



**NATIONAL GAMES SECRETARIAT
GOVERNMENT OF KERALA**

**Request for Proposal (RFP)
for the
Selection of
Media Monitoring Agency
for the 35th National Games**

June 21, 2014

**National Games Secretariat,
Chandrasekharan Nair Stadium, Palayam,
Thiruvananthapuram, Kerala, India**

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RFP for the Selection of Media Monitoring Agency for the 35th National Games

1. Background

1. The National Games of India is the premier Multi Discipline Sporting Event, held in the country once in every two years. Being the Custodian of the National Games, the Indian Olympic Association (IOA) has allocated the 35th National Games to the State of Kerala.
2. The National Games Secretariat (the “NGS” or “the Authority”) is the Nodal Agency formed by the Government of Kerala (GoK), under the administrative control of the Department of Sports, for organizing the Games.
3. The Games are expected to be held during a 15 day period, in January/February 2015, in 30 Venues located across seven Districts of the State. Competitions will be held in 34 Disciplines, which will attract the crème-de-la-crème of the Sports Fraternity of India to the State of Kerala to participate in this largest multi-sport Event of India.
4. NGS has initiated series of publicity initiatives as a build up for the 35th National Games and thereby make it truly a People’s Event, ensuring widespread participation of the Public from all walks of life. Already a professional Marketing and Creative Agency has been engaged for rolling out the Publicity Campaign.
5. Similarly, NGS is rolling out a structured Sponsorship Campaign for attracting maximum sponsorships for the 35th National Games and a Sponsorship Agency has been engaged for providing professional support in attracting sponsorships.
6. For the success of the Publicity and Sponsorship Campaigns, accurate feedback on the quantum and nature of the Media Coverage about the 35th National Games is essential. To achieve this, NGS is planning to avail the services of a professional Media Monitoring Agency. Through a structured media monitoring effort for the 35th National Games, the following broad objectives are expected to be achieved:

1. Use the feedback about media coverage for carrying out effective Communication to all Stakeholders
 2. To bring about improvements in the Marketing and Sponsorship Strategies for the 35th National Games
 3. Rapidly and Proactively respond to both favourable and adverse events affecting the 35th National Games
7. This **Request for Proposal (RFP)** has been floated for selecting the “**Media Monitoring Agency**” for the 35th National Games, whose services are expected to be required over a 10 month period, comprising of around 7 months ahead of the Games and two months after the Games. This is a Lump-sum Fee Assignment, with the remuneration payable in installments against specific deliverables on a monthly basis. The Agency shall be selected through a two cover selection process – technical evaluation of Bids, followed by opening of the financial cover of the pre-qualified Bidders and the Bidder offering the lowest Financial quote, among the pre-qualified Bidders shall be declared as the Successful Bidder.
8. The RFP Document can either be downloaded from the Official Website of the National Games Secretariat (NGS): www.35thnationalgames.in or can be purchased from the Office of NGS between 11 am and 4 pm on any Working day against payment of RFP Document Fee of Rs. 2, 250/- + VAT @5%. In case the RFP Document is downloaded from the NGS Website, the RFP Document Fee may be paid along with the Bid, in the form of a Demand Draft.
9. Timelines and Key Points of this RFP:

No	Events	Details
1	Issuance of RFP document	June 19, 2014
2	Last date for receipt of queries	June 30, 2014

5	Last date & time for Submission of proposal	3 pm on July 10, 2014
6	Date and Time for Opening of Technical Proposal	3.30 pm on July 10, 2014
7	Date and Time for Opening of Financial Proposal	To be intimated
8	RFP Document Fee	Rs 2,250/- plus 5% VAT
9	Earnest Money Deposit	Rs 15,000/-
10	Performance Security	5% of Contract Value

