

STANDARD PROCUREMENT DOCUMENT

Request for Expression of Interest for Empanelment of Agency (s) for Execution of various Media and Awareness Generation Programs



1. Whatsapp Channel:- <https://whatsapp.com/channel/0029VayB9rkHFxP3KYieXg0X>
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REOI No: REOI/NSDC/2025/18

Important Dates:

Date of commencement of REOI	15-05-2025
Pre bid meeting Virtual through MS Teams (Click here to join)	19-05-2025 11:00 AM
Last date and Time for receipt of Entity's query on email id procurement@nsdcindia.org	19-05-2025 05:00 PM
Last Date and Time for Receipts of Proposal	30-05-2025 05:00 PM
Place of Submission of Proposals through email	procurement@nsdcindia.org

Table of Contents

SECTION I: INSTRUCTIONS TO ENTITY (ITB).....	4
A. General Provisions	4
1. Definitions	4
2. Introduction	4
3. Conflict of Interest	5
4. Corrupt and Fraudulent Practices	6
5. Eligibility Criteria.....	6
6. Duration of Empanelment.....	6
B. Preparation for Proposal.....	7
7. General Considerations.....	7
8. Availability and Downloading of the REOI Document.....	7
9. Cost of Preparation	7
10. Language	7
11. Documents Comprising the Proposal	7
12. Only One Proposal	7
13. Proposal Validity.....	8
14. Extension of Proposal Validity Period	8
15. Substitution of Key Experts at extension of Proposal Validity Period:	8
16. Proposal Security:	8
17. Sub-Contracting.....	8
18. Clarification and Amendment of REOI.....	8
19. Technical Proposal Format and Content.....	9
20. Financial proposal Format and Content: Not applicable	9
C. Submission, Opening and Evaluation.....	9
21. Submission of Proposals	9
22. Confidentiality	9
23. Opening of Bid.....	10
24. Evaluation of Proposals	10
25. Opening Financial Proposals and evaluation: Not applicable	10
26. Method of Selection	10
D. Declaration of shortlisted Entity.....	10
27. Notice for Empanelment	10
SECTION II: ELIGIBILITY CRITERIA	11
SECTION III: EVALUATION CRITERIA	13
SECTION IV: FORMS.....	16

1. Form 1: Proposal Submission Form	16
2. Form 2: Entity Information Form	18
3. Form 3: Entity Past Experience	19
4. Form 4: Financial Proposal Submission Form	20
5. Form 5 – Financial Capabilities Details (Annual Turnover).....	21
6. Form 6 – Experience of Assignment / Project by the agency for orientation and kitting	22
7. Form 7: Check List for Entity	23
SECTION V: FRAUD AND CORRUPT PRACTICES.....	24
SECTION VI: TERMS OF REFERENCE	25

SECTION I: INSTRUCTIONS TO ENTITY (ITB)

A. General Provisions

1. Definitions

- 1.1 "Affiliate(s)" means an individual or an Entity that directly or indirectly controls, is controlled by, or is under common control with the Entity.
- 1.2 "Applicable Law" means the laws and any other instruments having the force of law in India.
- 1.3 "Client" means "NSDC" i.e. "National Skill Development Corporation".
- 1.4 "Entity" means a legally established professional consulting firm or an Entity that may provide or provides the Services to the Client under the Contract.
- 1.5 "Contract" means a legally binding written agreement signed between the Client and the Entity.
- 1.6 "Day" means a calendar day, unless otherwise specified as "Business Day". A Business Day is any day that is an official working day of the Client. It excludes the Client's official public holidays.
- 1.7 "Experts" means, collectively, Key Experts, Non-Key Experts, or any other personnel of the Entity, Sub-Entity or Joint Venture member(s).
- 1.8 "Government" means the Government of India.
- 1.9 "In writing" means communicated in written form (e.g. by mail, e-mail, including, if distributed or received through the electronic-procurement system used by the Client) with proof of receipt.
- 1.10 "Key Expert(s)/Employees" means an individual professional whose skills, qualifications, knowledge, and experience are critical to the performance of the Services under the Contract and whose CV is taken into account in the technical evaluation of the Entity's proposal.
- 1.11 "ITB" (this Section I of the REOI) means the Instruction to Entity that provides the Entity about all the information needed to prepare their Proposals.
- 1.12 "Non-Key Expert(s)" means an individual professional provided by the Entity or its Sub-Entity and who is assigned to perform the Services or any part thereof under the Contract and whose CVs are not evaluated individually.
- 1.13 "Proposal" means the Technical Proposal and the Financial Proposal of the Entity.
- 1.14 "REOI" means the Request for Expression of Interest to be prepared by the Client for the selection of Entity.
- 1.15 "Services" means the work to be performed by the Entity pursuant to the Contract.
- 1.16 "Sub-Entity/Contractor" means an Entity to whom the Entity intends to subcontract any part of the Services while the Entity remains responsible to the Client during the whole performance of the Contract.
- 1.17 "Terms of Reference (TORs)" means the Terms of Reference that explain the objectives, scope of work, activities, and tasks to be performed, respective responsibilities of the Client and the Entity, and expected results and deliverables of the assignment.

