

**REF. No. IFCI VENTURE/FUNDS/GEM/2023-24/JAN-**

**Dated: 15/01/2024**



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**REQUEST FOR PROPOSAL (RFP)**  
**FOR**  
**SELECTION OF DIGITAL & SOCIAL MEDIA AGENCY**

**Mode of Tender:** E-tender on GEM Portal

To be submitted before 29/01/2024

**Addressed To**

**General Manager**  
**IFCI Venture Capital Funds Limited**  
**IFCI Tower, 16th Floor, 61 Nehru Place,**  
**New Delhi - 110 019**

## DISCLAIMER

This RFP is neither an agreement nor an offer and is only an invitation by IFCI Venture to the interested parties for submission of bids. The purpose of this RFP is to provide the Bidder with information to assist the formulation of their proposals.

This RFP does not claim to contain all the information each bidder may require. Bidder(s) should conduct its own investigations and analysis and should check the accuracy, reliability and completeness of the information in this RFP and wherever necessary, may obtain independent advice. IFCI Venture 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 RFP. IFCI Venture may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information in this RFP.

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**CHAPTER-1**

**INTRODUCTION, NOTICE AND KEY EVENTS & DATES**

FOR

**SELECTION OF DIGITAL & SOCIAL MEDIA AGENCY**

**RFP NO. IFCI VENTURE/FUNDS/GEM/2023-24/JAN/20103057**

**IFCI VENTURE CAPITAL FUNDS LIMITED  
IFCI TOWER, 16TH FLOOR, 61 NEHRU PLACE,  
NEW DELHI - 110 019**

## **INTRODUCTION TO IFCI VENTURE CAPITAL FUNDS LTD. (IFCI VENTURE)**

IFCI Venture is a subsidiary and Venture Capital arm of IFCI Ltd., a Government of India Company. IFCI Venture was promoted by IFCI in 1975 with the objective to broaden entrepreneurship base in India by providing risk capital mainly to first generation entrepreneurs. Since then, IFCI Venture has funded many successful ventures through different schemes.

In 2015, IFCI Venture was entrusted with the management of first of its kind Venture Capital Fund floated by Govt. of India for promoting entrepreneurship amongst Scheduled Castes by the name, “Venture Capital fund for Scheduled Castes” (VCF-SC) under the aegis of Ministry of Social Justice and Empowerment (MOSJE), Govt. of India. The Fund started with a corpus of Rs.250 crore and the current corpus has reached Rs.726 crore.

Then, looking at the success and reach of VCF-SC in the whole Country, MOSJE in the year 2018 entrusted IFCI Venture with management of the ‘Venture Capital Fund for Backward Classes’ (VCF-BC), a Venture Capital Fund floated by Govt. of India for promoting entrepreneurship amongst OBC population. The present corpus of VCF-BC is Rs.145 crore.

Subsequently in 2000, to support innovation and entrepreneurship amongst talented SC youth, a new initiative viz. “Ambedkar Social Innovation Incubation Mission” (ASIIM) under VCF-SC was launched and in 2022, for supporting budding entrepreneurs working in elderly care sector, MOSJE launched a new Fund named “Senior Care Ageing Growth Engine Venture Fund” (Sage Fund) with an estimated corpus of Rs.106 Cr. which is also being managed by IFCI Venture.

Further, in 2023, looking at the success and following the path of VCF-SC, Ministry of Tribal Affairs also initiated a Venture Capital Fund for Scheduled Tribes with estimated corpus size of Rs.50 crore, which is also being managed by IFCI Venture and it has received SEBI registration recently.

## **INVITATION TO RFP**

### **RFP Notice**

IFCI Venture invites e-tender through GeM Portal, in two bid system (Technical and Financial bid), for the selection of a Communication Agency having sufficient experience in Digital & Social media marketing. The agency shall be responsible for providing all types of services as mentioned in the RFP.

Interested companies may download the RFP document from the GeM website viz. <https://gem.gov.in/> as well as from [www.ifciventure.com](http://www.ifciventure.com)

IFCI Venture reserves the right to cancel this RFP at any stage of tendering process and/or alter the scope of work at any stage with suitable adjustment in charges payable. IFCI Venture also reserves the right to reject any or all the Proposals in whole or part without assigning any reasons.

**KEY EVENTS & DATES**

<b>S. No.</b>	<b>Particulars</b>	<b>Details</b>
1.	Tender Notice No	RFP NO. <b>IFCI VENTURE/FUNDS/GEM/2023-24/JAN/20103057</b>
2.	Bid Security/ EMD	2,00,000/-
3.	Tender Name	RFP for selection of Digital & Social Media Agency
4.	Date of Issue	15/01/2024
5.	Last date for seeking clarifications/query, if any	19/01/2024
6.	Last date of submission of Bid (Technical & Commercial)	29/01/2024
7.	Opening of Technical Bids	30/01/2024
8.	Date and time of presentation by Shortlisted eligible Bidders	Shall be communicated later
9.	Date & time of opening of Commercial Bids	Shall be communicated to technically qualified bidder(s)
10.	Name of the contact person for any clarification	Ms. Poonam Garg - 011-41732516 Ms. Sriparna Chaudhary – 011-41732581
11.	E-mail Address	<b><u>rfpquery@ifciventure.com</u></b>
12.	Validity of Proposal	The rates in tender document shall be kept open from acceptance for a minimum period of 90 (ninety) days from last due date of offer submission (incl. extension, if any)

**Note:** IFCI Venture reserves the right to cancel the Tender process at any stage during the Tender Process. The dates mentioned above are tentative and the bidder acknowledges that he/she cannot hold IFCI Venture responsible for any revision on these dates.

**CHAPTER-2**

**INSTRUCTIONS TO BIDDER(S)**

FOR

**SELECTION OF DIGITAL & SOCIAL MEDIA AGENCY**

**RFP NO. IFCI VENTURE/FUNDS/GEM/2023-24/JAN/20103057**

**IFCI VENTURE CAPITAL FUNDS LIMITED**  
IFCI TOWER, 16TH FLOOR, 61 NEHRU PLACE,  
NEW DELHI - 110 019

**INSTRUCTIONS TO BIDDER(S)**

1. Bidder(s) shall submit their bid (comprising of “Technical” and “Financial” bid), online at GEM Portal.
2. **Online submission of bids:** Online bids will have to be submitted within the time specified on website <https://gem.gov.in/> the following manner:

**a. Technical Bid: Scanned Copies to be uploaded (.pdf):**

The technical information should be prepared very carefully and as indicated in the tender document since it will form the basis for pre-qualification of bidder(s). Bidder(s) must provide the documents mentioned in the Technical Evaluation criteria as mentioned in the Technical Evaluation table. Only relevant and to the point information/document should be uploaded. Failure to provide any required information may lead to the rejection of the offer. Bidder(s) must read the tender document very carefully before signing it.

Bidder(s) should not submit/mention financial quotation in the technical documents/information. In case the financial quote is provided in the technical bid, the bid will be summarily rejected without further consideration.

**b. Financial Bid (.xls):** Bidder(s) must read the terms and condition as mentioned in this tender document and submit the form accordingly. Bidder(s) are required to check the prices / amount carefully before uploading financial bid.

3. Submission of more than one bid is not allowed and shall result in disqualification of the bidder.
4. **Validity of bids:** Bid submitted by the Bidder(s) shall remain valid for acceptance for a minimum period of Ninety (90) days from the last date of submission of bid (Technical and Financial), including extensions, if any.
5. IFCI Venture reserves the right to reject any or all the bids without assigning any reasons thereof.
6. **Authorization and Attestation:** Bidder(s) must submit an Authorization Letter or valid Power of Attorney on behalf of firm for signing the document.
7. The Standard Terms and Conditions of this RFP also form part of the Limited e-Tender specifications. The information furnished shall be complete by itself. Bidder(s) are required to furnish all the details and other documents as required.
8. Any conditional bid received shall not be considered and will be summarily rejected in very first instance without any recourse to the bidder(s).
9. Any submission of bid shall be deemed to have been done after careful study and examination of this RFP document and with the full understanding of the implications thereof.
10. In case of any doubt about the meaning of any portion of this RFP or any discrepancies or omission(s) in the scope of work or any other portion of this RFP or any incomplete portion or requires clarification on any aspect, scope of work etc. Bidder(s) shall contact the authority inviting the tender as per date and time mentioned in CHAPTER 1 of RFP.
11. Bidder(s) are advised to study all the tender documents carefully.
12. Bidder(s) request for clarification shall be with reference to Sections and Clause numbers given in this RFP document.



13. The specifications and terms and conditions shall be deemed to have been accepted by the Bidder(s) in their offer.
14. Non-compliance with any of the requirements and instructions of this RFP document may result in the rejection/disqualification of the bidder.
15. This document has not been filed, registered, or approved in any Court of Competent jurisdiction. Recipient of this document should inform themselves of and observe any applicable legal requirements.
16. This document constitutes no form of commitment on the part of the IFCI Venture and IFCI Venture reserves the right to cancel and postpone the tender without assigning any reasons.
17. Mere participation in this Tender Document by any party does not confer or constitute any right for allotment of tender or association with IFCI Venture.
18. The Agency/Firm shall bear all costs associated with the preparation and submission of its bid, including cost of presentation for the purposes of clarification of the bid, if so desired by IFCI Venture and IFCI Venture will, in no case be responsible or liable for those costs regardless of the conduct or outcome of bidding process.
19. Non-compliance of any terms and conditions enumerated in the contract shall be treated as breach of contract by the bidder and IFCI Venture at its sole discretion, disqualify bidder at any point of time.
20. All information, document, photos and data coming in the possession of firm as a result of the execution of the job shall all at time remain the property of IFCI Venture. The firm shall not make or allow to make an unauthorized copy, use, access or other utilization of these materials commercially or otherwise, directly or indirectly except as agreed to by the IFCI Venture. The firm shall also ensure complete confidentiality of the information and data provided to carrying out the job.

**21. Requests for clarification/query**

All queries relating to the RFP, technical or otherwise, must be sent by e-mail only and will be entertained by IFCI Venture only in respect of the queries received up to the date & time specified in **CHAPTER 1 - Key Events & Dates**. Queries so raised should be in the format as given hereunder.

**The subject in the email should be mentioned as “RFP FOR SELECTION OF DIGITAL & SOCIAL MEDIA AGENCY – QUERY.”**

S. No.	Section No. in RFP	Page No. in RFP	Particulars as mentioned in RFP	Query
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**CHAPTER-3**

**ELIGIBILITY CRITERIA**

FOR

**SELECTION OF DIGITAL & SOCIAL MEDIA AGENCY**

RFP NO. **IFCI VENTURE/FUNDS/GEM/2023-24/JAN/20103057**

**IFCI VENTURE CAPITAL FUNDS LIMITED**  
IFCI TOWER, 16TH FLOOR, 61 NEHRU PLACE,  
NEW DELHI - 110 019

**PRE-QUALIFICATION/ ELIGIBILITY CRITERIA**

Bidders must conform to the eligibility criteria given below:

