



**Expression of Interest**  
**FOR**  
**Empanelment of Agency for**  
**Digital Display Board**

Issued by:

**Directorate of Public Relations**  
**Government of Madhya Pradesh**  
Banganga, Bhopal-462003,  
Madhya Pradesh

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## Disclaimer

All information contained in this Expression of Interest (EOI) provided / clarified is in good interest and faith. This is not an agreement and this is not an offer or invitation to enter into an agreement of any kind with any party.

Though adequate care has been taken in the presentation of this EOI document, the interested firm shall satisfy itself that the document is complete in all respects. The information published in this document is not intended to be exhaustive. Interested bidders are required to make their own enquiries and assumptions wherever required.

Intimation of discrepancy, if any, should be given to the specified office immediately. If no intimation is received by this office by the date mentioned in the document, it shall be deemed that the EOI document is complete in all respects and firms submitting their bids are satisfied that the EOI document is complete in all respects.

**Directorate of Public Relations** reserves the right to reject any or all of the applications submitted in response to this EOI document at any stage without assigning any reasons whatsoever. **Directorate of Public Relations** also reserves the right to withhold or withdraw the process at any stage with intimation to all who have submitted their bids in response to this EOI. **Directorate of Public Relations** reserves the right to change/ modify/ amend any or all of the provisions of this EOI document without assigning any reason. Any such change would be communicated to the bidders by posting it on the website of **Directorate of Public Relations**.

Neither **Directorate of Public Relations** nor its employees and associates will have any liability to any prospective respondent interested to apply or any other person under the law of contract to the principles or resolution or unjust enrichment or otherwise for any loss, expense or damage which may raise from or be incurred or suffered in connection with anything contained in this EOI document, any matter deemed to form part of this EOI document, the award of the Assignment, the information and any other information supplied by or on behalf of **Directorate of Public Relations** or their employees and Bidder or otherwise arising in any way from the selection process for the Assignment.

Information provided in this document or imparted to any respondent as part of EOI process is confidential to **Directorate of Public Relations** and shall not be used by the respondent for any other purpose, distributed to, or shared with any other person or organization.

*Table of Contents*

1. Fact Sheet.....	5
2. Introduction.....	6
3. Eligibility Criteria .....	6
Pre-qualification (PQ) criteria .....	6
4. Empanelment of Agency .....	7
5. Period of Empanelment.....	7
6. Scope of Work .....	7
7. Award of Work .....	8
8. Deliverables.....	8
➤ The agency shall maintain the time slot and log book of each event/ advertisement as per the requirement and submit it DPR.....	8
➤ The agency shall upload online photographs of each display board on the mobile app of DPR.....	8
9. Penalties.....	8
10. Payment Terms and Conditions .....	8
11. General Terms and Conditions of Tender & Contract .....	8
12. Arbitration.....	9
13. Instructions to Bidders.....	9
General .....	9
Compliant Proposals / Completeness of Response .....	10
RFP Documents .....	10
Earnest Money Deposit (EMD).....	10
Performance Security Deposit .....	11
Submission of Proposals.....	11
Bidder’s authorised signatory.....	11
14. Annexure .....	12
Annexure-1: Covering Letter .....	12
Annexure-2: Agency/ Company Information.....	13

## **Expression of Interest (EOI)**

### **“Empanelment of an Agency for Digital Display Board ”**

**Directorate of Public Relations** invites online proposals from suitable agencies for Empanelment of an agency for Digital Display Board.

For detail scope of work and other terms and conditions, please refer the EOI document available at [www.mpinfo.org](http://www.mpinfo.org) and <https://mptenders.gov.in>. Proposal has to be submitted through online mode through [https://mptenders.gov.in portal](https://mptenders.gov.in) only.

An interested agency who qualifies as per the criteria mentioned in the EOI document may submit their proposals only online through the e-tendering Portal latest by **12/03/2021 till 3 pm**.