2. Introduction

- 2.1 National Skill Development Corporation (NSDC), the client, intends to select an Agency for the **Empanelment of Agency (s) for Media and Awareness Generation Programs** (hereinafter called "Entity") and hence, Invites expressions of interest from

- eligible and qualified Entity for shortlisting.
- 2.2 Entity interested in participating in this bid are invited to submit their proposal / documents against this REOI.
 - 2.3 The Entity should familiarize themselves with the local conditions and take them into account in preparing their Proposals.
 - 2.4 Pre-EOI meeting will be held as per the scheduled date and time given under important dates. Attending any such pre-proposal meeting is optional and is at the Entity's expense.
 - 2.5 The Client will timely provide, at no cost to the Entity, the inputs, relevant project data, and reports required for the preparation of the Entity's Proposal.
 - 2.6 The information contained in this document or information provided subsequently to Entity(s) whether verbally or in documentary form by or on behalf of the Client, is on the terms and conditions set out in this document and all other terms and conditions subject to which such information is provided.
 - 2.7 This document is not an agreement and is not an offer or invitation by the Client to any parties other than the Entity(s) who are qualified to submit the bids (hereinafter individually and collectively referred to as Entity or Entity respectively). The purpose of this document is to provide the Entity with information to assist in the formulation of their proposals.
 - 2.8 This document does not claim to contain all the information each Entity requires. Each Entity may conduct its own independent investigations and analysis and is free to check the accuracy, reliability, and completeness of the information in this document. The Client makes no representation or warranty and shall incur no liability under any law, statute, rules, or regulations as to the accuracy, reliability, or completeness of this document.
 - 2.9 The information contained in the document is selective and is subject to updating, expansion, revision, and amendment.
 - 2.10 Client reserves the right of discretion to change, modify, reject, add to, or alter any or all the provisions of this document and/or the bidding process, without assigning any reasons whatsoever. Client in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information in this document.
 - 2.11 The client reserves the right to reject any or all proposals received in response to this document at any stage without assigning any reason whatsoever. The decision of the Client shall be final, conclusive, and binding on all the parties.

3. Conflict of Interest

- 3.1 The Entity is required to provide professional, objective, and impartial advice, always holding the Client's interests' paramount, strictly avoiding conflicts with other assignments or its own corporate interests and acting without any consideration for future work.
- 3.2 The Entity has an obligation to disclose to the Client any situation of actual or potential conflict that impacts its capacity to serve the best interest of its client. Failure to disclose such situations may lead to the disqualification of the Entity or the termination of its Affiliation / Contract and/or sanctions by the Client.
- 3.3 Without limitation on the generality of the foregoing, the Entity shall not be hired under the circumstances set forth below:

- 3.3.1 **Conflicting activities:** Conflict between consulting activities and procurement of goods, works or non-consulting services: a firm that has been engaged by the Client to provide goods, works, or non-consulting services for a project, or any of its Affiliates, shall be disqualified from providing consulting services resulting from or directly related to those goods, works, or non-consulting services. Conversely, a firm hired to provide consulting services for the preparation or implementation of a project, or any of its Affiliates, shall be disqualified from subsequently providing goods or works or non-consulting services resulting from or directly related to the consulting services for such preparation or implementation.
- 3.3.2 **Conflict among consulting assignments:** a Entity (including its Experts and Sub-Entity) or any of its Affiliates shall not be hired for any assignment that, by its nature, may be in conflict with another assignment of the Entity for the same or for another Client.
- 3.3.3 **Conflicting relationships with the Client's staff:** a Entity (including its Experts and Sub-Entity) that has a close business or family relationship with a professional staff of the Client who are directly or indirectly involved in any part of
- i. the preparation of the Terms of Reference for the assignment,
 - ii. the selection process for the Contract, or
 - iii. the supervision of the Contract, may not be awarded a Contract, unless the conflict stemming from this relationship has been resolved in a manner acceptable to the Client throughout the selection process and the execution of the Contract.

4. Corrupt and Fraudulent Practices

- 4.1 The Client requires compliance with its policy regarding corrupt and fraudulent practices as set forth in **Section V**.
- 4.2 In further pursuance of this policy, Entity shall permit and shall cause their agents, Experts, Sub-Entity, sub-contractors, services providers, or suppliers to permit the Client to inspect all accounts, records, and other documents relating to the submission of the Proposal and contract performance (in case of an award), and to have them audited by auditors appointed by the client.

5. Eligibility Criteria

- 5.1 Only those Entity who qualify for the eligibility criteria shall be eligible for further stage of empanelment.
- 5.2 Detailed eligibility criteria are given under "**Section II**" of this REOI.

6. Duration of Empanelment

- 6.1 The duration of the empanelment shall be for 02 years.
- 6.2 The quality of service provided by the Entity and the performance of the Entity should be reviewed continuously and in case the performance is
- a. found unsatisfactory, the Entity's empanelment can be terminated at the Client's discretion in writing by giving 30 days' notice to the Entity. The Entity in these 30 days will ensure that they share / transfer all the knowledge, deliverable, software, documents developed during the period for this project to the Client or an agency

appointed by the Client.

- b. found satisfactory, the Entity's empanelment can be extended for another 01 years at the Client's discretion in writing by giving 30 days' notice to the Entity.

B. Preparation for Proposal

7. General Considerations

- 7.1 In preparing the Proposal, the Entity is expected to examine the REOI in detail. Any deficiencies in providing the information and documents requested in the REOI may result in the rejection of the Proposal.

