



# केन्द्रीय आयुर्वेदीय विज्ञान अनुसंधान परिषद्

आयुष्य मंत्रालय, भारत सरकार

राष्ट्रीय स्वास्थ्य विज्ञान अनुसंधान परिषद्

61-65 सामाजिक क्षेत्र, समूह 'डी' ब्लॉक, जानकपुरी, नई दिल्ली-110058

## CENTRAL COUNCIL FOR RESEARCH IN AYURVEDIC SCIENCES

Ministry of AYUSH, Govt. of India

Jawahar Lal Nehru Bhartiya Chikitsa Evam Homoeopathy Anusandhan Bhawan

61-65 Institutional Area Oap D Block Janakpuri New Delhi-110058

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**F.No. - 32-16/2018-CCRAS/Admin.**

**Date: 02.01.2019**

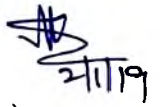
## **TENDER NOTICE**

### **Section-1**

1. The Central Council for Research in Ayurvedic Sciences (CCRAS), an Autonomous Body under the Ministry of AYUSH, Govt. of India invites bids from the interested and qualified agencies for imparting Training on **"Social Media Content Development and Dissemination"**.
2. **Name of Services:** Imparting Training on **"Social Media Content Development and Dissemination"**.
3. **Estimated Cost per year:** Rs. 25,00,000
4. **Period of Engagement:** 1 year, extendable by one year on same terms and conditions.
5. **Quantity & Specification:** As per Scope of Work.
6. **Tender schedule is as follows:**

Date & Time of submission of Tender documents	On or before 23.01.2019 by 5:00 PM
Technical bid opening date & time	2:00 PM on 24.01.2019
Schedule for presentation	31.01.2019
Financial bid opening date & time	07.02.2019

7. The technical bid and financial bids in separate envelopes are to be submitted offline. The Technical Bid is to be enclosed in a sealed envelope legibly superscribed **"RFP for Imparting Training on Social Media – Technical Bid"**. Similarly the Financial Bid is to be enclosed in a sealed envelope legibly superscribed **"RFP for Imparting Training on Social Media – Financial Bid"**. Both the aforesaid envelopes are to be submitted together enclosed in a third sealed envelope, legibly superscribed **"RFP for Imparting Training on Social Media"**. The above instructions are to strictly followed, and Bids submitted in open/ unclosed envelopes will be rejected. Bids are required to be submitted in the office of the Deputy Director (Admin.), CCRAS, Janakpuri, New Delhi by 5:00 PM on 23.01.2019.

  
**(A.K. Meena)**  
Administrative Officer (Admn.)  
For Director General

## Section-2

1. Bids are invited from interested and qualified bidders through two tier bid system by the Central Council for Research in Ayurvedic Sciences for selection of an agency/firm of repute for conducting Training on **“Social Media Content Development and Dissemination”** for AYUSH Professionals and relevant groups.
2. **Mandatory Criteria for selection of the agency (Proofs to be attached separately)**
  - a) The agency shall have minimum of 03 years of relevant experience in the field of Social Media services including training in this subject.
  - b) The agency shall have minimum annual turnover of Rs. 50 lakhs from Social Media related activities including training in this subject.
  - c) The agency shall have at least two trainers with 03 years of experience of conducting such trainings focusing on Social Media, Digital Media and/ or Digital Marketing fields.
  - d) The agency shall furnish EMD for **Rs.1,00,000/- (One Lakh only)** in form of Demand Draft in favour of Director General, CCRAS, New Delhi.

### 3. Scope of Work

- (i) Central Council for Research in Ayurvedic Sciences intends to impart Training on **“Social Media Content Development and Dissemination”** to:
  - (a) AYUSH professionals for the Ministry of AYUSH. These Training Programmes would normally be of 2-day duration. But special training programmes of one-day and three-day programmes would occasionally be required. The training will equip the participants with basic information about the common social media platforms like Facebook, Twitter, Instagram etc. and enable them to acquire content-creation skills for these platforms. It is expected that each participant will undergo two or three two-day training programmes, with progressively advancing levels of skill sets.
  - (b) AYUSH students, public and other stake-holders. These training programmes will be of half-day duration (3 to 4 hours) and will be of the nature of orientation programmes. These programmes are intended to motivate the participants to use Social Media to gain information about AYUSH systems and to promote the AYUSH systems.

#### (ii) **The work / cost includes:**

Training including fee, remuneration, TA/DA of trainers/ training team and other such expenditure.

