI has partnered with State Governments and other partners (Banks, LIC etc.) to deliver Aadhaar to residents, it is therefore imperative that consistent messages are conveyed across all communications.

Please go through the documents listed below on UIDAI website:

- "Aadhaar - Communicating to a Billion":  
[http://uidai.gov.in/index.php?option=com\\_content&view=article&id=152&Itemid=211](http://uidai.gov.in/index.php?option=com_content&view=article&id=152&Itemid=211)
- Aadhaar Training  
[http://uidai.gov.in/index.php?option=com\\_content&view=article&id=151&Itemid=16](http://uidai.gov.in/index.php?option=com_content&view=article&id=151&Itemid=16)
- Registrar and Enrolments  
[http://uidai.gov.in/index.php?option=com\\_content&view=article&id=148&Itemid=169](http://uidai.gov.in/index.php?option=com_content&view=article&id=148&Itemid=169)

Briefly, the identified target groups for the campaign are as under:

### 2.2 Target Audience

- Residents at large
- State Governments/Registrars
- Enrolling agencies/other stakeholders

### 2.3 Objectives

The main objectives of Aadhaar campaign are as follows:

- **Create awareness** amongst the identified target audience about Aadhaar
- **Educate** all the partners and residents to make them aware of the various usages and benefits, which can be derived from Aadhaar

### 2.4 Scope of Work for empanelled agencies

- 2.4.1 **Will focus on states/UTs i.e. Andhra Pradesh, Chhattisgarh, Orissa and the Andaman and Nicobar Islands which are within the jurisdiction of the regional office**

- 2.4.1.1** Prepare complete strategy, creatives and production for all communication channels, including but not limited to:
  - Broadcast media: television, radio, print, internet etc.
  - Information sources: pamphlets, leaflets, brochures etc.
  - Outdoors: posters, handouts, banners, hoarding, display panels etc.
  - Entertainment: Cinema, sports, endorsements
  - Inter-personal: Audio, video, telecom
  - Outreach programs: Nukad natak, direct mailer etc.
- 2.4.1.2** The campaign will be carried out in local languages for various media as per the requirement of the Regional office
- 2.4.1.3** The agency should have local language experts proficient in regional languages and dialects i.e. Telugu, Oriya, Urdu, Hindi, English, Tamil and Nicobarese

**2.4.2 Information, Education and Communication (IEC), including but not limited to following activities**

- 2.4.2.1** Conceptualization, designing, scripting and production of Information, Education and Communication (IEC) materials
  - TV commercials/radio jingle
  - Print advertisement of different sizes and languages
  - Short films/documentaries
  - Training materials
  - Interactive shows
  - Internet Advertising
  - Other mass media at regional level
- 2.4.2.2** Developing & production of creatives for print media advertisements (design, lay out, copy writing and colour scheme)
  - Digital Media
  - Gazette Notification
  - Recruitment and Empanelment
  - Announcement Advertising
  - Adaptation of creative in regional languages according to regional cultural background
  - Translation of printed creatives in regional languages
- 2.4.2.3** Developing & production of other regional IEC print materials for outdoor publicity like brochures, booklets, folders, leaflets, posters, calendars, advertisements in railway reservation tickets, electricity and gas bills, postal stationeries etc.
  - Cover design and text layout for printed publicity
  - Adaptation of the creative as per local requirements e.g. hoardings, posters, banners, leaflets

- 2.4.2.4** Conceptualize, design and production of outdoor material for IEC activities like hoardings, bus/train panels, bus shelters, mobile van, illuminated signage, wall paintings, display panels, other exhibition materials etc.
  - Adaptation of creatives for outdoor publicity and exhibition.
  - Posters, leaflets, banners, bus panels, hoardings, railways stands and other media (SMS, electricity bills, direct mailers, danglers)
- 2.4.2.5** Conceptualize and design IEC materials for dissemination of information through innovative mediums like web pages, internet, mobile telephone and for interpersonal communication
- 2.4.2.6** Creation of backdrops and other publicity materials for events, press briefings/conferences, interviews etc.
- 2.4.2.7** Designing communication materials for Aadhaar events, conferences and exhibitions