8. Availability and Downloading of the REOI Document

- 8.1 In preparing the Proposal, the Entity is expected to examine the REOI in detail. Any deficiencies in providing the information and documents requested in the REOI may result in the rejection of the Proposal. The Request for Expression of Interest shall be published on the NSDC Website. It shall be available for download after the date and time of the start of availability till the deadline for availability as mentioned in the important dates. The downloaded Request for Expression of Interest is free of cost. If the Procuring Entity happens to be closed on the deadline for submitting the EOIs as specified above, this deadline shall not be extended. Any query/ clarification regarding downloading Request for Expression of Interest and uploading EOIs on the website may be addressed to NSDC procurement team at procurement@nsdcindia.org.

9. Cost of Preparation

- 9.1 The Entity shall bear all costs associated with the preparation and submission of its Proposal, and the Client shall not be responsible or liable for those costs, regardless of the conduct or outcome of the selection process.
- 9.2 The Client is not bound to accept any proposal and reserves the right to annul the selection process at any time prior to selection, without thereby incurring any liability to the Entity.

10. Language

- 10.1 The Proposal, as well as all correspondence and documents relating to the Proposal exchanged between the Entity and the Client, shall be written in "English".

11. Documents Comprising the Proposal

- 11.1 The Proposal shall comprise the following documents as listed below
 - i. Documents to be submitted for Eligibility Criteria as per Section II
 - ii. Documents for Technical Evaluation Criteria as per Section III
 - iii. All Forms as per section IV
 - iv. Any other documents requested under this REOI

12. Only One Proposal

- 12.1 The Entity shall submit only one Proposal. If a Entity submits or participates in more than one proposal, all such proposals shall be disqualified and rejected.

13. Proposal Validity

- 13.1 Entity's Proposal must remain valid up to **180 days** after the Proposal submission deadline. Any bid with less validity is liable for rejection.
- 13.2 During this period, the Entity shall maintain its original Proposal without any change, including the availability of Key Experts, the proposed rates and the total price.
- 13.3 If it is established that any Entity was not available at the time of Proposal submission or was included in the Proposal without his/her confirmation, such Proposal shall be disqualified and rejected for further evaluation.

14. Extension of Proposal Validity Period

- 14.1 The Client will make its best effort to complete the evaluation of bid including negotiations within the proposal's validity period. However, should the need arise, the Proposals' validity will automatically extend for 180 days more without any change in the original Proposal submitted by the Entity.
- 14.2 The Entity has the right to refuse to extend the validity of its Proposal, in which case such Proposal shall not be further evaluated.
- 14.3 Extension of the validity of the proposals shall be made without any change in the original proposal.

15. Substitution of Key Experts at extension of Proposal Validity Period:

Not applicable

16. Proposal Security:

- 16.1 Not applicable

17. Sub-Contracting

- 17.1 The Entity shall not subcontract whole, or any part of the services against the REOI.

18. Clarification and Amendment of REOI

- 18.1 The Entity may seek clarification on any part of the REOI till the date as mentioned under important dates. Any request for clarification must be sent in writing, by email to the Client's email address: procurement@nsdcindia.org. The Client may respond to all queries of the Entity (including an explanation of the query but without identifying its source) through publishing any corrigendum. Client may also respond to the queries raised by Entity through email if no change is required due to Entity's clarification or Entity's clarification is general. Entity to ensure to raise their queries within the specified time.
- 18.2 No other method/means of submission of queries by Entity and / or replying to queries by the client except mentioned above is acceptable under this REOI.
- 18.3 Any addendum/corrigendum issued shall form an integral part of the REOI document.
- 18.4 Entity may regularly visit the NSDC website for any corrigendum/addendum, updated information with respect to REOI and matter incidental thereto.
- 18.5 If the Client deems it necessary to amend the REOI due to clarification, it shall do so by following the procedure described below:
 - 18.5.1 At any time before the proposal's submission deadline, the Client may amend the REOI by issuing an amendment in writing or by standard electronic means.

- 18.5.2 If the amendment is substantial, or there is technical issue in submission of bids, the Client may extend the proposal submission deadline to give the Entity reasonable time to take an amendment into account in their Proposals.
- 18.5.3 The Entity may submit a modified Proposal or a modification to any part of it at any time prior to the proposal submission deadline. No modifications to the Proposal shall be accepted after the deadline.

19. Technical Proposal Format and Content

- 19.1 The documents/information's for Eligibility criteria would be submitted as per requirements given under "**Section II**" of the REOI.
- 19.2 The Technical Proposal shall be prepared using the format provided in "**Section IV- Forms**" of the REOI
- 19.3 Only those proposals which qualify on all parameters of Eligibility Criteria will be considered for technical evaluation.
- 19.4 The Technical Proposal shall not include any financial information. A Technical Proposal containing material financial information shall be declared non-responsive.

