

Sports Authority of India
Khelo India Division

Corrigendum – 1

GeM Bid No. GEM/2026/B/7607177

Dated: 19.06.2026

Subject: Corrigendum No. to the above Referred GeM Bid No. – GEM/2026/B/7607177 against the RFP for Selection of Communication Agency.

The following changes are incorporated to the RFP/ATC:

SL.NO.	Existing Clause	Read As
1.	<p>Clause 20 Terms of Payment, Sub Clause 20.9</p> <p>Any expenses that may be incurred during any official travel, SAI may reimburse the Bidder as per actuals/norms (whichever is lesser) or may directly facilitate the Travel, Boarding & Lodging.</p>	<p>Clause 20 Terms of Payment, Sub Clause 20.9 may be modified as:</p> <p>Any expenses that may be incurred during any official travel, SAI may reimburse the Bidder as per actuals, in line with the entitlements applicable to Level-10 (7th CPC) officers of the Government of India, with respect to categories such as travel, accommodation, food, and other related arrangements or may directly facilitate the Travel, Boarding & Lodging.</p>

Note: All other terms and conditions shall remain the same. For more clarity refer Buyer Added ATC document.

Further clarifications on the pre-bid queries are as under.

SL.NO.	ATC/RFP Clause Reference	Clause As Per ATC/RFP	CLARIFICATION SOUGHT/QUERY RAISED	Clarification / Modification
1	Scope of Work & Deliverables	Deliverables under Strategic Communications, Media Relations & Content Development	Could SAI confirm the expected output volumes (videos, reels, social posts, photographs, graphics, articles, media releases, etc.) for the proposed team structure, on a monthly basis and during major events?	The details are already available in Annexure I (Terms of Reference) of the RFP. However, for abundant clarity, the expected output volumes specified in Annexure I, Clause 4 (Deliverables & Timelines) are to be treated as indicative benchmarks for the scope of work and may vary depending on project requirements. Hence, RFP conditions Shall Prevail
2	Scope of Work & Deliverables	Khelo India communication activities	Which Khelo India properties, events and stakeholder groups are covered under the scope of this engagement?	The scope of this engagement, including coverage of relevant properties, events and stakeholder groups, is already defined in Annexure I (Terms of Reference) of the RFP. Further, the scope indicated therein is indicative/tentative in nature and may vary

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				depending on project requirements. Hence, RFP conditions Shall Prevail
3	Scope of Work & Deliverables	Content creation requirements	Kindly clarify the language requirements for content creation and communication activities under the scope.	The details in this regard are already available in Annexure I (Terms of Reference) of the RFP. However, for clarification, content under the scope of work is required to be created primarily in English and Hindi, with adaptations in regional and foreign languages, as may be required depending on project requirements. Hence, RFP conditions Shall Prevail
4.	Scope of Work & Deliverables	Deliverable approvals	What are the expected turnaround timelines for approvals of content, campaigns, creatives, communication plans and media releases?	Please refer Annexure I (Terms of Reference). Further, approvals/reviews shall be undertaken by SAI as per requirement and administrative exigencies, and the selected agency shall be expected to plan and execute the scope of work accordingly. Hence, RFP conditions Shall Prevail
5	Scope of Work & Deliverables	Platform management	Kindly clarify all channels and platforms included within the scope of work.	The details in this regard are already set out in Annexure I (Terms of Reference) of the RFP. However, for abundant clarity, the scope of work encompasses the official channels, handles and properties of MYAS/SAI, including SAI, Khelo India, Fit India, and any additional handles/properties under the MYAS/SAI umbrella, as envisaged under the RFP. The scope indicated therein is indicative/tentative in nature and may vary depending on project requirements. Hence, RFP conditions Shall Prevail
6	Clause 18	Requirements may evolve during contract tenure	Kindly clarify the mechanism for evaluation, approval and implementation of	The relevant provisions in this regard are already contained in the RFP. However, for clarification, the requirements under the scope of work may

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			additional scope requirements.	<p>evolve depending on project needs and shall be addressed by SAI in accordance with the provisions of the RFP/Contract. The selected agency shall be expected to comply with such requirements within the overall framework of the RFP.</p> <p>Hence, RFP conditions Shall Prevail</p>
7	Clause 18	Evolving requirements	Will any additional manpower requirements beyond the proposed team structure and approved scope be commercially compensated by SAI?	<p>The relevant provisions in this regard are already contained in the RFP. However, for clarification, bidders are required to quote comprehensively for the scope of work, keeping in view that the requirements under the engagement may evolve depending on project needs. No payment over and above the contractual obligation shall be admissible, hence, Bidders are advised to price their bids accordingly except in cases where SAI specifically requires deployment of an additional resource in accordance with the provisions of the RFP/Contract. In case where SAI requires additional manpower, the contract value may be adjusted proportionately, subject to the limits and conditions prescribed under the RFP/Contract, including the permissible ceiling of up to 25%, wherever applicable</p> <p>Hence, RFP conditions Shall Prevail</p>
8	Clause 18	Scope modifications	Can SAI define a formal Change Request (CR) process for additions, modifications or enhancements to the scope during the contract tenure?	<p>For clarification, the requirements under the engagement may evolve depending on project needs and shall be dealt with in accordance with the provisions of the RFP/Contract. Any such additions, modifications or enhancements, if considered necessary by SAI, shall be addressed through the Letter of Award and/or appropriate</p>

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				amendment to the already issued Contract, as applicable. Hence, RFP conditions Shall Prevail
9	Scope Governance	Multiple stakeholder involvement	Kindly clarify the approval hierarchy and authorized stakeholders for content, campaigns, communication plans, media releases and creative assets. In case of conflicting feedback from multiple stakeholders, whose decision shall be considered final?	Such approvals/reviews shall be undertaken by SAI through its internal/concerned authorities, as applicable and the same shall be intimated to the agency. Hence, RFP conditions Shall Prevail
10	Infrastructure & Deployment	Resource deployment at SAI premises	Will SAI provide workspace, seating, internet, access cards and office infrastructure for deployed resources?	for clarification, sitting space along with internet arrangement shall be provided by SAI for the deployed resources. All other requirements, including laptops/desktops, devices, tools, hardware, software and any other operational arrangements required for execution of the scope of work, shall be arranged by the selected agency at its own cost, in accordance with the provisions of the RFP. Bidders are advised to quote accordingly. Hence, RFP conditions Shall Prevail
11	Infrastructure & Deployment	Event coverage requirements	Kindly clarify whether travel, accommodation, local conveyance and outstation event coverage expenses will be reimbursed separately or are expected to be included within the quoted commercial rates.	Considering the nature of work involved in the assignment, the provisions available in the RFP may be modified as below: "Any expenses that may be incurred during any official travel, SAI may reimburse the Bidder as per actuals, in line with the entitlements applicable to Level-10 (7th CPC) officers of the Government of India, with respect to categories such as travel, accommodation, food, and other related arrangements, or may directly facilitate the travel, boarding and lodging."

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12	Infrastructure & Deployment	Equipment requirements	Are equipment costs such as cameras, lenses, lighting, audio equipment, editing systems, storage devices and software licenses to be borne by the agency or provided/reimbursed by SAI?	Yes, all these are in the scope of agency, and the bidders are advised to quote comprehensively, factoring in all such costs and other provisions of the scope of work. Hence, RFP conditions Shall Prevail
13	Infrastructure & Deployment	Resource deployment model	Are there any restrictions on the use of freelancers, specialist vendors or production partners for event coverage and content production?	For clarification, JV/Consortium/Sub-contracting is not permitted under this tender, and the bidder shall have no right to assign, transfer, sell, sublet or otherwise dispose of any part of its obligations under the Contract. Accordingly, the resources with the requisite qualifications and experience, as prescribed in the RFP, are required to be deployed by the selected agency for execution of the project, subject to approval of SAI. Hence, RFP conditions Shall Prevail
14	Clause 19	Resource requirements	Could SAI confirm whether multiple functions may be performed by the same individual if qualification and experience criteria are met?	for clarification, bidders are required to propose and deploy resources against the prescribed positions/roles as set out in the RFP, with the requisite qualifications and experience, subject to approval of SAI. Clubbing of multiple prescribed functions/roles in a manner that dilutes the approved team structure is not envisaged in the RFP. Accordingly, bidders are required to deploy all 27 resources as envisaged in the RFP. Hence, RFP conditions Shall Prevail
15	Clause 19	Resource deployment	Must all deployed resources be dedicated exclusively to this engagement, or can resources be shared across projects subject to	For clarification, the RFP provides for deployment of full-time manpower for this engagement. Accordingly, the deployed resources are expected to be engaged for

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			fulfillment of contractual obligations?	this assignment only and in accordance with the approved deployment plan and contractual obligations. Sharing of such deployed full-time resources across projects is not allowed. Hence, RFP conditions Shall Prevail
16	Clause 19	Qualification requirements	Are educational qualifications mandatory requirements for all resources, or can equivalent professional experience be considered?	The relevant provisions in this regard are already contained in the RFP. Refer Annexure-I, Terms of Reference. Hence, RFP conditions Shall Prevail
17	Clause 19	Resource approval process	What is the expected timeline for interviewing and approving proposed resources after contract award?	The bidder has to deploy the initially requested team within 15 days of the issue of notification of award (NoA). Hence, RFP conditions Shall Prevail
18	Clause 19	Resource replacement	If approval of replacement resources is delayed due to reasons attributable to SAI, will the replacement timeline be correspondingly extended?	Replacement of resources shall be subject to approval of SAI in accordance with the RFP. In case of delay attributable to SAI, the matter shall be considered appropriately by SAI in accordance with the provisions of the RFP/Contract. Hence, no change is proposed
19	Clause 19	Resource replacement	Will temporary deployment of equivalent resources be permitted while approval of replacement resources is under process?	Temporary deployment shall not be allowed. The selected agency shall ensure deployment/replacement only after obtaining the requisite approval of SAI and in compliance with the prescribed qualification and experience requirements as specified in RFP Hence, RFP conditions Shall Prevail
20	Clause 19	Resource replacement obligations	In the event of resignation, attrition, long-term leave or unforeseen unavailability of a deployed resource, will the selected agency continue to be eligible for payment during the approved replacement period?	The relevant provisions in this regard are already contained in the RFP. However, for clarification, payment shall be governed by the provisions of the RFP/Contract and shall be linked to fulfilment of the approved manpower deployment, attendance and deliverable requirements. No payment for any unfilled

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				position/replacement period shall be made under the RFP. Hence, RFP conditions Shall Prevail
21	Clause 19	Leave policy	Kindly clarify whether the leave entitlement of one day per completed month is applicable irrespective of public holidays, weekly offs and event-specific working requirements.	The provision for the same are already available in the RFP. Refer clause 19 of the RFP. Hence, RFP conditions Shall Prevail
22	Clause 19	Working schedule	Kindly clarify the expected working schedule during tournaments, events, weekends, public holidays and national holidays.	The engagement provides for deployment of full-time manpower and the selected agency shall be expected to meet the requirements of the assignment, as may be required under the scope of work and project timelines. Hence, RFP conditions Shall Prevail
23	Clause 19	Team composition	Can the bidder propose an alternate team structure, provided the overall capability and scope delivery requirements are met?	for clarification, bidders are required to propose and deploy resources against the prescribed roles/positions and minimum team structure as set out in the RFP, subject to approval of SAI. Hence, RFP conditions Shall Prevail.
24	Eligibility Criteria	Relevant experience	For experience criteria, will communications, public relations, content creation, media production, creative services and digital marketing assignments qualify as relevant experience?	The relevant provisions in this regard are already available in the RFP. Hence, RFP conditions Shall Prevail.
25	Eligibility Criteria	Financial eligibility	Does the required turnover need to be demonstrated at the bidder entity level only, or can group company / parent company financials be considered?	Financial eligibility is intended to assess the capability of only the bidding entity participating in the procurement process. Hence, RFP conditions Shall Prevail.
26	Eligibility Criteria	Project experience	For experience criteria, should projects be considered individually or can cumulative experience across multiple	For clarification, experience shall be assessed strictly in accordance with the eligibility/evaluation criteria and documentary

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			engagements be considered?	requirements prescribed in the RFP. Hence, RFP conditions Shall Prevail.
27	Clause 20	Payment terms	What is the approval timeline for monthly deliverables and invoices after submission?	It is clarified that while all efforts shall be made to ensure timely processing of payments, no fixed timeline in this regard can be committed, as payments are subject to satisfactory completion and acceptance of deliverables. Hence, RFP conditions Shall Prevail.
28	Clause 20	Deliverable acceptance	In case feedback is not provided by SAI within a stipulated period, will submitted deliverables be deemed approved?	No. Submitted deliverables shall not be deemed approved merely on account of absence of feedback within any particular period. All deliverables shall be reviewed/processed by the concerned/internal authorities in accordance with the RFP/Contract. Hence, RFP conditions Shall Prevail.
29	Clause 20	Deliverable acceptance	Kindly clarify the exact process, timeline and authority responsible for review and acceptance of deliverables.	The process, timeline and authority for review and acceptance of deliverables are internal matters of SAI and shall be governed in accordance with the provisions of the RFP/Contract and administrative requirements. The selected agency shall be required to comply with the directions/observations issued by SAI from time to time in this regard. Hence, RFP conditions Shall Prevail
30	Clause 20	Payment basis	Will payment be linked solely to biometric attendance, or will it also be linked to satisfactory completion and acceptance of deliverables?	The provision for the same is already available in the RFP and hence, no change is proposed. Hence, RFP conditions Shall Prevail.
31	Clause 20 & Clause 22	Delays and penalties	In case of delays arising due to SAI approvals, stakeholder feedback,	The relevant provisions are already available in the RFP and the case shall be dealt in

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			dependencies or information not being provided on time, will the selected agency be protected from penalties and payment deductions?	line with the available provisions. Hence, RFP conditions Shall Prevail.
32	Clause 19.16 & Clause 21.12	Annual increment and fixed commercial rates	Given that the contract duration is 3+1+1 years and the commercial rates are required to remain fixed, kindly clarify how annual increments for PMU resources are intended to be accommodated. Will the selected agency be required to absorb such costs within the quoted rates?	It is clarified that the estimated cost has been calculated for a total period of five (05) years, comprising the initial contract period of three (03) years and provision for extension up to two (02) additional years (3+1+1), as stipulated under Clause 7.5 of the RFP. Further, as per Clause 19.16, provision of up to 7% annual increment is applicable upon completion of 12 months based on performance and has been factored accordingly in the estimated cost. Bidders are required to quote their financial bids strictly in accordance with Annexure XI – Price Bid Format, which provides for year-wise costing for the entire duration, and the total quoted cost for five (05) years shall be considered for evaluation. It is further clarified that bids not submitted in accordance with the prescribed format and requirements of the RFP may be treated as non-responsive. Hence, RFP conditions Shall Prevail
33	Buyer Specific ATC / Quantity Variation	Variation up to 25%	Kindly clarify whether any increase or decrease in manpower requirements, scope, duration or effort shall result in a proportionate adjustment in contract value.	Yes, any increase/or decrease in manpower requirement shall result in modification of contract value. Hence, RFP conditions Shall Prevail
34	Clause 22	Penalty provisions	Kindly provide the detailed penalty matrix referred to in the RFP and clarify the maximum penalty exposure applicable under the contract.	The penalty provisions/matrix are already set out in the relevant clause(s) of the RFP. Hence, RFP conditions Shall Prevail

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35	Clause 22	Penalty provisions	Can penalties and payment deductions be imposed simultaneously for the same instance of delay or non-performance? If yes, kindly clarify the basis of such calculation.	The penalty provisions/matrix are already set out in the relevant clause(s) of the RFP. Hence, RFP conditions Shall Prevail
36	Clause 26 & Clause 47	Liability provisions	Kindly clarify the extent of liability of the selected agency under the contract and whether any limitation of liability is envisaged.	Th provisions are already set out in the relevant clause(s) of the RFP. Hence, RFP conditions Shall Prevail
37	Clause 26 & Clause 47	Liability provisions	Kindly clarify whether indirect, consequential, special, exemplary, punitive or loss-of-profit damages are excluded from the liability of the selected agency.	Th provisions are already set out in the relevant clause(s) of the RFP. Hence, RFP conditions Shall Prevail
38	Clause 26 & Clause 47	Indemnity provisions	Can SAI consider incorporating a mutual indemnity provision for breaches arising from information, content, data, materials or instructions provided by SAI?	The existing provisions have been incorporated keeping in view the requirement to adequately safeguard the interest of SAI and are the standard contractual terms in all RFPs of SAI. Hence, RFP conditions Shall Prevail
39	Clause 35	Conflict of Interest	Kindly define "Conflict of Interest" and clarify whether providing media, communications, digital, fan engagement, marketing, consulting or related services to other sports federations, leagues, teams, broadcasters, sponsors, government bodies or private sports organizations would constitute a conflict of interest under this RFP.	The services mentioned shall not be treated as a conflict of interest under this RFP. Hence, RFP conditions Shall Prevail
40	Clause 35	Conflict of Interest	Kindly specify the circumstances under which a bidder may be considered to have a conflict of interest during the contract period.	Any conflict of interest arising under this RFP and during the contract period, shall be determined and dealt with strictly in

