



Request for Proposal

Name of Work:

Selection of a Professional Communications/Social Media Agency for Delhi Development Authority (DDA)

Schedule

Activities	Date	Time
Bid submission starts	24.04.2025	From 5 PM
Pre-bid queries at DDA Head Office Vikas Sadan (Please visit Communications Department, Room No. 16, B Block, Ground Floor)	28.04.2025	3:30 PM
Release of Response to clarifications on GeM portal and DDA's website	30.04.2025	By 5 PM
Submission of Bids end	08.05.2025	By 12 PM
Technical Bid opening	08.05.2025	02:00 PM

*Changes in the above schedule, if any, will be made at the sole discretion of DDA and will be communicated by mail to the shortlisted agencies.

In case of any discrepancy in this RFP document with regards to schedule of dates, the times and dates given above shall prevail.

1. Basic Information

- a) Delhi Development Authority, (hereinafter called “DDA”) invites responses (“Proposals”) to this Request for Proposals (“RFP”) from Communications agencies (“Bidders”) for the provision of the communications services as described in Section of this RFP, “Scope of Work” (“the Services”), and “Deliverables”.

2. Objectives

DDA intends to select an agency to manage all its existing and future social media activities and digital communication campaigns. The broad objective for the comprehensive communications campaigns to be taken up by the selected agency will include the following:

- a) Create brand DDA through increased visibility, using effective channels of communication.
- b) To convey a consistent positive message.
- c) Create visibility and develop content digitally.
- d) Information dissemination.

3. Instruction to Bidders

(A) General

- a) No commitment of any kind, contractual or otherwise shall exist unless and until a formal written contract has been executed by or on behalf of the DDA. Any notification of preferred bidder status by the DDA shall not give rise to any enforceable rights by the Bidder. The DDA may cancel this RFP at any time without assigning any reason prior to a formal written contract being executed by or on behalf of the DDA.
- b) Bidders are advised to study all instructions, forms, requirements, appendices and other information in the RFP document carefully. Submission of the bid / proposal shall be deemed to have been done after careful study and examination of the RFP document with full understanding of its implications.
- c) Failure to comply with the requirements of this paragraph may render the proposal non-compliant and the proposal may be rejected. Bidders must:
 - i. Comply with all requirements as set out within this RFP.
 - ii. Submit the forms as specified in this RFP and respond to each element in the order as set out in this RFP.
 - iii. Include all supporting documentations specified in this RFP.
 - iv. Each bidder shall submit only one (1) proposal.
- d) The agency should not have been blacklisted.

4. RFP Document

Bidders may download the RFP document from DDA website www.dda.gov.in and GEM portal.

5. Earnest Money Deposit (EMD)

- a) Bidders shall submit, along with their Bids, scanned copy of EMD of **INR 6,00,000** (Six Lakhs only) in the form of a Demand Draft issued by any scheduled commercial bank in favour of Accounts Officer(Cash)Main DDA payable at New Delhi, and should be valid for six (6) months from the due date of the tender / RFP. In case, an agency claims EMD exemption, supporting documents to be attached.
- b) EMD of all unsuccessful bidders would be refunded by DDA within six weeks of the bidder being notified as being unsuccessful. The EMD for the above amount of successful bidder would be returned upon submission of Performance Bank Guarantee as per the format provided.
- c) The EMD amount is interest free and will be refundable to the unsuccessful bidders without any accrued interest on it.
- d) The bid / proposal submitted without EMD, mentioned above, will summarily be rejected.
- e) The EMD may be forfeited:
 - i. If a bidder withdraws its bid during the period of bid validity.
 - ii. If bidder alters the bid during the bid validity period or fail to submit the performance guarantee within the prescribed period after the acceptance of bid.
 - iii. If bidder commits any fraud or provides false information or forged documents while submitting the bid.
 - iv. In case of a successful bidder, if the bidder fails to sign the contract in accordance with this RFP.

6. Bid Validity

The offer submitted by the Bidders should be valid for minimum period of 180 days from the date of submission of Tender. DDA reserves the right to reject any proposal, which does not meet its requirement.

7. Late Bids

- a) Bids received after the due date and the specified time (including the extended period, if any) for any reason whatsoever, shall not be entertained.
- b) The bids submitted by fax/e-mail, etc. shall not be considered. No correspondence will be entertained in this matter.

- c) DDA reserves the right to modify and amend any of the above- stipulated condition/criterion depending upon project priorities vis-à-vis urgent commitments.