<b>Sr. No</b>	<b>Criteria</b>	<b>Documentary Evidence Required</b>
1.	The Bidder must be a registered entity (Company / LLP / Partnership firm/Organization registered under applicable act in India) with at least <b>5 (five) years'</b> experience in providing service in PR, social media, digital media etc. as on <b>31<sup>st</sup> March 2023</b> .	<ul style="list-style-type: none"> <li>a. Certificate of Incorporation, Registration and Partnership Deed</li> <li>b. Pan Card</li> <li>c. GST Registration</li> <li>d. Certificate by CA for number of years of experience of firm in providing service in PR, Communication, Creative Designing, Media, social media, digital media as on 31<sup>st</sup> March 2023.</li> </ul>
2.	<b>Average Annual Turnover (excluding paid media revenues)</b> to be atleast Rs.2,00,00,000/- (Rupees two crore only) for the last 5 consecutive years (2018-19, 2019-20, 2020-21, 2021-22, 2022-23)	<ul style="list-style-type: none"> <li>a. Complete Audited Financials for last 5 consecutive years (2018-19, 2019-20, 2020-21, 2021-22, 2022-23);</li> <li>b. Self-certified by the authorized representative of the agency regarding Average Annual Turnover for the last 5 consecutive years (2018-19, 2019-20, 2020-21, 2021-22, 2022-23) as per <b>Form 3</b>.</li> </ul>
3.	<ul style="list-style-type: none"> <li>a. The Agency must have completed / worked on <b>at least 2 (two)</b> public relation / communication/ Creative Designing /social media/ Digital media Management projects in Government/Semi Govt./PSU/Industry Chambers/ in the last 5 years.</li> <li>b. Consolidated value of annual order to be <b>more than Rs.50 lakh p.a.</b> from at least <b>1 (one)</b> such client in any of the last <b>five financial years</b>.</li> </ul>	<ul style="list-style-type: none"> <li>a. Work order/purchase order/agreement</li> <li>b. Completion certificate issued by the customer in support of work completed during last 5 years as per the above criteria.</li> <li>c. Self-certified summary to be provided regarding consolidated value of annual order from each client (in case of multiple orders from single client).</li> <li>d. Past experience as per <b>Form 7</b>.</li> </ul>
4.	The Firm / Agency should have Registered Office along with a full-fledged establishment within <b>Delhi-NCR</b> with a team of at least <b>25</b> people. The Firm / Agency should have team of specialists in the fields of media relations, content creation and disseminations, designers, video editors, graphic designer, copywriters / scriptwriters and translators and any other specialists as may be required for execution of assignment of IFCI Venture.	<ul style="list-style-type: none"> <li>a. Registration under shop act/ certificate of registration issued by the municipal authority / Electricity Bill / Rent or Lease agreement of Properties of atleast last 1(one) year.</li> <li>b. ESI or PF certificate to be submitted as proof of number of employees.</li> <li>c. The resumes of key team members {Team Leader/ Creative Director, Social Media Manager, Designer (atleast 2 CVs), Video Editor/Animator and Copywriter/ Content Writer} highlighting their experience, certifications, and relevant skills in social and digital media space.</li> <li>d. Self-Declaration by the Bidder on Business letter head, duly stamped and signed by the authorized representative as per Format enclosed as <b>Form 8</b>.</li> </ul>
5.	The bidder should not be blacklisted entity as on the date of submission of RFP by any Govt. / Regulatory	A self-declaration by the Bidder on Business letter head. As per Format enclosed as <b>Form 8</b> .

	bodies in India / globally including entities such as Commercial Institutions / Banks/ PSUs. Bidder should have no history of legal disputes or non-compliance issues.	
6.	The Bidder's Organization should not be owned or controlled by any Director or Employee (or Relatives) of IFCI Venture/IFCI, both present and those who have retired in the last one year.	A self-declaration by the Bidder on Business letter head. As per Format enclosed as <b>Form 8</b> .
7.	Integrity Pact	To be included with technical Documents ( <b>Form 15</b> )

**Note:**

- I. Bidders should submit the supporting documents mentioned in the table above.
- II. Failure to meet any of these criteria will disqualify the applicant and it will be eliminated from further process.
- III. Submission of forged documents will also result in summary rejection of the bid.
- IV. IFCI Venture reserves the right to verify and/ or to evaluate the claims made under eligibility criteria and any decision in this regard shall be final, conclusive, and binding upon the Bidders.
- V. All certificates or documents should also be self-attested and attached/bind together.
- VI. If at a later stage it is found that applicant has provided false information or has wrongly certified the conditions stated in the eligibility criteria, the applicant shall be liable for legal action and/or cancellation of agreement/contract/license.

**TECHNICAL EVALUATION**

S. No.	Criteria	Max Points	Point system	Supporting documents
1.	Years of Experience as a Communication (PR, Digital, social, Creative designing) agency in India till the date of bid submission	15	<ul style="list-style-type: none"> <li>• More than 10 Years = 15 points</li> <li>• Upto 10 Years = 10 points</li> <li>• Upto 7 years = 05 points</li> </ul>	<ol style="list-style-type: none"> <li>a. Certificate of Incorporation, Registration and Partnership Deed</li> <li>b. Pan Card</li> <li>c. GST Registration</li> <li>d. Certificate by CA for number of years of experience of firm in providing service in PR, Communication, Creative Designing, Media, social media, digital media as on 31<sup>st</sup> March 2023.</li> </ol>
2.	Average annual turnover of the bidder for last 5 consecutive years (excluding paid media revenues)	15	<ul style="list-style-type: none"> <li>• &gt; Rs.6 Cr. = 15 points</li> <li>• &gt; Rs.5 Cr. – 6 Cr. = 12 points</li> <li>• &gt; Rs.4 Cr. – 5 Cr. = 09 points</li> </ul>	<ol style="list-style-type: none"> <li>a. Complete Audited Financials for last 5 consecutive years (2018-19, 2019-20, 2020-21, 2021-22, 2022-23);</li> <li>b. Self-certified by the authorized representative of the agency regarding Average Annual</li> </ol>

			<ul style="list-style-type: none"> <li>• &gt; Rs.3 Cr. – 4 Cr. = 06 points</li> <li>• Rs.2 Cr. – Rs.3 Cr.= 03 points</li> </ul>	Turnover for the last 5 consecutive years (2018-19, 2019-20, 2020-21, 2021-22, 2022-23) as per <b>Form 3</b> .
3.	Detailed experience of handling Social/digital media management projects in Government/ Semi Govt./ PSU clients/ Industry associations in India in the last 5 years with an annual order value per client of atleast Rs.20 lakh p.a.	20	<ul style="list-style-type: none"> <li>• &gt;10 clients = 20 points</li> <li>• Upto 10 clients = 16 points</li> <li>• Upto 7 clients = 12 points</li> <li>• Upto 5 clients = 08 points</li> <li>• Upto 3 clients = 04 points</li> </ul>	<ul style="list-style-type: none"> <li>a. Work order/purchase order/agreement</li> <li>b. Completion certificate issued by the customer in support of work completed during last 5 years as per the above criteria.</li> <li>c. Self-certified summary to be provided regarding work orders from each client with order value of atleast Rs.20 lakh p.a. for 5 years as per <b>Form 3</b>.</li> <li>d. Past experience as per <b>Form 7</b>.</li> </ul>
4.	Detailed experience of handling Social/digital media management projects for reputed private companies/ Large Corporates in India in the last 5 years with an annual order value per client of atleast Rs.20 lakh p.a.	10	<ul style="list-style-type: none"> <li>• &gt;10 clients = 10 points</li> <li>• Upto 10 clients = 08 points</li> <li>• Upto 7 clients = 06 points</li> <li>• Upto 5 clients = 04 points</li> <li>• Upto 3 clients = 02 points</li> </ul>	<ul style="list-style-type: none"> <li>a. Work order / purchase order/agreement</li> <li>b. Completion certificate issued by the customer in support of work completed during last 5 years as per the above criteria.</li> <li>c. Self-certified summary to be provided regarding work orders from each client with order value of atleast Rs.20 lakh p.a. for 5 years as per <b>Form 3</b>.</li> <li>d. Past experience as per <b>Form 7</b>.</li> </ul>
5.	Presentation of a roadmap on the mentioned scope of work including dashboard, analytics, response system, effective artwork/content creation capabilities for achieving Social Media Marketing objectives of IFCI Venture.	40	<p>Presentation of a roadmap on the mentioned scope of work which should contain the following:</p> <ul style="list-style-type: none"> <li>a) Understanding and clarity of scope;</li> <li>b) Detailed innovative workplan with timelines as per scope of work in the RFP;</li> <li>c) Framework and tools to be employed to support the proposal;</li> <li>d) Identification of risks and mitigation plan;</li> <li>e) Proposed Team Composition &amp; Quality of Service.</li> </ul>	Presentation to be prepared.
<b>Total (A+B)</b>		<b>100</b>		

**Note:** Only Bidders who score **at least 70 Marks** in Technical Evaluation Criteria will be eligible for “Commercial Bid Opening” Stage.

## **BIDS EVALUATION CRITERIA**

### **Stage 1: Pre-Qualification**

Each of the conditions for bidder Pre- Qualification condition are MANDATORY. In case the Bidder does not meet any one of the conditions, the bidder will be disqualified. Bidders would be informed of their qualification/disqualification based on the Pre-Qualification criteria.

### **Stage 2: Technical Evaluation**

- a. Technical Evaluation will be done only for the bidders who succeed in Stage 1.
- b. The bidders' technical solutions proposed in the bid document will be evaluated as per the requirements specified in the RFP and technical evaluation framework.
- c. Each Technical Bid will be assigned a technical score out of a maximum of 100 marks. Only the bidders who get a technical score of 70% or more (prior to normalization) will qualify for the commercial evaluation stage. Failing to secure minimum marks shall lead to technical rejection of the Bid and Bidder.
- d. The Final Normalized technical score of the Bidder shall be calculated as follows:

*Normalized Technical score of the bidder = Technical score of the bidder / Score of the bidder with HIGHEST score X 100*

### **Stage 3: Commercial Evaluation**

- a. The commercial bids for the technically qualified bidders will then be opened on the notified date and time and reviewed to determine whether the commercial bids are substantially responsive. Bids that are not substantially responsive are liable to be disqualified at IFCI Venture's discretion.
- b. The Normalized commercial score of the technically qualified bidders will be calculated, while considering the Commercial quote given by each of the Bidders in the Commercial Bid as follows:

*Normalized Commercial Score of the Bidder = Lowest Quote/Bidder's Quote X 100*

#### **Example:**

<b>Bidders</b>	<b>Bidder Quote</b>	<b>Calculation</b>	<b>Normalized Commercial Score</b>
Bidder A	110	$(110/110) \times 100$	100
Bidder B	150	$(110/150) \times 100$	73.33
Bidder C	170	$(110/170) \times 100$	64.70
Bidder D	140	$(110/140) \times 100$	78.57

- c. The Bid price will be inclusive of all taxes/ GST and all prices shall be quoted in Indian Rupees only.
- d. Any conditional bid would be rejected.
- e. If there is a discrepancy between words and figures, the amount in words will prevail."

**Final Score Calculation (QCBS)**

The final score will be calculated through Combined Quality Based System (QCBS) method based with the following weightage:

Technical: 70%

Commercial: 30%

Final Score = (0.70xNormalized Technical score) + (0.30xNormalized Commercial Score)

The bidder with the highest Final score shall be treated as the Successful bidder (Rank -1 bidder).

In case, total combined score (Final Score) of two (2) or more bidders are exactly same, then the bidder scoring highest technical score would be considered as the successful bidder. If there is still a tie then bidder with higher networth will be considered as a successful bidder.

**CHAPTER-4**

**SCOPE OF WORK**

FOR

**SELECTION OF DIGITAL & SOCIAL MEDIA AGENCY**

**RFP NO. IFCI VENTURE/FUNDS/GEM/2023-24/JAN/20103057**

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## **SCOPE OF WORK**

This scope of work outlines a comprehensive communication strategy including digital and social media marketing for promoting and creating awareness about government schemes. The primary objective is to leverage digital platforms to reach a wider audience, engage prospective beneficiaries and enhance the success and exposure of Venture Capital Schemes. The scope of work shall be including but not limited to the tasks mentioned in the document.

IFCI Venture intends to use Twitter, Facebook, Instagram, LinkedIn & YouTube etc. as the primary media for promotion. The Social & Digital Media Marketing strategy has to be based on IFCI Venture's marketing plan and technology enabled analytics.

### **4.1 Project Objective:**

To raise awareness about Venture Capital Schemes managed by IFCI Venture as Implementing Agency, among the target audience, strengthen the online presence of these schemes across various digital platforms and encourage active participation and engagement of target audience with the schemes.