2. ***Pre-Qualification Criteria for participation:***

1. The Applicant should be a Private Limited / Public Limited Company duly registered in India and shall have their Head Office / Registered Office in India.
2. The Applicant should have been in the business of Media Monitoring for the last 5 years.
3. The Applicant should have achieved an average annual turnover of at least Rs. 50 Lakhs from Media Monitoring Engagements during the previous 3 financial years, which shall be duly certified by the Statutory Auditor / Internal Auditor of the Firm / Company.
4. The Applicant should have handled at least 3 assignments of similar nature, scope and complexity, during the past five years, as described below:
 1. Assignments of “similar nature” mean assignments covering media monitoring of both Print Media and Electronic Media, including Television
 2. Assignments of “similar scope” mean assignments where a customized online database, containing a searchable archive of both print and video clippings of relevant media coverage, was provided to the client.
 3. Assignments of “similar complexity” mean assignments where both English and

Vernacular Indian Language Print and Electronic Media were monitored.
Only those assignments which satisfy all the above 3 criteria will be considered to meet the requirements of Clause 2 (d) of the Pre-Qualification.

5. The Applicant should not have been black-listed or currently be in the process of being black-listed by any Government Departments, Undertakings and Agencies in India.
6. In addition to meeting the aforesaid pre-qualification criteria, the potential Bidder shall be required to submit a Brief Write-up, explaining the Approach and Methodology to be adopted by the Bidder for carrying out this assignment and Bidder's understanding of the Scope of this Assignment. The Bidder must provide details of the tools and systems used by the Bidder to track media coverage in each of the platforms monitored (Print, Electronic, Internet & Social). The Bidder should provide details of how Alerts and Reports will be sent to NGS and any limitations of the system. Sample Reports and Templates must be provided. Relevant screenshots of the system should be included.

3. *Scope of Work*

1. NGS shall provide to the Agency a list of topics, key words and areas of interest, including, but not limited to words like National Games.
2. Based on the above, the Agency shall provide the following services to NGS:
 1. Monitor media coverage and provide comprehensive reports
 2. Track online and social media for the 35th National Games.
 3. Monthly collation of relevant video clips and press cuttings which will be sent to NGS in a DVD
3. The list of media outlets to be monitored shall be provided by NGS. The media monitoring must cover the entire spectrum of media including, but not limited to, as per NGS's specification:

1. Print Media

1. Major ABC Registered English and Malayalam Daily Newspapers and Weekly / Fortnightly / Monthly Magazines
2. Major national level Sports Magazines in English and all Sports Magazines published from Kerala

2. Electronic Media

Television

1. Major National Level English Television News Channels
2. Major Indian Sports Television Channels
3. All Malayalam Television News Channels

3. Internet & Social Media

1. English and Malayalam News portals and Sports portals
2. Major Social Media Platforms (Including, but not limited to: Facebook, Twitter, Youtube, Google+). Both Malayalam and English content should be monitored in social media.

4. Project Deliverables

The following are the deliverables to be submitted by the Agency:

1. Inception Report, including the Detailed Media Monitoring Strategy, Work Plan, reporting templates, reporting timelines / frequency, list of media to be monitored, list of topics, key words and areas of interest
2. Provide NGS with access to a customized database, which will contain a continuously updated archive of relevant media coverage, including video clips.
3. Consolidated Press Cuttings in PDF format via daily emails
4. Compilation of relevant video clips and press cuttings to be sent in a DVD during the first week of every month

5. Monthly Report including consolidated coverage for the month and analysis

6. Post Games Comprehensive Report on media monitoring of the entire period from Project Inception till 60 days after the Closing Day of the 35th National Games

The Deliverables and the execution of the project should not in any way, violate any privacy, copyright or intellectual property laws.

5. Payment Schedule

The total consulting fee shall be paid in installments as per the following schedule, after approval of the deliverables by NGS.