20. Financial proposal Format and Content: Not applicable

C. Submission, Opening and Evaluation

21. Submission of Proposals

- 21.1 The Entity shall submit a signed and complete Proposal comprising the documents and forms in accordance with the REOI. The Entity shall submit Technical and Financial Proposal only through the method mentioned in the REOI.
- 21.2 Only one copy of the proposal can be uploaded. An authorized representative of the Entity shall sign the original submission letters in the required format for the Technical Proposal and shall initial all pages. The authorization shall be in the form of a written power of attorney forming a part of the submitted proposal.
- 21.3 Any modifications, revisions, interlineations, erasures, or overwriting shall be valid only if they are signed or initialed by the person signing the Proposal.
- 21.4 Entity are advised to submit their Proposal strictly based in line with the terms and conditions contained in the REOI documents and without any deviations. Conditional Proposals shall be summarily rejected. However, proposals offered with better specifications/requirements than mentioned in the REOI, if any, may be accepted at the sole discretion of the Client.
- 21.5 Entity shall submit their proposal / bid before the deadline mentioned in the important dates through email at procurement@nsdcindia.org.
- 21.6 NSDC reserves the right to extend the bid submission date at its sole discretion.

22. Confidentiality

- 22.1 From the time the Proposals are opened to the time the closer of REOI process and award of notice for empanelment, the Entity should not contact the Client on any matter related to its Technical Proposal and or financial proposal.
- 22.2 Information relating to the evaluation of Proposals and award recommendations shall not be disclosed to the Entity who submitted the Proposals or to any other party not officially concerned with the process, until the selection process completed.
- 22.3 Any attempt by Entity or anyone on behalf of Entity to improperly influence the Client

in the evaluation of the Proposals or selection decisions may result in the rejection of its Proposal.

- 22.4 Notwithstanding the above provisions, from the time of the Proposals' opening to the time of selection, if a Entity wishes to contact the Client on any matter related to the selection process, it should do so only in writing.
- 22.5 This document is meant for specific use by the Entity interested in participating in the current tendering process. This document in its entirety is subject to Copyright Laws. Client expects the Entity or any person acting on behalf of the Entity to strictly adhere to the instructions given in the document and maintain confidentiality of information. The Entity shall be held responsible for any misuse of information contained in the document if such a circumstance is brought to the notice of the client. By downloading the document, the interested Entity is subject to confidentiality clauses.

23. Opening of Bid

- 23.1 Opening of Bid shall be done by client's procurement team / evaluation committee.

24. Evaluation of Proposals

- 24.1 The Client's evaluation committee shall evaluate the Proposals in two phases
- 24.1.1 **Eligibility Criteria:** First evaluation of the documents submitted by Entity against the "**Eligibility Criteria**" shall be evaluated by the client's "Technical Evaluation Committee". The proposal meeting the requirement of Eligibility criteria shall be qualified for the technical evaluation.
- 24.1.2 **Technical Evaluation:** Technical evaluation of the Entity's qualifying the eligibility criteria shall be done as per the details/requirement specified in **Section IV**.

25. Opening Financial Proposals and evaluation: Not applicable

26. Method of Selection

- 26.1 The method of selection applicable under this REOI is based on technical score.
- 26.2 Minimum Qualifying marks for empanelment is 70 marks.
- 26.3 Further, pass bids are categorized as per the marks obtained in the evaluation.
- 26.4 Empanelment of Entitys will be as per the score achieved.
- 26.5 The decision of NSDC will be final and binding upon all Entity

D. Declaration of shortlisted Entity

27. Notice for Empanelment

- 27.1 NSDC will initially inform the successful Entity through an email. The timeline will start from the date of notice to affiliation / empanelment.
- 27.2 All Entity shall be advised about shortlisting of their EOIs or otherwise without disclosing the comparative position of their EOIs with that of others.
- 27.3 Shortlisted Entity must not advertise or publish the same in any form without the prior written consent of the NSDC.
- 27.4 Shortlisting a Entity is an administrative process and does not confer any legal or contractual rights on him.
- 1.1 Since original documents/ certificates are not being called for and examined at this stage, all shortlisted shall be conditional upon final verification of such documents/ certificates during the tenure of affiliation.

SECTION II: ELIGIBILITY CRITERIA

Eol from qualified Entity are invited who meet the following criteria

S. No.	Eligibility Criteria	Documents/ Copies to be submitted
1	The Entity must be a registered legal business Entity in India under the Companies Act, or a partnership firm registered under the Limited Liability Partnership Act / Proprietary / Society in India and operating at least for 3 years in Government / Private organization from the date of REOI publishing. The Entity must have a valid GST registration and PAN number.	<ul style="list-style-type: none"> • Certificates of Registration/ Incorporation. • GST registration certificate <p>AND</p> <ul style="list-style-type: none"> • Copy of PAN card • Any other documentary proof
2	The Entity must have Valid Certification from any credit rating / Grading agencies registered in India.	<ul style="list-style-type: none"> • Enclosed the documentary proof
3	The Entity must have a minimum average annual turnover of INR 10 Crore in Media, Orientation and Awareness Programme in the last three Financial Years i.e., 2023-24, 2022-23 and 2021-22.	CA certificate with UDIN.
4	The Entity must have similar nature of work i.e. Media / Awareness Generation / IEC / BCC / HRD Activities / Capacity building and Skill based Training related experience at village / development block / District level to any government department / bodies in any state of India within last 3 years.	Supporting List of documents on letterhead along with copies of supply order / PO / work order / agreement.
5	The Entity should have carried out wall writing in Gram Panchayat (GP) / Block level at mass scale for any government department / bodies in any state of India within last 3 years.	Supporting List of documents on letterhead along with copies of supply order / PO / work order / agreement.
6	The Entity should have carried out Nukkad Natak in Gram Panchayat (GP) / Block / District level at mass scale for any government department / bodies in any state of India within last 3 years.	Supporting List of documents on letterhead along with copies of supply order / PO / work order / agreement.
7	The Entity should have carried out campaign involving video display through LED van / Projector in Gram Panchayat (GP) / Block / District level at mass scale for any government department / bodies in any state of India within last 3 years.	Supporting List of documents on letterhead along with copies of supply order / PO / work order / agreement.
8	The Entity should have positive net worth in the past three financial years i.e., 2023-24, 2022-23 and 2021-22.	CA certificate with UDIN and audited balance sheet.