8. Evaluation process

- a. DDA will constitute a Committee to evaluate the responses of the bidders.
- b. The Committee shall evaluate the responses to the RFP and all supporting documents / documentary evidence. Inability to submit requisite supporting documents / documentary evidence, may lead to rejection.
- c. The decision of the Committee in the evaluation of responses to the RFP shall be final. No correspondence will be entertained outside the process of evaluation with the Committee.
- d. The Committee will reserve the right to ask for clarifications or further documentation from the bidders to support the thorough and fair evaluation of their proposals.
- e. The Committee may ask for meetings with the Bidders to seek clarifications on their proposals.
- f. The Committee reserves the right to reject any or all proposals on the basis of any deviations.
- g. Each of the responses shall be evaluated as per the criteria and requirements specified in this RFP.

9. Criteria for Evaluation

Sl. No.	Criteria	Parameters	Marks	Total Marks
1.	<p>Presentation Topic: How DDA can leverage social media for its image building <i>(The presentation must be given by the agency representative along with his/her team. In addition to the presentation topic, each member should showcase their previous work in brief. Total Time allotted: 20 minutes)</i></p> <p>*The date of the presentation will be announced later</p>	<p>Concept <i>(Understanding of DDA and its functions, understanding of their role as a Social Media Team in image building of DDA)</i></p>	10	40
		<p>Strategy <i>(Objectives and systematic plan/approach to achieve those objectives, in coordination with relevant Departments of DDA)</i></p>	10	
		<p>Uniqueness in Approach & Quality <i>(Innovation in ideas which give them edge above other bidders Why them and not other bidders)</i></p>	10	
		<p>Creatives and Photography <i>(Content, quality, relevance, details of creatives and photographs)</i></p>	10	
2.	Average Annual Turnover (in INR) from Social Media and Digital Communication of the last three (3) years.	<p>60 Lacs to 1 Crore 1 Crore – 5 Crore More than 5 Crore</p>	<p>5 marks 8 marks 10 marks</p>	10

3.	<p><i>Amount of social media and digital communication work done for Central Government/ State Government and their bodies, PSUs, PSBs, MNCs, Public Corporate Company, Reputed Private Company.</i></p> <p><i>Minimum value: INR 50 Lacs or more for the years 21-22, 22-23, 23-24 and till date. Work orders/completion certificate should be given</i></p>	3 to 5 Projects	10	20
		6 to 8 projects	15	
		More than 8 Projects	20	
4.	<p><i>Qualification and Competence of the Key Professionals</i></p> <p><i>(Qualification and experience should be attested by the authorised signatory of the company. If at any stage, it is found that there have been lapses or statement is incorrect, agency will be removed from panel and all outstanding dues along with PBG to be forfeited)</i></p>	<p>Communication Media Strategist (Team Leader)</p> <p>Graduate Degree from a recognized University.</p> <p>Minimum 8 years' experience in managing similar projects (social media and electronic/digital marketing)</p>	<p>8 to 10 years' experience</p> <p>- 4</p> <p>More than 10 years' experience</p> <p>- 6</p>	20
		<p>Social Media Content Manager and Writer</p> <p>Graduate Degree from a recognized University.</p> <p>Minimum 6 years' experience in managing similar projects (experience in social media and electronic/digital marketing)</p>	<p>6 to 8 years' experience</p> <p>- 3</p> <p>More than 8 years' experience</p> <p>- 4</p>	
		<p>Senior Graphic Designer</p> <p>Graduate Degree from a recognized university</p> <p>At least 6 years of working experience in the creative designing field</p>	<p>4 to 6 years' experience</p> <p>- 3</p> <p>More than 6 years' experience</p> <p>- 4</p>	
		<p>Senior Digital Audio-Video Expert</p> <p>Graduate Degree from a recognized university</p> <p>At least 6 Years of professional experience in creating photos and</p>	<p>4 to 6 years' experience</p> <p>- 4</p> <p>More than 6 years' experience</p> <p>- 6</p>	

		videos for news outlets and social media platforms such as Instagram & Youtube		
(T) Total				90

**The end date used to calculate the tenure will be the cut-off date for the floating of the tender.*

Financial Capacity of the Applicant (Mandatory)

The Applicant business entity should have a minimum average annual turnover of Indian Rs. 60 lacs from social media and digital communication in the last three financial years duly supported by Auditor's Report and audited CA certificate.

i) Technical Capacity of the Applicant (Mandatory)

- a) The Bidder should have the experience of handling minimum 3 distinct social media campaigns/work orders amounting to Rs. 50 lakhs each. Completion certificates or work orders are to be submitted.
- b) The agency should have an office/branch in Delhi/NCR with GST registration.

ii) Technical Bid Evaluation Criteria

Technical bids will be evaluated on the following parameters: (maximum marks: 90, 60 being the minimum qualification marks)

Bidders, whose bids are responsive, based on minimum qualification criteria as in Pre-Qualification Criteria and score at least 60 marks (out of 90) from the technical evaluation criteria would be considered technically qualified. Financial Bids of only technically qualified bidders will be opened.

iii) Financial Bid Evaluation

- a. The Financial Bids of technically qualified bidders will be opened on the prescribed date in the presence of bidder representatives.
- b. The Financial Bids evaluation of each bidder will be done as per the below mentioned table.