The venue for the Training Programme may be anywhere in India, including New Delhi/NCR, Mumbai, Hyderabad, Kolkata and Chennai, and shall be provided/ facilitated/ arranged by CCRAS and therefore, it is expected that the cost of hiring venue will not be reflected in the Bid. This is to note that only those bidders who are proficient and willing to conduct trainings at anywhere in India including aforementioned places should bid for this work, otherwise, the bidder shall be treated as disqualified.



#### 4. Rates and Quotes

(a) The rates are to be quoted separately for- i) half-day training programme; ii) one-day training programme; iii) two-day training programme and iv) three-day training programme. The average of the rates quoted for aforementioned training programme may be calculated to assess the L-1 bidder. However, the quoted rates shall be considered for actual payment after training programmes.

(b) The rates quoted shall be exclusive of all taxes and duties as applicable as per the law.

(c) The quoted rates shall be firm and final and shall not be subject to any change whatsoever.

(d) Bidders who are proficient and willing to conduct trainings for all aforementioned training programmes (i. to iv.) should bid for this work, otherwise, the bidder shall be treated as disqualified.

#### 5. Submission of Tender

The bidder may download the tender documents from the website of the Council i.e. [www.ccras.nic.in](http://www.ccras.nic.in) and the filled in hard copy in the formats given in **Annexure I** and **Annexure II** respectively may be submitted within the specified time limit to:

**Deputy Director, (Admin.)**

**CCRAS, Ministry of AYUSH, Govt. of India,**

**Institutional Area, Opp. 'D' Block, Janakpuri,**

**New Delhi-110058**

#### 6. Opening of Bids

The Tender Inviting Authority will open the Technical and Financial Bids at the specified dates and times as indicated in the NIT. However, the Tender Inviting Authority reserves the right to modify the schedule of opening of Bids due to any unforeseen reason. Financial Bids of those bidders who do not qualify in the Technical Bid will not be opened.

#### 7. Tender Evaluation

The tender will be evaluated on the basis of Technical Bid, Presentation and Financial Bids, with the weightage of 50%, 20% and 30% respectively. The Selection Committee will evaluate the Bids as per schedule indicated in this NIT.

##### (i) Technical Evaluation

###### (a) Technical Bid (TS)

Evaluation of Technical Bids will be as indicated at **Annexure III**. Technical Bid evaluation can lead to a maximum score (TS) of 50.

The qualifying score of TS would be 25. Bidders who fail to score 25 in TS will not be considered for further evaluation.

###### (b) Presentation (PS)

Evaluation of Presentation will be as indicated at **Annexure IV**. Presentation evaluation can lead to a maximum score (PS) of 20.

##### (ii) Financial Evaluation (FS)

The quotes of the bidders



The lowest financial quote among the eligible bidders will be termed as FM and the quote of each bidder will be termed FB in the formula for calculating the financial score (FS) of each bidder, which is as given below:

$$FS = 30 \times (FM / FB)$$

Thus the lowest eligible bidder will get the maximum FS of 30.

**(iii) Final Evaluation (S)**

The final score (S) is calculated by the formula:

$$S = TS + PS + FS$$

**8. Tender validity**

The tender shall remain valid for a period of **One year** from the date of submission of tender.

**9. Award of work**

Award of work against the tender is at the sole discretion of the Tender Inviting Authority. Proposal of the successful bidder would form the basis for future negotiations and lead to issuing of a Letter of Award (LOA).

- 10.** After selection, a Letter of Award (LOA) shall be issued in duplicate, by the Tender Inviting Authority to the Selected Bidder and the Selected Bidder shall sign and return the duplicate copy of the LOA in acknowledgement thereof. In the event of the duplicate copy of the LOA duly signed by the Selected Bidder not being received within the stipulated date, the Authority may, unless it consents to extension of time for submission thereof, cancel the LOA and the next highest ranking eligible Bidder may be considered.
- 11.** The Tender Inviting Authority reserves the right to relax any of the conditions of the Tender Document if suitable bidders are not found due to exigency of the situation.



**(A.K. Meena)**  
Administrative Officer (Admn.)  
For Director General

**Section-3**  
**FORMAT FOR SUBMISSION**

(For all the terms & conditions of tender document are acceptable to bidder)

**To**

**Director General**  
**CCRAS, Ministry of AYUSH, Govt. of India,**  
**Institutional Area, Opp. 'D' Block, Janakpuri,**  
**New Delhi-110058**

**Ref. File No. 32-16/2018-CCRAS/Admin.**

**Dated: \_\_. \_\_. 2018**

I/We, the undersigned have examined the above mentioned tender document, including amendment/corrigendum no., dated (if any), the receipt of which is hereby confirmed. We now offer to create and submit the services in conformity with your above referred document. We are submitting herewith the Technical Bid (as per format given in Annexure I to the Tender Document) and the Financial Bid (as per format given in Annexure II to the Tender Document).