## **2.5 Other Information**

- 2.5.1** The servicing team of the agency must be available to UIDAI Regional Office Hyderabad within the shortest time as and when required by UIDAI
- 2.5.2** All advertisements will be released at DAVP/Doordarshan/AIR rates or State Government rates whichever is lower and applicable
- 2.5.3** The empanelment shall be initially for one year from the date of empanelment. UIDAI Regional Office Hyderabad reserves the right to extend the same on yearly basis up to two additional years based on periodic reviews to assess the performance during the specified duration of empanelment
- 2.5.4** The empanelled agencies should have required permission/license/clearance from the concerned authorities specified by UIDAI Regional Office Hyderabad prior to releasing any publicity material



### SECTION III: ELIGIBILITY CRITERIA

#### 3.1 General Eligibility

The invitation to respond to the RFE is open to registered business entities that have their registered/Head office/branch office in any of the states/UTs mentioned in 2.4.1 as per INS book. **No consortium shall be allowed to apply/participate.**

The business entity must be incorporated or registered under any of the following Acts - the Indian Companies Act, 1956 or The Partnership Act, 1932 and the Registration of Societies Act. Along with the General Eligibility criteria, Respondent has to satisfy the following qualification criteria for empanelment.

#### 3.2 Qualification Criteria\*

Criteria	Minimum qualification
<b>Accreditation</b> The firm/company should have INS Accreditation	For last 5 years
<b>Financial Turnover</b> Annual turnover in each of the last 3 financial years	Rs.6 crores per annum
<b>Office</b> Registered/Head office/Branch office basis on INS handbook	At least one office in <b>any</b> of the states/UTs under the jurisdiction of the regional office, Hyderabad
<b>Past Work</b> Three best projects undertaken in last 2 years preferably in social sector/Government projects	Minimum score of 4 on the scale of 1 to 10 (10 being the maximum)
<b>Personnel</b> Should have adequate personnel to handle a multi-media campaign. Submit CVs of the project team intended to be deployed	Minimum score of 4 on the scale of 1 to 10 (10 being the maximum)
<b>Translation ability</b> One sample work done in past 2 years: in multiple languages relevant to the RO	Minimum score of 4 on the scale of 1 to 10 (10 being the maximum)
Should not be blacklisted in the last 5 years by any Central /State Government / Public Sector Undertaking	A Declaration stating that is required signed by authorised signatory of the agency

\*Please refer Annexure II for details

However, in case the bidder is Company registered under the Companies Act, 1956, it shall be permitted to rely upon the financial strength and experience of its parent company for the purpose of meeting the qualification criteria set out in **para 3.2 above**. In such a case, the parent company shall have to give a written undertaking, in the form of a letter on the parent company's letter head and duly signed by authorized signatory, that it would bear all financial or contractual liabilities of the subsidiary company with regards to this enquiry and that its technical capabilities/ resources would be available to the subsidiary company as and when required by UIDAI Regional Office Hyderabad.

### **3.3 Instructions to Applicants**

#### **3.3.1 List of documents to be submitted as part of Proposal**

- 1 Covering letter on company's letter head
- 2 Declaration in the format given in **Annexure I**
- 3 Checklist in the format given at **Annexure II**
- 4 Any other supporting information that is relevant to proposal

All documents must be properly marked. The proposal should be submitted in one hard copy marked as original and one soft copy on a CD.

#### **3.4 Important Dates:**

<b>S no.</b>	<b>Activity</b>	<b>Date</b>
1	Last date for submission of queries on RFE	11.07.2011
2	Last date for submission of RFE	28.07.2011 by 1500 hours
3	Date and time for opening of RFE	29.07.2011 at 1000 hours

**Note:** UIDAI Regional Office Hyderabad reserves the right to accept or reject any or all of the responses to RFE without assigning any reason. UIDAI Regional Office Hyderabad takes no responsibility for delay, loss, or non-receipt of RFE.