S. No.	Eligibility Criteria	Documents/ Copies to be submitted
9	The Entity should have a minimum of 3 years of experience in Media, Mass awareness campaign / IEC / BCC / HRD activities / Training in last three years <ul style="list-style-type: none"> i. At least one single order of 10 Cr. or more, or ii. At least two single work order of 6.25 Cr. or more, or iii. At least three single order of 5 Cr. or more 	Work completion certificate along with Purchase order / work order
10	The Entity should not be Debarred and / or blacklisted and / or Suspended by any Central / State Government Department/ other government agencies or government affiliate agencies/ Public Sector Undertakings (PSUs)/ any multilateral agency in the last three Financial Years till the date of submission of this bid. <u>A consistent history of court/arbitration decisions against the Entity or existence of ongoing high value disputes may lead to the rejection of the proposal.</u>	The declaration should be given on 100/- Rs. stamp paper duly notarized along with Certificate from the Authorized Signatory/Company Director or equivalent.
11	The Entity must be accredited with DAVP or have submitted the proposal for the same (in such case application / Ref. no. for empanelment should be submitted, along with documentary proof).	Enclosed the documentary proof
12	Power of attorney in favour of Authorized Signatory signing the bid and Board Resolution / equivalent document in favour of person granting the power of attorney for the Entity	PoA copy to be enclosed along with the bid document.
13	Mandatory requirements: All requirements mentioned in the Terms of Reference and Scope of Work must be mandatory complied with. If Entity is not able to provide documents according to REOI, they will be disqualified	Entity should submit an undertaking on its letterhead duly signed by the authorized representative

Note: -

- i. Submission of all the valid/legal legible documents in context to the above table is mandatory.
- ii. In case the Entity fails to upload any of the documents specified above and corrigendum / addendum, if any, the proposal is liable to be rejected without any further reference / notice.
- iii. Only those Entity whose proposals meet all the eligibility criteria would be shortlisted for empanelment.

SECTION III: EVALUATION CRITERIA

S. No.	Technical Evaluation Criteria and sub-criteria	Maximum Marks
1	Existence of the firm (i) 3 years to 5 years: 5 marks (ii) More than 5 years: 10 Marks	10
2	Organization's Finance capabilities: Entity having average annual turnover in Media, Orientation and Awareness Programme in the last 3 financial years (2021-2022, 2022-2023, 2023-24) (i) More than 10 Cr but less than 15 Cr: 05 marks (ii) More than 15 Cr but less than 20 Cr: 07 marks (iii) More than 20 Cr: 10 Marks Note: Documents to be submitted as per Form – 5	10
3	The Entity must have similar nature of work i.e. Media / Awareness Generation / IEC / BCC / HRD Activities / Capacity building and Skill based Training related experience at mass scale at district level to any government department / bodies in of India within last 3 years (i) Service to cover upto 20 districts in any government department / bodies in any larger state of India: 5 marks (ii) Service to cover more than 20 districts and upto 25 districts in any government department / bodies in any larger state of India: 7 marks (iii) Service to cover more than 25 districts in any government department / bodies in any larger state of India: 10 marks Note: Documents to be submitted as per Form – 3	10
4	The Entity must have similar nature of work i.e. Media / Awareness Generation / IEC / BCC / HRD Activities / Capacity building and Skill based Training related experience at mass scale at development block level to any government department / bodies in any larger state of India within last 3 years (i) Service to cover upto 100 development block in any government department / bodies in any larger state of India: 5 marks (ii) Service to cover more than 100 development block and upto 125 100 development block in any government department / bodies in any larger state of India: 7 marks (iii) Service to cover more than 125 development block in any government department / bodies in any larger state of India: 10 marks Note: Documents to be submitted as per Form – 3	10
5	The Entity must have similar nature of work i.e. Media / Awareness Generation / IEC / BCC / HRD Activities / Capacity building and Skill based Training related experience at mass scale at Gram panchayat	10