### **4.2 Scope of Work:**

- a. Craft annual social media strategy roadmap, develop communication strategy as per IFCI Venture's need, planning monthly content calendar, monthly reports/analysis and recommendations and tracking of effectiveness/reach of digital efforts.
- b. Use of all available social media platforms such as Facebook, Twitter, Instagram, LinkedIn, You Tube and any such other media platform for targeted outreach. Vendor has to create and manage the social media profiles on all available media handles for all schemes handled by IFCI Venture.
- c. Creation of variety of content types, including videos, infographics, blog posts, interactive content and any other form of content as deemed fit for these schemes. Maintenance of all Social Media accounts, provide market insight consultancy after understanding the target audience and competitive environment from secondary sources.
- d. Creation of success stories, testimonials from the beneficiaries/ industry chambers/ nodal agency and any such videos/bytes as required from time to time.
- e. Create templates for all media activities, brochures, advertisements, monthly newsletters etc. for integrated marketing communication plan.
- f. Implementation of search engine optimization (SEO) to enhance visibility on search engines. The vendor has to create and share performance metrics to IFCI Venture and continuously optimize content based on those metrics.
- g. Conceptualization and execution of social media campaigns, competitions, once a month live session for interactions/ knowledge sharing/ experience sharing etc.
- h. For any events/fund launch/national competitions to be organized by IFCI Venture, planning and execution of entire digital media coverage such as pre-event and engagement posts, during events highlights and post event coverage and engagement posts etc. for successful outreach of event.
- i. Vendors must establish/create and manage dedicated online communities for each Venture Capital Schemes, encourage discussions, share updates and address queries after getting inputs from IFCI Venture within these communities.
- j. Monitoring of all social media pages of IFCI venture/ Funds and response management to be done by vendor. All queries received on all platforms which need not require inputs from IFCI Venture must be replied to within 24 hours and all queries which require a consultation with the IFCI Venture should be answered within 2 working days.
- k. The vendor must monitor and report unauthorized use of content shared online belonging to IFCI Venture.

1. Publicize all festivals, cultural events, National and International event as such as International Yoga Day, Holi, Diwali, New Year etc. suggested by the IFCI Venture, using these social media platforms.

#### **4.3 Paid Advertising:**

To target specific demographics and regions to maximize reach and impact. Paid advertising like meta-ads, google ads, paid WhatsApp and other display ads can be utilised by IFCI Venture. The vendor needs to work with field experts etc. who are credible in related fields and who connect with the target audience. Such activities shall be on separate fee basis as per the assignment.

#### **4.4 Key Performance Indicators (KPIs) to monitor:**

Ensure through promotional activities that the viewership over social media handles of the IFCI Venture increases substantially by about 10% per month from the date of start of operation. (Should be through organic reach). Vendor has to come up with initial benchmark for the KPIs to monitor, providing a baseline for comparison and evaluation of the strategy's success in their proposal.

##### **a. Reach and Impressions:**

- Track the overall reach and impressions/ views of digital content.
- Track the increase in followers on each platform.

##### **b. Engagement Metrics:**

- Measure likes, shares, comments, and overall engagement on social media platforms.
- Evaluate the effectiveness of content in encouraging communication.

##### **c. Application and Enrolment Rates:**

- Monitor the number of applications and enrolments attributed to digital marketing efforts.
- Assess the conversion rate from digital channels.
- Monitor conversion rates for online applications or sign-ups.

#### **4.5 Key Deliverables:**

<b>S. No.</b>	<b>Particulars</b>	<b>Deliverables</b>	<b>Quantity</b>
1	Content Creation	<ul style="list-style-type: none"> <li>• Planning and creating a roadmap with deliverables.</li> <li>• Engaging posts, videos, infographics, blog posts, templates etc.</li> <li>• Content designing for all communications like print adv, outdoor adv and other brand promotional materials.</li> <li>• Creative content for branding/re-branding activities.</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly content calendar with weekly planner.</li> <li>• Creative content for branding/re-branding of the schemes/funds of IFCI Venture.</li> <li>• 60 videos in a year (with minimum 4 videos in a month) of upto 120 sec. for success stories and testimonials across all funds/schemes of IFCI Venture. Stock images / shots to be provided by IFCI Venture.</li> <li>• 400 social media posts in a year (with minimum 25 posts in a month) across all social media handles for all funds of IFCI Venture.</li> <li>• Designing of newsletter/booklet bi-monthly (on need basis) common for all funds handled by IFCI</li> </ul>

		<ul style="list-style-type: none"> <li>Newsletters/ Booklets summarizing key updates.</li> </ul>	<p>Venture. Written content to be provided by IFCI Venture.</p> <ul style="list-style-type: none"> <li>Upto 12 collateral design templates in a year for flyers/brochures/standees/advertisements/backdrops etc. for all static events common for all funds of IFCI Venture.</li> <li>Maximum 6 live sessions in a year for all funds of IFCI Venture.</li> <li>For events, frequency of posts/videos to be included in the numbers as given above. IFCI Venture may increase the number of posts/videos to a maximum of 10% of the yearly requirement on a need basis.</li> </ul>
2	Social Media Management	<ul style="list-style-type: none"> <li>Regular posts and updates across platforms.</li> <li>Responses to queries and comments.</li> <li>Planning and execution of all events planned by IFCI Venture</li> </ul>	
3	Community Building	<ul style="list-style-type: none"> <li>Active management of online communities.</li> </ul>	Included in the social media posts as mentioned above.
4	Monitoring and response management	<ul style="list-style-type: none"> <li>Responding to clarification/queries/positive-negative comments in digital media handles</li> </ul>	Once a Day

#### **4.6 Additional work for which a separate order shall be given basis DAVP rates:**

The selected agency may be required to carry out other media activities that are not covered in the above scope of work like preparation of Introductory videos for each scheme being handled by IFCI Venture in both English and Hindi languages with voice over, print media release, electronic media release, production of AV/films/jingles, on ground marketing and publicity activities. Selected Agency will be paid separately for such assignments as per DAVP rates fixed by Bureau of Outreach & Communications (BoC)

#### **4.7 Reporting:**

The Agency is expected to provide IFCI Venture periodical reports/deliverables monthly or other frequency as per requirement during the entire duration of the project. This should include comprehensive and complete data regarding the new followers that have joined and the means through which they have joined the IFCI Venture Social Media pages.

##### **Monthly Reports:**

- Agency must provide detailed monthly reports on digital/social marketing performance to IFCI Venture. Capturing the performance of social media channels in terms of growth, responses, brand sentiment, plans for the upcoming month;
- Include insights, recommendations, and key achievements.

##### **Quarterly Reviews:**

- Agency must conduct quarterly reviews of the overall digital/social marketing strategy with IFCI Venture. Capturing the quarterly performance of the pages in terms of planned vs achieved objectives, and strategy for the upcoming quarter.
- Agency must identify areas for improvement and adjustments based on evolving goals.

#### **4.8 Supervision:**

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All Social media advertisements/artworks/response published during the entire duration of the project will be done after prior approval of IFCI Venture. Using Social media platform capabilities, solution provider should do random checks to ensure that the profiles which are joining the official pages belong to and represent real people. Strict action will be taken against the agency and penalty would be imposed upon it if found using fraudulent methods to boost fans/followers. All artworks/designs/creatives developed by the agency for Social Media Marketing/ Digital Marketing as per IFCI Venture's requirement will be owned by IFCI Venture and the agency shall submit these artworks/ designs/ creatives along with open/ raw files to IFCI Venture whenever required by IFCI Venture. The agency will not use these artworks/designs/creatives for any other purpose without written approval from IFCI Venture.

**CHAPTER-5**

**PAYMENT TERMS AND CONDITIONS**

FOR

**SELECTION OF DIGITAL & SOCIAL MEDIA AGENCY**

**RFP NO. IFCI VENTURE/FUNDS/GEM/2023-24/JAN/20103057**

**IFCI VENTURE CAPITAL FUNDS LIMITED**  
IFCI TOWER, 16TH FLOOR, 61 NEHRU PLACE,  
NEW DELHI - 110 019

## **PAYMENT TERMS AND CONDITIONS**

### **5.1 Payment Terms:**

- a. Advance payment will not be given in any case.
- b. The agency will have to raise the bill before the 10<sup>th</sup> day of every month and after proper scrutiny by the department, the payment shall be made to the agency by the accounts department of IFCI Venture on the monthly basis.

### **5.2 Penalty Terms:**

In case the bidder fails to deliver service as depicted in the scope of work or support is not found to be sufficient or satisfactory, penalty will be imposed to the bidder, of 10% of that specific month's retainership amount. The decision of IFCI Venture will be final and binding in case of the penalty imposed. In case of continued failure or shortfalls from the established standard, the contract shall be terminated and no payments will be made nor will any damage be paid to the bidder.

### **5.3 Period of Contract:**

The contract will be for a period of 1 (one) year with a provision for 1 year extension at the same price, subject to evaluation of the performance of the Agency by IFCI Venture before end of first year contract. The payment shall be made on monthly basis.

**CHAPTER-6**

**BID SUBMISSION AND EVALUATION GUIDELINES**

FOR

**SELECTION OF DIGITAL & SOCIAL MEDIA AGENCY**

**RFP NO. IFCI VENTURE/FUNDS/GEM/2023-24/JAN/20103057**

**IFCI VENTURE CAPITAL FUNDS LIMITED**  
IFCI TOWER, 16TH FLOOR, 61 NEHRU PLACE,  
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### 6.1 **Document submission is required to be done as under:**

Tender documents (Pre-qualification, Technical & Financial Bid) should be submitted online on GEM Portal <https://gem.gov.in/>

### 6.2 **Bid Submission:**

- Bidder(s) who wish to participate in this tender must be registered as seller at <https://gem.gov.in/>
- Bidder(s) shall submit their offer online in an electronic format both for "Technical" and "Financial bid".
  - a) Before submitting the bid, the bidder(s) shall ensure that all the documents and annexures being uploaded are self-certified/ signed by the Bidder(s).
  - b) On-line submission of bids: Online bids will have to be submitted within the time specified on website <https://gem.gov.in/>

### 6.3 **Bid Security / Earnest Money Deposit (EMD):**

- (i) Earnest Money Deposit Rs.2,00,000/- (Rupees Two Lakhs only) in the form of Demand Draft drawn on any Nationalized /Schedule bank **in favor of “IFCI Venture Capital Funds Limited” payable at New Delhi.**
- (ii) Proposals not accompanied by EMD shall be rejected as non-responsive.
- (iii) Unsuccessful bidder’s EMD will be discharged / refunded after selection of successful bidder within sixty (60) days of issuance of purchase order to the successful bidder.
- (iv) The EMD, for the amount mentioned above, of successful bidder would be returned upon submission of Performance Bank Guarantee as per the format provided in Form 13.
- (v) **The Earnest Money Deposit may be forfeited:**
  - a. Bidder(s) withdraws their tender before the expiry of validity period stipulated in the bidding document.
  - b. Bidder(s) violates any of the terms and conditions of the tender.
  - c. Bidder(s) revises any of the items quoted during the validity period.
  - d. Bidder(s) is found to have indulged in fraudulent practices in the bid submission process.
  - e. Successful bidder fails to accept the terms and conditions mentioned in the Agreement within specified time as per intimation/request of IFCI Venture or provide the Performance Bank Guarantee as required at the time of signing of the Contract.
  - f. Successful Bidder withdraws their tender or backs out after acceptance.
- (vi) Exemption from submission of EMD shall be given to bidders, who are Micro & Small Enterprises (MSE) and they are exempted from giving EMD may give Bid Security declaration (**Form: 17**) in place of EMD.
- (vii) No interest shall be payable on the EMD.
- (viii) EMD Demand Drafts must be issued by SBI/Nationalized Bank in India, drawn in favor of “IFCI Venture Capital Funds Limited” payable at New Delhi. Proof of payment to be attached with technical bid.
- (ix) EMD may also be done through RTGS/NEFT, details of which are given in **Form 11.**

### 6.4 **Performance Bank Guarantee (PBG)**



The Successful Bidder needs to deposit a Performance Bank Guarantee within 30 days from the date of acceptance of work order, for an amount of 3% (Three per cent) of the Contract Value, which shall be valid for 1 (one) year from the date of issue plus a claim period of three months. Also, in the event of an extension of contract, BG must be extended to cover extended contract period plus a claim period of 3 months. BG format attached in **Form 13**.