S l · N o	Particulars	Basic Price for 3 years (a)	GST as applicable (b)	Total cost for the project (a+b) (C)
1.	Total Cost of providing services as per the SoW mentioned in the RFP for a period of 3 years and further extendable on year-on-year basis for two more years (i.e. 3+1+1) on satisfactory performance which will be reviewed half-Yearly.			
Total cost in words (for 3 years)				

iv) Combined and Final Evaluation (The ratio of technical and financial score is 70:30)

An Evaluated Bid Score (B) will be calculated for each responsive Bid using the following formula, which permits a comprehensive assessment of the Bid price and the technical merits of each Bid:

$$B = \frac{C_{low}}{C} X + \frac{T}{T_{high}} (1 - X)$$

where, C = Evaluated Bid Price

C_{low} = the lowest of all Evaluated Bid Prices among responsive Bids

T = the total Technical Score awarded to the Bid

T_{high} = the Technical Score achieved by the Bid that was scored best among all responsive Bids

X = 0.3

The Bid with the best evaluated Bid Score (B) among responsive Bids shall be the Most Advantageous Bid

10. Appointment of Agency

DDA will award the work to the agency who will also be the successful bidder on the basis of maximum marks of Combined Technical and Financial Score.

DDA reserves the right to reject any or all the proposals at any time prior to award of contract, without thereby incurring any liability to the affected bidder.

- a) Prior to the expiration of the validity period, DDA will notify the successful bidder in writing or by fax/ email, that its proposal has been accepted. In case the tendering process has not been completed within the stipulated period, DDA will request the bidders to extend the validity period of the bid.
- b) The work will be awarded to the successful bidder. In case the successful bidder is not interested in executing the work, their EMD will be forfeited.
- c) **Performance Bank Guarantee**: DDA will require the selected bidder to provide a Performance Bank Guarantee (format attached) within 15 days from the notification of award, for a value equivalent to 3% of the total cost of contract. Thereafter, DDA will notify each bidder and return their EMD. The Performance Guarantee should be valid for a period of 36 months (period of contract plus twelve months plus twelve months i.e. 36+12+12). The Performance Guarantee shall contain a claim period of three months from the last date of validity. In case the selected bidder fails to submit performance guarantee within the time stipulated, the DDA at its discretion may cancel the order placed on the selected bidder without giving any notice and will forfeit its earnest money. DDA shall invoke the performance guarantee in case the selected bidder fails to discharge their contractual obligations during the contract period or DDA incurs any loss due to vendor's negligence in carrying out the project implementation as per the agreed terms and conditions.

11. Signing of Contract

Post submission of Performance Guarantee by the successful bidder, the DDA and the selected bidder shall sign an agreement incorporating all clauses of RFP, pre-bid clarifications and the proposal of the bidder between the DDA and the successful bidder.

12. Failure to Agree with the Terms and Conditions of the RFP

- a. Failure of the successful bidder to agree with the Terms & Conditions of the RFP/agreement shall constitute sufficient grounds for the cancellation of the award.
- b. In such a case, the DDA shall invoke the Performance Bank Guarantee of the successful bidder.

13. Fraud and Corrupt Practices

- a) The Applicants/Bidders and their respective officers, employees, agents and advisers shall observe the highest standard of ethics during the Selection Process. Notwithstanding anything to the contrary contained in this RFP, the DDA shall reject a Proposal without being liable in any manner whatsoever to the Applicant, if it determines that the Bidder has, directly or indirectly or through an agent, engaged in corrupt, fraudulent, coercive, undesirable or restrictive practices (collectively the "Prohibited Practices") in the Selection Process. In such an event, the DDA shall, without prejudice to its any other rights or remedies, forfeit and appropriate the EMD or PBG, as the case may be, as mutually agreed genuine pre-estimated compensation and damages payable to the DDA for, inter alia, time, cost and effort of the DDA, in regard to the RFP, including consideration and evaluation of such Applicant's

Proposal.

- b) Without prejudice to the rights of the DDA under Clause above and the rights and remedies which the DDA may have under the LOI or the Agreement, if an Applicant or Consultant, as the case may be, is found by the DDA to have directly or indirectly or through an agent, engaged or indulged in any corrupt practice, fraudulent practice, coercive, undesirable or restrictive during the Selection Process, or after the issue of the LOI or the execution of the Agreement, such Applicant or Consultant shall not be eligible to participate in any tender or RFP issued by the DDA during a period of 36 months from the date such Applicant or Consultant, as the case may be, is found by the DDA to have directly or through an agent, engaged or indulged in any corrupt, fraudulent, coercive, undesirable or restrictive practice, as the case may be.