## **SECTION IV- EMPANELMENT PROCEDURE**

In order to empanel advertising agencies, the regional office, Hyderabad will constitute an Evaluation Committee to evaluate the proposals submitted for detailed scrutiny. During evaluation of proposals, UIDAI Regional Office Hyderabad, may, at its discretion, ask the bidders for clarification on their applications. The process for empanelment is as given below-

### **4.1 Evaluation process:**

Scrutiny of eligibility criteria for responsiveness to the RFE will be done by the Evaluation Committee to determine whether the documents have been properly signed, qualification criteria fulfilled and all relevant papers submitted and whether the RFE is generally in order. RFE not conforming to such requirements will be prima facie rejected. For evaluation, scoring methodology will be followed basis on the criteria mentioned in para 3.2. The evaluation committee can seek additional information from the applicants. The agencies meeting all the eligibility criteria will be empanelled as decided by the committee.

### **4.2 Award for Empanelment**

UIDAI Regional Office Hyderabad will sign an empanelment contract agreement with the agencies finalized for empanelment after the due process is completed. After signing of the contract, no variation or modification of the terms of the contract shall be made except by written amendment signed by the parties.

### **4.3 Allocation of Work**

The Regional Office will invite limited bids from empanelled agencies for specific projects. The selection of agencies for these projects will be done on the basis of technical bids and financial bids. A separate project contract will be signed for each project. The selected agency shall not assign the project to any other agencies, in whole or in part, to perform its obligation under the project contract. **Empanelment does not guarantee allocation of work.**

## **SECTION V: GENERAL CONDITIONS**

### **5.1 Processing Fee**

The application complete in all respects, should be submitted along with a demand draft of Rs. 5,000 (non-refundable), drawn in favour of 'Pay & Accounts Officer, UIDAI, Hyderabad' payable at UIDAI Hyderabad Office as processing fee.

### **5.2 Performance Assessment**

During execution of the assigned work, a penalty of 1% of the project contract value per week (subject to maximum of 20%) may be imposed by UIDAI Regional Office Hyderabad, in case following problems are found

- Quality of deliverable is not up to the mark, (till the quality is improved to the required extent)
- Delays in deliverables
- Not assigning adequate resources in time
- Not engaging resources on a dedicated basis, even when required
- Assigning resources that do not meet UIDAI Regional Office Hyderabad's requirements
- Inadequate interaction with the UIDAI Regional Office Hyderabad

If the delay is beyond 3 weeks then UIDAI Regional Office Hyderabad may annul the project contract and shall be free to get it done from other agencies at the risk and costs of the appointed agencies. UIDAI Regional Office Hyderabad may debar the Agencies for applying in its future empanelment also.

## **SECTION VI: GENERAL TERMS AND CONDITIONS OF CONTRACT**

The following terms and conditions are of a general nature, and are given here only for the information of the applicant.

### **6.1 Nativity**

The organization must be registered in India.

### **6.2 Relationship**

- a) Nothing mentioned herein shall be construed as relationship of master and servant or of principal and agent as between the 'UIDAI and 'the applicant. No partnership shall be constituted between UIDAI and the applicant by virtue of this Empanelment nor shall either party have powers to make, vary or release contractual obligations on behalf of the other party or represent that by virtue of this or any other Empanelment a partnership has been constituted, or that it has any such power. The applicants shall be fully responsible for the services performed by them or on their behalf.
- b) Neither party shall use the other parties name or any service or proprietary name, mark or logo of the other party for advertising or promotional purpose without first having obtained the other party's prior written approval.

### **6.3 Right to accept the application**

UIDAI reserves the right to accept or reject any request for empanelment and to annul the empanelment process and reject all such requests at any time prior to empanelment, without thereby incurring any liability to the affected applicant(s) or any obligation to inform the affected applicant(s) of the grounds for such decision.

### **6.4 No obligation**

Empanelment with UIDAI does not guarantee that any or all applicants shall be awarded any project / assignment as a result of this empanelment.

### **6.5 Fraud and Corruption**

UIDAI requires that the applicant empanelled through this process must observe the highest standards of ethics during the performance and execution of the awarded contract(s). The following terms apply in this context:

UIDAI will reject the application for empanelment, if the applicant recommended for empanelment, has been determined by UIDAI to having been engaged in corrupt, fraudulent, unfair trade practices, coercive or collusive.