The Performance Bank Guarantee may be drawn from a scheduled commercial bank in favour of "**IFCI Venture Capital Funds Ltd**", New Delhi.

Failure to comply with the above requirement, or failure to enter into contract within 30 days or within such other extended period, as may be decided by IFCI Venture, shall constitute sufficient ground, among others, if any, for the annulment of the award of the tender.

No Bank Charges/interest shall be payable by IFCI Venture for issuance of Performance Security/ Bank Guarantee.

#### **6.5 Return of Performance Security**

The Performance Bank Guarantee/ DD amount may be discharged/ returned by IFCI Venture after the completion of the contract and upon being satisfied for the performance of the obligations of selected bidder under the contract.

In the event the bidder is unable to provide the services as mentioned in this RFP, during the engagement period as per the contract for whatever reason, the Performance Bank Guarantee would be invoked by IFCI Venture.

#### **6.6 Technical Bid (Eligibility Criteria)**

- a. Technical bid response must comply with the annexures provided and all the compliances stated in **Chapter 3 Eligibility Criteria**.
- b. IFCI Venture reserves the right to waive any of the Technical Specification during technical evaluation, if in IFCI Venture 's opinion it is found to be minor or an acceptable deviation.

#### **6.7 Financial Bid**

- a. The rates as given in the financial bid shall be quoted in figures and the rates must be inclusive of all taxes. The bidder(s) are required to check the prices/amount carefully before uploading the financial bid.
- b. Only one bid would be considered from one firm/company.
- c. The Bidder(s) are also advised to visit the aforementioned websites on a regular basis for checking necessary updates. IFCI Venture also reserves the right to amend the dates mentioned in **Key Events & Dates** of this Bid document.
- d. Prospective bidder(s) will be notified of the amendment which will be final and binding on all the bidder(s) via notification of the GEM Portal and IFCI Website only.
- e. In order to allow prospective bidder(s) reasonable time to take the amendment into account, in preparing their Bid, IFCI Venture at its discretion, may extend the deadline for the submission of Bid.
- f. Further, IFCI Venture reserves the right to scrap the RFP or drop the tendering process at any stage without assigning any reason.

#### **Note:**

- If the online submission does not include all the information required or is incomplete, the proposal

would be liable to be rejected.

- Bid(s) submitted by Fax or E-mail or any form other than mentioned above will not be acceptable and would be liable to be rejected by IFCI Venture.
- The evaluation of the bids will only be based on the documents uploaded online on GEM Portal <https://gem.gov.in/>
- The bid(s) shall be submitted strictly as per the format specified in this Request for Proposal. Bids with deviation from this format are liable to be rejected.
- In the first stage, only TECHNICAL BID will be opened and evaluated for the Bidder(s) qualifying the eligibility criteria. Bidder(s) who satisfy the technical requirements as determined by IFCI Venture, shall qualify for the FINANCIAL BID evaluation.
- The Tender evaluation committee constituted for the said purpose, shall conduct bid evaluation. The objective of evaluation methodology is to facilitate the selection of desired solution at optimal cost. The purpose of it is only to provide the Bidder(s) with an idea of the evaluation process that IFCI Venture may adopt.
- IFCI Venture reserves the right to modify the evaluation process at any time during the Tender process (before submission of technical and financial responses by the prospective bidder(s)), without assigning any reason, whatsoever, and without any requirement of intimating the Bidder(s) of any such change.
- IFCI Venture's decision with respect to evaluation methodology and short listing of bidder(s) will be final and no claims, whatsoever in this respect, shall be entertained.
- The clarification shall be given in writing immediately, but no change in the price shall be sought, offered or permitted.

## **6.8 Transfer of Bid Document/ Award**

Transfer of Bid(s) submitted by successful bidder to other party is not permissible. IFCI Venture may request any bidder in writing to provide clarification on any tender clause based on the technical evaluation. Subsequent queries of IFCI Venture, if any, on the technical details, clarifications or any other information should be replied positively within the time specified, failing which bid shall be finalized based on the information, available. It shall, therefore, be in the Bidder(s) interest to give complete and comprehensive technical particulars/description and details.

## **6.9 Price Evaluation Criteria**

Bidder(s) should quote their rates/prices in Indian Rupees only which shall be inclusive of all applicable taxes for entire scope of work as per Price bid format included of this tender document.

**CHAPTER-7**

**STANDARD TERMS & CONDITIONS**

**FOR**

**SELECTION OF DIGITAL & SOCIAL MEDIA AGENCY**

**RFP NO. IFCI VENTURE/FUNDS/GEM/2023-24/JAN/20103057**

**IFCI VENTURE CAPITAL FUNDS LIMITED**  
**IFCI TOWER, 16TH FLOOR, 61 NEHRU PLACE,**  
**NEW DELHI - 110 019**

## **STANDARD TERMS AND CONDITIONS CLARIFICATION OF TENDER DOCUMENT**

The prospective Bidder(s) requiring any clarification may notify IFCI in writing or by e-mail as specified in Key Events and Dates section.

### **7.1 Amendment of Tender Document**

At any time prior to the last date and time of receipt of bid, IFCI Venture may, for any reason, whether at its own initiative or in response to a clarification requested by prospective Bidder(s) may modify the Tender Document by an amendment. In order to accord prospective Bidder(s) reasonable time to prepare their bid, IFCI Venture may, at its discretion, extend the last date and time for submission of Bid.

### **7.2 Completeness of Response**

Bidder(s) are advised to study all instructions, forms, terms, requirements, and other information in the RFP documents carefully. Submission of bid shall be deemed to have been done after careful study and examination of this RFP document with full understanding of its implications.

Response to this RFP should be full and complete in all respects. Failure to furnish all information required or submission of a proposal not substantially responsive in every respect will be at the Bidder's own risk and may result in rejection of their bid.

### **7.3 Proposal Cost**

IFCI Venture shall not be liable for any cost incurred by bidder(s) in preparing responses to this RFP or for any work performed prior to official appointment by IFCI Venture.

### **7.4 Any other Information**

In addition to the information desired in the terms and conditions as well as in the technical bid, the Bidder(s) may provide any other information/description like performance figures specified/ indicated along with supporting documents/calculations.

### **7.5 Validity of the Bid**

The Bid shall remain valid for acceptance for a minimum period of Ninety (90) days from the last date of submission of Bid (Technical and Financial), including extensions, if any. In exceptional circumstances, IFCI Venture may solicit the Bidder(s) consent for extension of the period of validity. The request and response thereto shall be made in writing.

### **7.6 Exclusivity**

IFCI will choose one (1) successful bidder to provide the required services. Further, no Consortium bids as well as sub-contracting in any form, shall be accepted.

### **7.7 Micro & Small Enterprises (MSEs)**

Bidder(s) claiming exemption for Micro and Small Enterprises (MSEs) shall provide copy of valid

Registration Certificate. MSE Bidder(s) shall provide certificate of registration from either of following agencies:

- National Small Industries Corporation;
- Any other body specified by Ministry of MSME.

The Registration Certificate should clearly indicate the monetary limit, if any, and the items for which bidder(s) are registered with any of the aforesaid agencies. MSE registration for related service i.e. media/communication agency, may only be considered for exemption.

### **7.8 MSE – Allocation**

As per GEM Guidelines

As the nature of this procurement is such that it cannot be split.

### **7.9 Language**

The Bidder(s) shall quote the rates in English language and international numerals. The rate shall be in whole numbers. These rates shall be entered in figures as well as in words. In the event of variation in number written in figure and words, the number written in words will be taken as final.

### **7.10 Rectification of Errors**

Arithmetical errors in the Financial Bid will be rectified on the following basis.

- a. If there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail and will be considered for future calculations.
- b. If there is a discrepancy between words and figures, the amount in words shall prevail.

**Note:** If Bidder does not accept the correction of errors, their bid will be rejected.

### **7.11 Rejection of Bid**

Bids may be rejected on occurrence of any one of the following events/ conditions:

#### **General Rejection Criteria**

- Any effort by a Bidder to influence IFCI Venture in its decisions on bid evaluation, bid comparison or contract award may result in rejection of Bidder(s) bid.
- Bids which do not conform to unconditional validity of the bid as prescribed in the Tender.
- If the information provided by the Bidder is found to be incorrect / misleading at any stage/ time during the Tendering Process.
- Any evidence of cartelization.
- Bids received by IFCI Venture after the last date prescribed for receipt of bids.
- Bids without signature of person (s) duly authorized on required pages of the bid.
- Bids without power of authorization and any other document consisting of adequate proof of the ability & eligibility of the signatory to bind the Bidder.

#### **Technical Rejection Criteria**

- Technical Bid containing financial details.
- Revelation of Prices in any form or by any reason before opening the Financial Bid.
- Failure to furnish all information required by the RFP Document or submission of a bid not substantially responsive to the Tender Document in every respect.

- Bidder(s) not quoting for the complete scope of Work as indicated in the Tender documents, addendum (if any) and any subsequent information given to the Bidder.
- Bidder's not complying with the Technical and General Terms and conditions as stated in the RFP Documents.
- Bidder's not conforming to unconditional acceptance of full responsibility of providing services in accordance with the Scope of work and Service Level Agreements of this tender.
- If the bid does not confirm to the timelines indicated in the bid.

### **Financial Rejection Criteria**

- Incomplete Price Bid.
- Price Bids that do not conform to the Tender's price bid format.

### **7.12 Confidentiality of the Document**

The Bidder will treat all data & information about IFCI Venture, obtained in the execution of its responsibilities as confidential & will not reveal such information to any other party without prior written approval of IFCI Venture. If the Bidder leaks any such information to any third party by any means, IFCI Venture holds the right to take such action as may be necessary.

### **7.13 Conflict of Interest**

Bidder(s) must disclose to IFCI Venture in their proposal any potential conflict of interest, including any conflict which may involve IFCI Venture employees who may have a financial interest in the Bidder. If such conflict of interest exist, IFCI Venture may, at its discretion, refuse to consider the Proposal.

### **7.14 Non-Collusion**

Bidder shall not discuss or communicate, directly or indirectly, with any other Bidder or their agent or representative about the preparation of their Proposal. Bidder shall attest that its participation in the RFP process is conducted without collusion or fraud.

If IFCI Venture discovers there has been a breach of this Requirement at any time, IFCI Venture reserves the right to disqualify the bid or to terminate any ensuing Agreement.

### **7.15 Right to Accept or Reject the Tenders**

The right to accept the bid in full or in part/parts will rest with IFCI Venture. IFCI Venture reserves the right to reject (during any stage of the Tendering Process) any or all the bids received without assigning any reason whatsoever.

Tenders, in which any of the particulars and prescribed information are misleading or are incomplete, in any respect and/or prescribed conditions are not fulfilled, shall be considered non-responsive and are liable to be rejected at the discretion of IFCI Venture.

IFCI Venture may waive any minor informality or non-conformity or irregularity in a bid which does not constitute a material deviation, provided such waiver does not prejudice or affect the relative ranking of any Bidder.

### **7.16 Clarification of bids**

During evaluation of Bids, IFCI Venture, at its discretion, may ask the Bidder(s) for clarification on their Bid submitted. The request for clarification and the response shall be in writing (e-Mail), and no change in the substance of the Bid shall be sought, offered or permitted.

### **7.17 Debarment**

In case of any misconduct or fraudulent practice, bidder may be debarred in accordance with Guidelines on "Debarment of firms from bidding" issued by Department of Expenditure, Ministry of Finance (O.M. No. F.1\20\2018-PPD) dt: 02/11/2021.

### **7.18 Assignment**

The Bidder shall not assign, in whole or in part, its obligation to perform under this contract, except with IFCI Venture 's prior written consent. The Bidder shall notify IFCI Venture in writing of all subcontracts awarded under the contract, if not already specified in his bid. Such notification, in his original bid or later, shall not relieve the Bidder from any liability or obligation under the contract.