**Commissioner**  
**Directorate of Public Relations**

## Expression of Interest (EOI) for Empanelment of Agency for Digital Display Board

### 1. Fact Sheet

S/N	Particulars	Description
1.	Nature of Work	<b>Empanelment of an Agency for Digital Display Board</b>
2.	Proposals Invited by	The Commissioner, Directorate of Public Relations
3.	Date of issue of EOI document	<b>25/02/2021</b>
4.	Start date of Submission of Bids	<b>25/02/2021 from 03:00 pm</b>
5.	Last Date for Submission of Bids	<b>12/03/2021 till 3 pm</b>
6.	Date of Opening of Technical Bids	<b>15/03/2021 at 3 pm at the Office of Directorate of Public Relation, Bhopal, M.P.</b>
7.	Websites for downloading RFP Document, Corrigendum's, Addendums etc.	<a href="https://mptenders.gov.in">https://mptenders.gov.in</a>
8.	Cost of RFP Document	Rs. 2,000 (Rs. Two Thousand Only) To be paid online through e-procurement portal.
9.	Earnest Money Deposit (EMD)	Rs. 1,00,000 (Rupees One Lakhs Only) To be paid online through mptenders portal.
10.	Validity of Proposal	Proposals must remain valid for 180 days from the Bid submission date.

#### **Notes:**

1. **Directorate of Public Relations** reserves the right to change any schedule of bidding process.
2. The mode of submission of bid is only online through e-procurement portal ([www.mptenders.gov.in](http://www.mptenders.gov.in)). No physical submission of the bids shall be entertained.
3. Any future Corrigendum/Information shall be posted only on e-Procurement portal of GoMP. Bidders are advised to keep visiting the e-Procurement portal for further updates.

## 2. Introduction

The Government of Madhya Pradesh, during the last decade, has played a proactive role in initiating and implementing multiple people centric welfare schemes and social programs. In addition to it, the government also undertakes various activities to promote Madhya Pradesh as an investor-friendly destination and an attractive tourist retreat. These initiatives have received acclaim nationally and internationally and have brought laurels to the government.

Department of Public Relations plays a significant role in communicating activities and schemes of the State Government to all the sections of the society. It acts as a communication bridge between the government and people through effectively transmitting information of government's welfare schemes and programmes and acquainting the beneficiaries about it. In the process, it also collects common man's feedback and processes the same to the government. To facilitate propagating and broadcasting the work, the department also uses the official website [www.mpinfo.org](http://www.mpinfo.org) for its press releases, special articles and photographs that are emailed to electronic and print media, as soon as an event is covered. Further the department wants digital branding of government's welfare schemes and programmes through digital display. Thus Commissioner, Public Relations invites bid document/application for empanelment from experienced and reputed Agencies engaged in such work.

## 3. Eligibility Criteria

### Pre-qualification (PQ) criteria

The bidder must possess the requisite experience, strength and capability necessary to meet the requirements as described in the RFP documents.

Sr. No	Basic Requirements	Description	Documents Required
1.	Legal Entity	The Agency must be registered entity in India as a proprietorship, private limited or a public limited company since last 2 years as on bid submission date.	Certificates of incorporation / Registration Certificates.
2.	Turnover	The bidder should have relevant minimum annual average turnover of Digital Display Board services for <b>Rs. 05 Lakhs</b> (Rupees Five Lakhs Only) during the last three financial years (2017-18, 2018-19,&2019-20) from similar activities as mentioned in the scope of work. In case the turnover certificate for FY 20-21 is available, they may be used as part of the last three-year average turnover)	CA Certificate clearly indicating the relevant turnover.
3.	Statutory Registrations	The Applicant must have a valid GST Number and PAN Card in India.	Copy of valid certificate
4.	Registered Office	The agency should have office in India.	An undertaking by the bidder signed by authorised signatory.