S. No.	Technical Evaluation Criteria and sub-criteria	Maximum Marks
	<p>(GP) / RGP level to any government department / bodies in any larger state of India within last 3 years</p> <p>(i) Service to cover 20,000 (GP) / RGP in any government department / bodies in any larger state of India: 5 marks</p> <p>(ii) Service to cover more than 20,000 (GP) / RGP and upto 25,000 (GP) / RGP in any government department / bodies in any larger state of India: 7 marks</p> <p>(iii) Service to cover more than 25,000 (GP) / RGP development block in any government department / bodies in any larger state of India: 10 marks</p> <p>Note: Documents to be submitted as per Form – 3</p>	
6	<p>The Entity should have carried out Wall Writing at mass scale at Gram panchayat (GP) / RGP level to any government department / bodies in any larger state of India within last 3 years (Annexure-1)</p> <p>(i) Upto 20,000/- Wall painting to be carried out at Gram panchayat (GP) / RGP level: 5 marks</p> <p>(ii) More than 20,000 and upto 25,000/- Wall paintings to be carried out at Gram panchayat (GP) / RGP level: 7 marks</p> <p>(iii) More than 25,000/- Wall paintings to be carried out at Gram panchayat (GP) / RGP level: 10 marks</p> <p>Note: Documents to be submitted as per Form – 3</p>	10
7	<p>The Entity should have carried out Nukkad Natak at mass scale at Gram panchayat (GP) level / RGP level to any government department / bodies in any larger state of India within last 3 years</p> <p>(i) Upto 3000/- Nukkad Natak to be carried out at Gram panchayat (GP) / RGP level: 5 marks</p> <p>(ii) More than 3,000 and upto 5,000/- Nukkad Natak to be carried out at Gram panchayat (GP) / RGP level: 7 marks</p> <p>(iii) More than 5,000/- Nukkad Natak to be carried out at Gram panchayat (GP) / RGP level: 10 marks</p> <p>Note: Documents to be submitted as per Form – 3</p>	10
8	<p>The Entity should have carried out Led Van / Projector Campaign at mass scale at Gram panchayat (GP) level / RGP Level to any government department / bodies in any larger state of India within last 3 years</p> <p>(i) Upto 3000/- Led Van / Projector Campaign to be carried out at Gram panchayat (GP) / RGP level: 5 marks</p> <p>(ii) More than 3,000 and upto 5,000/- Led Van / Projector Campaign to be carried out at Gram panchayat (GP) / RGP level: 7 marks</p>	10

S. No.	Technical Evaluation Criteria and sub-criteria	Maximum Marks
	<p>(iii) More than 5,000/- Led Van / Projector Campaign to be carried out at Gram panchayat (GP) / RGP level: 10 marks</p> <p>Note: Documents to be submitted as per Form – 3</p>	
9	<p>Past Experience for Orientation and Kiting: The Entity must have experience in Orientation and Kitting of related Training Kit / Material amounting to a minimum of Rs 10 Cr. during the last 3 financial years Supply / Distribution upto Rs. 10 cr: 5 marks Supply / Distribution above Rs. 10 cr and upto 15 cr: 7 marks Supply / Distribution above Rs. 15 cr: 10 marks</p> <p>Note: Documents to be submitted as per Form – 6</p>	10
10	<p>The Entity must have experience in Orientation and Kitting of related Training Kit / Material</p> <ol style="list-style-type: none"> At least one single order of 15 cr or more, or At least two single work order of 10 cr or more, or At least three single order of 07 cr or more <p>Note: Documents to be submitted as per Form – 6</p>	10
	Total Marks	100

SECTION IV: FORMS

(Documents Comprising Technical & Financial Proposal)

1. Form 1: Proposal Submission Form

REOI No.:

REOI Title:

{Location, Date}

To: **[Write here Name and address of the Client]**

Dear Sir:

We, the undersigned, offer to provide the services for **[Insert title of assignment]** in accordance with your Request for Proposal No. **[Insert REOI Number]** dated **[Insert REOI Date]** and our Proposal. "We are hereby submitting our Proposal {in case joint venture allowed in REOI then "Insert a list with full name and the legal address of each member, and indicate the lead member"}",

We hereby declare that:

- (a) All the information and statements made in this Proposal are true and we accept that any misinterpretation or misrepresentation contained in this Proposal may lead to our disqualification by the Client and/or may be sanctioned by the client.
- (b) Our Proposal shall be valid and remain binding upon us for the period of **180 days** after the last date of submission.
- (c) If extension of proposal validity required, Our Proposals' validity will automatically extend for 180 days more without any change in the original Proposal submitted by us and is binding upon us.
- (d) We have no conflict of interest in accordance with ITB 3.
- (e) We meet the eligibility requirements as stated in ITB 5, and we confirm our understanding of our obligation to abide by the NSDC's policy regarding corrupt and fraudulent practices as per **Section V – Code of Integrity**.
- (f) We, along with any of our sub-Entity, subcontractors, suppliers, or service providers for any part of the selection, are not subject to, and not controlled by any Entity or individual that is subject to, a temporary suspension or a debarment imposed by a central government/ministry and or any state/s of India.
- (g) In competing for (and, if the award is made to us, in executing) the contract, we undertake to observe the laws against fraud and corruption, including bribery, in force as per Prevention of Corruption Act, 1988
- (h) Our Proposal is binding upon us and subject to any modifications.

We undertake, if our Proposal is accepted and the Notice of affiliation is issued, to initiate the Services related to the assignment no later than the date indicated in the contract/letter/PO. We understand that the Client is not bound to accept any Proposal that the Client receives.