These terms are defined as follows:

- (a) "Corrupt practice" means the offering, giving, receiving or soliciting of anything of value to influence the action of UIDAI or any personnel in contract executions.

- (b) "Fraudulent practice" means a misrepresentation of facts, in order to influence a procurement process or the execution of a contract, to UIDAI, and includes collusive practice among applicants (prior to or after Proposal submission) designed to establish proposal prices at artificially high or non-competitive levels and to deprive UIDAI of the benefits of free and open competition.
- (c) "Unfair trade practices" means supply of services different from what is ordered on, or change in the Scope of Work which was agreed to.
- (d) "Coercive practices" means harming or threatening to harm, directly or indirectly, persons or their property to influence their participation in the execution of contract.
- (e) "Collusive practices" means a scheme or arrangement between two or more applicants with or without the knowledge of the UIDAI, designed to establish prices at artificial, non competitive levels;

UIDAI will reject an application for award, if it determines that the applicant recommended for award has, directly or through an agent, engaged in corrupt, fraudulent, unfair trade, coercive or collusive practices in competing for the contract in question.

#### **6.6 Confidentiality**

Information relating to evaluation of application and recommendations concerning awards shall not be disclosed to the applicants who submitted the applications or to other persons not officially concerned with the process. The undue use by any applicant of confidential information related to the process may result in the rejection of his application.

#### **6.7 Governing Language**

All contracts and documents shall be written in English Language.

#### **6.8 Applicable Law**

Applicable Law means the laws and any other instruments having the force of law in India as they may be issued and in force from time to time.

#### **6.9 Legal Jurisdiction**

The interpretation validity, and performance of this document, shall be governed in all respects in accordance with the Indian Laws. All legal disputes between the parties shall be subject to the jurisdiction of the Courts situated in Hyderabad only.

#### **6.10 Frequency of Empanelment Process**

UIDAI shall empanel agencies for a year. The empanelment duration may be extended by another year if the UIDAI is satisfied with the services provided by the agencies.

#### **6.11 Advertising and Promotion**

The advertisement and marketing material (posts, marketing brochure content on the website, emails and postal letters etc.) used by the empanelled agencies shall be in accordance with the guidelines laid down by UIDAI.

### **6.12 Indemnity**

The applicants will indemnify UIDAI against any misuse of UIDAI Name, Brand Name - AADHAAR and Logo. For any misuse of UIDAI name and logo, the applicant themselves will be held responsible. UIDAI will take necessary actions for such cases. UIDAI will not be responsible for any miscommunication or harm caused to any party because of any misrepresentation of its name and logo by the applicant.

### **6.13 Termination / Withdrawal**

- a. Without prejudice to any other right or remedy it may have, either party may terminate this Agreement at any time by giving one month advance notice in writing to the other party.
- b. UIDAI reserves the right to withdraw/ terminate empanelment of applicant in any of following circumstances:
  - Applicant becomes insolvent, bankrupt, resolution is passed for the winding up of the applicant's organization
  - Information provided to UIDAI is found to be incorrect;
  - Empanelment conditions are not met within the specified time period;
  - Misleading claims about the empanelment status are made;
  - Clear evidence is received that empanelled are in breach of copyright;
- c. If the agency does not execute the contract to the satisfaction of the UIDAI then the UIDAI may invoke any or all of the following clauses.
  - Forfeit the Performance Guarantee Amount or
  - Terminate the contract.

### **6.14 Only one application**

An applicant may only submit one proposal on its own. If an applicant submits more than one proposal on its own, such proposals shall be disqualified.

### **6.15 Amendment**

At any time prior to deadline for submission of applications, UIDAI may for any reason, modify this document. The amendment document shall be notified through website and such amendments shall be binding on all applicants.