Sl No	Particulars	Unit	Percentage Payment
1	On Submission and acceptance of Inception Report and access to database	N/A	10
2	On Submission and acceptance of all required deliverables for each month (@7% of the total contract value will be released against each month's deliverables), for 10 months	10 Months	70
3	On Submission and acceptance of Post Games Detailed Report	N/A	20

6. Project Timelines and Liquidated Damages

1. The Selected Agency shall follow the below mentioned timelines for the submission of the major deliverables

Sl No	Milestones	Timelines
1	Date of Contract Signing	T
2	Submission of Inception Report and Access to database	T+30 days
3	Submission of First Monthly Report	T+30 days

4	Submission of Regular Monthly Reports	From 60th Day to 300th Day; every 30th day
6	Submission of Final Monthly Report	T+300 days
7	Submission of Post Games Detailed Report	T + 300 days

2. In addition to the Timelines mentioned above, the Agency shall conform to all the requirements laid down in Clause 3 and Clause 4 of this RFP, and adhere to appropriate timelines for the submission of all the deliverables, as desired by NGS.
3. If the Selected Agency fails to execute the work within the above mentioned timelines or as explicitly modified in the Contract, due to reasons attributable to the Selected Agency, NGS at its discretion shall, without prejudice to its other remedies under the Contract, deduct from the Contract Value, as liquidated damages, a sum equivalent to one percent (1%) of the total contract price for each week of delay until actual delivery or performance, up to a maximum deduction of ten percent (10%). Once the maximum is reached, NGS may consider termination of the Contract.

7. Pre-Bid Conference

1. NGS shall hold a Pre-Bid Conference at 2.00 pm on June 23, 2014 at NGS Conference Hall, to discuss the details related to the Project with the Applicants.
2. Prior to the Pre-Bid Conference, the Applicants may submit a list of queries, comments, if any and submit the same to NGS before June 20, 2014.
3. NGS, at its discretion, may respond to queries after the Pre-Bid Conference and such response(s) shall be posted on the NGS website as identified above.

Attendance of the Applicants at the Pre-Bid conference is not mandatory.

8. Bid Process

1. The bid should be submitted latest by 3.00 pm on July 3, 2014.
2. Interested parties are invited to submit detailed Applications in accordance with

the process defined in this RFP document. The Applicants are expected to examine the RFP document in detail, and to carry out such studies as may be required to submit their Applications.

3. The Technical Package shall be opened at 3.30 pm on July 3, 2014.
4. Applications will be evaluated to determine the Pre-Qualification criteria are met
5. Only the Financial Packages of the Applicants who meet the Pre-Qualification criteria shall be opened on a later date, which will be intimated to the Qualified Applicants.
6. Bids shall be valid for a period 90 days from the last date of submission of Bids or the extended date thereof. NGS reserves the right to reject any Bid, which does not meet this requirement. Prior to the expiry of the original Bid Validity Period, NGS may, at its discretion, request Bidders to extend the Bid Validity Period for a specified additional period.
7. EMD of unsuccessful Applicants shall be returned.
8. At any time prior to the deadline for last date of submission of Applications, NGS may, for any reason, whether at its own initiative or in response to a clarification or to a query raised by a prospective Applicant amend the RFP documents by issuing suitable Corrigendum. Such Corrigendum/Corrigenda, if issued, would form part of this RFP.
9. NGS reserves the right not to follow-up this RFP process and terminate the entire selection process without any obligation to any of the Agencies at any stage.
10. In case of any ambiguity in the interpretation of any of the clauses in the tender document, the interpretation of the clauses by NGS, Kerala shall be final and binding on all parties.
11. In case of any deviation, from the tender specifications and/or tender conditions, the decision of NGS to accept, will be final
12. Litigations, if any, shall be subject to the jurisdiction of the Courts at Thiruvananthapuram, Kerala, India and will be governed by the Laws of India.

9. Earnest Money Deposit (EMD)

1. The Bidder shall furnish, as part of its Bid, a refundable EMD comprising of A/c payee Demand Draft (DD) or Bank Guarantee for Rs 15,000/- (Indian Rupees Fifteen Thousand Only). If the EMD is submitted in the form of a DD, then the DD shall be drawn from any Nationalized/Scheduled Bank, in favour of “CEO & Secretary, National Games Secretariat”, payable at Thiruvananthapuram.
2. In case of inadequacy or non-submission of prescribed EMD along with the Bid, the Bid shall be deemed to be non-responsive and will be disqualified and summarily rejected.
3. Unsuccessful Bidder’s EMD will be released without interest as promptly as possible as but not later than 30 days after the Award of the Contract to the Successful Bidder. The Successful Bidder’s EMD will be released without interest upon the Successful Bidder depositing the required Performance Bank Guarantee.
4. The EMD shall be forfeited under the following circumstances:
 1. If a Bidder withdraws his bid or increases the quoted prices during the period of bid validity, or its extended period; or
 2. In the case of a successful Bidder, if s/he fails within the specified time limit to:
 1. Sign the Contract Agreement or,
 2. Furnish the required Performance Security Bank Guarantee.