We remain,

Yours sincerely,

Authorized Signature {In full and initials}: ____

Name and Title of Signatory: _____

Name of Entity: _____

Address: _____

Contact information (phone and e-mail): ____

2. Form 2: Entity Information Form

REOI No.:
REOI Title:

I. General Information

SN	Particulars	Details (Enclose supporting documents, wherever required)
1.	Name of the Entity	
2.	Registered Address	
3.	Concerned person's Name and Designation	
4.	Mobile no	
5.	Email ID	
6.	Entity website URL	

II. Information as per Pre-Qualification Criteria to be furnished (Refer Section III):

SN	Particulars	Details (Enclose supporting documents, wherever required as per)
1.	Entity's Date of Incorporation/ Registration	
2.	Annual Turnover: last three years as mentioned in eligibility criteria	
3.	Relevant Experience:	
4.	Blacklisting Declaration	
5.	Other Declarations as required	

3. Form 3: Entity Past Experience

REOI No.:
REOI Title:

S n o .	F Y .	Dist rict / Stat e	Pro gra m / Acti vity Deta ils	Depart ments Name	Or de r Re f. No . & date	Agree ment No. & date	Dist rict (No s.)	Bl oc k (Nos.)	Gram Panc hayat (Nos.)	Nuk kad Nat ak (Nos.)	LED / Proj ecto r (Nos .)	Wal l Wri ting (Nos.)	Docu ment page No.

Add more rows if required

Note: Detail for the above claim should be supported by supporting documents.

4. Form 4: Financial Proposal Submission Form

Not applicable

5. Form 5 – Financial Capabilities Details (Annual Turnover)

Details	Work / Sector Experiences	FY 2021-22	FY 2022-23	FY 2023-24	Average
Annual Turnover of Entity					
	Total Amount				

Supporting documents:

Turnover details of the Entity in the above format along with copies of the audited financial statement / audited balance sheet duly sealed and certified by the chartered accountant and turnover certificate (specially mentioned workwise) certified by the chartered accountant and the authorized representative of the agency.

6. Form 6 – Experience of Assignment / Project by the agency for orientation and kitting

S. n o.	Financ ial Year	Distri ct	Blo ck	Gram Pancha yat	Departme nts Name	Ord er Ref. No. & date	Value of Proje ct (Nos.)	Agreem ent No. & date	Docum ent page No.

Z

Add more rows if required

Note: Detail for the above claim should be supported by supporting documents.

7. Form 7: Check List for Entity

(To be submitted as part of Technical Proposal on Consultant's Letter-head)

REOI No.:

REOI Title:

Sr. No.	Documents to be Submitted duly filled, signed	Yes / No
1		
2		
X		
X		
X		
X		
X		
X		
X	Any other requirements, if stipulated in ITB and Terms of Reference; or if considered relevance by the consultant	

SECTION V: FRAUD AND CORRUPT PRACTICES

It should be kept in mind that all actions towards award of Contract and its implementation on the ground have to be fair, consistent, transparent and based on highest standard of ethics. Similarly, Entity/suppliers/contractors/Entity associated in the procurement of Goods, Works & Consultancy, are expected to observe the highest standard of ethics during procurement and execution of contracts. In pursuance to above:

- a. Proposal for award may be rejected, if it determines that the Entity, recommended for award, and/or its employees, sub-contractors, sub-Entity, sub-vendors, agents have engaged in corrupt or fraudulent practices in competing for the Contract in question;
- b. Portion of the funds allocated to a contract may be cancelled, in full or in part, if it is determined that corrupt or fraudulent practices were engaged by contractor/Entity and/or its employees, subcontractors/sub-Entity, sub-vendors, agents for getting the Contract or during the execution of a Contract.
- c. A firm may be declared as ineligible, either indefinitely or for a stated period of time, to be awarded a Contract, if it, at any time, determines that the firm has been engaged in corrupt or fraudulent practices in competing for or in executing the Contract.
- d. For the purpose of above provision, the terms, "Corrupt Practice" and "Fraudulent Practice", mean following:

"Corrupt practice" means offering, giving, receiving, or soliciting anything of value to influence the action of NSDC's official(s) in the procurement process or in the contract execution; and

"Fraudulent practice" means a misrepresentation of facts in order to influence a procurement process or the execution of a contract and includes collusive practices among Entity (prior to or after bid submission) designed to establish bid/proposal prices at artificial, non-competitive levels.

"Anti-competitive practice" means any collusion, bid rigging or anti-competitive arrangement, or any other practice coming under the purview of The Competition Act, 2002, between two or more Entity, with or without the knowledge of the Procuring Entity, that may impair the transparency, fairness and the progress of the procurement process or to establish bid prices at artificial, non-competitive levels;

"Coercive practice" means harming or threatening to harm, persons or their property to influence their participation in the procurement process or affect the execution of a contract; **"Conflict of interest"** means participation by a bidding firm or any of its affiliates that are either involved in the consultancy contract to which this procurement is linked; or if they are part of more than one bid in the procurement; or if the bidding firm or their personnel have relationships or financial or business transactions with any official of Procuring Entity who are directly or indirectly related to tender or execution process of contract; or improper use of information obtained by the (prospective) Entity from the Procuring Entity with an intent to gain unfair advantage in the procurement process or for personal gain; and

"Obstructive practice" means materially impede the Procuring Entity's investigation into allegations of one or more of the above mentioned prohibited practices either by deliberately destroying, falsifying, altering; or by concealing of evidence material to the investigation; or by making false statements to investigators and/or by threatening, harassing or intimidating any party to prevent it from disclosing its knowledge of matters relevant to the investigation or from pursuing the investigation; or by impeding the Procuring Entity's rights of audit or access to information;

SECTION VI: TERMS OF REFERENCE

Empanelment of agency for execution of various IEC / BCC / HRD Activities, training & Supply work

1. Background:

To attain the main objective of the Skill India Mission as per the National policy on skill Development, it is needed to provide market relevant skill based training to more rural youth in the country, and through recognition of prior learning (RPL) process, it is needed to recognize what the youth already know, understand and can do before helped in starting a program or module for them. The PMKY address such issue in the terms of "Skilling plays a crucial role in enhancing individual productivity leading to an increase in employment and income of the workforce. It also focused on skilling, reskilling, and upskilling as a crucial pillar for a growth-oriented economy. In such context the RPL's goal of producing quality, flexible and optional qualifications amongst the youth, enhance employability, labor mobility, lifelong learning and social inclusion.