## Expression of Interest (EOI) for Empanelment of Agency for Digital Display Board

5.	Registration	The firm/agency shall be empanelled vendor of the respective district Nagar Nigam.	Copy of Certificate of Registration
6.	DAVP Certificate	The firm shall be empanelled with DAVP and shall have approved rates for the said work.	Copy of certificate and letter of approved rates.
7.	Black listing / Terminations	Should not have been blacklisted by any Central or State Government department or Corporation or Board/PSU/ Semi-Government organization as on the date of submission of RFP.	A signed undertaking to this effect should be submitted on bidder's letter head

### 4. Empanelment of Agency

- Bidders, whose bids are responsive, based on minimum qualification criteria / documents as in Pre- Qualification Criteria would be considered technically qualified and shall be shortlisted and invited for empanelment and execution of agreement thereafter.
- DPR shall notify the successful agency about empanelment in writing by registered letter or by e-mail.
- The agency shall acknowledge in writing, receipt of the notification of empanelment and shall send his acceptance within 7 days of receiving the notification. Failure to abide by this may lead to termination of the empanelment.
- On acceptance of the offer for awarding the contract, DPR will issue a Letter of Award "LOA" to the successful Respondents in writing that their bids have been accepted in DPR and such successful Respondents will need to sign a "Service and Confidentiality Agreement". After signing of the Agreement, no variation in or modification of any of the terms of the Agreement shall be made except by written amendment signed by the parties.
- During empanelment period, DPR reserves the right to de-panel, if the service provided by the vendor is found to be unsatisfactory or if, at any time, it is found that the information provided for empanelment is false, the DPR reserves the right to remove such vendors from the empaneled list without giving any notice to the vendor in advance. DPR's decision will be final in this regard.

### 5. Period of Empanelment

The selected agencies will be empanelled for duration of 02 years and the terms of empanelment shall be governed by the corresponding Service and Confidentiality Agreement. The contract period may be extended by further 12 months on mutual terms & conditions based on performance of the empanelled agencies and at the sole discretion of Director, Directorate of Public Relations

### 6. Scope of Work

The Scope of work and the Deliverables are detailed out as follows:

- The digital display boards shall be of P-12/13 standard.
- The digital boards should be installed on important public places.
- The display includes slides, films, feature, scroll, infographics and Live programs also

## Expression of Interest (EOI) for Empanelment of Agency for Digital Display Board

- The height of the digital display board should be clearly visible and should not interrupt public.
- Quality of display should be as per the deliverables.

### 7. Award of Work

The work can be awarded to one or more empanelled agencies depending upon the scope, scale, nature and time limit of the event.

### 8. Deliverables

- The agency shall maintain the time slot and log book of each event/advertisement as per the requirement and submit it DPR.
- The agency shall upload online photographs of each display board on the mobile app of DPR.

### 9. Penalties

- If the display of advertisement gets interrupted for more than 3 hours, then the payment for the entire day will be deducted.
- In case of lack of work completion, a penalty amounting to double shall be imposed on the agency. Further DPR may blacklist the agency.

### 10. Payment Terms and Conditions

- All payments to the Agency shall be made in INR in accordance with the provisions of this RFP.
- The payment will be based on rates finalized for the award of contract to the empanelled agency.
- The agency shall raise the bill after successful completion of the event.
- The payment shall be made upon verification by the authorized officer after receiving payments from the respective department.
- The GST would be paid at the prevalent rates on actual.
- Payments shall be subject to deductions of any amount for which the agency is liable as per the penalty clause of this tender document.
- All payments shall be made subject to deduction of TDS (Tax deduction at Source) as per the applicable Acts & Laws.
- No Interest shall be paid on delayed payments.

### 11. General Terms and Conditions of Tender & Contract

- a) The work order for the advertisement will be issued to the agency by DPR as per work order received from various Government Departments.
- b) The agency shall be responsible for taking all the necessary permissions related to local administration, Nagar Nigam, Nagar Palika etc.
- c) The signing of the contract by the agency shall be deemed an acceptance of all stipulations and provisions of this condition and associated documents as an integral part of the contract.



- d) All rights will be reserved with Director, Directorate of Public Relations. Any dispute arising shall be subject to Bhopal Jurisdiction.
- e) The Court having jurisdiction under the provision of the Arbitration and Conciliation Act 1996, to determines all matters with the court is entitled to determine the Act, shall exclusively by the court at Bhopal.
- f) No Joint Venture (J.V. Firms) is permitted to participate in the Tender.
- g) Work allocated shall be executed and completed according to the specification and satisfaction. Else DPR will evaluate and deduct the amount or can cancel the whole work order. And also the firm can be black listed for the same.
- h) In case of any dispute, Director, Directorate of Public Relations will be the sole arbitrator and the decision made by the sole arbitrator shall be acceptable to both the parties.