If the EMD is furnished in the form of a Bank Guarantee, the same shall be valid during the validity period of the Bid

10. Documents Comprising the Application

1. Applicant shall submit their Application in two packages as mentioned below:

Part 1- Technical Package

Part 1, clearly labeled as “**Technical Package**” shall be submitted in a separate sealed cover. Following documents shall be submitted in Part 1

1. Letter of RFP submission attached as Annexure 1.
2. RFP document Fee of Rs. 2,250/- (Rs Two thousand, two hundred and fifty Only) + VAT @ 5%, in the form of Demand Draft drawn in favour of **CEO & Secretary, National Games Secretariat** and payable at **Thiruvananthapuram** or Proof of payment of the Fee to NGS, in the form of a copy of the Cash Receipt issued by NGS.
3. An EMD of Rs 15,000/- (Rupees Fifteen Thousand Only) in the form of demand draft drawn in favour of **CEO & Secretary, National Games Secretariat** and payable at **Thiruvananthapuram** or as a Bank Guarantee for this value.
4. Certificate of Incorporation.
5. Power of Attorney in favour of person authorized to sign the documents
6. Response Sheet as per Annexure 2, containing the following details.
 1. General Details. (Annexure 2 – Form 1)
 2. Pre-Qualification Response Sheet. (Annexure 2 – Form 2)
 3. Experience Details. (Annexure 2 – Form 2)
 4. Financial Information, including Audited balance sheet for last 3 years duly signed by a Chartered Accountant. Certificate from Chartered Accountant certifying the turnover from Media Monitoring Engagements during the previous 3 financial years. (Annexure 2 – Form 4).
7. A Brief Write – up explaining the Approach and Methodology to be adopted by the Bidder for carrying out this assignment and Bidder’s understanding of the Scope of this Assignment. The Bidder must provide details of the tools and

systems used by the Bidder to track media coverage in each of the platforms monitored (Print, Electronic, Internet & Social). The Bidder should provide details of how Alerts and Reports will be sent to NGS and any limitations of the system. Sample Reports and Templates must be provided. Relevant screenshots of the system should be included.

Part 2- Financial Package

The Part 2, clearly labeled as “Financial Package” shall be submitted in a separate sealed cover. Following documents shall be submitted in Part 2:

1. Covering Letter and Financial Bid as per Annexure 5

The NGS reserves the right to reject conditional bids.

11. Evaluation of Application

1. NGS would subsequently examine and evaluate Applications for responsiveness. An Application shall be deemed as responsive if it satisfies the following conditions.

1. Is packed, signed, sealed and marked as stipulated in this document.
2. Contains all the information and as per the formats specified as requested in the RFP.
3. Is unconditional and conforms to all the terms, conditions and specifications of RFP without material deviation or reservation.

An Application that is not responsive shall be rejected by NGS.

2. The Applications, which are responsive, shall be considered for further evaluation.
3. Technical Package of responsive Bids shall be opened. NGS shall evaluate each Application for its compliance to eligibility criteria mentioned in this Document.
4. Those Applicants who meet the eligibility criteria laid down for Pre-Qualification shall qualify for the opening of financial bid.
5. The Bidder with the lowest evaluated price (L1), upon opening of the Financial Bid, shall be considered for awarding the work.

6. A Contract shall be signed between NGS and the Successful Bidder within a period of 2 week of the date of receipt of the Letter of Award by the Successful Bidder, following the submission of requisite Performance Security. Failure in timely submission of the Performance Security and non-execution of Contract shall lead to automatic cancellation of award of work.