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				accordance with the General Financial Rules (GFR), the applicable Procurement Manual, and such other guidelines/instructions as may be issued by the Government of India from time to time. Hence, RFP conditions Shall Prevail
41	Intellectual Property Rights	Ownership of deliverables	Kindly clarify the ownership and usage rights of pre-existing tools, templates, methodologies, creative frameworks, software assets, reports and other proprietary intellectual property brought by the selected agency during execution of the contract.	The provisions for the same is already available in the RFP, refer RFP for detailed terms and conditions. Hence, RFP conditions Shall Prevail
42	Contract Period (3+1+1 Years)	Extension provisions	Kindly clarify the criteria, performance parameters and evaluation mechanism that will be used by SAI for exercising the optional extension periods beyond the initial three-year term.	Extension of the contract, if any, shall be considered as per the terms and conditions of the RFP/contract and approval of the competent authority. Hence, RFP conditions Shall Prevail
43	Termination Clause	Termination rights	Kindly clarify whether payment will be made for all services rendered up to the date of termination, including committed manpower costs and transition obligations.	The provisions relating to termination, including any consequential obligations, shall be as per the terms and conditions of the RFP/contract. Hence, RFP conditions Shall Prevail.
44	Annexure III 1- Eligibility Criteria, Sl. No: 4 Annual Turnover Page No: 40	The bidder should have an average annual turnover of at least INR 15 Cr over last three financial years ending March 2025.	We request the authority to relax the minimum average annual turnover from INR 15 Crore to INR 5 Crore. Reference & Regulatory Backing: 1. MoF Advisory (OM No. F.18/13/2020-PPD): The Department of Expenditure explicitly states that turnover requirements at 5-10 times the estimated cost of work are "prima facie	The turnover criterion specified in the RFP is in line with the guidelines issued in the relevant Manual of Procurement of Consultancy Services and in compliance with the relevant Government norms. Hence, RFP conditions Shall Prevail

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			<p>high" and reduce competition without improving quality.</p> <p>2. Public Procurement Policy for MSEs Order, 2012: Central Ministries are encouraged to relax prior turnover and experience criteria for MSEs to ensure a level playing field.</p> <p>3. CVC Guidelines: Financial eligibility should be justifiable and proportionate to the nature of work. In consultancy and media services, technical expertise often outweighs the significance of sheer turnover.</p>	
45	Annexure III 2- Evaluation Criteria, Sl. No: A2 Page No: 42	<p>Turnover Average annual turnover (in Rs Crore) with in the last three Financial Years ending March-2025.</p> <ul style="list-style-type: none"> • More than 15 Crore and less than or equal to 30 Crore: 4 marks • More than 30 Crore and less than or equal to 45 Crore: 8 marks • More than 45 Crore: 10 marks 	<p>If the eligibility is relaxed to 5 Cr, we request the scoring slabs be adjusted to remain competitive for specialized agencies:</p> <ul style="list-style-type: none"> • 5 Cr - 6 Cr = 5 Marks • More than 6 Cr - 8 Cr = 8 Marks • More than 8 Cr = 10 Marks <p>Reference & Regulatory Backing:</p> <p>1. Manual for Procurement of Consultancy Services 2017/ 2025: Evaluation criteria must be designed to attract enhanced participation across industries.</p> <p>2. GFR 2017 Rule 173: Mandates a transparent and fair process to secure the best value. Calibrating marks to reflect the specialized nature of the service prevents the mathematical elimination of highly capable but smaller niche agencies.</p>	<p>The turnover criterion specified in the RFP is in line with the guidelines issued in the relevant Manual of Procurement of Consultancy Services and in compliance with the relevant Government norms. Hence, RFP conditions Shall Prevail</p>

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46	Annexure XIX – Format for MII declaration (to be printed in letter head) Page No: 65		Should it be Self-certified by the agency or it should be authenticated by Statutory Auditor or CS? Kindly clarify.	As per the RFP conditions, the required declaration is to be submitted by the bidder in the prescribed format attached with the RFP at the time of bid submission. Hence, RFP conditions Shall Prevail.
47	Annexure III – Evaluation Criteria, Clause A3.B Page No. 42	Annexure III – Evaluation Criteria, Clause A3.B (Sports Domain), wherein it is stated that projects with a contract value of less than Rs. 1 Crore shall be excluded from evaluation.	<p>We respectfully submit that the sports sector in India generally operates with comparatively smaller communication and marketing budgets. In our experience, most assignments awarded by Sports Federations, State Sports Bodies, Leagues, Sports Promotion Organizations, and other sports-related institutions are typically under Rs. 1 Crore.</p> <p>Consequently, the requirement of a minimum project value of Rs. 1 Crore significantly restricts the participation of agencies possessing substantial and relevant sports communication experience but whose project values fall below this threshold.</p> <p>In the interest of wider participation and to encourage agencies with proven expertise in the sports ecosystem, we request the SAI to consider relaxing the minimum project value requirement under the Sports Domain criterion to a more practical threshold, or alternatively evaluate projects based on relevance and scope of work rather than contract value alone.</p> <p>We believe such a relaxation will enable a</p>	The provisions have been kept, considering the requirement of SAI. Hence, RFP conditions Shall Prevail.

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			larger pool of qualified and experienced agencies to participate, thereby enhancing competition and ensuring the selection of the most suitable communication partner for the SAI.	
48	Page NO. 42 ANNEXUR 'III' ELIGIBILITY & EVALUATION CRITERIA Sl. No. A3.B	<p>Sports Domain:</p> <p>The Agency should have delivered *similar scope of work in sports domain for Central or State Government / Autonomous Bodies/ PSUs/ Reputed/ Private Organisations (i.e., organisation having turnover of more than 5,000 Crs***) in last 7 years from the proposal submission date.</p> <ul style="list-style-type: none"> • 2 mark per project subject to maximum of 5 marks <p>(The Project less than INR 1 Crore of contract value shall be excluded form bid evaluation criteria)</p> <p>*Similar Work/Project type means Digital campaigns/Multimedia brand campaign /Multimedia creative production, Digital Branding and Positioning, Digital Branding and Positioning, Digital Communications, Online Content creation and management, planning and executing influencer programs, Social Listening, and Online Reputation Management</p> <p>**Self Certified documentary evidence for turnover of the client.</p> <p>Note: for the purpose of evaluation, the project considered under A3.A shall not be considered for evaluation under A3.B</p>	<p>We request you to kindly consider relaxing the eligibility criterion pertaining to sports projects. Specifically, we request that the minimum project value requirement be reduced from ₹ 1 Crore to ₹ 20 Lakhs per project.</p> <p>Sports-related communication and promotional assignments are often executed through multiple specialized campaigns, events, and outreach activities rather than a single large-value contract. Consequently, agencies may possess substantial domain expertise and a strong track record despite not having undertaken individual sports projects valued at ₹ 1 Crore or above. Reducing the threshold to ₹ 20 Lakhs would better reflect prevailing industry practices.</p>	<p>The provisions have been kept, considering the requirement of SAI. Hence, RFP conditions Shall Prevail.</p>

Buyer Added ATC Document

"REQUEST FOR PROPOSAL"

(RFP)

For

SELECTION OF COMMUNICATION AGENCY

Date of Publication: xx.xx.2026

Whenever there is any conflict between the provision in the 'Additional Terms and Conditions – Buyer Specific Clauses' and that in the 'GTC/STC of GeM', the provision contained in the "Additional Terms and Conditions – Buyer Specific Clauses shall prevails"

**Sports Authority of India (SAI)
Gate No.10, JN Stadium, New Delhi – 110003**

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DISCLAIMER

1. The information contained in this Request for Proposal Document (hereinafter known as "RFP Document") or subsequently provided to Bidders in documentary form by or on behalf of SAI, Ministry of Youth Affairs & Sports (MYAS), Government of India (hereinafter known as SAI) or any of their representatives, employees, or advisors (collectively referred to as "Representatives"), is provided to Bidder(s) on the terms and conditions set out in this RFP Document and any other terms and conditions subject to which such information is provided.
2. This RFP Document is not an agreement and is not an offer or invitation by the Representative(s) to any party other than the entities ("Agency", "Firm", "Company", "Bidder", "Consultant", "Service Provider" as may be), who are qualified to submit their Proposal ("Bid"). The purpose of this RFP Document is to provide the Bidder with information to assist the formulation of their Proposal. This RFP Document does not purport to contain all the information each Bidder may require. This RFP Document may not be appropriate for all persons, and it is not possible for SAI Representatives to consider the investment objectives, financial situation and needs of each party who reads or uses this RFP Document. Each Bidder should conduct their own investigations and analysis and should check the accuracy, reliability, and completeness of the information in this RFP Document and wherever necessary, obtain independent advice from appropriate sources.
3. This RFP contains information about the scope of work and the qualification process for the selection of the Bidder. The purpose of this RFP is to provide interested parties with information to facilitate the formulation of their bid pursuant to the Bid notice.
4. SAI and/or its Representatives make no representation or warranty and shall incur no liability under any law, statute, rules or regulations as to the accuracy, adequacy, correctness, reliability or completeness of the RFP.
5. The Representatives make no representation or warranty and shall incur no liability under any law, statute, rules, or regulations as to the accuracy, reliability, or completeness of the RFP Document.
6. The Representatives may in their absolute discretion, but without being under any obligation to do so, update, amend or supplement the information in this RFP Document.
7. Information provided in this RFP to the Bidders may be on a wide range of matters, some of which may depend upon interpretation of law. The information given is not intended to be an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. The Authority accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on the law expressed herein.
8. The Authority, its employees and advisers make no representation or warranty as to the accuracy, reliability or completeness of the information in this bid and shall have no liability to any person including any Bidder under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this RFP or otherwise, including the accuracy, adequacy, correctness, reliability or completeness of the RFP and any assessment, assumption, statement or information contained therein or deemed to form part of this RFP or arising in any way in this Selection Process.
9. The Authority also accepts no liability of any nature whether resulting from negligence or otherwise, howsoever caused, arising from reliance of any Bidder upon the statements contained in this RFP. The Authority may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumption contained in this RFP. The issue of this RFP does not imply that the Authority is bound to select a Bidder or to appoint the Selected Bidder, as the case may be, for the PMC and the Authority reserves the right to reject all or any of the Bids without assigning any reasons whatsoever.
10. The Authority reserves the right to, but without being under any obligation to do so, amend or supplement the statements, information, assessment or assumptions contained in this bid at any time during the bidding process by way of revision, deletion, update or supplement and annulment through issuance of appropriate addendum as the Authority may deem fit without assigning any reason thereof.
11. No objections raised by any Bidder(s) or any third party to such changes/ modifications/ additions/ alterations as provided above, whether explicit or implicit, shall be entertained. Any such objection by the Bidder shall make the Bidder's Bid liable for rejection by the Authority.
12. The Bidder shall bear all its costs associated with or relating to the preparation and submission of its Bid including but not limited to preparation, copying, postage, delivery fees, expenses associated with any

demonstrations or presentations which may be required by the Authority or any other costs incurred in connection with or relating to its Bid. All such costs and expenses will remain with the Bidder and the Authority shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by a Bidder in preparation for submission of the Bid, regardless of the conduct or outcome of the Selection Process.

13. The Authority reserves its right to withdraw from the process at any stage of the process and/or modify the process or any part thereof or to vary any terms at any time or stage without assigning any reasons whatsoever. In such an event, no financial obligation of whatsoever nature shall accrue to SAI or any of its respective officers, employees, advisors or agents.
14. This RFP Document is not transferrable.
15. This RFP document supersedes and replaces any previous public documentation & communications, and Bidders should place no reliance on such communications. The Bidders shall bear all its costs associated with or relating to the preparation and submission of Proposal pursuant to this RFP.
16. SAI also accepts 'no liability' of any nature, whether resulting from negligence or otherwise howsoever caused, arising from the reliance of any Bidder upon the statements contained in this RFP.

1. NOTICE INVITING TENDER

Sports Authority of India (hereinafter referred to as "SAI"), an autonomous organisation established by Ministry of Youth Affairs & Sports, Government of India invites Online Bids from qualified Firms (as per clause 3.2.3 herein below) to associate with SAI as Communication Agency. The detailed scope of work and deliverables are mentioned in **ANNEXURE 'I'**, Terms of Reference (TOR), of this RFP.

2. BID SCHEDULE & DATA SHEET

Date of Publication	xx.xx.2026 (As per GeM)
Bid document download start Date	xx.xx.2026 (As per GeM)
Last date and time of submission of queries for Pre-Bid Conference	xx.xx.2026 at xx:xx to procure.kheloindia@gov.in
Virtual Pre-Bid conference	xx.xx.2026 at xx:xx Pre-Bid Meeting for Selection of Communication Agency Video call link:
Bid submission end date and time	As per GeM
Bid Validity Period	90 Days
Earnest Money Deposit (EMD)/ Bid Security	Rs. 50,00,000.00 Hard copy of the same may be submitted to in the office of Khelo India, Secretariat, Stair Entry No. 5, Sports Authority of India, JLN Sports Complex, Gate No. 10, Lodhi Road, New Delhi - 110003
Mode of Submission	Online (GeM Portal)
Opening of Technical Bid date and time	As per GeM
Method of selection	Quality Cum Cost Based Selection (QCBS) (75:25)
JV/Consortium/Subcontracting	Not Allowed
E-mail for all correspondence	procure.kheloindia@gov.in

INSTRUCTIONS TO BIDDERS

3. GENERAL INSTRUCTIONS TO BIDDERS

3.1. The Bidders can download this RFP from the Khelo India Website: <https://kheloindia.gov.in>, SAI website: <https://sportsauthorityofindia.nic.in>, and GeM Portal website: <http://gem.gov.in>. Subsequently, bid has to be prepared and submitted ONLINE ONLY as per the Bid Schedule as more particularly specified in [Clause 2](#) of this RFP. **Definitions and Abbreviations:** The following definitions and abbreviations, which have been used in these documents shall have the meanings as indicated below:

- 3.1.1. "Purchaser" means the organization purchasing services as incorporated in this document i.e., Sports Authority of India (SAI).
- 3.1.2. "Bid" (including the term 'tender', 'offer', 'quotation' or 'proposal' in certain contexts) means an offer-to-offer services in accordance with the terms and conditions set out in this RFP.
- 3.1.3. "Agency", "Firm", "Company", "Bidder", "Consultant", "Service Provider" means any registered entity or person or associations of persons who submit their proposals for providing Services in accordance with this RFP.
- 3.1.4. "Services" means services as mentioned in this document and other such obligations of the supplier covered under the contract.
- 3.1.5. Terms of Reference (TOR) means the document included in the RFP which explains the scope of work, activities, and tasks to be performed.
- 3.1.6. "Notification of Award" or "NOA" means the letter issued by SAI to the Successful Bidder to undertake and execute the project in conformity with the terms and conditions set forth in the RFP and any subsequent amendments thereof.
- 3.1.7. "Contract" means the written agreement entered between the purchaser and the supplier, together with all the documents mentioned therein and including all attachments, annexure etc., therein.
- 3.1.8. "Party" means the Client or the Bidder, as the case may be, and "Parties" means both of them.
- 3.1.9. "RFP" means this Request for Proposal issued by Sports Authority of India for the purpose as mentioned in this document.
- 3.1.10. "Performance Security" means monetary or financial guarantee to be furnished by the successful bidder for due performance of the contract placed on it. Performance Security is also known as interest free Security Deposit.

3.2. The Bidders participating for the first time for e-Tenders on e-Tendering portal will have to complete Online Registration Process on the e-Tendering portal as mentioned in Annexure X. This section also mentions the guidelines for submission of bids.

3.3. Due Diligence by the Bidders:

3.3.1. Bidders may before submit their Proposals, examine the requirements at their own expense and obtain and ascertain for themselves, at their responsibility and other information necessary for preparing their Proposals.

3.3.2. Bidders shall be deemed to have full knowledge of the requirements of the work. SAI will not accept any responsibility or liability for any errors, omissions, inaccuracies, or errors of judgment concerning information or materials provided by SAI in this RFP Document or otherwise, with respect to this Project. Although such information and materials are to the best of the SAI's belief, however, their verification is the sole responsibility of Bidder.