## 12. Arbitration

### **Procedure**

Any Dispute which is not resolved amicably within 30 days, the same shall be referred to the sole arbitration of Director, Directorate of Public Relations whose decision shall be final and binding on both the Parties. Such arbitration shall be governed by the Arbitration and Conciliation Act, 1996 ("Arbitration Act").

### **Place of Arbitration**

The place of arbitration shall ordinarily be at Bhopal but by agreement of the Parties, the arbitration hearings, if required, may be held elsewhere.

### **Enforcement of Award**

The Parties agree that the decision or award resulting from arbitration shall be final and binding upon the Parties and shall be enforceable in accordance with the provision of the Arbitration Act subject to the rights of the parties to secure relief from any higher forum.

### **Performance during Dispute Resolution**

Pending the submission of and/or decision on a dispute and until the arbitral award is published; the Parties shall continue to perform their respective obligations under this Agreement, without prejudice to a final adjustment in accordance with such award.

## 13. Instructions to Bidders

### **General**

- a) While every effort has been made to provide comprehensive and accurate background information and requirements and specifications, Bidders must form their own conclusions about the solution needed to meet the requirements. Bidders and recipients of this RFP may wish to consult their own legal advisers in relation to this RFP.
- b) All information supplied by Bidders may be treated as contractually binding on the Bidders, on successful award of the assignment by the DPR on the basis of this RFP.
- c) 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 DPR. Any notification of preferred Bidder status by the DPR shall not give rise to any enforceable rights by the Bidder. The DPR may cancel this public procurement at any time prior to a formal written contract being executed by or on behalf of the DPR.

## Expression of Interest (EOI) for Empanelment of Agency for Digital Display Board

- d) This EOI supersedes and replaces any previous public documentation & communications, and Bidders should place no reliance on such communications.

### Compliant Proposals / Completeness of Response

- a) Bidders are advised to study all instructions, forms, terms, requirements and other information in the EOI documents carefully. Submission of the bid shall be deemed to have been done after careful study and examination of the EOI document with full understanding of its implications.
- b) Failure to comply with the requirements of this paragraph may render the Proposal non-compliant and the Proposal may be rejected. Bidders must:
- i. Include all documentation specified in this EOI;
  - ii. Follow the format of this EOI and respond to each element in the order as set out in this EOI.
  - iii. Comply with all requirements as set out within this EOI.

### RFP Documents

The Tender document is available and downloadable on following websites:

- a) <https://mptenders.gov.in>
- b) [www.mpinfo.org](http://www.mpinfo.org)

Non-transferable & non-refundable tender fees of the amount as mentioned in the Fact Sheet must be paid online at e- procurement portal ([www.mptenders.gov.in](http://www.mptenders.gov.in)).

### Earnest Money Deposit (EMD)

- a) The bidder shall submit Earnest Money Deposit (EMD) of the amount as mentioned in the Fact Sheet, which shall be deposited online during the submission of the tender on e-Procurement portal.
- b) Unsuccessful bidder's EMD will be released as promptly as possible, but not later than 120 days after the award of the contract to the successful bidder.
- c) The successful empanelled bidder's EMD will be converted in to Performance Security Deposit.
- d) The EMD amount is interest free and will be refundable to the unsuccessful Bidders without any accrued interest on it.
- e) Proposals not accompanied with the EMD or containing EMD with infirmity (ies) (relating to the amount or validity period etc.), mentioned above, shall be summarily rejected.
- f) The EMD may be forfeited in the event of:
  - A Bidder withdrawing its bid during the period of bid validity.
  - A successful Bidder fails to sign the subsequent contract in accordance with this EOI.
  - The Bidder being found to have indulged in any suppression of facts, furnishing of fraudulent statement, misconduct, or other dishonest or other ethically improper activity, in relation to this EOI.