12. Preparation and Submission of Application

1. Application (Part 1 and 2) shall be stamped and signed on all pages by a person duly authorized to sign the Application.
2. The complete Application shall be without alterations, overwriting, interlineations or erasures. All amendments/corrections shall be initialed by the person or persons signing the Application.
3. Each Application will be submitted in two sets one marked “Original” and the other marked “Copy” (Copy should be the photocopy of ‘original’). In the event of discrepancy between Applications, the original shall prevail
4. Each set containing the two parts, each in a separate envelope, shall be submitted in a single sealed cover superscribing “**Application for the selection of Media Monitoring Agency**”.
5. The two sets shall be wrapped in an outer envelope addressed to NGS. The envelope should also bear the name and address of the Applicant.
6. NGS will not take any responsibility for the misplacement of the Application or any part thereof, which is not sealed or marked as per aforesaid instructions.
7. The Application(s) duly completed as per the instructions given in this documents and the corrigendum issued if any, should be submitted to the following address by the last date and time of Application submission.

**Chief Commissioner & Principal Coordinator,
National Games Secretariat,
Chandrasekharan Nair Stadium, Palayam,
Thiruvananthapuram 695033, Kerala, India,
Ph: +91 471 2302287 Fax:+91 471 2302267**

Email: 35thngskerala@gmail.com

Website: www.35thnationalgames.in

8. Interested Applicants may submit the Applications any time before the last date for submission of completed Applications given in this RFP. NGS may, at their discretion, extend this date, in which case all rights and obligations of the NGS and the Applicant shall thereafter be subject to the new deadline as extended.
9. Deviations to the RFP shall not be entertained at any point of time by the NGS. The Application submitted by the Applicants shall be unconditional and the Applicants would be deemed to have accepted the terms and conditions of the RFP with all its contents.
10. Bids sent telegraphically or through other means of transmission (tele-fax etc.), which cannot be delivered in a sealed envelope shall be treated as defective, invalid and shall stand rejected.

13. Contract Price

1. The assignment shall be based on a lump-sum fee to be quoted by the Bidder as remuneration. The Fee shall be paid in installments, against the deliverables specified in this RFP.
2. The Contract shall be for the entire Scope of work as mentioned in this RFP, inclusive of all duties and taxes as may be applicable. The Bidders shall quote their financial bids for the entire scope of work as mentioned in the RFP without any additions, alterations and conditions. The Contract Price quoted by the Bidders should include all costs associated with the Project including any out of pocket / mobilization expenses, duties, taxes, charges, levies, cess, VAT, etc.
3. Unless otherwise explicitly stated in the Contract, the payment shall be as per accepted schedule of payment mentioned in RFP. The payment shall be subject to deductions as per Indian income tax laws.
4. **Conditional Bids will be summarily rejected.**

14. Performance Bank Guarantee

The successful agency shall, at his own expense, deposit with National Games Secretariat, within fifteen (15) days of the date receipt of the Letter of Award and prior to signing of the Contract, an unconditional and irrevocable Performance Bank Guarantee (PBG) for 5% of the Contract Value, excluding Duties and Taxes, from a Nationalized/Scheduled Bank payable on demand, for the due performance and fulfilment of the contract by the Agency. The format for Performance Bank Guarantee is attached as Annexure 7.

1. This Performance Bank Guarantee will be for an amount, equivalent to 5% of the Net Contract Value, excluding Duties and Taxes. All charges whatsoever such as premium; commission etc. with respect to the Performance Bank Guarantee shall be borne by the Agency.
2. The Performance Bank Guarantee may be discharged / returned by NGS upon being satisfied that there has been due performance of the obligations of the Agency under the contract. However, no interest shall be payable on the Performance Bank Guarantee.
3. In the event of the Agency being unable to service the contract for whatever reason, NGS would invoke the PBG. Notwithstanding and without prejudice to any rights whatsoever of NGS under the Contract in the matter, the proceeds of the PBG shall be payable to NGS as compensation for any loss resulting from the agency's failure to complete its obligations under the Contract. The NGS shall notify the Agency in writing of the exercise of its right to receive such compensation within 14 days, indicating the contractual obligation(s) for which the Agency is in default.
4. NGS shall also be entitled to make recoveries from the Agency's bills, performance bank guarantee, or from any other amount due to him, the equivalent value of any payment made to him due to inadvertence, error, collusion, misconception or misstatement.