- c) For the purposes of this Section, the following terms shall have the meaning hereinafter respectively assigned to them:
 - i. “corrupt practice” means (i) the offering, giving, receiving, or soliciting, directly or indirectly, of anything of value to influence the action of any person connected with the Selection Process (for avoidance of doubt, offering of employment to or employing or engaging in any manner whatsoever, directly or indirectly, any official of the DDA who is or has been associated in any manner, directly or indirectly with the selection Process or

the LOI or has dealt with matters concerning the Agreement or arising there from, before or after the execution thereof, at any time prior to the expiry of one year from the date such official resigns or retires from or otherwise ceases to be in the service of the DDA, shall be deemed to constitute influencing the actions of a person connected with the Selection Process); or

(ii) save as provided herein, engaging in any manner whatsoever, whether during the Selection Process or after the issue of the LOA or after the execution of the Agreement, as the case may be, any person in respect of any matter relating to the Project or the Award or the Agreement, who at any time has been or is a legal, financial or technical consultant/ adviser of the DDA in relation to any matter concerning the Project;

- ii. “fraudulent practice” means a misrepresentation or omission of facts or disclosure of incomplete facts, in order to influence the Selection Process;
- iii. “coercive practice” means impairing or harming or threatening to impair or harm, directly or indirectly, any persons or property to influence any person’s participation or action in the Selection Process;
- iv. “undesirable practice” means (i) establishing contact with any person connected with or employed or engaged by DDA with the objective of canvassing, lobbying or in any manner influencing or attempting to influence the Selection Process; or (ii) having a Conflict of Interest;
- v. “restrictive practice” means forming a cartel or arriving at any understanding or arrangement among Applicants with the objective of restricting or manipulating a full and fair competition in the Selection Process.

14. Tenure of Successful bidder

Successful bidder will be awarded work for 3 years, extendable for 02 more years on year-on-year basis only, which will be reviewed half yearly, on the same terms & conditions on satisfactory performance of work done in the previous tenure. DDA will depute a nodal person to liaison with the selected agency on all communication related matters.

15. Scope of Work

The scope of work of the selected agency is as follows:

1. **Creation & maintenance of social media platforms for DDA:** The agency should maintain the official Facebook page, X (formerly Twitter) profile, Instagram and any other social media platforms as required by DDA. These include creating, uploading content, graphics, photographs (high definition), videos (high definition), etc. and also addressing queries/complaints from public on the social media handles by following up with various departments through various modes of communication. Since social media work 24x7, the agency has to work 24x7 and address queries on real time basis.
2. The social media team and the photographer/videographer will have to visit places where DDA events take place to cover it and upload pictures/videos on the social media sites, as and when required by DDA. Sometimes these events may take place beyond office hours and also on weekly off days. They will also have to prepare reels to be uploaded on social media platforms.
3. **Engage with users:** Regularly organize online surveys, quizzes, contests on all the platforms in consultation with DDA. In order to engage with audience, agency needs to share new ideas from time to time. The agency has to work in campaign mode when any new schemes are launched or new initiatives are taken by DDA.
4. **Gate keeping:** Moderation of all the platforms with a frequency of 6 times a day in order to deal with spam, unauthorised advertisements, inappropriate content etc.
5. **Media tracking:** Use a good industry standard monitoring tool for analyzing comments / remarks about DDA in online media and share daily report with DDA.
6. **Copyright:** Content shared online must be copyright protected and unauthorized use of this must be monitored. DDA will have the proprietorship/ownership rights of all the content prepared by the agency and none of the content be shared/used by anyone/the agency without prior permission/consent of the DDA.
7. **Reporting:** The agency must submit Effectiveness Analysis and MIS Reports to DDA on the effectiveness of the social media strategy at periodical intervals, as and when asked by DDA.
8. The agency must submit a detailed analysis on the steps undertaken for overall promotion of DDA on the Social Media Platforms and the results achieved.
9. The agency must prepare monthly e-newsletter of various activities of DDA and upload on social media sites.
10. The agency has to prepare PowerPoint Presentation, create design for publicity material in any form, including newspaper advertisements creative, as and when required by DDA.
11. The selected agency will take photographs to cover/shoot the events, infrastructure, parks etc. of DDA and prepare a relevant stock of pictures (Photo Bank) to be used and published in Social Media and any other publication / print.
12. The selected agency will be required to create creatives for events.
13. The agency will be responsible for creating Reels to promote various events and initiatives as and when required.

14. The agency must collaborate with 5 influencers yearly (as and when required) who have a minimum follower base of 100K on Instagram or X (formerly Twitter) to invite them for events/various campaigns. No extra charges to be paid by DDA for the invitation.
15. The agency will provide the suitable list of influencers who are relevant to promote the DDA's events/campaigns. DDA will decide/choose the influencer to collaborate with, from the provided list.
16. Payment for promotions and all the paid social media campaigns will be as per the actuals.
17. The photographer shall be present at all DDA events and team will be responsible for creating a video bank, videos, and reels for these events, as well as regularly covering important DDA project works to maintain an updated photo bank and video library.
18. During the 3 years' term of contract period, the agency will be required to do 20 drone shoots. No extra payment will be made for these drone shoots. The agency will be informed a week in advance.
19. The agency during the entire contract must maintain utmost integrity and work in the best interests of the DDA.