### **7.19 Annulment of Award**

Failure of the successful bidder to comply with the requirement as mentioned in scope of work shall constitute sufficient ground for the annulment of the award in which event IFCI Venture may award the contract to any other bidder or call for new bids.

### **7.20 Good Faith Statement**

All information provided by IFCI Venture in this RFP is offered in good faith. Individual items are subject to change at any time. IFCI Venture makes no certification that any item is without error. IFCI Venture is not responsible or liable for any resulting claims arising out of use of this information.

### **7.21 Award of Contract**

Before the expiry of the period of validity of the proposal, IFCI Venture shall notify the **H1** Bidder in writing by letter or e-mail, that its bid has been accepted. The Bidder shall acknowledge in writing, receipt of the notification of award and shall send his acceptance to enter into agreement within seven (7) days of receiving the notification.

The successful bidder shall enter into a Service Level Agreement with IFCI Venture and sign Integrity Pact (If so desired by IFCI Venture).

If H1 Bidder fails to accept the LOI/PO/Work Order, IFCI will be free to forfeit the EMD deposited with IFCI Venture and award the contract to other Bidder(s) in accordance with ranking subject to their matching price approved by IFCI Venture.

### **7.22 Commencement of Work**

The successful bidder shall commence services within five (5) days of award of contract or as per the schedule provided by IFCI Venture and shall proceed with the same with due expedition without delay.

If the bidder fails to provide the services within stipulated time as per LOI/PO/Work Order or as intimated, IFCI Venture at its sole discretion will have the right to cancel the contract. Services shall be provided under the direction and to the satisfaction of IFCI Venture.

### **7.23 Supplementary Information to the RFP**

If IFCI Venture deems it appropriate to revise any part of this RFP or to issue additional data to clarify an interpretation of provisions of this RFP, it may issue supplements to this RFP. Any such corrigendum shall be deemed to be incorporated by this reference into this RFP.

### **7.24 Termination Clause**

IFCI Venture at its absolute discretion, reserves its right to terminate the contract/ agreement for any reason including but not limited to the following:

- IFCI Venture without prejudice to any other remedy for breach of contract, may terminate the contract/agreement by giving (15) fifteen days' notice in the event of unsatisfactory performance or on breach of any stipulated conditions or qualitative dimensions of the various services specified/agreed upon by the selected bidder, or if the engagement is not in the interest of IFCI Venture or IFCI Venture no more requires any such service.
- Other Grounds for Termination:

IFCI Venture is entitled to terminate this contract/agreement for any reason at its absolute discretion, without assigning any reason and without payment of any compensation, in the following cases:-

- ✓ The Bidder is adjudicated insolvent by a Competent Court or files for insolvency.
- ✓ The bidder fails to notify IFCI Venture about any action (chargesheet/FIR) taken by enforcement agency or any adverse proceeding initiated by any office of Government. The bidder agrees and understand that Failure to do so shall result in forfeiture of all payments due for service rendered after the date of the filing of the charge sheet.
- ✓ The selected bidder becomes disentitled in law to perform his obligations under this contract/agreement.
- ✓ The bidder is involved in wrongful billing. In addition, hereto wrongful billing shall also result in the bidder being debarred in accordance with guidelines on "Debarment of firms from bidding" issued by Department of Expenditure, Ministry of Finance (O.M. No. F.1\20\2018-PPD) dt: 2/11/2021.

### **7.25 Indemnity**

The bidder shall indemnify and keep indemnified IFCI Venture, its employees, personnel, officers, directors and its representatives, against all claims, losses, costs, damages, expenses, action suits and other proceedings arising out of any action of Bidder, its officials under document.

### **7.26 Jurisdiction**

The jurisdiction for the purpose of settlement of any dispute of differences whatsoever in respect of or relating to or arising out of or in any way touching this contract or the terms and conditions thereof or the construction and/or interpretation thereof shall be that of the appropriate court in New Delhi. The jurisdiction of any other court in any place other than New Delhi is specifically excluded.

### **7.27 Violation of Terms**

IFCI Venture clarifies that IFCI Venture shall be entitled to an injunction, restraining order, right for recovery, suit for specific performance or such other equitable relief as a court of competent jurisdiction may deem necessary and appropriate to restrain the Bidder(s) and its Partner(s) from committing any



violation or enforce the performance of the covenants, obligations and representations contained in this RFP. These injunctive remedies are cumulative and are in addition to any other rights and remedies. IFCI Venture may have at law or in equity, including without limitation, a right for recovery of any amounts and related costs and a right for damages.

### **7.28 Penalty for deficiency in Services**

Any delay/failure in completion of the job as per the scope of work or part thereof will invite imposition of penalty @ 10% of the contract value per month and/or invocation of performance bank guarantee.

### **7.29 Waiver of Minor Irregularities**

IFCI Venture reserves the right to waive minor irregularities in proposals provided such action does not lead to any legal implication and the waiver is required in the best interest of IFCI Venture. Where IFCI Venture may waive minor irregularities, such waiver shall in no way modify the "Request for Proposal" (RFP) requirements or excuse the Bidder from full compliance with the RFP specifications and other contract requirements, if the Bidder is selected.

### **7.30 Force Majeure**

IFCI Venture may cancel the award without any penalty or may extend time limit set for the completion of the work as deemed fit in case the timely completion of the work is delayed by force majeure beyond the selected bidder's control, subject to what is stated in the following sub paragraphs and to the procedures detailed there in being followed.

Force majeure is defined as an event of effect that cannot reasonably be anticipated and controlled such as acts of God (like earthquakes, floods, storms etc.), acts of states, the direct and indirect consequences of wars (declared or un-declared), hostilities, national emergencies, civil commotions.

The successful Bidder's right to any extension of the time limit for completion of the work in above mentioned cases is subject to the following procedures:

- i. That within 2 days after the occurrence of a case of force majeure but before the expiry of the stipulated date of completion, the successful bidder informs IFCI Venture in writing that the Bidder considers himself entitled to an extension of the time limit;
- ii. That the successful Bidder produces evidence of the date of occurrence and the duration of the force majeure in an adequate manner by means of documents drawn up by responsible authorities;
- iii. That the successful Bidder proves that the said conditions have actually been interfered with the carrying out of the contract; and
- iv. That the successful Bidder proves that the delay occurred is not due to his own action or lack of action.

However, Force Majeure does not entitle the successful Bidder to any relaxation or to any compensation of damage or loss suffered.

### **7.31 Merger/ Acquisition of Bidder**

In the event of the Bidder's Firm or the concerned division of the firm being taken over/bought over/merged with any other firm, all the obligations under the agreement with IFCI Venture should be passed on for compliance to the new firm in the Negotiations for their transfer.

### **7.32 Delays in the Bidder's Performance**

If at any time during performance of the Contract, the Bidder should encounter conditions impeding timely performance of services, the Bidder shall promptly notify IFCI Venture in writing of the fact of the delay, its likely duration and its cause(s).

IFCI Venture reserves the right to reject a bidder in case it is observed that they may not be in position to execute this job as per the required schedule. The decision of IFCI Venture will be final in the regard.

As soon as practicable after receipt of the Bidder's notice, IFCI Venture shall evaluate the situation and may at its discretion extend the Bidder's time for performance.

### **7.33 Preliminary Examinations**

- IFCI Venture will examine the Bids to determine whether they are complete, the documents have been properly signed, supporting papers/documents attached and the bids are generally in order.
- IFCI at its sole discretion, may waive any minor nonconformity or irregularity in a Bid which does not constitute a material deviation, provided such a waiver does not prejudice or affect the relative ranking of any Bidder.
- Prior to the detailed evaluation, IFCI Venture will determine the substantial responsiveness of each Bid to the Bidding document. For purposes of these Clauses, a substantially responsive Bid is one, which conforms to all the terms and conditions of the Bidding Document without material deviations.
- If a Bid is not substantially responsive, it will be rejected by IFCI Venture and may not subsequently be made responsive by the Bidder by correction of the nonconformity.
- Bidder(s) are expected to examine all instructions, forms, terms and specification in this RFP. Failure to furnish all information required by this RFP or to submit a Bid not substantially responsive in every respect will be at the Bidder's risk and may result in the rejection of Bid.

### **7.34 Reservation Right**

Bidder(s) will not have the right to change conditions, terms or prices of the proposal once the proposal has been submitted in writing to IFCI Venture, nor shall bidder(s) have the right to withdraw a proposal once it has been submitted.

Withdrawal of Bids: No bid may be withdrawn in the interval between the last date for receipt of bids and the expiry of the bid validity period specified in this RFP document.

### **7.35 Transition Process**

Upon termination or expiration of this Contract, IFCI Venture and the Bidder shall reasonably cooperate with each other to affect a smooth transition so as not to impose undue hardship.

### **7.36 Liquidated Damages and Penalties**

If the Selected Bidder fails to provide the Services within the time period(s) specified in the Contract, IFCI Venture shall, without prejudice to its other remedies under the Contract, have the right to forfeit the performance security. The Bidder covenants to be bound by the decision of IFCI Venture without any demure in such an eventuality.

### **7.37 Confidentiality of Information**

Disclosure of any part of information to parties not directly involved in providing the services requested could result in the disqualification of the Bidder, pre-mature termination of the contract and/or legal action against the Bidder for breach of trust.

No news release, public announcement, or any other reference to this RFP or any program there under shall be made without written consent from IFCI Venture. Reproduction of this RFP, without prior written consent of IFCI Venture, by photographic, electronic, or other means is prohibited.

### **7.38 Arbitration & Reconciliation:**

In case amicable settlement is not reached in the event of any dispute, such dispute or difference shall (except as to any matters, the decision of which is specifically provided for therein) be referred to sole arbitrator. Arbitrator shall be appointed by mutual consent.

The award of the Arbitrator shall be binding upon the parties to the dispute. The provisions of Arbitration and Reconciliation Act 1996 (India) or statutory modifications or re-enactments thereof and the rules made there under and for the time being in force shall apply to the arbitration proceedings under this clause. The venue of the arbitration shall be Delhi. The cost of arbitration shall be borne equally by both the parties. Work under the contract shall be continued during the arbitration proceedings.

### **7.39 Miscellaneous Terms & Conditions:**

- a. This tender document contains information that is believed to be relevant at the date but does not purport to provide all of the information that may be necessary or desirable to enable an intending contracting party to determine whether or not to enter into a contract or arrangement with IFCI Venture. Neither IFCI Venture nor any of its employees, agents, contractors, or advisors gives any representation or warranty, express or implied, as to the accuracy or completeness of any information or statement given or made in this document.
- b. The bidder may notify discrepancy if any under this document.
- c. Bid once submitted be deemed to have accepted the terms of this RFP.
- d. Selected bidder shall during the tenure of the Contract and at any time thereafter keep all information relating to the work in full confidence and shall not, unless so authorized in writing by IFCI Venture, divulge or grant access to any information about the work or its results and shall prevent anyone becoming acquainted with either through Tax consultant or its personnel or agents.
- e. The Bidder(s) are requested to submit their bids (technical and financial) prior to last date of submission to avoid any technical or other difficulty resulting in non-submission of their bids due to non-availability of portal at last moment and or any other reason whatsoever.
- f. At any time prior to the deadline for submission of Bids, IFCI Venture may, for any reason, whether at its own initiative or in response to a clarification sought by any prospective bidder, modify the bidding documents by amendment / addendum/corrigendum.
- g. Bidder should provide all the information ensuring its completeness and accuracy, in the desired format in a clear and unambiguous manner.
- h. Each bidder shall submit only one bid for a single assignment.
- i. If any false information/ documents are provided/ submitted in the bid document, IFCI Venture reserves the right to reject such bid at any stage or to terminate the contract, if awarded, with immediate effect and take legal action against the bidder/ appointed firm, as may be appropriate.
- j. The successful Bidder shall nominate a Nodal Officer, within 5 days from the award of the work/contract. Details of the Nodal Officer should be given to IFCI Venture immediately after his/her nomination for timely and smooth interaction.