### **6.16 Disqualification**

UIDAI may at its sole discretion and at any time during the evaluation of application, disqualify any applicant, if the applicant:

- Submitted the application after the response deadline;
- Made misleading or false representations in the forms, statements and attachments submitted in proof of the eligibility requirements;
- Exhibited a record of poor performance such as abandoning works, not properly completing the contractual obligations, inordinately delaying completion or financial failures, etc. in any project in the preceding three years;

- Submitted an application that is not accompanied by required documentation or is non-responsive;
- Failed to provide clarifications related thereto, when sought;
- Submitted more than one application on its own;
- Was declared ineligible/blacklisted by the Government of India/State/UT Government;
- Should not be in litigation with any Government in India;

#### **6.17 Disclaimer**

- This Request for Empanelment (RFE) is not an offer by the UIDAI, but an invitation to receive responses from eligible interested applicants for empanelment as advertising agencies for the UIDAI. UIDAI will empanel such applicants who fulfil the eligibility criteria. No contractual obligation whatsoever shall arise from the RFE process.
- The RFE evaluation shall be strictly based on the information and supporting documents provided by the applicants in the application submitted by them. It is the responsibility of the applicants to provide all supporting documents necessary to fulfil the mandatory eligibility criteria. In case, information required by UIDAI is not provided by applicant, UIDAI shall proceed with evaluation based on information provided and shall not request the applicant for further information. Hence, responsibility for providing information as required in this form lies solely with applicant.

#### **6.18 Taxes and Duties**

The rates quoted shall be in Indian Rupees and shall be inclusive of all taxes, duties except service Tax, as applicable up to the completion of job. Service Tax will be reimbursed on actual on production of documents.

#### **6.19 Binding Clause**

All decisions taken by the UIDAI regarding this contract shall be final and binding on all concerned parties.

#### **6.20 Agency's Integrity**

The Agency is responsible for and obliged to conduct all contracted activities as defined in the scope of work in accordance with the Contract.



## **6.21 Agency's Obligations**

- a. The Agency is obliged to work closely with the UIDAI's staff, act within its own authority and abide by directives issued by the UIDAI.
- b. The Agency will abide by the job safety measures prevalent in India and will free the UIDAI from all demands or responsibilities arising from accidents or loss of life the cause of which is the Agency's negligence. The Agency will pay all indemnities arising from such incidents and will not hold the UIDAI responsible or obligated.
- c. The Agency is responsible for managing the activities of its personnel or sub-contracted personnel and will hold itself responsible for any misdemeanour.
- d. The Agency will treat as confidential all data and information about the UIDAI, obtained in the execution of his responsibilities, in strict confidence and will not reveal such information to any other party without the prior written approval of the UIDAI.

## **SECTION VII: SPECIFIC TERMS AND CONDITIONS**

- 7.1 UIDAI Regional Office, Hyderabad will have right to drop any agency from the empanelled list without assigning any reason whatsoever. UIDAI Regional Office, Hyderabad also reserves the right to modify the term and conditions for empanelled agencies.
- 7.2 The empanelled advertising agency is expected to maintain high level of professional ethics and will not act in any manner, which is detrimental to interest of UIDAI Regional Office, Hyderabad. Agency will maintain confidentiality on matters disclosed till proper instruction is issued for publication.
- 7.3 The agency should be able to execute order at short notices and even on holidays.
- 7.4 Agency should have resources with proficiency and proof-reading facilities in all languages mentioned in para 2.4.1.3
- 7.5 For selection of artwork for print media or for preparation of a product for TV, UIDAI Regional Office, Hyderabad will invite concepts from all empanelled agencies and release order will be given to the agency whose design/concept is approved. Artwork submitted for evaluation will not be returned.
- 7.6 Selection of artwork will be entirely on UIDAI Regional Office, Hyderabad discretion and UIDAI will not pay charges for submission of artwork or preparation of commercial to any agency.
- 7.7 Artwork/ Commercial once selected will be the property of UIDAI Regional Office, Hyderabad and it can be repeatedly used in different media like print, outdoor, electronic etc without seeking permission from concerned advertising agencies or paying any commission. Agency has to provide original soft copy of open file to UIDAI Regional Office, Hyderabad. The agency can't use the concept, artwork, picture, film and jingle for other clients once UIDAI Regional Office, Hyderabad selects it.
- 7.8 UIDAI Regional Office, Hyderabad reserves the right to make necessary modification to the selected artwork, concept, film etc.
- 7.9 Agency will be responsible for transportation of material across locations in the states mentioned in para 2.4.1.
- 7.10 Applications received after due date & time or without necessary documents will be rejected.
- 7.11 UIDAI Regional Office, Hyderabad reserves the right for rejection of any/all applications or has empanelment done otherwise without assigning any reason whatsoever. All decisions taken by UIDAI Regional Office, Hyderabad would be final and no further representation in this regard will be entertained.
- 7.12 UIDAI Regional Office, Hyderabad also reserves the right to employ any outside agency.