Team Structure

- The selected agency will mandatorily depute the personnel as mentioned in table below for the duration of the contract with DDA. 4 Team Members will need to be based at DDA on full-time basis, for the duration of the contract. Since the resources are to be based in DDA at any point of time, the agencies should not deny to send its resources to DDA Office, citing work from home or other clause. Failure to comply will invite administrative action including immediate removal of the agency and debarment from future empanelment in DDA. It is to be noted that all manpower resource should be full time employee of the organisation. A proof regarding the same should be provided. No sub-letting/outsourcing is permitted.
- DDA will be providing seating space, PCs, router with internet connection to the team (for full time resources). Software for creative design, etc. required for executing the job will be provided by the agency themselves at their own cost. For the backend team, the agency will have to make all arrangements.

S l . n o	Key Personnel	Responsibilities	Minimum qualifications
1.	Communication Media Strategist (Team Leader)	<p>Shall be in charge of the team Liaison Officer between the Agency and DDA and shall be responsible for implementing the entire scope of work as mentioned in the RFP.</p> <p>Shall be responsible for approval of content in consultation with DDA.</p> <p>Will play the part of strategy manager for DDA’s social media accounts.</p> <p>Shall share weekly and monthly posts beforehand based on the fixed and predictable activities which can drive engagements. Will plan and share ahead the posts to cover the future campaigns.</p> <p>To verify / check the contents to be posted on DDA’s Social Media account. Shall continually consider creative ideas for pitches, proposals and promotions.</p>	<p>Graduate</p> <p>At least 8 Years of Experience in the field of social media.</p>

2.	Social Media Content Manager and Writer	<ul style="list-style-type: none"> ● Will be in charge of day-to-day social media campaigns, posts and social media content/activities. ● Shall write/manage/post the content for all DDA's social media accounts ● Will manage the goals set by the TL. ● Will oversee the quick and timely resolution of social media queries and manage the ORM. 	<ul style="list-style-type: none"> ● Graduate ● At least 6 Years of experience in the field of social media
3.	Senior Graphic Designer	<ul style="list-style-type: none"> ● The person shall be responsible for creating designs for social media. 	<ul style="list-style-type: none"> ● Graduate ● Diploma/Graduation in Animation/Design or related field ● At least 04 Years of working experience in the creative designing field, including experience in: <ul style="list-style-type: none"> ▪ Raster Image Editor like Adobe Photoshop or equivalent. ▪ Vector graphics editors like Adobe Illustrator or CorelDraw or equivalent ▪ Designing & Publishing software like Adobe InDesign or equivalent
4.	Senior Audio/Video Expert	<ul style="list-style-type: none"> ● The person shall be responsible for taking pictures and edit them to provide good quality pictures to create an updated photo-bank/image and video library. ● The person shall be responsible for shooting videos of events and editing them ● Should be able to manage additional photographers/videographers if necessary 	<ul style="list-style-type: none"> ● Graduate or Diploma ● At least 04 years of professional experience in creating photos and videos for news outlets or social media platforms.. The photographer should have mirror-less full frame camera which is suitable for low light situation and videography ● Expert in video editing software like Adobe Premiere Pro or equivalent.

- **The end date used to calculate the tenure will be the cut-off date for the floating of the tender.*

1. Minimum 4 (Four) team members should attend office on all working days. In their absence, the agency should provide replacement without fail. The alternate resources should have requisite qualification as mentioned above in the table. In case any onsite manpower leaves DDA, the agency has to provide 3 alternatives for a vacant post within 7 days. DDA will shortlist one among them. After 7 days, penalty of 0.2 percent per day/vacancy will be levied of the monthly invoice. For a given year penalty capping of 10%, after which agency will be terminated. If the agency fails to provide the replacement within 15 days, the Bank Guarantee will be forfeited and the agency shall be asked to leave without any prior notice. However, it may be noted that DDA discourages change in manpower deployed by the Agency. This is to ensure smooth functioning of the social media work of DDA. Therefore, removal/replacing any manpower from DDA by the Agency will only be permissible if the person being replaced is resigning or being removed from the Agency. A copy of the resignation/removal letter to be shared with the DDA.
2. For each sub-standard work, a penalty of 0.2 percent of the monthly invoice would be applicable. In case of continuous sub-standard work, the Bank Guarantee will be forfeited and the agency shall be asked to leave without any prior notice.
3. In addition, the agency shall deploy requisite resources to complete the deliverables in a time-bound fashion as per the Scope of Work and Deliverables given in the RFP. The backend team has to work 24x7 so that work is done on real time basis. It shall be the sole responsibility of the selected agency to deploy additional resources at no extra cost to DDA, if required, to complete indicated deliverables on time.