**CHAPTER-8**

**TENDER FORMS**

FOR

**SELECTION OF DIGITAL & SOCIAL MEDIA AGENCY**

**RFP NO. IFCI VENTURE/FUNDS/GEM/2023-24/JAN/20103057**

**IFCI VENTURE CAPITAL FUNDS LIMITED**  
IFCI TOWER, 16TH FLOOR, 61 NEHRU PLACE,  
NEW DELHI - 110 019

**Offer Forwarding Letter /Tender Submission Letter  
(To be submitted on Bidder's letter head)**

Date:

To  
IFCI Venture Capital Funds Limited,  
IFCI Tower, 61 Nehru Place  
NEW Delhi -110019

Dear Sir,

**Subject: IFCI Venture's RFP for Selection of Digital & Social Media Agency**

**RFP NO. IFCI VENTURE/FUNDS/GEM/2023-24/JAN/20103057**

This is in reference to your above-mentioned tender. Having examined the tender document, I/we the undersigned, hereby submit my/our proposal along with necessary supporting documents as desired by IFCI Venture.

Further, I/we understand and agree, that IFCI Venture reserves the right to modify the evaluation process at any time during the Tender process, without assigning any reason, whatsoever, and without any requirement of intimating the Bidder(s) of any such change.

Further, I/we agree to abide by all the terms and conditions as mentioned in the tender document. I/We have also noted that IFCI Venture reserves the right to consider/ reject any or all applications without assigning any reason thereof.

Date:

Place:

[Signature]

(Name of Authorized Signatory)

Designation

[Company Seal]

**Tender Acceptance Letter**  
**{To be submitted on Bidder's letter head along with Technical Bid}**

Date:

To  
 IFCI Venture Capital Funds Limited,  
 IFCI Tower, 61 Nehru Place  
 NEW Delhi -110019

Dear Sir,

**Subject: Acceptance of Terms & Conditions of Tender**

Tender Reference No: -----

With reference to the above RFP/Tender, having examined and understood the instructions, terms and conditions forming part of the RFP/Tender, I/We hereby enclose my/our offer, as detailed in your above referred RFP/Tender.

I/We hereby unconditionally accept the terms & conditions of above-mentioned tender document(s) / corrigendum(s) in its totality/ entirety.

I/We hereby declare that my/our Firm/Company has not been blacklisted/ debarred /banned or disqualified by any Government or any Government agency including PSUs, Public Sector Banks/ Public Sector Insurance Companies, during a period of last five year.

Further, I/We hereby declare that none of my/our partners /directors of my/our Firm/Company is blacklisted /debarred /banned by any Government or any Government agencies including PSUs, Public Sector Banks / Public Sector Insurance Companies, any Government regulatory body nor has any criminal case against him /her is filed/pending during a period of last five years.

I/We certify that all information furnished by my/our Firm is true & correct and, in the event, that the information is found to be incorrect/untrue or found violated, then IFCI Venture shall without giving any notice or reason can summarily reject the bid or terminate the contract, without prejudice to any other rights or remedy including the forfeiture of the full said earnest money deposit /Security deposit or both absolutely.

I/We hereby certify that all the information and data furnished by me/us with regard to the above Tender Specification are true and complete to the best of my/our knowledge. I/We have gone through the specifications, condition, stipulations and other pertinent issues till date, and agree to comply with the requirements and Intent of the specification.

I/We further certify that I/We am/are authorized to represent on behalf of my/our firm/company for the above-mentioned tender and a valid Power of Attorney/Authorization letter to this effect is also enclosed.

I/We hereby confirm that I/we have not changed/modified/materially altered any of the tender documents as downloaded from the website/issued by IFCI Venture and in case of such observance at any stage, it shall be treated as null and void and our tender shall be deemed to be withdrawn.

I/We also hereby confirm that I/we have neither set any Terms and Conditions nor have I/We taken any deviation from the Tender conditions together with other references applicable for the above referred NIT/Tender Specification.

I/We further confirm my/our unqualified acceptance to all Terms and conditions, unqualified compliance to Tender Conditions, Integrity Pact, and acceptance to Reverse bidding process.

I/We confirm that my/our firm/company has not been referred to NCLT by any creditor. I/We further confirm that my/our firm/company and/or Promoters/Directors have not been convicted under Criminal law by Competent Court or Higher Court.

I/We confirm to have submitted offer in accordance with tender instructions and as per aforesaid reference.

Date:

[Signature]

Place:

(Name of Authorized Signatory)

Designation

[Company Seal]

**FORM 3****Date:****Bidder's Profile**

S. No.	Information Sought	Details			
1.	Business Name				
2.	Specify constitution. Is your agency a Proprietorship / Partnership/LLP or registered under the Companies Act. Please give details & enclose Certificate.				
3.	Business Address				
4.	Business Email address				
5.	Business Contact numbers				
6.	GST Registration Details: (Enclose registration certificate)				
7.	Details of Income Tax Registration: (Enclose PAN/TAN copy)				
8.	Name of authorized person				
9.	Designation of authorized person				
10.	Contact number/s of authorized person				
11.	Date of Business Establishment (Should be in existence for last five years ended on 31.03.2023)				
12.	Total work experience (In years)				
13.	Average Annual Turnover (excluding paid media revenues) for last five years ended on 31.03.2023 (Enclose balance Sheet)	S. No.	Year	Turnover (In Rs.)	
		1.	2018-19		
		2.	2019-20		
		3.	2020-21		
		4.	2021-22		
		5.	2022-23		
<b>AVERAGE TURNOVER</b>					
14.	List of clients for whom Social/digital media projects executed in Government/ Semi Govt./ PSU / Industry associations/ reputed private companies/ Large Corporates in India in the last 5 years with an annual order value per client of atleast Rs.20 lakh p.a.	<b>FY</b>	<b>Name of Clients</b>	<b>Category of client (Govt./Semi Govt./PSU/ Ind. Asso.)</b>	<b>Copies of PO &amp; completion cert. enclosed (Y/N)</b>
		2018-19			
		2019-20			
		2020-21			
		2021-22			
		2022-23			

This is to certify that I have read and understood the RFP Terms & Conditions and all the supporting documents have been enclosed, and the information given by me is true to the best of my knowledge.

Date:

[Signature]

Place:

(Name of Authorized Signatory)

Designation

[Company Seal]



**Eligibility Criteria**

Sr. No	Criteria	Documentary Evidence	Meeting Eligibility (Yes/No)
1.	The Bidder must be a registered entity (Company / LLP / Partnership firm/Organization registered under applicable act in India) with at least <b>5 (five) years'</b> experience in providing service in PR, social media, digital media etc. as on <b>31<sup>st</sup> March 2023</b> .	a. Certificate of Incorporation, Registration and Partnership Deed b. Pan Card c. GST Registration d. Certificate by CA for number of years of experience of firm in providing service in PR, Communication, Creative Designing, Media, social media, digital media as on 31 <sup>st</sup> March 2023.	
2.	<b>Average Annual Turnover (excluding paid media revenues)</b> to be at least Rs.2,00,00,000/- (Rupees two crore only) for the last 5 consecutive years (2018-19, 2019-20, 2020-21, 2021-22, 2022-23)	a. Complete Audited Financials for last 5 consecutive years (2018-19, 2019-20, 2020-21, 2021-22, 2022-23); b. Self-certified by the authorized representative of the agency regarding Average Annual Turnover for the last 5 consecutive years (2018-19, 2019-20, 2020-21, 2021-22, 2022-23) as per <b>Form 3</b> .	
3.	a. The Agency must have completed / worked on <b>at least 2 (two)</b> public relation / communication/ Creative Designing /social media/ Digital media Management projects in Government/Semi Govt./PSU/Industry Chambers/ in the last 5 years. b. Consolidated value of annual order to be <b>more than Rs.50 lakh p.a.</b> from at least <b>1 (one)</b> such client in any of the last <b>five financial years</b> .	a. Work order/purchase order/agreement b. Completion certificate issued by the customer in support of work completed during last 5 years as per the above criteria. c. Self-certified summary to be provided regarding consolidated value of annual order from each client (in case of multiple orders from single client). d. Past experience as per <b>Form 7</b> .	
4.	The Firm / Agency should have Registered Office along with a full-fledged establishment within <b>Delhi-NCR</b> with a team of at least <b>25</b> people. The Firm / Agency should have team of specialists in the fields of media relations, content creation and disseminations, designers,	a. Registration under shop act/ certificate of registration issued by the municipal authority / Electricity Bill / Rent or Lease agreement of Properties of at least last 1(one) year. b. ESI or PF certificate to be submitted as proof of number of employees.	

	video editors, graphic designer, copywriters / scriptwriters and translators and any other specialists as may be required for execution of assignment of IFCI Venture.	<p>c. The resumes of key team members {Team Leader/ Creative Director, Social Media Manager, Designer (atleast 2 CVs), Video Editor/Animator and Copywriter/ Content Writer} highlighting their experience, certifications, and relevant skills in social and digital media space.</p> <p>d. Self-Declaration by the Bidder on Business letter head, duly stamped and signed by the authorized representative as per Format enclosed as <b>Form 8</b>.</p>	
5.	The bidder should not be blacklisted entity as on the date of submission of RFP by any Govt. / Regulatory bodies in India / globally including entities such as Commercial Institutions / Banks/ PSUs. Bidder should have no history of legal disputes or non-compliance issues.	A self-declaration by the Bidder on Business letter head. As per Format enclosed as <b>Form 8</b> .	
6.	The Bidder's Organization should not be owned or controlled by any Director or Employee (or Relatives) of IFCI Venture/IFCI, both present and those who have retired in the last one year.	A self-declaration by the Bidder on Business letter head. As per Format enclosed as <b>Form 8</b> .	
7.	Integrity Pact	To be included with technical Documents ( <b>Form 15</b> )	

**Please Note:**

1. Only those Bidders who fulfill all the eligibility criteria as mentioned above are only eligible to participate in the RFP. The Bidders should submit their responses along- with documentary evidence as required for the above eligibility criteria. Proposals of those Bidders, who do not fulfill eligibility criteria in full, will be rejected.
2. Bidders found fulfilling the laid-out eligibility criteria will only be considered for the next stage of the RFP. IFCI Venture's decision on 'Eligibility Criteria' is final.

Date:

[Signature]

Place:

(Name of Authorized Signatory)

Designation

[Company Seal]

**Commercial Bid****Date:**

To  
 IFCI Venture Capital Funds Limited,  
 IFCI Tower, 61 Nehru Place  
 NEW Delhi -110019

Dear Sir,

**Reg: IFCI Venture's RFP for Selection of Digital & Social Media Agency****RFP NO. IFCI VENTURE/FUNDS/GEM/2023-24/JAN/20103057**

We give below our charges for the services to be rendered by us as per the scope of work given in the RFP.

Items	Bid in Rupees (Plus Applicable Taxes)
Complete Charges for the services to be provided by the selected agency (as mentioned in the Scope of work) for the period of one year.	In figures: Rs. _____
	In Words: Rs _____ _____ _____

**Note: -**

We declare that all the terms & conditions as per the RFP are agreeable to us.

Date:

Place:

[Signature]

(Name of Authorized Signatory)

Designation

[Company Seal]

**Details for Technical Scoring**

Note: The bidder shall fill the table given under

Date: \_\_\_\_\_

S. No.	Criteria	Max Points	Fill the numbers as applicable, in columns given below
1.	Years of Experience as a Communication (PR, Digital, social, Creative designing) agency in India till the date of bid submission	15	No. of years -----
2.	Average annual turnover of the bidder for last 5 consecutive years (excluding paid media revenues)	15	Average annual turnover for last 5 years (In Rs.) -----
3.	Detailed experience of handling Social/digital media management projects in Government/ Semi Govt./ PSU clients/ Industry associations in India in the last 5 years with an annual order value per client of atleast Rs.20 lakh p.a.	20	No. of clients served with an annual order value per client of atleast Rs.20 lakh p.a. -----
4.	Detailed experience of handling Social/digital media management projects for reputed private companies/ Large Corporates in India in the last 5 years with an annual order value per client of atleast Rs.20 lakh p.a.	10	No. of clients served with an annual order value per client of atleast Rs.20 lakh p.a. -----
	<b>Total (A+B)</b>	<b>60</b>	

Date:

Place:

[Signature]

(Name of Authorized Signatory)

Designation

[Company Seal]

**FORM 7****Past Experience of Agency**

For each project/served client being shown as relevant past experience of providing services being described in the document, please provide details on the following format.