3.3.3. Neither SAI, nor their employees make any representation or warranty as to the accuracy, reliability or completeness of the information provided nor will have any liability to any bidder which may arise from or be incurred or suffered in connection with anything contained in this RFP and the award of the work or otherwise arising in any way from the selection process.

4. LANGUAGE OF BID

The Bid submitted by the Bidder and all subsequent correspondence and documents relating to the Bid exchanged between the Bidder and SAI, shall be written in the English language. However, the language of any printed literature furnished by the Bidder in connection with its Bid may be written in any other language provided the same is accompanied by an English translation and, for purposes of interpretation of the Bid, the English translation shall prevail.

5. DOCUMENTS TO BE SUBMITTED

5.1. All the documents are to be mandatorily uploaded online as per the instruction for online bid submission detailed in this RFP document as detailed in [Annexure II- 'Documents to be Submitted'](#)

6. ELIGIBILITY CRITERIA

6.1. Each Bidder should qualify against all the pre-qualification/eligibility criteria as detailed in Clause 1 of [Annexure III- Eligibility & Evaluation Criteria](#).

6.2. Bids of the Bidders, who do not meet the required Qualification/Eligibility Criteria mentioned in this RFP shall be treated as non – responsive and their bid will not be considered for further technical evaluation process.

7. RFP PROCESS

7.1. RFP issued by SAI constitutes a request for Bids from eligible Bidders (as determined in accordance with the eligibility criteria as per [Clause 6](#) above) to be Service Provider (after evaluation of eligible bidders), subject to the terms of this RFP, Tender Documents, and the Service Agreement.

7.2. This RFP is no more than a request for proposal, and it does not and is not intended to constitute a contract or a grant of any rights or licenses, or an offer which is capable of acceptance by any Bidder or any other person. The grant of any rights or formation of any contractual relationship shall be conditional upon acceptance by SAI of the Bidder's Bid and the execution of the Service Agreement by both SAI and the Successful Bidder.

7.3. This RFP is only illustrative in nature and all narrations are intended to be used by the Bidder as preliminary background information. This RFP does not necessarily contain all the relevant information in relation to the Bid process and SAI reserves the right to withdraw the RFP and/ or add, amend, review the requirements or information contained in this RFP at any time prior to the submission of the Bid.

7.4. Upon selection of a Bidder by SAI, the Successful Bidder shall enter into a detailed contract/agreement ("**Service Agreement**") incorporating the provisions of this RFP and the successful Bid.

7.5. The selection will be initially be up to 3 years, based on the performance review and annual extension provided by the Competent Authority of SAI subject to a maximum duration of 5 years. (3+1+1) from the date of signing of contract or release of Notification of Award.

8. AMENDMENT OF RFP

8.1. At any time prior to the Bid Due Date, SAI may, for any reason, whether at its own initiative or in response to clarifications requested by a Bidder, modify the RFP by the issuance of Addenda/Corrigenda.

8.2. Any Addendum issued hereunder will only be uploaded on the e-Procurement Portal.

8.3. In order to afford the Bidders a reasonable time for taking an Addendum into account, or for any other reason, the SAI may, in its sole discretion, extend the Bid Due Date.

8.4. If any Bidder has already submitted his Bid and a corrigendum is issued subsequently, corrigendum may be signed by Authorized Signatory, Bidder and a scanned copy sent to email id (procure.kheloindia@gov.in) as an acknowledgement before the due timeline of physical submission of documents.

8.5. Any corrigendum/ addendum/ clarifications/ reply to queries issued by SAI for the RFP shall be published only on the e-Procurement Portal and no separate information shall be communicated to Individual Bidders.

9. **BID VALIDITY**

9.1. The Bid shall remain valid for acceptance for a period of 90 days (ninety days) after the date of Bid opening prescribed in the Bidding Document. Any Bid valid for a shorter period shall be treated as unresponsive and rejected. On completion of the validity period, if the contract is not finalized, SAI reserves the right to request for extension of bid validity without changes in any terms and conditions of the RFP.

9.2. In exceptional cases, the Bidders may be requested by SAI to extend the validity of their Bids up to a specified period. The Bidders, who agree to extend the Bid validity, are to extend the same without any change or modification of their original Bid.

9.3. In case the day up to which the Bids are to remain valid falls on or subsequently declared a holiday or closed day for SAI, the Bid validity shall automatically be extended up to the next working day (Working day means the day when the office opens after the holiday for routine work.)

10. **BID PRICES**

10.1. The Bidder providing services shall quote only in Indian Rupees.

10.2. The Bidder shall indicate in the Price Schedule provided on GeM Portal all the specified components of prices shown therein. All the columns shown in the price schedule should be filled in as required.

10.3. If any firm quotes NIL charges / consideration, the bid shall be treated as unresponsive and will not be considered.

10.4. Firm Price: The prices quoted by the Bidder/finalized by the authority shall remain firm and fixed during the currency of the Contract and will not be subject to variation on any account.

11. **EARNEST MONEY DEPOSIT**

11.1. The bidder shall furnish Bid Security for an amount as shown in the Clause 2 of the RFP. The Bid Security is required to protect the SAI against the risk of the bidder's unwarranted conduct. Non-submission of Bid Security will be considered as major deviation and bid will not be considered.

11.2. In case, as per notification of Government of India, the bidder falls in the category of exemption of Bid Security, it should furnish the relevant notification along with required documents like valid Registration Certificate etc.

11.3. The bidder seeking EMD exemption, must submit the valid supporting document for the relevant category as along with the bid. Under MSE category, only manufacturers for goods and Service Providers for Services are eligible for exemption from EMD. Traders/ resellers/ distributors/ authorized agents will not be considered for availing benefits under PP Policy 2012 for MSEs.

11.4. The Bid Security shall be furnished in one of the following forms:

a) Account Payee Demand Draft

b) Fixed Deposit Receipt

c) Banker's cheque / Pay Order

d) Bank Guarantee from any of the commercial banks (as per the format at Annexure V),

e) NEFT transfer to "SECRETARY, SAI

Union Bank of India Account No: 108510100032325, IFSC No. UBIN0810851.

(Bidder has to upload challan/proof along with Bid in GeM Portal)

f) Valid Insurance Surety Bonds

g) E-Bank Guarantee

11.5. The Demand Draft, Fixed Deposit Receipt, Banker's Cheque, Insurance Surety Bonds or Bank Guarantee shall be drawn on any Commercial Bank in India, in favour of the "**Secretary, SAI**", payable at **New Delhi**. In case of Bank Guarantee, the same is to be obtained from any commercial bank in India as per the format specified under **Annexure V** of the Bid Document.

11.6. Bid securities of unsuccessful bidders during first stage i.e., technical evaluation will be returned within 30 days of declaration of result of first stage i.e., technical evaluation.

Bid securities of unsuccessful bidders during second stage i.e., financial evaluation will be returned within 30 days of award of contract.

The Bid Security of successful Bidders will be returned without any interest, after receipt of Performance Security from that Bidder.

11.7. The Bid Security shall be valid for a period of forty-five (45) days beyond the validity period of the bid i.e. upto 135 days (90 + 45 Days).

11.8. Earnest Money is required to protect the SAI against the risk of the bidder's conduct, which would warrant the forfeiture of the EMD. Earnest money of a bidder will be forfeited, if the bidder withdraws or amends its tender or impairs or derogates from the tender in any respect within the period of validity of its tender or if it comes to notice that the information/documents furnished in its tender is incorrect, false, misleading or forged

without prejudice to other rights of the purchaser. The successful bidder's earnest money will be forfeited without prejudice to other rights of Purchaser if it fails to furnish the required performance security within the specified period.

- 11.9. Bid Security of a bidder will be forfeited, if the bidder withdraws or amends its bid or impairs or derogates from the bid or is breach of any condition of the tender documents in any respect within the period of validity of its bid without prejudice to other rights of the Purchaser. Further, if successful bidder fails to furnish the required Performance Security and sign the contract / agreement within the period as specified by SAI in the Letter of Intent/ Notification of Award (NoA), its Bid Security/EMD will be forfeited.

12. BIDDERS QUERIES AND RESPONSES THERETO

- 12.1. All enquiries from the Bidders relating to this RFP must be submitted exclusively to the contact person on the email id: procure.kheloindia@gov.in. The queries should necessarily be submitted on or before scheduled date and time mentioned in the following format:

To, Sports Authority of India			
BIDDER'S REQUEST FOR CLARIFICATION			
Name of Organization submitting request		Name & position of person submitting request	Full formal address of the organization including phone and email points of contact.
			Tel:
			Email:
Sl. No.	Bidding Document Reference(s) (Clause number/page)	Content of RFP requiring clarification	Points of Clarification required.
1			
2			

- 12.2. A Bidder requiring any clarification or elucidation on any issue of the Bidding Documents may take up the same with SAI in writing. SAI will respond in writing to such request in pre-bid conference as per the bid schedule. All enquiries should be sent to SAI through email only. SAI shall not be responsible for ensuring that Bidder's enquiries have been received by them. SAI will endeavor to provide a complete, accurate, and timely response to all questions to all the Bidders. However, SAI makes no representation or warranty as to the completeness or accuracy of any response, nor does SAI undertake to answer all the queries that have been posed by the Bidders. All responses given by SAI will be distributed/mailed to all the Bidders or posted on the online portal/website. Bidder should regularly visit the portal for any updates/corrigendum.
- 12.3. SAI will host a Pre-Bid Conference (virtual), scheduled as per the details in the Bid Schedule. The bidder or its authorized representatives may attend the pre-bid conference at their own cost. The purpose of the conference is to provide Bidders with information regarding the RFP and discuss bidder's queries, together with proposed solutions. SAI shall provide each Bidder with an opportunity to seek clarifications regarding any aspect of the RFP during the pre-bid conference. The link shall be provided to the Bidders one hour prior to the scheduled meet.
- 12.4. Within reasonable time period from the Pre-Bid Conference, SAI will issue responses to all of the bidders' written queries, together with any other revised documents (if required).
- 12.5. Amendments to Bidding Documents:
- At any point of time, prior to the deadline for submission of Bids, SAI may, for any reason deemed fit by it, modify the Bidding Documents by issuing suitable amendment(s) to it. Prospective bidders are advised to check the same before submission of bids.
 - Such an amendment will be uploaded on Khelo India Website: <https://kheloindia.gov.in>, SAI Website: <https://sportsauthorityofindia.nic.in>, and GeM Portal of Government of India: www.gem.gov.in. Bidders are, therefore, advised to refer to Khelo India Website, SAI Website and GeM Portal before submitting bids.

13. SUBMISSION OF BIDS

- 13.1. Bids to be submitted online as per instructions in [Annexure X](#) of the RFP.
- 13.2. SAI will open (online) the Bids at the specified date and time and at the specified place as indicated in the Bid Schedule.

- 13.3. In case the specified date of Bid opening falls on or is subsequently declared a holiday or closed day for SAI, the Bids will be opened at the appointed time on the next working day. (Working day means the day when the office opens after the holiday for routine work.)
- 13.4. Authorized representatives of the Bidders, who have submitted Bids on time may attend the bid opening provided they have their Letters of Authority from the corresponding Bidders and acknowledgement letter of bid submission at GeM Portal website: <http://gem.gov.in>.
- 13.5. The bid is to be opened at the prescribed time and date as indicated in RFP Bid schedule. During the Technical Bid opening, the Bid opening official(s) will read the Salient Features of the Bids like brief description of the services offered and any other special features of the Bids, as deemed fit by the Bid opening official(s).
- 13.6. Financial bids of the technically qualified Bidders shall be opened online at the date, time and as intimated later on GeM portal website <https://gem.gov.in>. The authorized signatories/ representatives of such Bidders who wish to attend the financial bid opening may please do so by showing their bid acknowledgement slip.
- 13.7. Late Bids: Bids received after the specified date and time of receipt of the Bid as mentioned in the Bid schedule mentioned in Clause 2 of the RFP shall not be considered.
- 13.8. The Bidders are required to upload the documents as per Documents to be submitted in Clause 05 & Annexure II of this RFP.
- 13.9. Bidders shall submit 'Online Bid' only in PDF/Scanned copy in PDF format. Hard Copy of Bid documents will not be accepted.
- 13.10. The Bids submitted must be without any overwriting, interlineations, corrections, double typing, etc.
- 13.11. Bidder must ensure that the Technical Bid soft copies do not contain any Commercial items /prices.
- 13.12. All terms and conditions in the bid document shall stand freeze on the date of opening of the bid.
- 13.13. The proof of work orders for claim of relevant experience should be dated on or after the date of registration of the firm/ company/LLP etc.
- 13.14. Each page of the bid document submitted by bidder shall be signed sealed by the bidder or its authorized signatory.
- 13.15. In case the specified date of Bid opening falls on or is subsequently declared a holiday or closed day for SAI, the Bids will be opened at the appointed time on the next working day.

14. SCRUTINY OF BIDS

The SAI will examine the Bids to determine whether they are complete, whether the documents have been properly signed, stamped and whether the Bids are generally in order. SAI will determine the responsiveness of each Tender to the TE Document without recourse to extrinsic evidence

- 14.1. **Rejection of Technical Bids** - In addition to any other reasons stipulated in this RFP, technical Bids may be rejected under any of the following circumstances
 - i. Incomplete bids that do not quote for the complete scope of work as indicated in the Bid-related documents, addendum (if any) and any subsequent information given to the Bidder.
 - ii. Information that is found to be incorrect/misleading at any stage during the tendering process.
 - iii. Incomplete Bids.
 - iv. Inclusion of Financial/Price Bid details in a technical Bid, or technical Bids that reveal quotations, in any form
 - v. Non-fulfilment of the eligibility criteria or minimum required score in evaluation criteria set out in this RFP, by the Bidder.
 - vi. Any Bid that does not comply with the conditions laid down by SAI.
 - vii. Any other reasons deemed fit by SAI.
- 14.2. **Rejection of Financial/Price Bids**- In addition to any other reasons stipulated in this RFP, financial/price Bids may be rejected under any of the following circumstances:
 - i. Incomplete Bids that do not set out the Service Fee for the complete Scope of Work as indicated in the bidding documents, addendum (if any) and any subsequent information given to the Bidder.
 - ii. Financial/Price Bids made through Tele fax/Telegraphic/Fax/E-mail/by post.
 - iii. Bids which do not confirm unconditional validity of the bid for 90 days from date of opening of Bid.
 - iv. Bids which do not conform to SAI bid format.
 - v. Bids in respect to which the bidder does not accept SAI rectification of clerical/arithmetical discrepancies in the financial/price bid, if any.
 - vi. Any Financial/Price Bid that does not comply with the conditions laid down by SAI
- 14.3. **Other Reasons for Rejection of Bid**- In addition to any other reasons stipulated in this RFP, Bids may be rejected under any of the following circumstances:
 - i. Bids in which the Bidder seeks to influence the SAI bid evaluation, bid comparison, or contract award decisions.

- ii. In view of two bid systems, SAI may first open technical bids. If the same is not complete and lacking with respect to any requirement(s), the same would be rejected straightaway & without opening the Financial/Price bid.

14.4. Minor infirmity/irregularity/Non-conformity

If, during the preliminary examination of a Bid, SAI identifies any **minor infirmity and/or minor irregularity and/or minor non-conformity** which does not constitute a material deviation from the terms of the RFP, SAI may, at its discretion, either:

- a. reject the Bid; or
- b. communicate its observations to the Bidder in writing (including by registered post, speed post, email, or through the GeM portal), seeking clarification or confirmation within a specified period.

If the Bidder fails to respond within the stipulated time, or submits a response which, in the opinion of SAI, is evasive, incomplete, or does not clearly address the issue raised, the Bid shall be liable to be ignored and rejected without further reference to the Bidder.

14.5. Discrepancies in Prices

14.5.1. Bidders are advised to exercise adequate care in quoting the prices. No excuse for corrections in the quoted figures will be entertained after the submission of the Bid.

14.5.2. If, in the price structure quoted by a bidder, there is discrepancy between the unit price and the total price (which is obtained by multiplying the unit price by the quantity), the unit price shall prevail and the total price corrected accordingly, unless the SAI feels that the bidder has made a mistake in placing the decimal point in the unit price, in which case the total price as quoted shall prevail over the unit price and the unit price corrected accordingly

14.5.3. If there is an error in a total price, which has been worked out through addition and/or subtraction of subtotals, the subtotals shall prevail and the total corrected, and

14.5.4. If there is a discrepancy between the amount expressed in words and figures, the amount in words shall prevail.

14.5.5. If, as per the judgment of the SAI, there is any such arithmetical discrepancy in a tender, the same will be suitably conveyed to the bidder by registered/speed post. If the bidder does not agree to the observation of the SAI, the tender is liable to be ignored.