16. **Payment Terms & conditions:** It will be done on monthly basis on submission of performance report.

- a) Applicable taxes would be paid at the prevalent rates.
- b) No other charges will be paid.
- c) However, in case of additional photographers/videographers being required, or travel outside of Delhi at request of DDA, OPEs/fees incurred would be reimbursed as per actuals, provided prior approval of competent authority has been obtained on the amount to be incurred.
- d) Selected agency will submit one (1) invoice per month for the due payment during that month.

17. **Exit Clause**

During normal course, either party can exit the contract after giving 3-month notice period. However, in case of sub-standard work or penalty levied on the agency, it would be dealt as per the penal provisions and the 3-month notice period will not be applicable in such a case. Similarly, if at any stage it is found that the Agency or the manpower provided by the Agency is involved in forgery/ misreporting/uploading content which are detrimental to the image of the DDA, the clause of 3-month notice period will not be applicable and the same would be dealt as per the penal provisions. Besides, if at any stage, if it is found that the particular manpower is not performing well, DDA will ask the agency to remove that manpower immediately.

Technical Bid

The bidders are expected to respond to the RFP using the forms given in this section and all documents supporting Technical Evaluation Criteria.

Documents to be submitted as a part of Technical Bid

1. Presentation in pdf format. Besides, all qualified agencies will also be called for physical presentation as mentioned in the criteria of evaluation.
2. Details of Applicant as per Annexure A
3. Turnover certificate for the years 21-22, 22-23, 23-24 (24-25 provisional)
4. Completion Certificates/Satisfactory performance certificates
5. Duly filled format of affidavit that bidder is not blacklisted at Annexure B

6. Curriculum Vitae (CV) of Key personnel as per Annexure C
7. Copy of EMD as per Annexure D. In case, an agency claims EMD exemption, supporting documents to be attached.
8. Copy of Registration
9. Copy of GST Registration Certificate
10. Branch/Office documents as proof
11. Any other documents

Arbitration

- Notwithstanding anything to the contrary in the CPWD manual, in the GCC or any other standard being prescribed by an Authority, there shall be no clause or agreement for resolution of disputes by way of arbitration or any other alternate dispute redressal mechanism including reference to the Dispute Redressal Committee in any contract entered into by DDA for any purpose whatsoever with effect from the date of issuance of this order. If there is such a clause in the standard form, the same shall be struck off or deleted.

- In all agreements, tender conditions or documents of procurement or placement of orders which are in the nature of a contract, whether relating to works or for any other purpose, in which DDA is a party, the following clause shall be inserted and made a part of the agreement:

“Notwithstanding any other practice in existence, or any prior agreement or written negotiations having taken place, or any tender condition, or any other clause or covenant in this agreement or any document referred to in this agreement, any provisions in the GCC or CPWD manual, or any circular, guideline, direction or any other rule or regulation, it is hereby agreed that any dispute between the parties to this agreement shall be resolved by decision of the courts at Delhi and the dispute shall not be resolved by way of arbitration or any other alternate dispute redressal mechanism.”

JURISDICTION OF COURT

The courts at Delhi/New Delhi shall have the exclusive jurisdiction to try all disputes, if any, arising out of this agreement between the parties.

Annexure A: Format for Details of Applicant

‘Selection of Professional Communications/social media agency for DELHI DEVELOPMENT AUTHORITY Please enter the information requested in the spaces provided. Applications from separate firms, or individuals sole applicants:

APPLIED FOR.....

I. Basic Information

1. Applicant Details

Name of Firm making this application	Parent Company(if applicable)

2. Contact Person (for this application)

Name	
Organization	
Address	
Telephone	
Fax	
E-mail	

3. Registered Address

4. Years in business and country of registration

Years of Establishment	Country of Registration

5. Experience in projects of a similar nature

6. Registration Number of the Firm (attach copy of registration certificate)

7. GST Registration Number (attach copy)

8. Are you presently debarred/Black listed by any Government Department/Public Sector Undertaking/Any Employer? (If yes, please furnish details)

Certified that the above information is correct to the best of our knowledge and no relevant information is concealed. If at any time during or after the shortlisting, it is proved that the information furnished by us is wrong, DDA reserves the right to take necessary action against our firm as per applicable Laws/Rules of the land.

Signature of Authorized Representative of the Firm

Date
Place
Tel. No.
Email ID

Name
Designation
Mobile No.