## **ANNEXURE I: DECLARATION (ON THE RESPONDENT'S LETTER HEAD)**

### **DECLARATION**

- i. I, \_\_\_\_\_ (Name & Designation) solemnly affirm that the facts stated above are correct and nothing has been withheld. If any information submitted above, is found to be false or fabricated, I may be liable to be debarred from empanelment.
- ii. I permit UIDAI Regional Office, Hyderabad to inspect my records to ascertain the above facts.
- iii. I permit UIDAI Regional Office, Hyderabad to cross check the above facts from any other source.
- iv. I or my authorized representative, if required by UIDAI Regional Office, Hyderabad would make a presentation before Empanelment Committee at my own cost.
- v. I will abide by the decision of UIDAI Regional Office, Hyderabad regarding empanelment.

### **SIGNATURE**

Full name and designation:

Date:

(Seal of organisation)

**ANNEXURE II: Qualification Criteria**

S No.	Description	Detail		
1	INS accreditation number:	Submit document in support		
2	Financial Turnover as per audited balance sheet duly certified by Chartered Accountant/Statutory Auditors	FY 2008-09	FY 2009-10	FY 2010-11*
		Submit the audited balance sheet (*incase the audited balance sheet not available for FY 2010-11, the empanelled agency is required to submit the same within the two months of the empanelment)		
3	Head office/Branch office basis on INS handbook	Submit document in support (INS letter etc.) of at least one office in any of the states/UT under the jurisdiction of Regional Office mentioned in para 2.4.1		
4	CVs of Key functionaries. Language skills must be highlighted  (excluding support & admn. Staff)	Team Leader/Strategic Planner, Creative Director, Manager Client Servicing, Research, Production, language expert & final Delivery, Event Manager, Others		
5	One sample work done in past 2 years in multiple languages relevant to the RO	Submit the relevant case study in any format including all the languages the creative was translated into.		
6	Has the agency been blacklisted in the last 5 years by any Central /State Government / Public Sector Undertaking	Submit the declaration duly signed by authorised signatory of the agency		

**ANNEXURE II: contd...**

7. Three best projects in last 2 years preferably in social sector/Government projects including the final creatives, images, photographs etc.

S No.	Name of the Client *	Sector	Year	Value of work
1				
2				
3				

(Please submit the relevant case study in any format)

8. Office locations

	Metro City & Other Tier cities	Address
1		
2		
3		
4		

Signature.....

Certified By, in the capacity of.....

Duly authorized to sign Proposal for

And on behalf of.....

Date..... Place.....

**ANNEXURE III: CHECKLIST**

Description	Detail	Y/N
Eligibility	INS Accreditation	
Documents	Certified Annual Turnover over Rs. 6 Crores per year for last 3 three years	
	Proof of Presence in any of the states under the jurisdiction of the regional office, Hyderabad	
	Project team to service UIDAI, Regional office Hyderabad	
	Proof of experience in Govt./PSU/social sector etc in the last 2 years	
	Proof of experience of work done in past 2 years in multiple languages relevant to the RO	
	Has the agency been blacklisted in the last 5 years by any Central /State Government / Public Sector Undertaking	

**Note:**

All documents must be submitted, properly marked and sealed. In case of dispute, content submitted in the proposal submitted as 'Original' shall be binding.

Signature.....

Certified By, in the capacity of.....

Duly authorized to sign Proposal for

And on behalf of.....

Date..... Place.....