Please provide only broad details of the projects.

<b>S. No.</b>	<b>Information Sought</b>	<b>Details</b>
<b>Customer Information</b>		
1	Client Business Name	
2	Client Business Address	
3	Name of the contact person from the client organization who can act as a reference with contact coordinates.	
4	Designation	
5	Contact Number	
6	Email ID	
<b>Project Details</b>		
7	Project Title (assigned work)	
8	Project duration (actual)	
9	Start Date	
10	End Date	
11	Number of bidder's staff deployed on this project (peak time).	

12	Description of actual services provided by the bidder for the project and their relevance to the services involved in the project for which this RFP is floated. (Order Copies & Performance Certificate received from Client is to be attached with this statement.)	
13	Any other information	
<b>Value of the project</b>		
14	Order value of the project in Rupees ( <b>In Rs.</b> ) <b>description of amount may also be given in words</b>	

Note: Multiple sheets may be attached.

Date:

Place:

[Signature]

(Name of Authorized Signatory)

Designation

[Company Seal]

**Declaration**  
**{To be submitted on Bidder's letter head}**

We, M/s \_\_\_\_\_, are one of the bidders for providing Social Media Marketing services to IFCI Venture Capital Funds Ltd as per IFCI Venture's RFP for Selection of Agency for Social Media Marketing under RFP NO. **IFCI VENTURE/FUNDS/GEM/2023-24/JAN/20103057** dated 15/01/2024.

We, hereby declare that our Firm/Company/Agency does not have any pecuniary liability nor any judiciary proceedings or any restraint restricting us in fulfilling the demanded services.

We further declare that no legal action is pending / contemplated against us, nor are we debarred by any legal jurisdiction in India or outside India, which may affect our ability to deliver as per the terms of the RFP.

We confirm that our firm/company is not blacklisted in any manner whatsoever by any central Government department, autonomous organizations, Public Sector Undertakings (PSUs) or any other Government Organizations in India on any ground including but not limited to indulgence in corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice.

We further declare that we do not have any ownership or control rights by any director (or relatives) of IFCI Venture Capital Funds Ltd, both present and those who have retired in the last one year.

We further declare that we have sufficient expertise and capability to deliver efficient and effective advice on the areas mentioned in the scope of work and we have in-house capability to take up assignment on our own but not through any associates.

We confirm that we meet point no. 4 of the Pre-qualification/ Eligibility Criteria mentioned in this RFP.

We confirm that we meet all the eligibility criteria and the information submitted in the eligibility criteria and technical bid along with all supporting documents/proofs are true and are factually correct.

We further declare that in case IFCI Venture finds our statements are not true and are incorrect, IFCI Venture can initiate necessary action against us, as deemed fit.

Date:

[Signature]

Place:

(Name of Authorized Signatory)

Designation

[Company Seal]

**Declaration by Authorised Signatory of Bidder**  
**(To be submitted on Bidder's letter head)**

To  
IFCI Venture Capital Funds Limited,  
IFCI Tower, 61 Nehru Place  
NEW Delhi -110019

Dear Sir,

**Subject: Declaration by Authorized Signatory**

**Ref: RFP NO. IFCI VENTURE/FUNDS/GEM/2023-24/JAN/20103057** dated 15/01/2024.

I/We hereby certify that all the information and data furnished by me/us with regard to the above Tender Specification are true and complete to the best of my/our knowledge. I/We have gone through the specifications, condition, stipulations and other pertinent issues till date, and agree to comply with the requirements and Intent of the specification.

I/We further certify that I/We am/are authorized to represent on behalf of my/our firm/company for the above-mentioned tender and a valid Power of Attorney/Authorization letter to this effect is also enclosed.

Date:

Place:

[Signature]

(Name of Authorized Signatory)

Designation

[Company Seal]



**Declaration for Relation in IFCI Venture**  
**(To be submitted on Bidder's letter head)**

To  
IFCI Venture Capital Funds Limited,  
IFCI Tower, 61 Nehru Place  
NEW Delhi -110019

Dear Sir,

**Subject: Declaration for relation in IFCI/ IFCI Venture**

I/We hereby submit the following information pertaining to relation/relatives of Directors/ Employee(s) employed in IFCI Ltd./ IFCI Venture

**Tick (v) any one as applicable:**

The Director(s), Executives, of my/our Firm/Company DO NOT have any relation or relatives employed in IFCI/ IFCI Venture

OR

The Director(s), Executives, of my/our Firm have relation/relatives employed in IFCI/ IFCI Venture and their particulars are as below:

- (i)
- (ii)

Date:  
Place:

[Signature]  
(Name of Authorized Signatory)  
Designation  
[Company Seal]

**Bid Security/ EMD**

Bidder must provide EMD Amount through RTGS/ NEFT directly in IFCI Venture's Bank Account as given below **OR** EMD can be submitted in the form of DD payable in favour of IFCI Venture Capital Funds Limited at New Delhi.

DETAILS OF BANK ACCOUNT NO., BANK NAME AND ADDRESS AND IFSC CODE NUMBER FOR TRANSFERRING THE FUNDS TO IFCI VENTURE THROUGH RTGS

BANK NAME	IDBI BANK
ACCOUNT NO	0901102000038377
ACCOUNT / BENEFICIARY NAME	IFCI VENTURE CAPITAL FUNDS LTD.
BANK BRANCH ADDRESS	CC 22, HOTEL CONCLAVE EXECUTIVE, KALKAJI (OPP. PARAS CINEMA), DELHI - 110019
IFSC CODE (INDIAN FINANCIAL SYSTEM CODE)	IBKL0000901

**Performa for Performance Bank Guarantee**

IFCI Venture Capital funds Limited,  
IFCI Tower, 61 Nehru Place  
NEW Delhi -110 019

Guarantee No.:

Amount of Guarantee: Rs. -----

Guarantee Cover From: ----- to-----

Last date of Lodgment of Claim: -----

This Deed of Guarantee executed at New Delhi on this day-----of----by ..... Bank, a body corporate constituted under the Banking Companies (Acquisition and Transfer of Undertaking) Act, 1970 having its Head Office at

....., inter-alia a branch office at  
.....

(Hereinafter referred to as 'Guarantor', which expression shall, unless it be repugnant to the subject or context thereof, include their successors and assigns) in favor of IFCI Venture Capital Funds Ltd. having its registered office at IFCI Tower, 61 Nehru Place, New Delhi-110019 (hereinafter referred to as 'IFCI Venture' which expression shall unless it be repugnant to the subject or context thereof include their successors and assigns).

**WHEREAS**

- i. IFCI Venture has placed orders on M/s-----having its office at (hereinafter referred to as 'Service Provider') vide its letter No.----- dated for services of -- ----- as per specifications and terms and conditions given in the above said orders, at a total cost of Rs. (Rupees only) including all GST etc. The service provider has now submitted invoices to IFCI Venture, for the commencement of services of said----- amounting to Rs. ----- (inclusive of all taxes and duties.)
- ii. The said orders, inter-alia, provides that a sum of Rs.-----being the 97% of the price of the said -----will be paid to the Service Provider by IFCI Venture on providing services and balance 3% upon furnishing a bank guarantee to IFCI Venture, equivalent to 3% of the cost of the said ----- amounting to Rs. ----- (Rupees ----- only), valid for a period of one Years from the date of commencement of services plus one month and due performance of the said-----
- iii. At the request of the Services Provider, ..... (Bank) the guarantor has agreed to give such guarantee to IFCI Venture as hereinafter mentioned for the sum of Rs (Rupees-----only) being the 3% cost of the said----- applicable as herein before mentioned.

Now, therefore, these presents witnessed as follows:

1. In consideration of the premises the Guarantor hereby unconditionally absolutely and irrevocably guarantees and agrees with IFCI Venture that in case the said--- ----- are found

to be defective in services and also in case the said -----  
do not perform satisfactorily during the guarantee period and the service provider fails to rectify the services to the satisfaction of IFCI Venture, the guarantor shall pay to IFCI Venture upon demand immediately and without demur a sum of Rs.----- (Rupees -----  
----- only) equivalent to 3% of the said----- as herein before mentioned.

2. The Guarantor shall also indemnify and keep IFCI Venture indemnified against all losses, damages, costs, claims and expenses whatsoever, which IFCI Venture may suffer as a result of non- performance of the said ----- and also the said - -----  
-----

not confirming to the purchase order specifications or any services defect noticed and not rectified by the service provider during the period. The guarantor hereby agrees to pay the aforesaid amount in one lump sum on demand irrespective of the fact whether the service provider admits or denies such claim or question its correctness in any Court, Tribunal or arbitration/proceedings or before any authority.

3. The guarantee given hereunder shall remain in full force and effect irrespective of any change in the terms and conditions of the contract/orders and notwithstanding the fact whether notice of such change or variation is given to the guarantor or not AND the guarantor hereby specifically waives its right to receive any notice of any change and/or variation of the terms and/or conditions of the said contract/orders.

4. The guarantee is issued subject to the condition that the liability of the guarantor under this guarantee is limited to a maximum of Rs.----- (Rupees -----  
--only)

and the guarantee shall remain in full force for one year from the date of commencement of services plus claim period of one months and thereafter for such extended period as may be mutually agreed upon by the Guarantor, the Service Provider and IFCI Venture.

5. Notwithstanding anything contained herein:

i. The bank's liability under this guarantee shall not exceed Rs.----- (Rupees -----  
only).

ii. The guarantee shall remain in force up-to -----

iii. The Bank shall be liable to pay the guaranteed amount or any part thereof under this guarantee only if a written claim or demand is served upon the Bank on or before ----- (one Months after expiry of the Guarantee) after which the bank shall be discharged from all liabilities under this guarantee.

In witness whereof, the guarantor has put its hand to this deed at New Delhi on the ----- first above mentioned.

For the guarantor  
(Name and Designation of the signatory)  
Authorized signatory

For and on behalf of the guarantor  
(Name and Designation of the signatory)  
Authorized signatory

**Non-Disclosure Agreement**

**This Agreement** made at \_\_\_\_\_, on this\_\_ day of \_\_\_\_\_ 2024.

**BETWEEN**

\_\_\_\_\_ a company incorporated under the Companies Act,1956 having its registered office at \_\_\_\_\_ (hereinafter referred to as “----” which expression unless repugnant to the context or meaning thereof be deemed to include its successors and assigns) of the **ONE PART**;

**AND**

**IFCI VENTURE CAPITAL FUNDS LTD**, a body corporate constituted under Companies (Acquisition & Transfer of Undertakings) Act, 1970 and having its head Office at New Delhi Office, Nehru Place, New Delhi – 110019 (hereinafter referred to as “**IFCI Venture**” which expression unless repugnant to the context or meaning thereof be deemed to include its successors and assigns) of the **OTHER PART**

and **IFCI Venture** are hereinafter individually referred to as party and collectively referred to as “the Parties”. Either of the parties which discloses or receives the confidential information is respectively referred to herein as Disclosing Party and Receiving Party.

**WHEREAS:**

The Parties intend to engage in discussions and negotiations concerning the establishment of a business relationship between them. During such discussions and negotiations, it is anticipated that both the parties may disclose or deliver to either of the Parties certain or some of its trade secrets or confidential or proprietary information, for the purpose of enabling the other party to evaluate the feasibility of such business relationship (hereinafter referred to as “**the Purpose**”).