Seal/Stamp of Firm

Annexure B: Format for Affidavit Certifying that Entity/Director/s of Entity are not blacklisted or debarred

(On a Stamp Paper of relevant value)

Affidavit

I, M/s (Sole Applicant (the name and addresses of the registered office) hereby certify and confirm that we or any of our Promoter/s Director/s are not debarred or blacklisted by any State Government or Central Government/ Department/ Agency/ PSU in India from participating in Project/s, as on _.

We further confirm that we are aware that our Application for the captioned Project would be liable for rejection in case any material misrepresentation is made or discovered with regard to the requirements at any stage of the Shortlisting/ Selection process.

Dated thisDay of....., 2025 Name of the

Applicant

.....
Signature of the Authorized Person

..... Name of the
Authorized Person

Annexure C: Curriculum Vitae (CV) of Key Personnel

- 1. Proposed Position:** {only one candidate shall be nominated for each Position Expert}
- 2. Name of Firm:** [insert name of firm proposing the staff]
- 3. Name of Staff:** [insert full name]
- 4. Date of Birth:**
- 5. Nationality:**
- 6. Education:** [Indicate College/University and other specialized education of staff member, giving names of institutions, degrees obtained, and dates of obtainment]
- 7. Total No. of years of experience:**
- 8. Total No. of years with the firm:**
- 9. Areas of expertise and no. of years of experience in this area (as required for the Profile)**
{mandatory} _____
- 10. Certifications and Trainings attended:**
- 11. Details of involvement in Projects** (only if involved in the same):
- 12. Languages** [For each language indicate proficiency good, fair, or poor in speaking, reading and writing]:
- 13. Membership of Professional Associations:**
- 14. Employment Record:** [*Stating with present position and last 2 firms, list in reverse order, giving for each employment (see format here below): dates of employment, name of employing organization, positions held*]:

From (Year):

To (Year):

Purchaser:

Positions held: _____

<p>14. Detailed Tasks Assigned</p> <p>[List all tasks to be performed under this assignment]</p>	<p>Relevant Work Undertaken that Best Illustrates the experience as required for the Role (Provide maximum of 6 citations of 10 lines each)</p> <p><i>(Among the assignments in which the staff has been involved, indicate the following information for those assignments that best illustrate staff capability to handle the tasks listed under Scope of Work and as required for the role as listed in 'List of the key professional positions whose CV and experience would be evaluated')</i></p> <p>Name of assignment or project: _____</p> <p>Year: _____</p> <p>–</p> <p>Locations: _____</p> <p>–</p> <p>Purchaser: _____</p> <p>Main project features: _____</p> <p>_____</p> <p>_____</p> <p>Position held: _____</p> <p>Value of Project (approximate value or range value): _____</p> <p>Activities performed: _____</p> <p>_____</p>
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15. Certifications:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience. I understand that any wilful misstatement described herein may lead to my disqualification or dismissal, from the assignment, if engaged.

Date:

Signature of staff members or authorized
Day/Month/Year
representative of the staff

Full name of Authorised Representative:

Annexure-D

Form for Earnest Money Deposit (EMD)

<Location,

Date>

To,

<Name>, <Designation>

<Address>

<Phone Nos.>; <Fax Nos.>

<email ID>

Whereas <<name of the bidder>> (hereinafter called 'the Bidder') has submitted the bid for Submission of RFP # <<RFP Number>> dated <<insert date>> for <<name of the assignment>> (hereinafter called "the Bid") to <DDA>

Known all Men by these presents that we <<>> having our office at <<Address>> (hereinafter called "the Bank") are bound unto the <DDA> (hereinafter called "the Purchaser") in the sum of Rs. <<Amount in figures>> (Rupees << Amount in words>> only) for which payment well and truly to be made to the said Purchaser, the bank binds itself, its successors and assigns by these presents. Sealed with the Common Seal of the said Bank this <<insert date>>

The conditions of this obligation are:

1. If the Bidder having its bid withdrawn during the period of bid validity specified by the Bidder on the Bid Form; or
2. If the Bidder, having been notified of the acceptance of its bid by the Purchaser during the period of validity of bid:
 - a. Withdraws his participation from the bid during the period of validity of bid document; or
 - b. Fails or refuses to participate or failure to respond in the subsequent Tender process after having been short listed;

We undertake to pay to the Purchaser up to the above amount upon receipt of its first written demand, without the Purchaser having to substantiate its demand, provided that in its demand the Purchaser will note that the amount claimed by it is due to it owing to the occurrence of one or both of the two conditions, specifying the occurred condition or conditions.