14.5.6. Arithmetic errors in proposals will be corrected as follows: In case of discrepancy between the amounts mentioned in figures and in words, the amount in words shall govern. The amount stated in the proposal form, adjusted in accordance with the above procedure, shall be considered as binding, unless it causes the overall proposal price to rise, in which case the proposal price shall govern.

15. EVALUATION CRITERIA

15.1. The Bids of bidders meeting the eligibility criteria at clause 6 (eligibility criteria) above, will be evaluated based on the QCBS method and the detailed evaluation criteria is mentioned in Clause 2 of **Annexure III- Eligibility & Evaluation Criteria**.

15.2. Overall weightage of 25% for Financial Bid and 75% for Technical Bid shall be considered while calculating final score.

15.3. The Bid of the Bidder who gets the highest marks shall get the maximum weightage in Technical Evaluation, i.e., 75 marks and the bids of the other Bidders shall be granted weights in proportion to the Bid of the highest Bidder.

15.4. A Bidder must get a minimum of 75 marks (out of 100 marks) in the Technical Evaluation to proceed to opening of Financial/Price bid. The price bids of bidders scoring the minimum required marks of 75 in the Technical Evaluation Criteria will only be opened.

15.5. The Bid of the Bidder who submits the lowest Financial/Price bid shall get the maximum weightage (25 marks) and the bids of the other Bidders shall be granted weights in proportion to the Bid of the Lowest Bidder.

15.6. The Bid of the Bidder, who obtains the highest total score (Ts) across the technical bid and the Financial/Price bid, will be rated as the 'Best Bid' and will be declared as the successful Bidder. Ts will be calculated as defined below:

$$Ts = (Sf_{low} / Sf) * 25 + (St / St_{high}) * 75$$

Where,

- Sf: Evaluated/Quoted Bid Price
- Sf_{low} : The lowest of all Evaluated Bid Prices among responsive Bids
- St: The total Technical Score awarded to the Bid
- St_{high} : The Technical Score achieved by the Bid that was scored best among all responsive Bids

- 15.7. In the event that one or more Bidders have the same Ts value, then the successful bidder will be the one who is selected H1 as per option available on GeM and will be rated as the 'Best Bid'.
- 15.8. Supporting documents for bid evaluation shall also be verified during presentation. The bidders are advised to make their presentation strictly according to the evaluation criteria based on the credentials submitted above.
- 15.9. However, in case of minor deviation and/or minor irregularity and/or minor non-conformity in the Bid, SAI may waive the same. If a Bid is not Substantially Responsive, it will be rejected by SAI.

16. DECLARATION OF SUCCESSFUL BIDDER

Before expiry of the Bid validity period, SAI shall notify the successful Bidder in writing through a **Notification of Award (NoA)**. Along with the NoA, SAI shall forward a draft **Service Agreement**.

The Service Agreement shall incorporate the provisions of the RFP and the Bid submitted by the successful Bidder and **shall not impose obligations more onerous than those stipulated in the RFP**.

- 16.1. Failure of SAI and the successful Bidder to agree upon the terms of the Service Agreement within a reasonable period shall constitute sufficient grounds for **annulment of the award**, whereupon SAI may, at its sole discretion, either:
 - award the contract to the next ranked Bidder; or
 - invite fresh Bids.
- 16.2. Upon execution of the Service Agreement and submission of the required **Performance Security**, SAI shall notify all unsuccessful Bidders and refund their Earnest Money Deposits, as applicable.
- 16.3. **Term of the Service Agreement:** The Service Agreement shall commence on the date of execution and shall remain valid for the period specified therein, unless terminated earlier in accordance with its terms.

GENERAL TERMS AND CONDITIONS OF CONTRACT

17. PERFORMANCE SECURITY

- 17.1. In order to ensure the due performance of the awarded contract, the Successful Bidder shall, within 14 (Fourteen) days of entering into the Service Agreement with SAI, furnish an irrevocable bank guarantee ([Annexure XII](#)) for an amount of 03% of the accepted value of the contract ("Performance Security") failing which an amount of 0.1% penalty per day of the contracted amount will be levied on the Bidder. Penalty is for specified period not exceeding further seven days and in case failure continues, the contract may be terminated by SAI and the bidder will be debarred from bidding for SAI /SAI RFPs in future for a period of at least two years.
- 17.2. The Performance Security in the form of Bank Guarantee or other valid formats like Fixed Deposit/Account Payee Demand Draft/ Valid Insurance Surety Bonds/ NEFT Transfer/e-PBG shall be drawn from any Commercial Bank drawn in the favour of below account details, payable at New Delhi and is to be deposited in the office at Sports Authority of India (SAI) Gate No 10, JN Stadium New Delhi 110003 and/or intimated to the office through mail.

SECRETARY, SAI
Union Bank of India
Account No: 108510100032325
IFSC No. UBIN0810851

The format for performance security of submitted in form Bank guarantee is attached at **Annexure XII**.

- 17.3. The Performance Security shall remain valid for 60 days beyond all contractual obligations, including defect liability periods and pending claims. SAI may invoke it in case of default, breach, or non-compliance, and the agency must revalidate and replenish it within seven (7) days, failing which SAI may recover the amount from pending dues. SAI may also seek periodic revalidation based on contractual needs. The security shall be an unconditional and irrevocable bank guarantee or another approved format, with all costs borne by the agency. No interest shall be payable, and in case of contract termination due to the agency's default, the security shall be forfeited in full.
- 17.4. All incidental charges whatsoever such as premium and commission with respect to the Performance Security shall be borne by the Successful Bidder. No interest will be payable on the Performance Security by SAI.
- 17.5. In the event of any failure/any breach or violation on the part of the Successful Bidder, which is not cured within reasonable time from receiving a written notice of such failure from SAI, to comply with the requirements of the scope of work specified in this RFP, shall constitute sufficient grounds and entitlement for the enforcement of the Performance Security by SAI.

18. SCOPE OF WORK & TIMELINES OF THE PROJECT

- 18.1. The scope of the work requires the successful bidder to deploy fulltime manpower at SAI for the contract period to successfully execute services as mentioned in TOR. The requirements may evolve over time. The tentative detailed scope of work and details of required manpower during the contract period is mentioned in [Annexure I](#).
- 18.2. The term of association shall initially be up to 3 years, based on the annual extension provided by the Competent Authority of SAI subject to a maximum duration of 5 years. (3+1+1). The resources with proper qualification as required by SAI should be deployed within 15 days from the date of notification of award.

19. MANPOWER REQUIREMENT

- 19.1. The Clause 5 of [Annexure I](#) lists the minimum number and credentials of the resources required for the successful implementation of the project.
- 19.2. SAI reserves the right to interview all the proposed resources before accepting deployment in the project.
- 19.3. Bidder shall use commercially reasonable efforts to ensure it retains the services of its resources, including provisioning of competitive compensation, benefits, and other conditions to its Resources to incentivize\ them to remain in Bidder's employment.
- 19.4. Bidder shall not make any changes to the composition of the resources and shall not direct any resource to cease or reduce his or her involvement in the provision of the Services during the Term (or agree to any request other than from SAI that would have the same effect):
- Without SAI's prior written consent, unless that person resigns or terminated or cease to continue in cases such as death, long-term disability etc.; In such an event, SAI Shall be immediately intimated.
- 19.5. Bidder shall promptly initiate a search for a replacement to ensure that the role of any resource is not vacant for any longer than 07 days, subject to reasonable extensions, limited to a maximum of 15 days on special

request by Bidder to SAI. However, in such cases the bidder will still be required to ensure the completion of the allocated work as per terms and conditions of the tender.

- 19.6. Before assigning any replacement member of the Key Resources to the provision of the Services, Bidder shall provide SAI with:
 - Curriculum vitae and any other information about the candidate that is reasonably requested by SAI; and
 - An opportunity to interview the candidate.
- 19.7. The bidder must provide replacement resource who score at least the same marks as the resource proposed originally on the same evaluation parameters defined in this Term of Reference document.
- 19.8. If SAI objects to the appointment, Bidder shall not assign the individual to that position and shall seek an alternative resource.
- 19.9. The bidder must ensure at least 2 weeks overlap period for knowledge transfer in such replacements.
- 19.10. The bidder will be responsible to provide resources with Laptops/Desktops and other devices enabled with required tools related to work, and development environment (like Android & iOS Mobile phones and Window and Mac laptops) for completing this engagement.
- 19.11. The Bidder will immediately provide for replacement of resources (resource who score at least the same marks as the resource proposed originally) in the event if SAI is not satisfied with the resource. 30 days' notice will be provided for the replacement of a resource deployed.
- 19.12. The deployed resources are required to follow SAI Calendar.
- 19.13. The bidder has to deploy the initially requested team within 15 days of the issue of notification of award (NoA).
- 19.14. The personnel of the Successful Bidder shall not be the employees of the Buyer and they shall not claim any salary or allowances, compensation, damages, or anything arising out of their employment/duty under this Contract. Successful Bidder shall be required to adhere to statutory requirements as per the labour laws & abide by the Minimum Wages Act and other related laws, failing which, necessary action will be initiated against the Successful Bidder.
- 19.15. Individual resources shall be entitled to leaves at the rate of 1 day of each completed month with no accumulation of leave beyond a calendar year on pro-rata basis. Unavailed leaves cannot be carried forward to the next year.
- 19.16. The PMU may be considered for an Annual increment of up to 7% of the monthly remuneration upon completion of 12 months based on annual performance review.

20. TERMS OF PAYMENT

- 20.1. The payment will be made after every month upon satisfactory completion and acceptance of the required deliverables. The invoices should be submitted every month along with approval from concerned authorities.
- 20.2. Time and quality shall be the essence of the contract and payment will be made at actuals as per Biometric attendance report of each manpower.
- 20.3. Any delay incurred from the part of service provider against the above defined timelines will not be considered for payment by the purchaser. Such payments will attract penalty as per Clause 22. In no circumstance, any payment excess to the contractual obligation will be made to the service provider.
- 20.4. Service Provider should furnish details of the location from where they are going to raise their Bills / Invoices to SAI.
- 20.5. Service Provider must raise their Bills / Invoices in the name of SAI along approval from the concerned authorities for each month.
- 20.6. Payment must be subjected to deductions of any amount for which the service provider is liable under the tender conditions. Further, all payments shall be made subject to deduction of TDS (Tax deduction at source) as per the current Income-Tax Act and /or any other Govt. Orders / rules. The service provider shall be liable for taxes such as GST or any other applicable tax.
- 20.7. SAI will pay the amount as per the invoice by way of e-transfer/RTGS/NEFT through public financial management system, subject to satisfactory work and other parameters as may be defined by SAI.
- 20.8. Service Provider has to take all overhead costs into consideration while submitting the bid.
- 20.9. Any expenses that may be incurred during any official travel, SAI may reimburse the Bidder as per actuals, in line with the entitlements applicable to Level-10 (7th CPC) officers of the Government of India, with respect to categories such as travel, accommodation, food, and other related arrangements or may directly facilitate the Travel, Boarding & Lodging.

21. OTHER TERMS AND CONDITIONS OF THE BID

- 21.1. All information / details submitted to SAI shall be supported by documentary proof duly certified by the authorised signatory of the Bidder.
- 21.2. Save as expressly authorized by SAI in writing, the Successful Bidder shall not, without the prior express approval of SAI, incur any liabilities on behalf of SAI, pledge the credit of SAI or make any representations or give any warranty on behalf of SAI.

- 21.3. The mere submission of Bids in response to this RFP by a Bidder, or the rejection thereof by SAI, in its absolute discretion, shall not itself constitute any relationship, legal or otherwise, between SAI and the Bidder or give rise to or be deemed to give rise to any cause or grievance to the Bidder against SAI and further shall not for any reason or in any manner confer on the Bidder any right or entitlement to raise any claim regarding any term or condition contained herein nor in respect of any act or omission or decision taken by SAI.
- 21.4. The Bidder must strictly comply with all terms and conditions herein. SAI reserves the right to call upon any or all the Bidders to satisfy SAI regarding the correctness and genuineness of any document submitted or information furnished by the Bidder or may call for any additional documents / information from the Bidders to verify the information provided by the Bidder or may further seek any clarification or elaboration from the Bidder at any time prior to the finalization of the Bid. However, this shall not be construed to confer any kind of right or entitlement on the Bidder to submit any additional document / information after the submission of its Bid. Further, SAI may call upon any or all the Bidders to make a presentation to SAI in respect of the capabilities represented by the Bidder at any time prior to the finalization of the Bid. Any Bidder who refuses to or otherwise neglects to make such presentation to SAI shall not be considered for any further evaluation and shall stand immediately disqualified.
- 21.5. The quality of services anticipated to be provided by the Bidder (to be determined primarily on the basis of the documents/information provided by the Bidder) shall be material criteria for awarding the contract as defined in Clause 15 of this document.
- 21.6. Privileges: The following privileges shall be extended to the Successful Bidder:
 - a. Performance certificate to be issued by SAI to the Successful Bidder upon the satisfactory discharge of its services in respect of each Phase of the project.
 - b. Successful completion certificate to be issued by SAI after completion of contract to the satisfaction of SAI.
- 21.7. Governing Law and Jurisdiction: The RFP, any subsequent agreement by or on behalf of SAI and the relationship between the Bidder and SAI shall be interpreted in accordance with the laws of India. The Courts of New Delhi shall have exclusive jurisdiction over any dispute arising in relation to the RFP and/or the relationship between the Bidder and SAI.
- 21.8. It will be the responsibility of each Bidder to fully acquaint itself with all operational and legal conditions and factors which may have any effect on the execution of the awarded contract as described in the RFP. SAI shall not entertain any request for clarification from the Bidder in relation to such operational or legal conditions. Further, no financial adjustments to the Bids shall be made subsequent to the submission of the Bid on any account whatsoever, including on account of the failure of the Bidder to apprise itself of any legal or local operational conditions / factors. The Bidder cannot be taken over/bought over by another company during the contract phase. SAI may, at any time, immediately terminate the contract by giving written notice to the successful Bidder without any compensation or liability, if the Bidder commits any breach of contract, has misrepresented, or becomes bankrupt or otherwise insolvent, and/or SAI is not satisfied with the work of the Bidder provided that such termination will not prejudice or affect any right of action or remedy which has accrued or will accrue thereafter to SAI. However, in the event SAI, wishes to terminate for convenience, it shall serve a notice period of 30 days to the Bidder, without any cost and/or liability.
- 21.9. The bidder must monitor and deploy sufficient skilled manpower as defined in [Manpower Requirement](#) as elaborated in [Annexure I](#) to complete the deliverables mentioned in Scope of Work. However, the manpower as deployed by the Bidder, shall remain in the employment of the Bidder for all purposes and there shall be no employer-employee relationship between SAI and personal employed by the Bidder. The relationship between SAI and the Bidder shall be on principal-agent basis only.
- 21.10. The bidder has to ensure proper deployment of resources at site during all phases.
- 21.11. It will be responsibility of the bidder to ensure and verify the educational qualifications and experience of the resources deployed in SAI, any misrepresentation with regard to this information will result in appropriate action being taken against the bidder, including but not limited to termination of the contract and blacklisting from future SAI tenders.
- 21.12. The bidder shall be responsible for ensuring timely payment to the resources deployed in the project and complying to all laws of the land including statutory liabilities. While doing the same Service Provider shall be required to adhere to statutory requirements as per the labour laws & abide by the Minimum Wages Act and other related laws, failing which, necessary action will be initiated against the Service provider. However, the prices quoted by the Bidder shall remain firm and fixed during the currency of the Contract and will not be subject to variation on any account
- 21.13. The bidder has to deploy the initially requested team within 15 days of the issue of Notification of Award (NoA) and additional resource as requested by SAI anytime during the currency of the contract within 15 days of the letter of request.

22. PENALTY

- 22.1. Penalties with regard to Deliverable: The bidders will be liable for a deduction for deviation in the work product in accordance with following:

Delay in completion of the deliverables mentioned as per clause – B annexure – I (Terms of reference)	Penalty (%)
05% - 10%	2% of the Monthly payment
10% - 15%	5% of the Monthly payment
15% - 20%	8% of the Monthly payment
20% - 25%	10% of the Monthly payment
More than 25%	Apart from 10% penalty, a show cause notice may be initiated, and any such delays may be treated as a breach of contract, at the discretion of SAI.