Chief Commissioner & Principal Coordinator

National Games Secretariat, Chandrasekharan Nair Stadium, Palayam,

Thiruvananthapuram-695033, Kerala, India

Phone: +91 -471 -2302287, Email: 35thngskerala@gmail.com

Annexure 1 - Letter of RFP submission

[Date]

Chief Commissioner & Principal Coordinator

National Games Secretariat

Chandrasekharan Nair Stadium

Thiruvananthapuram, Kerala

Dear Sir,

Sub: Letter of Submission of Proposal for Media Monitoring Services

1. We, the undersigned, duly authorized to represent and act on behalf of [-----
-----] (“the Applicant”), and having reviewed and fully understood all information provided in the RFP document, hereby apply as Applicant for the above mentioned assignment for the 35th National Games, Kerala.
2. We are hereby submitting our Application including the following:
 1. Application in the prescribed format, with all information and supporting documents requested in this RFP Document.
3. Our Application is valid till [--date in figures and words--]
4. NGS and its authorized representatives are hereby authorized to conduct any inquiries or investigations to verify the statements, documents, and information submitted in connection with this Application, and to seek clarification from our bankers and clients regarding any financial and technical aspects. This Letter of Application will also serve as authorization to any individual or authorized representative of any entity referred to in the supporting information, to provide

such information deemed necessary and requested by you to verify statements and information provided in this Application, or with regard to the resources, experience, and competence of the Applicant.

5. We understand that;

1. All information submitted under this Application shall remain binding upon us at the time of bidding; and
2. NGS may in their absolute discretion reject or accept any Application, cancel the bidding process and reject all Applications.

6. We declare that all statements made by us and all the information pursuant to this Letter of Application are complete, true and accurate to the best our knowledge and beliefs.

For and on behalf of (name of Applicant)

Signed

.....

Name

.....

Annexure 2 – Form 1 – General Details

1. Details of Applicant (Application for the Project)

1. Name of Applicant:

2. Nature of the Applicant: Proprietorship / Partnership / Pvt Ltd / Ltd

3. Address of the corporate headquarters and its branch office(s), if any, in India:

4. Date of Registration of Firm / Date of Incorporation of Company and Date of Commencement of Business of Company (whichever is applicable)

2. Brief description of the Company including details of its main lines of business:

3. Details of individual (s) who will serve as the point of contact/ communication within the Company:

1. Name :

2. Designation :

3. Company :

4. Address :

5. Telephone Number :

6. E-Mail Address :

7. Fax Number :

4. Name, Designation, Address and Phone Numbers of Authorised Signatory of the Applicant:

1. Name :

2. Designation :

3. Address :

4. Phone No. :

5. Fax No. :

6. E-mail :

Annexure 2 – Form 2 – Pre-Qualification Response Sheet

(A Table in the following Format is to be filled and attached, as a check list, along with the submissions being made as proof for satisfying the pre-qualification criteria)

Sl No	Criteria	Documentary Proof
1	The Applicant should be a Proprietorship Firm / Partnership Firm / Private Limited / Public Limited Company duly registered in India and shall have their Head Office / Registered Office in India.	<ol style="list-style-type: none"> 1. Firm Registration Certificate/ Partnership Deed/ Certificate of Incorporation 2. Statement regarding Head Office/ Registered Office
2	The Applicant should have been in the business of Media Monitoring for the last 5 years	Details of Assignments Undertaken, Copies of Work Orders, Satisfactory Performance or Commendation Certificates from Clients
3	The Applicant should have achieved average annual turnover of at least Rs. 1 crore from Media Monitoring Engagements during the previous 3 financial years.	Certificate from Statutory Auditor supporting the turnover details from Media Monitoring Engagements for each of the last 3 financial years.
4	The Applicant should have handled at least 3 assignments of similar nature, scope and complexity, during the past five years, as described below: 1. Assignments of “similar nature” mean	Details of Assignments Undertaken, Copies of Work Orders, Satisfactory Performance or Commendation,