This guarantee will remain in force up to << insert date>> and including << extra time over and above mandated in the RFP>> from the last date of submission and any demand in respect thereof should reach the Bank not later than the above date. NOTWITHSTANDING ANYTHING CONTAINED HEREIN:

- I. Our liability under this Bank Guarantee shall not exceed Rs. <<Amount in figures>> (Rupees <<Amount in words>> only)
- II. This Bank Guarantee shall be valid upto<<insert date>>
- III. It is condition of our liability for payment of the guaranteed amount or any part thereof arising under this Bank Guarantee that we receive a valid written claim or demand for payment under this Bank Guarantee on or before

<<insert date>> failing which our liability under the guarantee will automatically cease.
(Authorized Signatory of the Bank)

Seal:

Date:

CONTRACT AGREEMENT

This Agreement is made on this _____ day _____ month _____ year _____ between _____ having _____ its registered office at _____ through its _____ (hereinafter called the Supplier which expression shall mean and include its successor, assignees and nominees) of the one part and Delhi Development Authority (DDA).

Whereas the DDA under consideration of the offer made in pursuant to the Tender ID:

_____, agreed to allow the Supplier Firm to execute the work of managing all existing and future Public Relations and Social Media activities and Communication Campaigns of DDA vide work order no. _____ dated _____ as per the terms and condition of the bid document.

Whereas each of the documents mentioned herein has been signed by and on behalf of the parties hereto called for purposes of identification and shall be treated as part of this agreement. Now it is hereby agreed by and between the parties as follows:

1. The Supplier Firm (The successful bidder who has been issued the letter of Award (LoA) dated _____) shall act upon and conditions shown in the RFP and the work/supply order and any other correspondence exchanged between the parties, annexed here to and which form part of this agreement, execute and complete the work so shown and described in the above said documents including the tender document.
2. The Supplier shall deposit a Cash Security/Bank Guarantee equal to 3% of the total contract value of the work/supply ordered.
3. That the services shall be in conformity with the quality and specifications given in the work supply order and the tender document.
4. That the services shall be delivered strictly within the period specified in the

work/supply order/tender document as the time is the essence of the contract. If the supplier fails to deliver the services, the DDA shall have the right to arrange the supply/services from elsewhere at the risk and cost of the supplier. However, in cases of genuine difficulty, extension of time may be allowed by the DDA and shall recover from the Supplier as liquidated damages and not by way of penalty, a sum equivalent to 0.2 percent per day/vacancy will be levied of the monthly invoice, subject to maximum 10%. In case of continuous sub-standard work, the Bank Guarantee will be forfeited and agency shall be asked to leave without any prior notice.

That in case the service ordered do not conform with the quality and specifications given in the work supply order/tender document and not delivered within the stipulated period. Director (PR), DDA shall have the right to reject all or any part of the services so offered and whose decision in this respect shall be final and binding.

5. That in case the Supplier is not willing to execute the order or breaches any terms and conditions of the contract/agreement, DDA may not only forfeit part or whole of security deposited, but shall have the option to procure services from another source/supplier and recover the difference in the price actually paid and that payable to the tenderer/quotation firm.
6. The Terms and conditions of the Bid/tender documents have been agreed upon by both the parties and signed and added to this agreement. In witness whereof the parties have herein to set and subscribe the hands and seals on the date, month and year first above written.

For and on behalf of DDA

Director (PR)

**For an on behalf of Tenderer/selected Firm Signature and
Capacity with Seal**

Quality Cost Based System Illustration

STAGE 1: TECHNICAL BIDS EVALUATION

Bidder details	Technical Mark Obtained
Bidder1	90
Bidder2	80
Bidder3	55
Bidder4	70

STAGE 2: Conversion of Technical Marks to Technical Score

Bidder details	Technical Marks	Technical Scores
Bidder1	90	$100 = (90/90)*100$
Bidder2	80	$89 = (80/90)*100$
Bidder3	Rejected *	Rejected
Bidder4	70	$78 = (70/90)*100$

*Since the eligible technical score should be 60 & above, bidder 3 is rejected

STAGE 3: FINANCIAL BID EVALUATION

Bidder details	Financial Bid Amount
Bidder1	1,30,000
Bidder2	1,20,000
Bidder4	1,00,000

Stage 4: Conversion of financial bid amount to score

Bidder Details	Financial Bid Amount	Financial Score (LFB/F*100)
Bidder1	1,30,000	$100000/130000*100=76.92$
Bidder2	1,20,000	$100000/120000*100=83.33$
Bidder4	1,00,000	100

LFB = Lowest Financial Bid, **F** = Quoted Amount

Consolidated Technical & Financial Score

Bidder Details	Technical Score	Financial Score
Bidder 1	100	76.92
Bidder 2	89	83.33
Bidder 4	78	100

Stage 5: Combined Technical and Financial Score (CTFS) With Weightage 70:30

Bidder Details	Applying weights for the Technical Score & Financial Score	CTFS	Rank of the Bidder
Bidder1	$100*(70/100) + 76.92*(30/100)$	93(70+23)	L1
Bidder2	$89*(70/100) + 83.33*(30/100)$	87(62+25)	L2
Bidder4	$78*(70/100) + 100*(30/100)$	84(54+30)	L3