22.2. Penalties with regard to resources:

- In case the resource deployed fails to commence/execute the work as assigned to them/unsatisfactory performance of the resource even after formal warning, SAI reserves the right to impose the penalty at 0.50% of the monthly billable value of the firm per such incidents as approved by the competent authority. However, the total penalty levied during the project duration shall not be more than 10% of the total project value.
- Substitution of key personnel can be allowed only in compelling or unavoidable situations only and the substitute shall be of equivalent or higher credentials. If the resources deployed resigns or is to be replaced by the selected agency, penalty as stipulated below may apply:
 - a) Such substitution shall be limited to not more than 30% of total key personnel rounded off to the nearest whole number, subject to equally, or better, qualified and experienced personnel being provided to the satisfaction of the procuring entity.
 - b) Replacement of first 10% of key personnel rounded off nearest whole number will be subject to reduction of remuneration. The remuneration is to be reduced by 5% of the remuneration which would have been paid to the original personnel, from the date of the replacement till completion of contract.
 - c) In case of the next 10% replacement, the reduction in remuneration may be equal to 10% (ten per cent) and for the third 10% replacement such reduction may be equal to 15% (fifteen per cent).
 - d) SAI reserves the right to allow substitution of the Key personnel without penalty if due justification is provided such as termination by the client/firm, terminal illness or death etc.

22.3. However, the total penalty levied during the project duration shall not be more than 10% of the total project value.

22.4. If the performance continues to be poor beyond, what is stipulated in 22.1 and 22.2 above SAI reserves the right to:

- i. Cancel/terminate the contract forfeiting the Performance Security besides other rights and remedies as may be available to the SAI.
- ii. Debar the bidder from participating in tender process of SAI for a period of two years and his Performance Security may also be forfeited / invoked, if so warranted.

22.5. No Penalty will be imposed for delay attributable to SAI or reasons or reasons which fall within the definition of Force Majeure as per [Clause 29](#) of this RFP.

22.6. SAI will make payments after necessary deductions of penalty (if any).

22.7. For delay in service deliverables reasons not pertaining to selected bidder, SAI shall take decision on extension of such timelines and levy of penalty. However, in the event SAI considers extension, the same shall be without any additional compensation/liability on any grounds whatsoever.

23. GENERAL TERMS AND CONDITIONS

23.1. Any default or breach in discharging obligations under this RFP by the selected Bidder while rendering services to SAI, shall invite all or any actions / sanctions, as the case maybe. The decision of SAI arrived at as above will be final and no representation of any kind will be entertained on the above. Any attempt by any bidder to put pressure of any kind, may disqualify the bidder for the present RFP and the bidder may also be liable to be debarred from bidding for SAI /SAI RFPs in future for a period of at least two years.

23.2. SAI reserves the right to modify and amend any of the stipulated condition/criterion given in this RFP, depending upon project priorities vis-à-vis urgent commitments.

23.3. SAI also reserves the right to accept/reject a bid, to cancel/abort RFP process and/or reject all bids at any time prior to award of work without thereby incurring any liability to the affected agencies on the grounds of such action taken by SAI.

23.4. SAI may not award any work to any bidder at its own discretion without assigning any reason thereof.

23.5. Any default by the bidders in respect of RFP terms & conditions will lead to rejection of the bid.

- 23.6. The decision of SAI arrived during the various stages of the evaluation of the bids is final & binding on all bidders. Any representation towards these shall not be entertained by SAI. Reasons for rejecting a bid will be disclosed only when an enquiry is made by the concerned bidder.
- 23.7. In case the bidder is found in-breach of any condition(s) of RFP at any stage during the course of project deployment period, the legal action as per rules/laws will be taken.
- 23.8. Any attempt by bidder to bring pressure towards SAI's decision making process, such Bidder shall be disqualified for participation in the present RFP and those Bidders may be liable to be debarred from bidding for SAI /SAI RFPs in future for a period of at least two years.
- 23.9. Printed/written conditions mentioned in the RFP bids submitted by Bidder will disqualify them and will not be binding on SAI.
- 23.10. Upon verification, evaluation/assessment, if in case any information furnished by the Agency is found to be false/incorrect, their total bid shall be summarily rejected and no correspondence on the same, shall be entertained. SAI will not be responsible for any misinterpretation or wrong assumption by the Agency, while responding to this RFP.
- 23.11. Only those bidders, who satisfy the eligibility requirements and accept the terms and conditions of this RFP document, shall be short-listed for further evaluation.
- 23.12. It is urged through this RFP that misrepresentation of facts shall be dealt with seriously and may lead to debarring from bidding for SAI /SAI RFPs in future for a period of at least two years.
- 23.13. Bidders are requested to share information which is true and based some tangible proofs.

24. PATENTS, COPYRIGHT & INTELLECTUAL PROPERTY RIGHTS

- 24.1. All Intellectual Property Rights, including but not limited to copyrights, patents (if any), designs, database rights, and all other proprietary rights, in respect of any software, source code, object code, databases, documents, training manuals, course content, reports, deliverables, data, algorithms, documentation, and other materials **developed, created, customized, or generated exclusively for the purpose of this Project** ("Project IP") shall **vest absolutely, solely, and perpetually with the Sports Authority of India (SAI)** for all purposes, including the right to use, modify, adapt, reproduce, distribute, sublicense, and create derivative works, without any restriction or additional payment.
- 24.2. Nothing contained in this Contract shall affect the ownership of any Intellectual Property Rights owned or developed by the Bidder **prior to the date of issuance of the Notification of Award** ("Pre-Existing IP"). All right, title, and interest in such Pre-Existing IP shall remain with the Bidder.
- 24.3. To the extent that any Pre-Existing IP is incorporated or embedded in the Project IP or deliverables, the Bidder hereby grants to SAI a **perpetual, irrevocable, royalty-free, non-exclusive, transferable licence** (with the right to sublicense) to use, reproduce, modify, adapt, and exploit such Pre-Existing IP for all purposes connected with or incidental to SAI's functions.
- 24.4. **Third-Party Intellectual Property and Indemnity:** The Bidder shall ensure that the deliverables and services provided under this Contract do not infringe the Intellectual Property Rights of any third party.
- 24.5. In the event that any third party alleges or claims that any deliverable, software, product, or service supplied by the Bidder under this Contract infringes any patent, copyright, trademark, or other Intellectual Property Right, the Bidder shall **fully indemnify, defend, and hold harmless SAI**, its officers, employees, and agents from and against all claims, actions, damages, losses, liabilities, costs, and expenses (including reasonable attorneys' fees and litigation costs), whether arising from a court judgment or a settlement approved by the Bidder.
- 24.6. SAI shall promptly notify the Bidder of any such claim, and the Bidder shall assume full responsibility for the defence and resolution thereof at its own cost.
- 24.7. **Vesting of IP in Work Product:** The Bidder expressly agrees and acknowledges that all Intellectual Property Rights in any work, deliverable, or material created or developed by the Bidder or its personnel in performance of obligations under this RFP/Tender Documents and the ensuing Contract shall, upon creation, **stand vested exclusively and irrevocably in SAI**, in accordance with Clause 24.1.
- 24.8. The Bidder shall execute all documents and do all acts necessary to perfect or record such vesting of rights in favour of SAI, as and when required.

25. HANDOVER

- 25.1. The selected bidder shall prepare a handover policy which shall be approved by Purchaser.
- 25.2. The handover shall be done by Purchaser at the end of the contract as per the policy document and other remedial changes required if any at the end of the contract period with the approval of Purchaser.
- 25.3. Handover shall include all official material (soft and hard copies), if any and any related documents.
- 25.4. Non-compliance may lead to forfeit of due payments and performance security/bank guarantee, and other necessary action as may deem fit to Purchaser.

26. REPRESENTATIONS AND WARRANTIES

- 26.1. SAI, along with its employees, representatives, advisers, make no representation or warranty and shall have no liability to any person including any Bidder under any law, statute, rules or regulations or tort, principles

of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this RFP or otherwise, including the accuracy, adequacy, correctness, reliability or completeness of the RFP and any assessment, assumption, statement or information contained therein or deemed to form part of this RFP or arising in any way in this Selection Process.

- 26.2. SAI may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumption contained in this RFP.
- 26.3. The Bidder declares that all the information provided are truthful information without concealment of any facts. In case, at any stage, it is found that any information given by the Bidder is false / incorrect / concealed, then SAI shall have the absolute right to take any action as deemed fit including but not limited to dropping the Bidder from consideration for award of work and/or debarment/blacklisting etc. without incurring any liability to the affected bidder(s) on the ground of SAI/MYAS's action.
- 26.4. The Bidder declares that no effort has been used by the Bidder to influence the Bid comparison / evaluation / work award decision by way of overt / covert canvassing. Such an effort shall result in non-consideration / rejection of its Bid.

27. INDEMNIFICATIONS AND LIABILITIES

- 27.1. The bidder shall fully indemnify, hold harmless and defend Ministry of Youth Affairs and Sports (MYAS)/ SAI and its Officers/Employees/Agents/Stockholders/Affiliates from and against all claims, demands, actions, suits, damages, liabilities, losses, settlements, judgments, costs, and expenses (including but not limited to reasonable attorney's fees and costs), whether or not involving a third party claim including claims for infringement of Intellectual Property Rights, which arise out of or relate to:
 - i. any breach of any representation or warranty of the bidder contained in the RFP,
 - ii. any breach or violation of any covenant or other obligation or duty of the bidder under this RFP. SAI accepts no liability of any nature whether resulting from negligence or otherwise however caused arising from reliance of any Bidder upon the statements contained in this RFP.
- 27.2. SAI reserves the right to accept or reject any or all proposal (s) or to annul the RFP process in to and reject all proposals at any time prior to award of contract without assigning any reason whatsoever and without thereby incurring any liability to the affected bidder (s) on the ground of SAI's action.
- 27.3. The Bidder shall bear all its costs associated with or relating to the preparation and submission of its Bids including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by SAI or any other costs incurred in connection with or relating to its Bids. All such costs and expenses will remain with the Bidder and SAI shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by the Bidder in preparation or submission of the Bids, regardless of the conduct or outcome of the Selection Process.
- 27.4. The Successful Bidder shall at all times indemnify and keep indemnified SAI against all claims/third party claims/damages etc. for any infringement of Intellectual Property Rights (IPRs) while providing its services under the Project.
- 27.5. The Successful Bidder shall at all times indemnify and keep indemnified SAI against any claims in respect of any damages or compensation payable in consequences of any accident, demise, or injury sustained or suffered by its (the Successful Bidder's) employees or agents or by any other third Party resulting from or by any action, omission or operation conducted by or on behalf of the Successful Bidder.
- 27.6. The Successful Bidder shall at all times indemnify and keep indemnified SAI against and any claims by Employees in respect of wages, salaries, remuneration, compensation, or the like.
- 27.7. All claims regarding indemnity shall survive the termination or expiry of the Contract.
- 27.8. The Bidder hereby undertakes to indemnify SAI against all losses and claims in respect of death or injury to any person or loss or damage to any property which may arise out of or in consequence of the execution and completion of works and remedying defects therein and against all claims, proceedings, damages, costs charges and expenses whatsoever in respect thereof or in relation thereto.
- 27.9. The Bidder hereby undertakes that SAI shall not be liable for or in respect of any damages or compensation payable to any workman or other person in the employment of Operator or any of his contractors/ sub-contractors/ sub-contractor. The Bidder shall indemnify and keep indemnified SAI against all such damages and compensation, all claims' proceedings, damages, costs, charges and expenses whatsoever in respect thereof or in relation thereto.
- 27.10. The Bidder hereby indemnifies SAI against any loss, damage or liabilities arising as a result of any act of omission or commission on part of Bidder or on part of its personnel or in respect of non-observance of any statutory requirements or legal dues of any nature.
- 27.11. The Bidder shall indemnify and keep indemnified SAI for any losses/ penalties on this account levied by any judicial/statutory authorities/courts on the Bidder.

28. TERMINATION

- 28.1. SAI may terminate the Service Agreement by serving written notice of 30 days:

- a. Immediately in case the Successful Bidder is in direct breach of contractual terms and conditions and in the performance of its contractual obligations.
- b. In the event services of the Bidder are not satisfactory or up to the mark.
- c. If the Bidder/Successful Bidder becomes insolvent or goes into liquidation or receivership, whether compulsory or voluntary, and which has substantial bearing on providing services under the Service Agreement.
- d. If the Successful Bidder fails to comply with any final decision reached as a result of arbitration proceedings
- e. If the Successful Bidder is determined to have engaged in corrupt or fraudulent practices in competing for or in executing the Service Agreement.
- f. If the Successful Bidder submits to SAI a false statement which has a material effect on the rights, obligations, or interests of SAI.
- g. Any other reason as deemed fit by SAI

28.2. The Successful Bidder may terminate the Agreement, by serving a 60-day written notice to SAI, if they reasonably determine and submit that they can no longer provide the Services in accordance with applicable law or professional obligations and in such scenarios, SAI reserves the right to forfeit the Performance Security after due evaluation.

29. FORCE MAJEURE

- 29.1. For purposes of this Clause, "Force Majeure" means an event beyond the control of the Successful bidder and not involving the Successful bidder's fault or negligence and not foreseeable. Such events may include, but are not limited to, acts done in sovereign or contractual capacity, wars or revolutions, fires, floods, epidemics, pandemics quarantine restrictions lockdowns and freight embargoes. The Successful Bidder shall not be liable for imposition of any such sanction so long the delay and/or failure of the Successful Bidder in fulfilling its obligations under the contract is the result of an event of Force Majeure.
- 29.2. If a Force Majeure situation arises, the Successful Bidder shall promptly notify SAI, New Delhi in writing of such conditions and the cause thereof within 7 (seven) days of occurrence of such event. Unless otherwise directed by SAI, New Delhi in writing, the Successful Bidder shall continue to perform its obligations under the contract as far as reasonably practical and shall seek all reasonable alternative means for performance not prevented by the Force Majeure event.
- 29.3. If the performance in whole or in part or any obligation under this contract is prevented or delayed by any reason of Force Majeure for a period exceeding 60 (sixty) days, SAI may at its option terminate the contract without any financial repercussion on either side.
- 29.4. In case due to a Force Majeure event SAI, New Delhi is unable to fulfil its contractual commitment and responsibility, SAI, New Delhi will notify the Successful Bidder accordingly and subsequent actions taken on similar lines described in above sub-paragraphs.
- 29.5. If the performance of in whole or in part or any obligation under the Contract is prevented or delayed by any reason of Force Majeure for a period exceeding 30 (Thirty) days, SAI may at its option terminate the contract without any financial repercussion on either side.
- 29.6. During the period of their inability to perform the obligations under the Agreement as a result of an event of Force Majeure and timely intimation by the Bidder, SAI shall assess the situation and then decide the application of Force Majeure. Once the duration is defined under the Force Majeure category/ situation no payments are expected to be made by the Bidder.

30. DISPUTE SETTLEMENT MECHANISM

- 30.1. All disputes, differences or controversies of whatsoever nature arising out of or in relation to this RFP (including its interpretation) between the Bidder and SAI and notified in writing by either Party to the other, shall in the first instance be attempted to be resolved amicably through the mediation procedure provided under Clause 30.2.
- 30.2. If any dispute, claim, or difference of any kind arises between the Parties in connection with or arising out of this RFP, including its interpretation, the Parties shall first endeavour to resolve the dispute amicably through mediation in accordance with the provisions of the **Mediation Act, 2023**. The mediation shall commence upon written notice of dispute by either Party and shall continue for a period not exceeding **thirty (30) days**, extendable by mutual consent. If the dispute remains unresolved after such period, either Party may refer the matter to arbitration in accordance with Clause 30.3
- 30.3. Arbitration: If any difference or disputes arises under this RFP and/or the Agreement, as the case may be, which cannot otherwise be amicable resolved between the parties through Mediation, then such dispute shall be settled by way of arbitration and either Party shall be entitled to refer the dispute to Arbitration under Arbitration & Conciliation Act, 1996 or any statutory modifications or re-enactment thereof in force. The Arbitration shall be conducted before Arbitral Tribunal comprising of a sole arbitrator to be appointed

with the mutual consent of the Parties or appointed by Hon'ble High Court of Delhi while deciding an application under Section 11 of the Act. The arbitration proceedings shall be conducted as per Arbitration and Conciliation Act, 1996, or any statutory modification or re-enactment then in effect.