	<p>assignments that covering media monitoring of both Print Media and Electronic Media, including Television</p> <p>2. Assignments of “similar scope” mean assignments where a customized online database, containing a searchable archive of both print and video clippings of relevant media coverage, was provided to the client.</p> <p>3. Assignments of “similar complexity” mean assignments where both English and Vernacular Indian Language media were monitored.</p> <p>4. The contract value (remuneration paid to the Applicant), for each such assignment, should have been at least Rs 10 lakhs.</p> <p>Only those assignments which satisfy all the above 4 criteria will be considered to meet the requirements of Clause 2 (d) of the Pre-Qualification.</p>	<p>Certificates from clients</p> <p>Documentary evidence clearly depicting the scope of work,</p> <p>Project value and client contact details, Screenshots of the online database provided, Sample Reports sent</p>
5	<p>The Applicant should not have been black-listed or currently be in the process of being black-listed by any Government Departments, Undertakings and Agencies in India</p>	<p>An affidavit declaring that the Applicant has not been blacklisted by any Government/Public sector undertakings.</p>
6	<p>The potential Bidder shall be required to submit a Brief Write-up, explaining the Approach and Methodology to be adopted by the Bidder for carrying out this assignment and Bidder’s understanding of the Scope of this Assignment. The Bidder must provide details of the tools and systems used by the Bidder to</p>	<p>Brief Write-up, not exceeding 10 Pages, along with the Technical Package</p>

<p>track media coverage in each of the platforms monitored (Print, Electronic, Internet & Social). The Bidder should provide details of how Alerts and Reports will be sent to NGS and any limitations of the system. Sample Reports and Templates must be provided. Relevant screenshots of the system should be included.</p>	
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Annexure 2 - Form 3: Experience Details

(Separate table for each Assignment)

Item	Details
Title & Nature of the Assignment.	
Brief Description of Assignment	
Client for which the Assignment was developed.	
Duration of Assignment	
Assignment Cost/ Certified Billing (in Rs.).	

Note: Please attach documentary proof for each Assignment (Copy of Contract/Client Certificate etc.)

Annexure 2 - Form 4: Financial Details

Year	Annual Turnover from Media Monitoring Services (in Rs)
2011- 2012	
2010- 2011	
2009- 2010	

Note: All figures quoted above shall be substantiated by attaching the Certificate from the Statutory Auditor of the Firm / Company.

Annexure 3 - Financial Bid Format

To:

Chief Commissioner & Principal Coordinator,

National Games Secretariat,

Chandrasekharan Nair Stadium, Palayam,

Thiruvananthapuram, Kerala, India

Dear Sir,

Subject: Submission of Financial Proposal in reference to NGS RFP dated [Date], for the Selection of Media Monitoring Agency for the 35th National Games.

We, the undersigned, offer to provide the services for the above in accordance with your RFP dated [Date], and our Technical Proposal and hereby submit our Financial Proposal as below.

No	Description	Lumpsum Value of the Consultancy Assignment (in Rs. Lakhs)
1	Remuneration for Media Monitoring Services for the 35th National Games, as detailed in the RFP	
2	Duties and Taxes as applicable (Mention applicable Duties & Taxes and their prevailing rates)	
	Total Value	

Total amount in words (Rs).....only

Note: Conditional Bids will be summarily rejected.

Our 'Financial Proposal' shall be binding upon us up to the expiration of the validity period of the Proposal, i.e., [Date]. We undertake that, in competing for (and, if the award

is made to us, in executing) the above contract, we will strictly observe the laws against fraud and corruption in force in India namely Prevention of Corruption Act, 1988.

We understand you are not bound to accept any proposal you receive.

