

Appendix-II

Format for Essential eligibility and Technical Capacity

| A. Essential eligibility | | | | | |
|--|--|--------|----|---------------------|----|
| 1. Summary and Contact Information: | | | | | |
| Name of Proponent Organization | | | | | |
| Name of Contact Person for this Proposal | | | | | |
| Address | | | | | |
| Phone | | | | | |
| Email Contact | | | | | |
| 2. Eligibility Criteria | | | | | |
| S.no | Particulars | Status | | Supporting document | |
| | | Yes | No | Yes | No |
| 1. | The responding Bidder Firm/Entity has INS accreditation. | | | | |
| 2. | Bidder Firms/Entity have established office in Delhi/NCR. | | | | |
| 3. | Bidder Firms/Entity possess minimum experience of 5 years in advertising. | | | | |
| 4. | Bidder Firms/Entity have been on the panel of at least 01 (one) Government department/PSU. | | | | |
| 5. | Bidder Firms/Entity have the requisite infrastructure and in-house capability. | | | | |
| 6. | Bidder firms/Entity practice Chinese wall or Firewall policy within to deal with contrary interests or with confidential information. | | | | |
| 7. | Minimum annual turnover of Rs. Two (02) crores during last three years each with documentary proof for years 2010-11, 2011-12 & 2012-13 certified by CA. | | | | |
| 8. | Bidder firm/Entity should not be involved in any major litigation that may have an impact of affecting or compromising the delivery of services. | | | | |
| 9. | Bidder firm/Entity agrees with the mode of payment and on applicable DAVP rates. | | | | |

Format of particulars- EOI for Empanelment of Advertising & Publicity Agency



| | | | | | |
|---|---|-------------------------|--|--|--|
| 10. | Bidder firm/Entity should not have been blacklisted by any Central /State Government / Public Sector Undertaking, Govt. of India. | | | | |
| 3. Technical Capacity | | | | | |
| a. Areas in which Consultancy firm/entity has expertise: | | | | | |
| S.No | Area (s) | Specific Details | | | |
| | | | | | |
| | | | | | |
| b. Organizational Profile: | | | | | |
| Please provide a brief description of the organization. Please include the following information: (1) Mandate, Mission or Vision statement. (2) Organisation Structure (3) Membership / Awards | | | | | |
| c. Details of Past and Ongoing Assignments (Experience Statement) | | | | | |
| Provide details of past 5 years. Enclose relevant document where ever applicable | | | | | |
| d. In house Manpower Structure & Professional Competence of the team members | | | | | |
| Please provide a description of the In-house Manpower capacity of the organization including the Personnel and their corresponding area of specialization (CV of the team members) | | | | | |
| e. Presence on the panel of Government Enterprises/PSUs and details of tasks undertaken. | | | | | |
| | | | | | |
| f. Details of Organisational/ Firms Policies on data protection, confidentiality & Conflict of Interest | | | | | |

Format of particulars- EOI for Empanelment of Advertising & Publicity Agency



g. Financial Status of the Organization:

The financial capacity and capability of the organisation including gross income, audited statement of accounts, IT return for the last three years

h. Additional Information for Consideration:

Information if any on related aspects such as organisational reference etc.

4. Enclosures

- a. Certificate of INS accreditation.
- b. Copy of Constitution of Firm//Entity or other Establishment document
- c. CVs of key management staff of the organization
- d. Account details Certified by Auditor
- e. Others- Please specify

Note:

1. ***Bid not submitted in this format may be rejected.***
2. ***Submit only hard copy of the bid in sealed envelope to “BIRAC at A – 254, 3rd Floor, Bhisham Pitamah Marg, Defence Colony, New Delhi-110024” with caption as “EOI for Empanelment – Advertising & Publicity Agency” on the envelope.***
3. ***Visit www.birac.nic.in for more information.***

Name of Authorized Officer to Submit Bid: _____

Title: _____

Organization: _____

Signature with Seal

Date