- 30.4. The venue for arbitration shall be India International Arbitration Center, New Delhi in accordance with the D.O. No. A-60011/50/2023-ADR dated 05.04.2024 and the courts of New Delhi shall be vested with exclusive jurisdiction and the seat/venue of arbitration shall be at New Delhi and the language of arbitration proceedings and that of all documents and communications between the parties shall be English.
- 30.5. The arbitration award shall be final, and the judgment thereupon may be entered in the courts of competent jurisdiction or application may be made to such court for a judicial acceptance of the award and an order of enforcement, as the case may be.
- 30.6. Each party shall bear the cost of preparing and presenting its case and the cost of arbitration, including fees and expenses of the arbitrator shall be shared equally by both the parties unless the award otherwise provides. It is further agreed between the parties hereto that such arbitration proceedings shall be completed within a period of eight (8) calendar months from the date of reference.
- 30.7. The parties shall continue to perform their respective obligations under this contract during the pendency of the Arbitration proceedings except in so far as such obligations are the subject matter of Arbitration proceedings.
- 30.8. SAI shall have the right to bring an action seeking injunctive or other equitable relief before the courts at New Delhi, India if it reasonably believes that damages may not be an adequate remedy for any breach by the Bidder

31. APPLICABLE LAW

- 31.1. The contract shall be governed by and interpreted in accordance with the laws of India for the time being in force. Subject to Clause 30, the Courts of New Delhi, India shall have the sole and exclusive jurisdiction over all matters arising out of this RFP.

32. RESERVED RIGHTS

- 32.1. SAI reserves the right to;
 - i. Accept/reject any of the RFP clause in full or part without assigning any reason thereof.
 - ii. Revise the requirement at a later stage as and when required.
 - iii. Amend, modify, relax, or waive/delete any of the conditions/ scope of work stipulated in the RFP wherever deemed necessary, even after award of work.
- 32.2. In the event of any misstatement or misrepresentation being discovered or detected in the information furnished from the documents submitted by the Bidder in response to this RFP or at any later stage, or in the event of any contravention by the Bidder of any condition or criterion stipulated, SAI shall terminate or cancel the appointment / engagement of the Bidder, and nothing shall be payable or be paid by SAI to the Bidder as compensation/damages or penalty.
- 32.3. SAI will not be liable for any costs, damages or losses incurred by any Bidder participating in this RFP, if SAI decides to cancel the RFP process or for any reason whatsoever.
- 32.4. The Bidder shall be responsible for all costs incurred in connection with participation in the RFP process, including but not limited to costs incurred in conduct of informative and other diligence activities, participation in meetings / discussions / presentations, preparation of proposal or costs incurred for providing any additional information required by SAI to facilitate the evaluation process.
- 32.5. The submission of a response to this RFP by any Bidder confirms the Bidder's acceptance of all terms and conditions of this RFP including the amended terms and conditions (if any). Further, by doing so, the Bidder acknowledges that it has:
 - Understood and examined the extent of the Rights, scope of Work and other information made available in writing by SAI, for the purpose of this RFP.
 - Examined all information relevant to the risks, contingencies and other circumstances that could affect the RFP; and
 - Satisfy itself as to the correctness and sufficiency of the RFP.
 - Bidders to this RFP or their agents may not make any contact with any party employed by or directly associated with SAI or any of its government partners in relation to this RFP. Any clarifications and all information will be via e-mail only to procure.khelointia@gov.in. No queries shall be entertained by SAI after scheduled date and time mentioned in Bid schedule of the RFP.

33. CORRUPT OR FRAUDULENT PRACTICES

- 33.1. The Bidders and their respective officers, employees, agents and advisers shall observe the highest standard of ethics during the Bidding Process and subsequent to the issue of the LOA and during the subsistence of the Agreement. Notwithstanding anything to the contrary contained herein, or in the LOA or the Agreement, the Authority may reject a BID, withdraw the LOA, or terminate the Agreement, as the case may be, without being liable in any manner whatsoever to the Bidder, if it determines that the Bidder, directly or indirectly or through an agent, engaged in corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice in the Bidding Process. In such an event, the Authority shall be entitled to forfeit and appropriate the BID Security or Performance Security, as the case may be, as Damages, without prejudice to any other right or remedy that may be available to the Authority under the Bidding Documents and/ or the Agreement, or otherwise.
- 33.2. It is required by all concerned namely the Bidders /Successful Bidder etc. to observe the highest standard of ethics during the execution of such contracts. In pursuance of this policy, SAI:
- i. Will reject a Proposal for award if it determines that the Bidder recommended for award has engaged in corrupt or fraudulent or collusion or coercive practices or undesirable practice or restrictive practice in competing for the contract in question;
 - ii. Will declare the Bidder ineligible or debar/blacklist, either indefinitely or for a stated period of time, to be awarded a contract by SAI if it at any time determines that the Operator has engaged in corrupt or fraudulent or collusion or coercive practices or gross/deliberate negligence in competing for, or in executing the contract.
 - iii. For the purpose of this clause, the following terms shall have the meaning hereinafter respectively assigned to them:
 - 33.2.1. "**corrupt practice**" means the offering, giving, receiving, or soliciting, directly or indirectly, of anything of value to influence the actions 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 SAI who is or has been associated in any manner, directly or indirectly, with the selection process or the LoA or arising therefrom, 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 SAI, shall be deemed to constitute influencing the actions of a person connected with the selection process); or 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 LoA, who at any time has been or is a legal, financial or technical adviser of SAI in relation to any matter concerning the RFP;
 - 33.2.2. "**fraudulent practice**" means a misrepresentation or omission of facts or suppression of facts or disclosure of incomplete facts, in order to influence the selection process;
 - 33.2.3. "**coercive practice**" means impairing or harming, or threatening to impair or harm, directly or indirectly, any person or property to influence any person's participation or action in the selection process;
 - 33.2.4. "**undesirable practice**" means establishing contact with any person connected with or employed or engaged by SAI with the objective of canvassing, lobbying or in any manner influencing or attempting to influence the selection process; or having a conflict of interest; and
 - 33.2.5. "**restrictive practice**" means forming a cartel or arriving at any understanding or arrangement among Bidders with the objective of restricting or manipulating a full and fair competition in the selection process.
- 33.3. SAI reserves the right not to conclude the Agreement and in case contract has been issued, terminate the same, if, found to be obtained by any misrepresentation, concealment and suppression of material facts by the Bidder. In addition, EMD (as the case may be) deposited by the Bidder shall be forfeited and legal as well as administrative action for such misrepresentation, concealment & suppression of material facts shall be initiated.

34. CONFIDENTIALITY

- 34.1. The Bidder agrees and acknowledges that this RFP is confidential and the Bidder, by downloading the RFP document, agrees and undertakes that nothing contained in this RFP shall be disclosed in any manner whatsoever, except to the financial and legal advisors of such Bidder. The undue use by any Bidder of confidential information related to the Bid process may, at the sole discretion of SAI, result in the rejection of its Bid. The Bidder shall further ensure that such financial and legal advisors or any other employees, representatives of the Bidder maintain confidentiality of the RFP, and any information disclosed to them in relation thereto.

34.2. The successful bidder is not authorized to waive or release any privileged information obtained from or on behalf of SAI. The successful bidder is required to maintain the confidentiality of all privileged information. This requirement is perpetual i.e., it will continue even after the termination of the relationship between the successful bidder and SAI. This requirement is also intended to prohibit the successful bidder from using information obtained from or on behalf of SAI or its successors or assignees, including work product prepared at SAI's expense, for other clients of the successful bidder without the prior written approval of SAI. The successful bidder is not authorized to identify SAI as a client for the purposes of marketing or for advertising, without the prior written approval of SAI. Upon termination of the relationship, the successful bidder agrees to return promptly all information obtained from or on behalf of SAI or any copies thereof to SAI. The successful bidder is not authorized to communicate with the public, including the press, about any matter in relation to its relationship with SAI without the prior written approval of SAI.

34.3. All information and documents that are furnished by the Bidder will be treated as strictly confidential by SAI and shall not be disclosed by SAI to any other party, or otherwise used by itself, other than (a) for evaluating the Bids submitted; or (b) as required by Applicable Law.

35. CONFLICT OF INTEREST

A bidder shall not have conflict of interest that may affect the selection process or the consultancy. Any bidder found to have a Conflict of Interest shall be disqualified. In the vent of disqualification, SAI shall forfeit and appropriate the EMD, if available, as mutually agreed genuine pre-estimated compensation and damages payable to SAI for inter-alia, the time, cost and effort of SAI including consideration of such bidder's proposal, without prejudice to any other right or remedy that may be available to SAI hereunder or otherwise.

36. TRANSFER AND SUB-LETTING

The Bidder shall have no right to assign, transfer, sell, sublet, or otherwise dispose of any part of its obligations under this RFP. The Bidder is also prohibited from allowing any third party to benefit from or take advantage of this Contract or any portion thereof.

37. AWARD OF CONTRACT

37.1. **Award Criteria:** SAI will award the Contract to the successful bidder whose proposal has been determined to be substantially responsive and has been determined as the most responsive bids as per the process outlined in the RFP.

37.2. SAI reserves the right to increase or decrease the contract quantity and/or contract duration up to 25% at the time of issuance of the NOA/Contract Agreement, based on the total contract cost. However, once the contract is issued, Contract quantity or contract duration shall not be exceed the 25% of the overall tender value. The bidder shall be bound to accept the revised quantity and/or duration, as applicable.

37.3. **Letter of Award:**

37.3.1. Prior to the expiration of the bid validity period, SAI will notify the successful bidder in writing or email through a letter of award.

37.3.2. In case the tendering process / public procurement process has not been completed within the stipulated period, SAI, may like to request the bidders to extend the validity period of the bid.

37.3.3. The letter of award will constitute the formation of the contract.

37.3.4. Bid securities of the unsuccessful bidders shall be returned to them at the earliest after expiry of the final bid validity and latest on or before the 30th day after the award of the contract to the successful bidder.

37.4. **Performance Guarantee:**

a. SAI will require the selected bidder to provide at its own cost and an unconditional, irrevocable and continuing Performance Bank Guarantee/Performance security for a value equivalent to 3% of the grand total discovered in the commercial evaluation.

b. However, for additional resources the PMU shall be required to submit an additional PBG against every such work order (PBG-3% value of work order) issued by SAI to PMU which must be submitted as per the timelines, rules and regulations mentioned in the RFP or as may be specified in the work order.

c. The performance guarantee to be submitted by the selected bidder within 14 days of receipt of letter of award.

d. The Performance Security shall remain valid for 60 days beyond all contractual obligations, including defect liability periods and pending claims. SAI may invoke it in case of default, breach, or non-compliance, and the agency must revalidate and replenish it within seven (7) days, failing which SAI

may recover the amount from pending dues. SAI may also seek periodic revalidation based on contractual needs. The security shall be an unconditional and irrevocable bank guarantee or another approved format, with all costs borne by the agency. No interest shall be payable, and in case of contract termination due to the agency's default, the security shall be forfeited in full."

- e. In case the selected bidder fails to submit performance guarantee within the time stipulated, SAI at its discretion may cancel the order placed on the selected bidder and may also invoke the performance securities (submitted earlier or EMD as the case may be) without giving any notice.
- f. SAI shall invoke the performance guarantee in case the selected Bidder fails to discharge their contractual obligations during the period or SAI incurs any loss due to Bidder's negligence in carrying out the project implementation as per the agreed terms & conditions.
- g. The performance guarantee/security is to be submitted as per format indicated in Annexure XII (Format for Performance Bank Guarantee) of this RFP

37.5. Contract Signing

- 37.5.1. Within 7 days of receipt of the notification of award, the successful Bidder shall communicate its acceptance to the said letter.
- 37.5.2. Within 15 days of the notification of award, the successful bidder shall execute the contract with SAI.
- 37.5.3. If the successful bidder fails to execute the agreement (or such other extended timelines as agreed by the SAI in its sole discretion), the SAI shall have the right to forfeit the EMD of successful bidder and award the work to the next successful bidder.
- 37.5.4. The successful bidder is expected to commence its service as per the work orders issued and timelines specified therein.

ANNEXURE 'I' | TERMS OF REFERENCE (TOR)

1. Introduction to RFP

- 1.1. The SAI, Ministry of Youth Affairs & Sports (MYAS), New Delhi, is entrusted with the implementation of the Khelo India Scheme and is engaged in a wide range of activities, including organization of sports competitions and training camps at the national and international level. These activities are undertaken throughout the year and require systematic logistical and manpower support.
- 1.2. In order to meet the dynamic manpower requirements for organizing events, managing competitions/camps, coordinating official visits, supporting day-to-day operations and other requirements, the SAI proposes to engage/empanel a selection of consultants for Communication for SAI to provide suitable manpower services on need basis.

2. About Sports Authority of India, Ministry of Youth Affairs and Sports, New Delhi.

The Sports Authority of India (SAI) is the apex national body responsible for implementing the Government's sports policies and driving India's journey towards sporting excellence. Its key functions include:

1. Implementation of the Khelo India Scheme across States/UTs, institutions, and universities to strengthen grassroots sports and promote mass participation.
2. Development and management of sports infrastructure, including planning, construction, modernization, and monitoring through geo-tagging and digital tools.
3. High-performance training and athlete development through National Centres of Excellence (NCOEs), sports science support, TOPS, TAGG, TEAMS divisions in partnership with National Sports Federations.
4. Talent identification and promotion under various schemes.
5. Human resource and capacity building through premier institutions such as NSNIS Patiala and LNCPE Thiruvananthapuram, focusing on coach education, sports science, and research.
6. Public-Private Partnerships, special initiatives, national-level conferences, etc.
7. Inclusivity and regional development, promoting women's participation, indigenous games, and sports outreach in rural and tribal areas.
8. Governance, coordination, and financial assistance by acting as a nodal agency between MYAS, States, and sports bodies, supporting athletes and federations through funding, monitoring, and welfare programs.
9. Any other role of SAI, MYAS which may evolve during the period of the contract.

3. Scope of Work

Sports Authority of India (SAI) proposes to appoint COMMUNICATION AGENCY for enabling its mass communication activities which shall include the strategic planning, provision, creation and amplification of content, and/or placement of branding, research, advertising, marketing, consulting, creative, and/or digital services for the PURCHASER as to create a strong voice towards sports and reach to the last mile on internet domain on real time basis. This shall help in promoting the activities and initiatives of:

- Ministry of Youth Affairs and Sports (MYAS),
- Sports Authority of India (SAI),
- Khelo India,
- Fit India,
- National Centers of Excellence (NCOEs),
- Target Olympic Podium Scheme
- Target Asian Games Group
- TEAMS, etc.,

Accordingly, showcase how MYAS and SAI enables and empower the multi-sporting ecosystem in the country. The online/offline engagement with citizens of the country should be able to create a positive buzz of the Indian athletes. The agency should have capability to multiply the reach of content and promote content organically on various social media platforms.