We remain,

Yours sincerely,

Signature of the Authorized Signatory

Name and title of Signatory

Address of the firm

Annexure 4- Performance Bank Guarantee

Ref. No.

Bank Guarantee No

Dated

To,

Chief Executive Officer

National Games Secretariat

Chandrasekharan Nair Stadium, Palayam,

Thiruvananthapuram-695033, Kerala, India

1. Against contract vide Advance Acceptance of the Tender covering “Tender for” (hereinafter called the said 'contract') entered into between the National Games Secretariat, Government of Kerala, (hereinafter called the Purchaser) and _____ (hereinafter called the Bidder) this is to certify that at the request of the Bidder we _____ Bank Ltd., are holding in trust in favour of the Purchaser, the amount of _____ (write the sum here in words) to indemnify and keep indemnified the Purchaser against any loss or damage that may be caused to or suffered by the Purchaser by reason of any breach by the Bidder of any of the terms and conditions of the said contract and/or in the performance thereof. We agree that the decision of the Purchaser, whether any breach of any of the terms and conditions of the said contract and/or in the performance thereof has been committed by the Bidder and the amount of loss or damage that has been caused or suffered by the Purchaser shall be final and binding on us and the amount of the said loss or damage shall be paid by us forthwith on demand and without demur to the Purchaser.
2. We _____ Bank Ltd, further agree that the guarantee herein contained shall remain in full force and effect during the period that would be taken for satisfactory performance and fulfilment in all respects of

the said contract by the Bidder i.e. till _____ hereinafter called the said date and that if any claim accrues or arises against us _____ Bank Ltd, by virtue of this guarantee before the said date, the same shall be enforceable _____ against _____ us _____ Bank Ltd, notwithstanding the fact that the same is enforced within six months after the said date, provided that notice of any such claim has been given to us _____ Bank Ltd, by the Purchaser before the said date. Payment under this letter of guarantee shall be made promptly upon our receipt of notice to that effect from the Purchaser.

3. It is fully understood that this guarantee is effective from the date of the said contract and that we _____ Bank Ltd, undertake not to revoke this guarantee during its currency without the consent in writing of the Purchaser.
4. We undertake to pay to the Purchaser any money so demanded notwithstanding any dispute or disputes raised by the Bidder in any suit or proceeding pending before any court or Tribunal relating thereto our liability under this present bond being absolute and unequivocal.
5. The payment so made by us under this bond shall be a valid discharge of our liability for payment there under and the Bidder shall have no claim against us for making such payment.
6. We _____ Bank Ltd, further agree that the Purchaser shall have the fullest liberty, without affecting in any manner our obligations hereunder to vary any of the terms and conditions of the said contract or to extend time of performance by the Bidder from time to time or to postpone for any time or from time to time any of the powers exercisable by the Purchaser against the said Bidder and to forebear or enforce any of the terms and conditions relating to the said contract and we, _____ Bank Ltd., shall not be released from our liability under this guarantee by reason of any such variation or extension being granted to the said Bidder or for any forbearance by the Purchaser to the said Bidder or for any forbearance and or omission on the part of the Purchaser or any other matter or thing whatsoever, which under the law

relating to sureties, would, but for this provision have the effect of so releasing us from our liability under this guarantee.

7. This guarantee will not be discharged due to the change in the constitution of the Bank or the Bidder.
8. Notwithstanding anything contained herein above our liability under this bank guarantee shall not exceed Rs_____-/- (Rupees_____only).
9. We are liable to pay the guaranteed amount or any part thereof under this bank guarantee only if you serve upon us a written claim or demand (and which should be received by us), on or before ----- before 14.30 hours (Indian Standard Time) where after it ceases to be in effect in all respects whether or not the original bank guarantee is returned to us.

WITNESS NO. 1

Authorised Bank Representative

(Signature)
Full name and official
Address (in legible letters)

(Signature)
Full name, designation and
address (in legible letters)
With Bank stamp

WITNESS NO. 2

(Signature)
Full name and official
Address (in legible letters)

Attorney as per power of
Attorney No.....
Dated.....