## Expression of Interest (EOI) for Empanelment of Agency for Digital Display Board

- A Proposal contains deviations (except when provided in conformity with the EOI conditional offers and partial offers.

### Performance Security Deposit

- a) The EMD of the empanelled firms/agencies will be considered as a part of the performance security deposit.

### Submission of Proposals

Bidders should submit their responses as per the procedure specified in the e-Procurement portal (<https://mptenders.gov.in>) being used for this purpose. The items to be uploaded on the portal would include all the related documents mentioned in this RFP, such as:

- Tender Fee
- EMD
- Pre-qualification response
- Additional certifications/ documents Eg. Power of Attorney, CA certificates on turnover etc.

*However, each of the above documents must be uploaded in the format specified for this purpose and as per the specified folder structure in the e-Procurement portal.*

The bidder is responsible for registration on the e-procurement portal (<https://mptenders.gov.in>) at their own cost. The bidders are advised to go through the e-procurement guidelines and instructions, as provided on the e-procurement website, and in case of any difficulty related to e-procurement process, may contact the helpline number 0120-4001002, 0120-4200462.

The bidder must ensure that the bid is digitally signed by the Authorized Signatory of the bidding firm and has been duly submitted within the submission timelines. The user department will in no case be responsible if the bid is not submitted online within the specified timelines.

All the pages of the Proposal document must be sequentially numbered and must contain the list of contents with page numbers. Any deficiency in the documentation may result in the rejection of the Bidder's Proposal.

### Bidder's authorised signatory

A Proposal should be accompanied by an appropriate board resolution or power of attorney in the name of an authorised signatory of the Bidder stating that he is authorised to execute documents and to undertake any activity associated with the Bidder's Proposal. A copy of the same should be uploaded under the relevant section/folder on the e-Procurement portal. Furthermore, the bid must also be submitted online after being digitally signed by an authorized representative of the bidding entity.

## 14. Annexure

### Annexure-1: Covering Letter

{To be submitted on the letter head of the bidder}

To,  
**The Commissioner**  
**Directorate of Public Relations**  
**Government of Madhya Pradesh**  
**Bhopal**

Dear Sir/Madam,

We, the undersigned, offer for Empanelment of Agencies for Digital Display Board services in accordance with your EOI and our Proposal. "We are hereby submitting our Proposal as per the requirements mentioned in the EOI.

We hereby declare that:

- a) All the information and statements made in this Proposal are true and we accept that any misinterpretation or misrepresentation contained in this Proposal may lead to our disqualification by the DPR.
- b) We meet the eligibility requirements as stated in this EOI, and we confirm our understanding of our obligation to abide by the policy in regard to corrupt and fraudulent practices.
- c) Our Proposal is binding upon us and subject to any modifications/ amendments DPR made before the date of submission.
- d) Our Firm /Company do not face any sanction or any pending disciplinary action from any authority against our Firm /Company.
- e) We understand that the DPR is not bound to accept any Proposal that the DPR receives.

Thanking you,

Authorized Signature {In full and initials with Seal}:

Name and Title of Signatory:

Name of Bidder (Firm/ Company's name):

In the capacity of:

Address:

Contact information (phone and e-mail):

Date & Time: \_\_\_\_\_

Place: \_\_\_\_\_

Expression of Interest (EOI) for Empanelment of Agency for Digital Display Board

Annexure-2: Agency/ Company Information

Following are the particulars of our organization:

S. No.	Description	Details (To be filled by the bidder)
1	Name of the bidder	
2	Registered office address (in India)	
3	Phone No. and email ID	
4	Registered Headquarters Address	
5	Phone No. and email ID	
6	Web Site Address	
7	Details of Firm's Registration (Please enclose copy of the registration document)	
8	Name of Registration Authority	
9	Registration Number and Year of Registration	
10	EFP/ESI registration Number	
11	Goods and Service Tax (GST) Registration No.	
12	Permanent Account Number (PAN)	
13	Any other....	

**Note: Separate sheets may be attached wherever necessary**