Presence of SAI and its affiliates on social media is tabulated below:

Social Media Channels	Facebook	Instagram	You tube	X	WhatsApp Channels	Linkedin
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SAI	✓	✓	✓	✓	✓	✓
Khelo India	✓	✓	✓	✓	✓	✓
Fit India	✓	✓	✓	✓	✓	✓
Any additional handle under the MYAS/SAI umbrella	✓	✓	✓	✓	✓	✓

The scope of work will include the following heads:

- a) **Brand Strategy and Planning**
- b) **Social Media Account Management**
- c) **Content Creation, Curation, and Publishing**
- d) **Video Production & Editing**
- e) **Public Relations & Crisis Management**
- f) **Campaign Ideation & Execution**
- g) **Online Reputation Management (ORM) & Response Management**
- h) **Reporting and Analytics**

The above heads will contain, but not be limited to the following activities:

a) Brand Strategy and Planning

- **Multi-Brand Management:** The agency is responsible for the strategic planning and management of three distinct brands: Sports Authority of India, Fit India, and Khelo India.
- **Brand Identity and Outreach:** The agency must build and maintain distinct identities for each brand, catering to separate target audiences with differentiated campaigns, content, and engagement strategies. This includes the submission of a comprehensive Outreach and Communications Strategy for SAI, Khelo India, and Fit India.
- **Integrated Communications Strategy:** Develop an Annual Brand Communications Strategy Report built on the strategic priorities of SAI, focusing on promoting policies, ensuring the wellbeing of athletes, and enhancing connection with the audience.
- **Brand Governance and Consistency:** Establish and maintain consistency in brand elements (colours, fonts, and visual guidelines) across all channels to ensure a sophisticated look that reflects SAI's values and vision.
- **Strategic Counsel:** Provide proactive strategic counsel for advertising various schemes, acts, and related activities of MYAS and SAI.
- **Content Calendar and Execution:** Design dynamic, proactive content calendars on a monthly and annual basis to drive program objectives. The calendar must complement day-to-day developments to ensure coherence in storytelling.

b) Social Media Account Management

- **Platform Maintenance and Expansion:** Maintain, upgrade, and improve existing official accounts across all social platforms, including Facebook, Instagram, YouTube, X, WhatsApp Channels, and LinkedIn.
- **Account Functionality and Aesthetics:** Ensure all existing and new handles are verified, functional, and well-managed daily through configuration, optimization, and content distribution.
- **Visual Identity Refresh:** Implement a monthly refresh of visual identities across all accounts with new creatives such as cover photos and profile banners.
- **Audience Growth and Participation:** Implement strategies to increase the number of followers and create mechanisms to invoke the participation of targeted audiences to expand reach and citizen participation.
- **Organic Amplification:** Plan and execute digital marketing activities across non-paid avenues, including organic reach strategies, and community engagement.
- **Metadata Archiving:** Ensure the archiving of all content, data, images, and videos, submitting them monthly via hard disk or cloud drive.
- **Availability:** The agency must maintain 24/7 availability.

c) Content Creation, Curation, and Publishing

- **Content Strategy and Development:** Define a comprehensive content strategy based on specific channels, audience segments, themes, and key pillars.
- **Diverse Content Formats:** Develop content including graphics, videos, PowerPoint presentations, animations (GIFs/Static/Dynamic), infographic and new-age innovative adapts.
- **Content Engagement:** Ensure there is a minimum engagement rate of 5% overall across platforms.
- **Audience Targeting:** Content must be strategically focused on athletes, fitness enthusiasts, the sports-loving public, and stakeholders like federations and media.
- **Multilingual Support:** Create primary content in English and Hindi, with additional regional language adaptations including Marathi, Bengali, Gujarati, Assamese, Punjabi, Tamil, Telugu, Kannada, Malayalam, Manipuri, Odia and others including foreign languages as per requirement.
- **Marketing and Event Collaterals:** Design marketing advertisements, high-quality booklets, brochures, flyers, and event branding assets like backdrops and standees.
- **Quality and Governance:** Ensure all content is appropriate, approved by internal authorities prior to publishing, and fully operational across all electronic devices.
- **Ministry Support:** Ensure proactive support in terms of content creation for the Ministry including content development through photographers and videographers as required and regular travel.
- **Training Workshops:** Content creation workshops are to be held with the Regional Centres and NCoEs through the year to train them to strengthen their content development framework and abilities.

d) Video Production & Editing

- **Production and Curation:** Conceptualize and produce high-quality video content, including reels, shorts, interviews, training films, and athlete journey films.
- **Live Event Coverage:** Capture live events for social coverage utilizing existing key resources.
- **Technical Compliance:** Ensure all video content adheres to minimum technical specifications regarding dimensions, aspect ratios (16:9 for landscape, 9:16 for portrait), and file formats like .MP4 and .MOV.
- **Team Travel and Availability:** The photography and videography team will be required to be available on a 24/7 basis and be able to travel as required for official events and activities of MoYAS and SAI.

e) Public Relations & Crisis Management

- **Media Relations and Liaison:** Serve as the primary liaison between SAI/MYAS and the media to execute a comprehensive media strategy.
- **Press Operations:** Draft and issue professional press releases for key initiatives, achievements, and milestones.
- **Media Outreach and Resource Development:** Organize exclusive interviews and press conferences and prepare comprehensive Media Kits with background information and statistics.
- **Influencer and Celebrity Engagement (Digital PR):** Ideate and execute strategies to engage sports influencers and celebrities to amplify the reach of messaging.
- **Crisis Communication and Contingency:** Develop a credible Contingency Plan and guidelines for managing online crises and controversies.
- **Crisis Response Execution:** Proactively address negative press through prepared statements and press briefings, working with designated Crisis Management Teams (CMT).
- **Availability:** The agency must maintain 24/7 availability.

f) Campaign Ideation & Execution

- **Campaign Planning:** Provide strategic inputs for creative campaigns and execute key campaigns including planning and monitoring on a daily, weekly and monthly basis.
- **High-Impact and Special Campaigns:** Conceptualize and execute high-impact, short-duration special campaigns to increase brand visibility.
- **Event-Based Campaigns:** Campaigns for key events throughout the year.
- **Audience Engagement:** Design and implement contests, interactive campaigns, and promotions aimed at generating awareness of various schemes and activities.
- **Stakeholder Alignment:** The agency is expected to have experience with liasoning with stakeholders including but not limited to the Regional Centres and NCoEs, IOA, National Sports Federations, Schools, Universities and Broadcasters so as to ensure maximum reach and amplification of content.

g) Online Reputation Management (ORM) & Response Management

- **Online Listening and Sentiment Tracking:** Implement a 24/7 multilingual listening service to monitor conversations across social sites and online portals.
- **Text Analytics and Trend Spotting:** Generate detailed text analytics to determine sentiment (positive, neutral, negative) and monitor conversations to spot emerging trends and potential negative sentiment.
- **Response Management Mechanism:** Develop a formal Response Mechanism plan involving an automated system for escalation and prioritization.
- **Response Execution:** Formulate first-level responses in real-time, cleansing content to align with messaging and managing page moderation to keep sites free from spam or inappropriate content.
- **Live Dashboard:** The agency must have a Media Monitoring live dashboard for the Ministry/SAI and track and analyse media in real-time.
- **Availability:** The agency must maintain 24/7 availability.

h) Reporting and Analytics

- **Content Performance Measurement:** Capture and measure the performance of published content, including platform metrics, sentiment analysis, and audience interaction.
- **MIS and Strategic Reporting:** Provide a range of Management Information System (MIS) reports (Daily, Weekly, Monthly) detailing activity versus performance and conversation monitoring.
- **Media Tracking Service:** The agency must be able to track all news related to the Ministry/SAI and provide reports for the same on a regular basis.
- **Outcome and Buzz Reports:** Submit outcome reports for each campaign, including share of voice, trend analysis, and perception analysis.
- **Strategic Dashboards and Benchmarking:** Provide quarterly high-level multi-channel dashboards and competitor benchmarking analysis.
- **Presence Analysis:** Submit reports on social media presence, including traffic analysis, follower growth, and comparative engagement across all channels.

Important Notes:

- Any activity which may potentially involve social media buying including influencer engagement would be budgeted separately out of this scope of work and the budget would be decided by SAI.
- It will be binding to follow the Framework and Guidelines for Use of social media for Government Organizations issued by the Department of Electronics and Information Technology (IT) Act, 2000 and rules made thereunder as amended from time to time and any other applicable laws.
- All Intellectual Property displayed on these platforms shall belong to SAI exclusively, and any Intellectual Property Rights emanating from such content shall vest solely and exclusively with SAI. Further all works developed and created by the Bidder in pursuance to this RFP shall for all purposes belong to SAI and all Intellectual Property Rights shall be deemed to be vested in SAI.
- The Bidder is also advised that the operation of the Social Platforms shall fall under the purview of the Right to Information Act, 2005. Thus, it must understand the laws provided there under and must answer such queries only after consultation with SAI.
- The Bidder shall provide the team with requisite hardware and software (Laptops, Camera, Drones, Tripod, Listening Tool etc.) required to execute the scope of work defined above
- In case the Bidder is required to cover events in any place outside NCR area, the Bidder shall only be reimbursed for bills related to travel (to & fro from Delhi to place of coverage) and accommodation (hotel) and food. The tickets will either be arranged by SAI or the agency shall have to produce receipts for the expenditures made for the purpose of reimbursement as per the norms.

4. Deliverables and timelines

The timeline for milestones / deliverables identified shall be as follows:

#	Key Deliverables	Expected Units per Annum	Timelines
1.	Brand Strategy and Planning		
1.1	Submission of Outreach and Communications Strategy	1 Reports per Months (SAI; Khelo India; FIT India); Annually 12	To be submitted every Month (within 7 days of start of each Month)

#	Key Deliverables	Expected Units per Annum	Timelines
1.2	Quarterly Execution Plans	3 handles * 5 Platforms (YouTube, LinkedIn, Instagram, Facebook, Twitter/x) =15 per quarter; 60 documents annually (5 Reports per Months)	Within 7 days of the start of each month
1.3	Annual Content Calendar Planning (Major events)	3 documents ; 1 for each brand (SAI; Khelo India; FIT India)	T + 45 days
1.4	Monthly plan for content to be posted on platforms (Content Calendar)	3 handles * 5 Platforms (YouTube, LinkedIn, Instagram, Facebook, Twitter/x) =15 per month; 180 documents annually	7 days prior to the start of each month
1.5	Brand Guidelines (Colors, Fonts, Tonality, Imagery, Production Benchmarks)	3 documents; 1 for each brand (SAI; Khelo India; FIT India)	Annually (T + 60 days)
2.	Social Media Account Management		
2.1	Posting & Maintenance of official handles	15+ handles	Daily (24 X 7 availability)
2.2	Strategies for 10% Annual Follower Growth	3 Strategy Docs	T + 30 days
2.3	Integrated Organic Growth & Community Engagement Plan	1 Strategy Doc	Monthly; Within 7 days of the start of each month
2.4	Metadata Archiving (Hard disk/Cloud drive submission)	12 Submissions	Monthly
3.	Content Creation, Curation & Publishing		
3.1	Average No. of Creative Posts for each account per month: Twitter - 150 Tweets Facebook - 150 posts Instagram - 150 posts/Stories Note: This is an indicative number and is subject to change depending on the requirements	Twitter: 150*3 Accounts* 12 months = 5400 posts Facebook: 150*3 Accounts* 12 months = 5400 posts Instagram: 150*3 Accounts* 12 months = 5400 posts	Monthly
3.2	Multilingual Content Adapts (Hindi/English)	As per requirement	Weekly / Daily
3.3	Design of Marketing Collaterals (Booklets/Brochures/Flyers)	1 per months	Monthly
3.4	Event Branding Assets (Backdrops, Standees, Merchandise Design)	Upto 12 master designs and upto 24 adaptations	Annually
3.5	Merchandise Design	Upto 48 designs	Annually

#	Key Deliverables	Expected Units per Annum	Timelines
4.	Video Production & Editing		
4.1	High-quality Short-form Videos on various subjects including events, achievements etc.(Reels/Shorts 30-90 secs)	Upto 50 Videos per month	As per requirements
4.2	Athlete Journey/Training Films (60-90 secs)	Upto 300 Videos	As per requirements
4.3	Live Event Social Coverage (using existing resources)	Upto 24 coverages	Annually
5.	Public Relations & Crisis Management		
5.1	Professional Press Releases	180 (approx. 15/month)	Monthly
5.2	Exclusive Interviews / Press Conferences	Minimum 12 Interactions	As per requirements
5.3	Influencer/Celebrity Engagement Strategy & Execution	Minimum 4 Engagements	As per requirements
5.4	Submission of guidelines on "managing online crisis and handling comments from people"	1	T + 15 days
5.5	Crisis Response Execution (Statements/Briefings)	As required	Real-time / 24 hrs
6.	Campaign Ideation & Execution		
6.1	Conceptualize and Execute Key Campaigns which includes Planning and monitoring	Minimum 12	As per requirements
6.2	Special High-Impact Campaigns (Execution)	Minimum 4 Campaigns	As per requirements
6.3	Audience Engagement Campaigns (Contests/Interactive promotions)	12 Campaigns	Monthly
7.	ORM & Response Management		
7.1	Multilingual Social Listening & Sentiment Tracking	24/7 Monitoring	Real-time
7.2	Response Mechanism Plan	1 Plan	T + 15 days
7.3	Report of Queries received, and counter responses generated along with the status	1*12 = 12 reports	Monthly
8.	Reporting and Analytics		
8.1	Monthly Progress Report (Activity vs Performance)	12 Reports	First 3 days of every month

#	Key Deliverables	Expected Units per Annum	Timelines
8.2	Report on Social Media Presence analysis containing the following: - Social Traffic Analysis - Fan/Follower growth - Comparative FB / Twitter/ Instagram / YouTube Engagement Analysis - Content Analysis of the most engaging types of posts which led to success (Engaging Posts and Social Page Analysis)	1* 5 handles* 3 accounts per Quarter = 60 reports (per month – 20 reports)	Monthly
8.3	Outcome report of each campaign in the form of Buzz report containing: - Share of Voice - Trend Analysis - Topic analysis - Sentiment and Perception Analysis	Depends upon the campaign	Within 10 days of end of each campaign
8.4	Monthly Strategic MIS Dashboards	1*15 handles * 4 quarters = 60 dashboards (20 per months)	Monthly
8.5	Social Media Presence & Competitor Benchmarking Analysis	60 Reports	Monthly
8.6	Detailed analysis report on the strategy for overall promotion of THE PURCHASER on the various Platforms and the results achieved	1*4 = 4 reports (1 report per month)	Monthly
8.7	Photo & Video bank submission (Water mark of SAI logo / as instructed shall be required)	1 per month	Monthly

Note:

- The above list of deliverables is indicative in nature and is subject to change as per the requirements of the project. For each month, the targets will be defined on the basis of the above milestones and progress will be reviewed on the achievement of such monthly targets.
- A monthly progress meeting shall also be conducted through OFFLINE/ONLINE Mode.

5. Key Personnel

The minimum number of proposed key personnel staff along with required education & experience, for undertaking the scope of work and deliverables, is as follows:

	Key Personnel	No. of resources	Minimum Qualification Experience &	Brief Responsibilities and Skills Required
1	Content Production Expert	1	<ul style="list-style-type: none"> • Should have minimum 15 years of experience in editorial content creation and production in Print and TV and Digital. • Content production expert must understand essentials on how to write and edit the written word, but also understand audio-video conceptualization, production and 	<ul style="list-style-type: none"> • Responsible for creating, editing, and managing content across Print, TV, and Digital platforms. • Must have expertise in writing and editing, along with understanding of audio-video conceptualization, production, and editing.

	Key Personnel	No. of resources	Minimum Experience & Qualification	Brief Responsibilities and Skills Required
			<p>editing. Should be able to work and manage a team of content creators and production specialists and be deadline oriented.</p> <ul style="list-style-type: none"> • (Experience Certificate/Proofs may be attached) 	<ul style="list-style-type: none"> • Ability to lead and manage a team of content creators, editors, and production specialists. • Skilled in ideation and execution of large-scale campaigns for national and international media. • Must be deadline-oriented with capability to deliver innovative and impactful content.
2	Communication Expert	1	<ul style="list-style-type: none"> • Should have a minimum 15 years of experience in Planning and Implementation of communication services and stakeholder management. • The person must have project experience in managing PR and communication campaigns of national brands, including Reputation Management. • Wide experience in managing influencer programs and campaign based digital engagement is vital. • Should have experience working with various online tools and technology. He/she will assist the client in developing roadmaps and KPI's for the client accounts. • (Experience Certificate/Proofs may be attached) 	<ul style="list-style-type: none"> • Lead strategic planning and execution of communication campaigns aligned with SAI's objectives and national sports initiatives. • Coordinate at a high level with senior officials at SAI, MoYAS, and associated stakeholders to ensure message consistency and alignment. • Oversee the conceptualization, planning, and delivery of multi-platform media campaigns, ensuring quality, timeliness, and impact. • Provide guidance to communication teams on content development, media engagement, and brand positioning. • Monitor campaign performance, media coverage, and public perception; recommend course corrections as needed. • Act as a key advisor on crisis communication, reputation management, and proactive media strategies.
3	Media Coordinator	1	<ul style="list-style-type: none"> • Should have a minimum of 8 years of experience in media coordination, public communications, and stakeholder engagement, preferably within the sports ecosystem. • Must have demonstrated ability to lead cross-functional teams and deliver complex projects efficiently and within stipulated deadlines. • Proven track record in managing project resources, scheduling, budgeting, and ensuring quality outcomes through structured planning and execution frameworks. • Proficiency in using project management tools, media monitoring dashboards, and 	<ul style="list-style-type: none"> • Responsible for planning, coordinating, and implementing communication services and stakeholder engagement. • Manage PR and communication campaigns of reputed national brands, including reputation management. • Handle influencer programs and campaign-based digital engagement initiatives. • Use online tools and digital technologies for media coordination, monitoring, and reporting. • Assist client requirements in preparing roadmaps, KPIs, and campaign strategies.