**NOW, THEREFORE, THIS AGREEMENT WITNESSETH AND IT IS HEREBY AGREED BY AND BETWEEN THE PARTIES HERETO AS FOLLOWS:**

- Confidential Information:** “Confidential Information” means all information disclosed/ furnished by either of the parties to another Party in connection with the business transacted/to be transacted between the Parties and/or in the course of discussions and negotiations between them in connection with the Purpose. Confidential Information shall include customer data, any copy, abstract, extract, sample, note or module thereof. Either of the Parties may use the Confidential Information solely for and in connection with the Purpose. Notwithstanding the foregoing, “Confidential Information” shall not include any information which the Receiving Party can show: (a) is now or subsequently becomes legally and publicly available without breach of this Agreement by the Receiving Party, (b) was rightfully in the possession of the Receiving Party without any obligation of confidentiality prior to receiving it from the Disclosing Party, (c) was rightfully obtained by the Receiving Party from a source other than the Disclosing Party without any obligation of confidentiality, or (d) was developed by or for the Receiving Party independently and without reference to any Confidential Information and such independent development can be shown by documentary evidence.
- Non-disclosure:** The Receiving Party shall not commercially use or disclose any Confidential

Information, or any materials derived there from to any other person or entity other than persons in the direct employment of the Receiving Party who have a need to have access to and knowledge of the Confidential Information solely for the Purpose authorized above. The Receiving Party may disclose Confidential Information to consultants only if the consultant has executed a Non-disclosure Agreement with the Receiving Party that contains terms and conditions that are no less restrictive than these. The Receiving Party shall take appropriate measures by instruction and written agreement prior to disclosure to such employees to assure against unauthorized use or disclosure. The Receiving Party agrees to notify the Disclosing Party immediately if it learns of any use or disclosure of the Disclosing Party's Confidential Information in violation of the terms of this Agreement. Further, any breach of non-disclosure obligations by such employees or consultants shall be deemed to be a breach of this Agreement by the Receiving Party and the Receiving Party shall be accordingly liable therefore. Provided that the Receiving Party may disclose Confidential information to a court or governmental agency pursuant to an order of such court or governmental agency as so required by such order, provided that the Receiving Party shall, unless prohibited by law or regulation, promptly notify the Disclosing Party of such order and afford the Disclosing Party the opportunity to seek appropriate protective order relating to such disclosure.

3. **Publications:** Neither Party shall make news releases, public announcements, give interviews, issue, or publish advertisements or publicize in any other manner whatsoever in connection with this Agreement, the contents / provisions thereof, other information relating to this Agreement, the Purpose, the Confidential Information or other matter of this Agreement, without the prior written approval of the other Party.

4. **Term:** This Agreement shall be effective from the date hereof and shall continue till establishment of business relationship between the Parties and execution of definitive agreements thereafter. Upon expiration or termination as contemplated herein the Receiving Party shall immediately cease any and all disclosures or uses of Confidential Information; and at the request of the Disclosing Party, the Receiving Party shall promptly return or destroy all written, graphic or other tangible forms of the Confidential Information and all copies, abstracts, extracts, samples, notes or modules thereof. Notwithstanding anything to the contrary contained herein the confidential information shall continue to remain confidential until it reaches the public domain in the normal course.

5. **Title and Proprietary Rights:** Notwithstanding the disclosure of any Confidential Information by the Disclosing Party to the Receiving Party, the Disclosing Party shall retain title and all intellectual property and proprietary rights in the Confidential Information. No license under any trademark, patent or copyright, or application for same which are now or thereafter may be obtained by such Party is either granted or implied by the conveying of Confidential Information. The Receiving Party shall not conceal, alter, obliterate, mutilate, deface, or otherwise interfere with any trademark, trademark notice, copyright notice, confidentiality notice or any notice of any other proprietary right of the Disclosing Party on any copy of the Confidential Information, and shall reproduce any such mark or notice on all copies of such Confidential Information. Likewise, the Receiving Party shall not add or emboss its own or any other any mark, symbol, or logo on such Confidential Information.

6. **Return of Confidential Information:** Upon written demand of the Disclosing Party, the Receiving Party shall (i) cease using the Confidential Information, (ii) return the Confidential Information and all copies, abstract, extracts, samples, notes or modules thereof to the Disclosing Party within seven (7) days after receipt of notice, and (iii) upon request of the Disclosing Party, certify in writing that the Receiving Party has complied with the obligations set forth in this paragraph.

7. **Remedies:** The Receiving Party acknowledges that if the Receiving Party fails to comply with any of its obligations hereunder, the Disclosing Party may suffer immediate, irreparable harm for which

monetary damages may not be adequate. The Receiving Party agrees that, in addition to all other remedies provided at law or in equity, the Disclosing Party shall be entitled to injunctive relief hereunder.

**8. Entire Agreement, Amendment, Assignment:** This Agreement constitutes the entire agreement between the parties relating to the matters discussed herein and supersedes any and all prior oral discussions and/or written correspondence or agreements between the parties. This Agreement may be amended or modified only with the mutual written consent of the parties. Neither this Agreement nor any right granted hereunder shall be assignable or otherwise transferable.

**9. Governing Law and Jurisdiction:** The provisions of this Agreement shall be governed by the laws of India. The disputes, if any, arising out of this Agreement shall be submitted to the jurisdiction of the courts/tribunals in New Delhi.

**10. General:** The Receiving Party shall not reverse-engineer, decompile, disassemble or otherwise interfere with any software disclosed hereunder. All Confidential Information is provided "as is". In no event shall the Disclosing Party be liable for the inaccuracy or incompleteness of the Confidential Information. None of the Confidential Information disclosed by the parties constitutes any representation, warranty, assurance, guarantee or inducement by either party to the other with respect to the fitness of such Confidential Information for any particular purpose or infringement of trademarks, patents, copyrights or any right of third persons.

**11. Indemnity:** The receiving party should indemnify and keep indemnified, saved, defended, harmless against any loss, damage, costs etc. incurred and / or suffered by the disclosing party arising out of breach of confidentiality obligations under this agreement by the receiving party etc., officers, employees, agents or consultants.

The successful bidder/ bidder shall indemnify, protect and save IFCI Venture against all claims, losses, costs damages, expenses, action suits and other proceeding, resulting from infringement of any patent, trademarks, copyrights etc. or such other statutory infringements in respects of all the hardware and software supplied by him.

As part of this project Bidder [Service Provider] will deliver different hardware / software [IOS]. If the use of any such software by / for IFCI Venture, infringes the intellectual property rights of any third person, Service provider shall be primarily liable to indemnify IFCI Venture to the extent of direct damages against all claims, demands, costs, charges, expenses, award, compensations etc. arising out of the proceedings initiated by third party for such infringement, subject to the conditions the claim relates to Software provided/used by Bidder/Service provider under this project.

**IN WITNESS WHEREOF**, the Parties hereto have executed these presents the day, month and year first hereinabove written.

**For and on behalf of**

\_\_\_\_\_  
Name of Authorized signatory:

Designation:

**For and on behalf of IFCI VENTURE CAPITAL FUNDS LTD**

\_\_\_\_\_  
Name of Authorized signatory:

Designation:

**Indemnity Bond**

This DEED OF INDEMNITY made on the \_\_\_\_\_ day of \_\_\_\_\_ by

\_\_\_\_\_

(hereinafter referred to as the Vendor) which expression shall unless repugnant to the context mean and include its successors and permitted assigns of the one part in favour of IFCI VENTURE CAPITAL FUNDS LTD a body corporate constituted under Companies Acquisition and Transfer of Undertaking Act 1970, having its head office at New Delhi, Nehru Place, New Delhi-110019 (hereinafter referred to as IFCI Venture) which expression shall unless repugnant to the context or meaning there of shall mean and include its successors and assigns of the other part

WHEREAS IFCI Venture, has floated RFP bearing No. \_\_\_\_\_ and corrigendum thereto dated \_\_\_\_\_ for Selection of Agency for Social Media Marketing

AND WHEREAS the said Vendor) has participated in the RFP and has been issued with Work order bearing No. \_\_\_\_\_ dated \_\_\_\_\_ and the Vendor has entered into a Contract dated \_\_\_\_\_ for Selection of Agency for Social Media Marketing (as described in the scope of work contained in the RFP)

AND WHEREAS one of the terms and conditions of the RFP is that the Bidder must execute an Indemnity in favour of IFCI Venture.

NOW THIS INDENTURE WITNESSETH that in pursuance of the said Contract the Vendor hereby covenants with IFCI Venture and its successors in title that the Vendor will at all times hereafter keep IFCI Venture fully indemnified against all losses, actions, proceedings, claims, suits, damages and any other expenses for causes attributable to the bidder/ Vendor or their representatives and the total liability of the Vendor under the contract shall not exceed the total cost of the Contract awarded. In case of any legal action by any 3rd party on account of violation of trademark, patent etc. the bidder will indemnify IFCI Venture to the extent of actual damage suffered by IFCI Venture.

In witness whereof, the above-named Vendor has executed this Indemnity Bond at on this day of

Executant

(Seal and Signature) Witness 1.

2.

To be attested by a notary.



**No Deviation Certificate**  
**{To be submitted on Bidder's letter head}**

To  
IFCI Venture Capital Funds Limited,  
IFCI Tower, 61 Nehru Place  
NEW Delhi -110019

Dear Sir,

Subject: No Deviation Certificate

Ref: RFP/Tender No..... ,

I/We hereby confirm that I/We have not changed/modified/materially altered any of the tender documents as downloaded from the website/issued by IFCI and in case of such observance at any stage, it shall be treated as null and void and my/our tender shall be deemed to be withdrawn.

I/We also hereby confirm that I/We have neither set any Terms and Conditions and nor have I/We taken any deviation from the Tender conditions together with other references applicable for the above referred RFP/Tender Specification.

I/We further confirm my/our unqualified acceptance to all Terms and conditions, unqualified compliance to Tender Conditions, Integrity Pact, and acceptance to bidding process.

I/We confirm to have submitted offer in accordance with RFP instructions and as per aforesaid reference.

Date:  
Place:  
Signatory)

[Signature]  
(Name of Authorized  
Designation  
[Company Seal]

**BID SECURITY DECLARATION FORM**RFP NO. **IFCI VENTURE/FUNDS/GEM/2023-24/JAN/20103057****Date:**

To,

1. I/We, the undersigned, declare that M/s. is a Micro and Small Enterprise and the copy of registration certificate issued by NSIC/DIPP for Micro and Small Enterprises (MSE) / Start-ups which are valid on last date of submission of the tender documents are enclosed.

2. I/We understand that, according to your conditions, bids must be supported by a Bid Securing Declaration as per Rule 170 of General Commercial Rules (GFRS)2017 by Micro and Small Enterprises (MSES).

OR

2A. As per the tender / RFP no... floated for..... at para no: ..... a Bid Declaration Form in lieu of Bid

Security is required to be submitted by me/ as per Rule 170 of General Commercial Rules(GFRS)2017 by Micro and Small Enterprises (MSES).

3. I/We accept that I/We may be disqualified from bidding for any contract with you for a period of 1 year from the date of notification if we are in a breach of any obligation under the bid conditions, because I/We

a) have withdrawn/modified/amended, impairs or derogates from the tender, my/our Bid during the period of bid validity specified in the form of Bid; or

b) having been notified of the acceptance of our Bid by the purchaser during the period of bid validity (i) fail or refuse to execute the contract, if required, or (ii) fail or refuse to furnish the Performance Security, in accordance with the Instructions to Bidders.

4. I/We understand this Bid Securing Declaration shall cease to be valid if I am/we are not the successful Bidder, upon the earlier of (i) the receipt of your notification of the name of the successful Bidder, or (ii) thirty days after the expiration of the validity of my/our Bid.

5. I/We declare that I am the authorized person of declaration for and on behalf of Letter of Authority for executing to make the declaration is enclosed.

Signed:

In the capacity of Name:

Duly authorized to sign the bid for and on behalf of (insert complete name of Bidder) Dated on \_\_\_ day of \_\_\_  
Corporate Seal (where appropriate)

(Note in case of a Joint Venture, the Bid Securing Declaration must be in the name of all partners to the Joint Venture that submits the Bid)

Authorized signatory