If our tender is accepted, we undertake to perform the services as mentioned in tender document with the delivery schedule as specified in the "Scope of Work" segment of the tender document. I/We further confirm that, if purchase order placed with us, we shall provide you with a performance security of 5% of the quoted amount in form of Bank Guarantee/ FDR/DD in favour of Director General, CCRAS for due performance of the contract.

I/We agree to keep our tender valid for acceptance as required in tender document or for subsequently extended period, if any, agreed to by us. I/We also accordingly confirm to abide by this tender up to the aforesaid period and this tender may be accepted any time before the expiry of the aforesaid period. I/We further confirm that, until a formal contract is executed, this tender read with your written acceptance thereof within the aforesaid period shall constitute a binding contract between us.

I/We further understand that you are not bound to accept the lowest or any tender you may receive against your above-referred tender enquiry.

I/We confirm that we qualify all the eligibility criteria & terms and conditions specified in the RFP of Imparting Training for CCC to the Government employees as on date.

I/We confirm that we fully agree to the terms and conditions specified in above mentioned Tender document, including amendment/corrigendum etc. if any. If our any of the provisions made by me/ us in this offer contradicts any of the provisions of the tender document issued by CCRAS, we understand and agree that the latter will prevail over the former.

**(Signature with Date)**

**(Name and Designation)**

(To Be Signed By the Proprietor / All Partners of the Firm / Directors of the Company under its Common Seal)



## Section-4

### **INSTRUCTIONS TO BIDDERS**

#### **1. Tender Contents**

The Tenders are to be submitted in 2 part bid system:

- Technical Bid
- Financial Bid

#### **Technical Bid**

The Technical bid is to be submitted in the format given at **Annexure I**.

#### **Financial Bid**

The Financial bid is to be submitted in the format given at **Annexure II**.

#### **Right to accept / reject tender**

No tender will be considered unless the tender documents are fully and completely filled in. All information that may be asked from a bidder must be unequivocally furnished.

CCRAS reserves to itself the right to accept or reject any tender or reject all tenders without assigning any reason thereof, and without thereby incurring any liability to the affected bidders. The tenders shall be considered invalid and non-responsive for non-submission of any document stipulated herein.

#### **Commencement of work**

The date of receipt of Work order shall be considered to be the date of commencement of work.

#### **Escalation of Prices**

The prices quoted shall be firm and shall remain applicable during the entire period of the contract till completion (including extension of time granted, if any) and no escalation in prices will be permitted due to increase in prices of materials, rise in labour prices or due to any other reasons.

### **TERMS & CONDITIONS**

- 1) Bidders are strictly advised to go through all the documents in connection with this contract carefully.
- 2) The work shall be carried out in appropriate stages under the direction and supervision of the Tender Inviting Authority.
- 3) The Successful Bidder shall not be entitled to any compensation for any loss suffered by him on account of delay in commencing or executing the work whatever the cause for





such delays may be including delays in procuring Government controlled or other materials.

- 4) The agency shall not violate any moral standards, legal framework and Government guidelines. Agency will have to indemnify the Tender inviting authority against any allegations regarding plagiarizing infringement of copying. The agency will have to indemnify and keep indemnified the Tender inviting authority against any or all claims arising out of any or all actions of the agency.
- 5) The Successful Bidder shall indemnify and keep indemnified the Tender Inviting Authority against all losses and claims for injuries or damages to any person or property whatsoever which may arise out of or in consequence of the construction and maintenance of works and against all claims, demands, proceedings, damages, costs, charges, expenses, whatsoever in respect thereof in relation thereto.
- 6) The Successful Bidder shall comply with all the bye-laws and regulations of local and other statutory authorities having jurisdiction over the works and shall be responsible for the payment of all fees and other charges and the giving and receiving of all necessary notices, and keep the Tender Inviting Authority informed of the said compliance with the by-laws, payments made, notices issued and received. If any conflict arises between the selected bidder and the Tender Inviting Authority Courts of New Delhi shall have the jurisdiction and the venue of arbitration shall be New Delhi and will be governed by provisions of the Indian Arbitration & Reconciliation Act.
- 7) Successful Bidder can claim the payment after completion of the job against invoice. The selected agency shall be ready to take up work beyond the mentioned scope if felt necessary and asked by the Tender Inviting Authority and the Tender Inviting Authority shall give effect to such payment arising out of the additional work.
- 8) The successful bidder should successfully complete the training referred to by the CCRAS, to the Tender inviting Authority satisfactorily after taking into consideration all the suggestions and alterations (if any).
- 9) Should it be found after the completion of the works that some extra work has been carried out on due instruction from the Tender Inviting Authority, the price for such extra work will be ascertained on mutually negotiated terms.
- 10) Rules and procedures of Government of India will be binding on CCRAS as well as the successful bidder.
- 11) The Tender inviting authority reserves the right to ascertain the total number of training sessions and total number of participants as per the requirements and as deem fit.