National Skill Development Corporation (NSDC) is a not-for-profit public limited company incorporated under section 25 of the Companies Act, 1956 (corresponding to section 8 of the companies Act, 2013). NSDC was set up by Ministry of finance as Public Private Partnership (PPP) model. The Government of India through ministry of skill development & Entrepreneurship (MSDE) holds 49% of the share capital of NSDC, while the private sector has the balance 51% of the share capital. NSDC is one of its kind, Public Private partnership in India. It aims to promote skill development by catalyzing creation of large, quality, for profit vocational institutions. It provides funding to build scalable, for profit vocational training initiatives. Its mandate is also to enable support systems such as quality assurance, information systems and train the trainer academies either directly or through partnerships and setting up sector skill councils. The NSDC, an organization dedicated for promoting various skills and craftsmanship amongst the youth across the country and encouraged them towards adopting various skill based trades and ensuring their own livelihoods. This initiative seeks to provide them with the necessary resources, skills, and support to enhance their traditional crafts and promote sustainable livelihoods. The NSDC focuses on fostering innovation, improving productivity, and increasing the market access for these skilled individuals, ultimately contributing to the socio-economic development of their communities. As an effort to enhance the outreach of the NSDC, it is necessitated to empanel the agency which can promote awareness about the scheme / programmes across the country by execution of various Media, IEC / BCC / HRD, training related activities and kit supply work. The empanelled agencies shall support NSDC in various programs / schemes / supply related work during the period of empanelment as per the requirements of the NSDC.

2. Objectives

To empanel the agency/s which can deliver various Media /Awareness Generation / IEC / BCC / HRD / Capacity building and Skilled based training related activities / ITI Refurbishment / Instruments / furniture /Toolkit and kit supply work and other such services across the country in focused manner, so that youth and other community members can approach such schemes to adopt different skilled based livelihoods.

These media, IEC / BCC / HRD activities, training and kit supply to be carried out across all 36 states and 766 districts spread in the 5 zones. The detail of the zone is given below:

Zone	State
East	Bihar
	Chhattisgarh
	Jharkhand
	Odisha
North	West Bengal
	Haryana
	Himachal Pradesh
	Jammu and Kashmir
	Punjab
	Uttar Pradesh
	Uttarakhand
	Delhi
	Ladakh
North East	Arunachal Pradesh
	Assam
	Manipur
	Meghalaya
	Mizoram
	Nagaland
	Sikkim
	Tripura
South	Andhra Pradesh
	Karnataka
	Kerala
	Tamil Nadu
	Telangana
	Lakshadweep
	Andaman and Nicobar Island
	Puducherry
West	Goa
	Gujarat
	Madhya Pradesh
	Maharashtra
	Dadra and Nagar Haveli
	Daman and Diu
	Rajasthan

3. **Scope of Work:** The scope of work given below is indicative but not exhaustive for Media (all schemes) / Awareness Generation / IEC / BCC / HRD / Capacity building and Skilled based training related activities / ITI Refurbishment / Instruments / furniture / Toolkit and kit supply work and other such services across country. Detailed scope of work will be shared at the time of RFP with the empaneled vendors.

S. No	Details of Services
1	LED Vans
2	Installation of Hoardings
3	Wall Writing
4	Flaxy Banners
5	Printing and distribution of handbooks
6	Printed T Shirt
7	Printed Cap
8	Digital Graffiti Painting
9	Digital Reflector Board
10	Show casing of promotional videos through projector
11	Conducting Social Mapping on NSDC Schemes / Programmes by engaging community and local institutions
12	Awareness of children in schools
13	Organize Fair / Exhibition program
14	Organize Cultural / Nukkad Natak Activities Program
15	Organizing an event for showcasing and advertising the benefits of NSDC Schemes
16	IEC Material (poster / Calendar, sticker, booklet, Pumptlets)
17	Organize workshop on Building Capacity of officials / Community for NSDC schemes / Programmes at all levels
18	Orientation & Meeting with elected representative (PRIs) of local bodies
19	Orientation & Meeting with sub committees on their roles & responsibilities for effective implementation of NSDC schemes
20	Orientation and meeting of Govt. officers at village – Aganwari worker / Sahayika / Adolescent Girls, ASHAs, ANMS, etc.
21	Training kits for above 17 to 20 (includes Canvas / Messenger bag / Sling bag conference Pad, Pen, Booklet) and other toolkits for specialized trade / sector-based training.
22	Events & Programme – Various dignitaries like Ministers, PM / CM and other VVIP for motivation of the youth and awarding the key achievers
23	Orientation on various government schemes / trade in any sector as per the requirements of NSDC
24	Media campaigning on various government schemes / trade in any sector as per the requirements of NSDC
25	Content creation for Media campaign

4. Contact Details:

The interest Entity may contact procurement team through email at procurement@nsdcindia.org