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Annexure - I

TECHNICAL BID

The bidding agency must elaborate their experience (in years) in the field of conducting Trainings on Social Media/Digital Media for various agencies like government bodies or private agencies along with valid\* proofs as per detailed in the table below:

Sr. No.	Particulars	Details
1)	Experience of <b>the bidding agency</b> in conducting Trainings on Social Media, Digital Media, Digital Marketing fields	(in years) (Proof to be attached separately)
2)	Experience of <b>the bidding agency</b> in conducting Trainings on Social Media, Digital Media, Digital Marketing fields for <b>Govt. Sector clients</b>	(Proof to be attached separately)
3)	Experience of <b>the bidding agency</b> in conducting Trainings on Social Media, Digital Media, Digital Marketing fields for reputed <b>Private Sector clients</b>	(Proof to be attached separately)
4)	Experience of <b>The trainers</b> in <b>conducting</b> Trainings on Social Media, Digital Media, Digital Marketing fields	(Proof to be attached separately)
5)	Annual Turnover (last three years)	(Proof to be attached separately)

\* It is the responsibility of the Bidder to ensure that proof/ evidence submitted are valid. The decision of the Tender Inviting Authority shall be final in this matter.

  
21/19



**Annexure - II**

**FINANCIAL BID**

Sr. No.	Particulars	Amount
1)	Training programme of half-a-day on <b>"Social Media Content Development and Dissemination"</b> as per the theme decided/ proposed	Rs. _____  (Mention GST rates additionally, and include relevant reference document of GST slab)
2)	Training programme of one-day on <b>"Social Media Content Development and Dissemination"</b> as per the theme decided/ proposed	Rs. _____  (Mention GST rates additionally, and include relevant reference document of GST slab)
3)	Training programme of two-day on <b>"Social Media Content Development and Dissemination"</b> as per the theme decided/ proposed	Rs. _____  (Mention GST rates additionally, and include relevant reference document of GST slab)
4)	Training programme of three-day on <b>"Social Media Content Development and Dissemination"</b> as per the theme decided/ proposed	Rs. _____  (Mention GST rates additionally, and include relevant reference document of GST slab)

**Average:  $\frac{1)+2)+3)+4)}{4} =$**

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**Note:** The average of the rates quoted for aforementioned training programme may be calculated to assess the L-1 bidder. However, the quoted rates shall be considered for actual payment after training programmes.

*Handwritten signature and date 2/1/19*

**SCORING DETAILS FOR TECHNICAL BID EVALUATION**

Sr. No.	Particulars	Duration/Value	Scoring
1)	Experience of <b>the bidding agency</b> in conducting Trainings on Social Media, Digital Media, Digital Marketing fields	3-4 years 4-6 years 6-8 years More than 8 years	4 marks 6 marks 8 marks 10 marks
2)	Experience of <b>the bidding agency</b> in conducting Trainings on Social Media, Digital Media, Digital Marketing fields for <b>Govt. Sector clients</b>	3-4 years 4-6 years 6-8 years More than 8 years	4 marks 6 marks 8 marks 10 marks
3)	Experience of <b>the bidding agency</b> in conducting Trainings on Social Media, Digital Media, Digital Marketing fields for reputed <b>Private Sector clients</b>	3-4 years 4-6 years 6-8 years More than 8 years	4 marks 6 marks 8 marks 10 marks
4)	Experience of <b>The trainers</b> in <b>conducting</b> Trainings on Social Media, Digital Media, Digital Marketing fields	3-4 years 4-6 years 6-8 years More than 8 years	4 marks 6 marks 8 marks 10 marks
5)	Annual Turnover for last three years (in Rs.)	51 to 100 lakhs 101 to 200 lakhs >200 lakhs	6 marks 8 marks 10 marks



SCORING DETAILS FOR PRESENTATION EVALUATION

<b>Sr. No.</b>	<b>Particulars</b>	<b>Scoring</b>
1)	Structure & Layout of Presentation	0-5 marks
2)	Content of Modules	0-5 marks
3)	Subject areas covered	0-5 marks
4)	Command over subject	0-5 marks

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