	Key Personnel	No. of resources	Minimum Experience & Qualification	Brief Responsibilities and Skills Required
			performance analytics platforms is required.	
4	PR Consultant	2	<ul style="list-style-type: none"> • Should have a minimum of 8 years of experience in developing strategic communication plans, media relations strategies, and public image frameworks across Print, TV, Digital, and Social Media. • Should have experience in conceptualizing and advising on PR campaigns, strategic event positioning, and content frameworks to enhance brand visibility and reputation. • Must possess expertise in media landscape analysis, proactive media engagement, and advising on crisis communication strategies to safeguard and promote the image of the organization. 	<ul style="list-style-type: none"> • Develop and execute media strategies across all program verticals to ensure consistent and positive coverage. • Manage relationships with journalists, media houses, and PR partners to enhance visibility and outreach. • Plan and secure strategic media placements in print, digital, and broadcast platforms. • Coordinate press briefings, media interactions, and content dissemination in alignment with campaign goals. • Track media coverage, generate reports, and provide recommendations for improved media engagement. • Support reputation management by addressing queries, clarifying narratives, and ensuring factual accuracy.
5	Project Manager	1	<ul style="list-style-type: none"> • Should be a graduate/ Postgraduate in business management. • Minimum 8 years of experience in leading teams to deliver project(s) quickly & efficiently as per approved plans. • Manage resources, schedules & financials & adhere to stage gate quality & ensure successful completion of the project in given timelines. • In-depth up to date knowledge of sports industry. • Should have experience of digital engagement strategy and framework. 	<ul style="list-style-type: none"> • Oversee day-to-day execution of media and communication activities across all verticals. • Ensure timely delivery of outputs, adherence to timelines, and quality control of deliverables. • Facilitate seamless coordination between content, media, digital, and outreach teams. • Prepare progress reports, performance dashboards, and periodic reviews for senior management. • Identify operational challenges and propose solutions to maintain workflow efficiency. • Act as the central point of contact for inter-team communication and task alignment.
6	Assistant Project Manager	1	<ul style="list-style-type: none"> • Should be a Graduate/ Postgraduate in any discipline • Minimum 6 years of experience with proven ability to visualize the concept, direct the visuals, manage a team of designers to create a definite product 	<ul style="list-style-type: none"> • Assist the Project Manager in coordinating day-to-day communication activities and ensuring timely task execution. • Research, draft, and edit high-quality content for press releases, reports, social media, speeches, and official documents.

	Key Personnel	No. of resources	Minimum Experience & Qualification	Brief Responsibilities and Skills Required
			<ul style="list-style-type: none"> Responsible for crafting visual designs and strategy which will include Content Marketing, digital engagement and bulk Email/SMS marketing programs Expert working knowledge of Adobe Creative Suite with primary focus on Photoshop, Sketch, and Illustrator Responsibilities also include the technical aspect of content creation, such as basic HTML formatting, Content Management Solutions management and Search Engine Optimization 	<ul style="list-style-type: none"> Ensure content consistency, alignment with SAI's communication strategy, and adherence to government communication norms. Support campaign planning by developing messaging frameworks and content calendars. Collaborate with design, media, and digital teams to ensure integrated content delivery. Maintain a repository of approved content and support the generation of reports and documentation.
7	Creative Expert - Script & Content	1	<ul style="list-style-type: none"> Should possess a minimum of 6 years of experience in scriptwriting, content development, and creative storytelling across multimedia platforms, with a strong emphasis on the sports and public engagement sectors. Demonstrated expertise in conceptualizing and crafting compelling narratives for national campaigns, including experience in scripting for television, digital media, and live events. Proven ability to lead creative teams, manage content production schedules, and ensure alignment with strategic communication objectives and brand guidelines 	<ul style="list-style-type: none"> Ideate and write content for print, digital, and broadcast media. Write scripts/dialogues for video films, graphical and banner campaigns. Conceptualize innovative storytelling for prominent and viral campaigns. Proficient in tools such as Microsoft Office, G Suite, and WordPress for drafting and publishing content. Strong communication skills in English and Hindi, with ability to translate and develop content in Hindi. Conduct primary and secondary research on athletes, events, and campaigns.
8	Senior Video Editor	1	<ul style="list-style-type: none"> Graduate in any discipline Minimum 6 Years of experience in video-editing Experience: Video Editing for advertising films, cinema, documentaries, promotional campaigns Responsible to assemble recorded footage into a finished project that matches client's vision and is suitable for broadcasting. s/he should have sound knowledge on Adobe Premiere, After Effects, Final Cut Pro etc. 	<ul style="list-style-type: none"> Edit raw video footage into engaging, high-quality content for campaigns, social media, presentations, and official releases. Work closely with videographers, content teams, and media managers to ensure message clarity and creative storytelling. Add graphics, subtitles, animations, transitions, and sound to enhance video output. Ensure timely delivery of edited videos in multiple formats suited for various platforms. Maintain a well-organized archive of video content and project files.

	Key Personnel	No. of resources	Minimum Experience & Qualification	Brief Responsibilities and Skills Required
				<ul style="list-style-type: none"> • Ensure brand consistency, compliance with SAI's media guidelines, and alignment with the communication strategy.
9	Senior Graphic Designer	1	<ul style="list-style-type: none"> • Degree in Graphic designing animation • Minimum 6 Years of experience in the Designing Works • Ability to develop creative ideas and concepts, choosing the appropriate digital platforms and style to meet the client's objectives. • Proficiency in Various graphic Design software making banners, infographics, posters, etc. • Experience: Designing Info-Graphics, 2D & 3D animation, VFX, CGI, wide range of digital platforms, including photography & computer aided design. • Would manage the entire process of defining requirements, visualizing & creating graphics that includes illustrations, logos, layouts & photos. 	<ul style="list-style-type: none"> • Design high-quality graphics, creatives, infographics, and layouts for use across print, digital, and social media platforms. • Collaborate with content and media teams to visually communicate key messages and campaign themes. • Ensure brand consistency and adherence to SAI's visual identity guidelines in all design outputs. • Develop creative assets for events, reports, presentations, advertisements, and public-facing materials. • Support rapid design needs for ongoing campaigns and real-time communication requirements. • Manage design files, templates, and archives for easy access and updates.
10	Senior Content Writer	2	<ul style="list-style-type: none"> • Should be a Graduate in any discipline • Minimum 6 Years of experience in expertise to create print and digital content in prominent national and/or international media platforms • Able to do primary and secondary research on athletes, sporting events etc. • Demonstrated experience in ideating and writing scripts for video films, graphical and banner campaigns • Credited with writing script or dialogues for prominent and viral campaigns. Must know how to use a variety of writing and publishing programs, such as Microsoft Office, G Suite and Word Press • Should have very good communication skills in English and Hindi • Should have experience on translating and developing content in Hindi 	<ul style="list-style-type: none"> • Assist the Project Manager in coordinating day-to-day communication activities and ensuring timely task execution. • Research, draft, and edit high-quality content for press releases, reports, social media, speeches, and official documents. • Ensure content consistency, alignment with SAI's communication strategy, and adherence to government communication norms. • Support campaign planning by developing messaging frameworks and content calendars. • Collaborate with design, media, and digital teams to ensure integrated content delivery. • Maintain a repository of approved content and support the generation of reports and documentation.

	Key Personnel	No. of resources	Minimum Experience & Qualification	Brief Responsibilities and Skills Required
11	Content developer/ Digital script content writer/ Researcher	3	<ul style="list-style-type: none"> • Should be a Graduate in any discipline • Minimum 3 Years of experience in expertise to create print and digital content in prominent national and/or international media platforms • Able to do primary and secondary research on athletes, sporting events etc. • Demonstrated experience in ideating and writing scripts for video films, graphical and banner campaigns • Credited with writing script or dialogues for prominent and viral campaigns. Must know how to use a variety of writing and publishing programs, such as Microsoft Office, G Suite, and Word Press • Should have very good communication skills in English and Hindi • Should have experience on translating & developing content in Hindi. 	<ul style="list-style-type: none"> • Create engaging and high-quality print and digital content for media platforms. • Research and develop content for athletes, sporting events, and campaigns. • Draft scripts and dialogues for video films, graphics, and digital campaigns. • Proficient in publishing tools such as Microsoft Office, G Suite, and WordPress. • Communicate effectively in English and Hindi, with ability to translate and adapt content. • Deliver content within deadlines while maintaining quality standards.
12	Graphic designer	3	<ul style="list-style-type: none"> • Degree/Diploma in Graphic designing animation Minimum 3 Years of experience in the Designing Works • Ability to develop creative ideas and concepts, choosing the appropriate digital platforms and style to meet the client's objectives. • Proficiency in Various graphic Design software for making banners, info-graphics, posters, etc Experience: Designing info-graphics, 2D and 3D animation, VFX, CGI, wide range of digital platforms, including photography and computer aided design Would manage the entire process of defining requirements, visualizing and creating graphics that includes illustrations, logos, layouts and photos. 	<ul style="list-style-type: none"> • Design high-quality graphics, creatives, infographics, and layouts for use across print, digital, and social media platforms. • Collaborate with content and media teams to visually communicate key messages and campaign themes. • Ensure brand consistency and adherence to SAI's visual identity guidelines in all design outputs. • Develop creative assets for events, reports, presentations, advertisements, and public-facing materials. • Support rapid design needs for ongoing campaigns and real-time communication requirements. • Manage design files, templates, and archives for easy access and updates.
13	Video Editor	4	<ul style="list-style-type: none"> • Graduate in any discipline • Minimum 3 Years of experience in video-editing 	<ul style="list-style-type: none"> • Edit raw video footage into engaging, high-quality content for campaigns, social media, presentations, and official releases.

	Key Personnel	No. of resources	Minimum Experience & Qualification	Brief Responsibilities and Skills Required
			<ul style="list-style-type: none"> • Experience: Video Editing for advertising films, cinema documentaries, promotional campaigns • Responsible to assemble recorded footage into a finished project that matches client's vision and is suitable for broadcasting. • s/he should have sound knowledge on Adobe premiere, after affects, Final Cut Pro etc. 	<ul style="list-style-type: none"> • Work closely with videographers, content teams, and media managers to ensure message clarity and creative storytelling. • Add graphics, subtitles, animations, transitions, and sound to enhance video output. • Ensure timely delivery of edited videos in multiple formats suited for various platforms. • Maintain a well-organized archive of video content and project files. • Ensure brand consistency, compliance with SAI's media guidelines, and alignment with the communication strategy.
14	Videographer	2	<ul style="list-style-type: none"> • 10+2 • Minimum 2 Years of experience in videography of sports events and general events • Must be equipped to shoot profile video of athletes and coaches 	<ul style="list-style-type: none"> • Capture high-quality photographs and video content for daily events, training sessions, and official campaigns. • Support live coverage, documentation, and content creation for use across print, digital, and social platforms. • Ensure timely editing, formatting, and delivery of visual assets as per communication team requirements. • Maintain a well-organized archive of photos and videos for internal and external use. • Coordinate with media and content teams to align visuals with messaging and branding guidelines. • Ensure proper upkeep of equipment and adherence to SAI's content quality standards.
15	Photographer	2	<ul style="list-style-type: none"> • 10+2 • Minimum 2 years of experience of photography of sports events and general events • Must have covered national or international level sports events 	<ul style="list-style-type: none"> • Capture high-quality photographs and video content for daily events, training sessions, and official campaigns. • Support live coverage, documentation, and content creation for use across print, digital, and social platforms. • Ensure timely editing, formatting, and delivery of visual assets as per communication team requirements. • Maintain a well-organized archive of photos and videos for internal and external use.

	Key Personnel	No. of resources	Minimum Experience & Qualification	Brief Responsibilities and Skills Required
				<ul style="list-style-type: none"> • Coordinate with media and content teams to align visuals with messaging and branding guidelines. • Ensure proper upkeep of equipment and adherence to SAI's content quality standards.
16	Client Servicing Executive	1	<ul style="list-style-type: none"> • Master's degree in management, preferably specialized in Marketing. • Experience & exposure with digital marketing concepts as well as hands-on conceptualization & execution of digital marketing campaigns on various digital channels • Minimum 3 years' experience in a marketing agency or an end user organization in a digital marketing role • Excellent communication skills. • Proficiency in Project management, problem solving and people management skills. 	<ul style="list-style-type: none"> • Manage client servicing with ability to develop roadmaps and KPIs for accounts. • Coordinate with stakeholders for communication and media campaigns. • Prepare and present campaign strategies, performance reports, and evaluations. • Translate client requirements into actionable strategies in coordination with creative/production teams. • Proficient in online tools, reporting dashboards, and communication technologies. • Possess excellent interpersonal and communication skills to manage multiple accounts.
Total		27		

Note:

- The minimum number of resources mentioned above is mandatorily required to undertake the project. However, bidder may deploy additional resources as per requirements of the project.
- All manpower deployed during contract duration will be approved by SAI through interview. In case of replacement, the resource should be equally or more qualified and experienced than the resource being replaced.
- Core team members shall be available with the Bidder prior to submission of this bid. Core team is consisting of the key personnel whose CV(s) are being considered for marking in the evaluation criteria
- The SAI can increase or decrease the contract quantity or Contract Duration up to 25 percent at the time of issue of the contract based on the man-month rates as per the NOA/Contract Agreement. However, once the contract is issued, Contract quantity or contract duration can only be increased up to 25 percent. Bidders are bound to accept the revised quantity or duration.
- The service provider shall ensure that Key resources from Core Team shall remain for the contract duration unless:
 - Unless that person resigns, is terminated for cause, dies, is long-term disabled, is on permitted mandatory leave under Applicable Law or retires; or
 - With SAI's prior written consent.
 - In case of resignation of any resource, the service provider shall immediately inform SAI and will provide a suitable replacement on immediate basis.
 - The service provider must ensure at least 4 weeks overlap period for knowledge transfer in such replacements.

ANNEXURE 'II' | DOCUMENTS TO BE SUBMITTED

The following documents are to be submitted with the RFP. Upload online the scanned copies as per the instructions mentioned in [Annexure X](#).

Sl. No.	Criteria	Document to be submitted online
I. General Documents		
1.	Authorized Signatory	Scanned copy of Power of Attorney in favour of Authorised signatory of Bidding Documents. OR Signed and scanned copy of Board resolution in favour of Authorized signatory of the bidder. (Sample Attached at Annexure-VI)
II. Pre-Qualification Documents: Criteria as Mentioned in Clause 1 of Annexure III.		
1.	Bid Security	Required Documents for EMD and Bid security as per clause 11 of RFP. In case of exemption, supporting document along with Bid Security declarations at Annexure - XIV
2.	Bid Submission Form	Scanned copy of Signed and Stamped Bid Submission Form as per Annexure IV .
3.	Legal Entity	Copy of Certificate of incorporation along with Permanent Account Number (PAN) and GST Certificate
4.	Bidder Credentials	Annexure VII along with Work Order + Completion Certificate/ payment proof from client / certification from a Chartered Accountant certifying receipt of payment of the claimed project value.
5.	Annual Turnover	Copy of CA Certificate as per the format at Annexure-VIII
6.	Net worth	
7.	Declaration regarding Acceptance of all terms and Conditions of the RFP and its subsequent amendments	A declaration confirming Acceptance of all terms and Conditions of the RFP and its subsequent amendments without any deviation.
8.	Fit and Proper Person	Self-certificate and/or Letter of Undertaking to this effect on Bidder's letter head signed by Bidder' authorized signatory, as per conditions mentioned in Annexure III .
9.	Declaration for non-blacklisting	Declaration of Non-Blacklisting as per Annexure-XV
10.	DECLARATION As per GFR Clause 144 (xi)	DECLARATION As per format at Annexure-XVI.
11.	Integrity Pact	2 Original each on Rs 100 Stamp paper duly signed and notarized as per format at Annexure XVIII should be submitted in Original to the following address: Stair Entry No. 5, Khelo India Office, Jawaharlal Nehru Stadium Complex, Gate No.10, Lodhi Road, New Delhi-110003. NOTE: The bid submitted without Integrity Pact (as part of technical bid as well as in hard copy) shall be summarily rejected.
12.	Declaration for Local content	Certificate regarding local content in line with DPIITs Guideline for Public Procurement (Preference to Make in India), Order 2017 and its subsequent amendments. DECLARATION As per format at Annexure-XIX
III. Evaluation Criteria Documents: Criteria as Mentioned in Clause 2 of Annexure III		

Sl. No.	Criteria	Document to be submitted online
A	Experience	Annexure VII along with Work Order + Completion Certificate/ payment proof from client /certification from a Chartered Accountant certifying receipt of payment of the claimed project value.
B	Team	CVs as per format at Annexure IX . along with declaration regarding availability from the part of the resource. Also upload the deployment plan as per Annexure – XVII .
C	Technical Presentation	Copy of Technical presentation should be submitted along with the proposal in pdf format. SAI reserves the right to call the bidder(s) to formally present the same through online medium or in person
D	Annual Turn Over	Certificate by Statutory Auditor/ Chartered Accountant stating turnover in required financial years as per Annexure VIII .
IV.	Financial Bid	
A	Financial Bid	As per format at Annexure XI , Price Bid Format. To be uploaded only in the Price Bid Section of GeM Portal. The value entered in the Price Bid Cell and total value derived from the format should match.

Note: Wherever applicable, the above documents shall be used for evaluation purpose as well. It is the responsibility of Bidder to go through the Bidding Document to ensure furnishing of all required documents in addition to above. All the Bids so submitted must be **unconditional**. Bidders should make sure that all the pages should be **numbered**, and **an index** should be attached as first page with the Bid. The authorized signatory of the Bidder must sign the Bid with proper name, designation duly stamped at appropriate places and initial all the remaining pages of the Bid. SAI reserves its right to demand for original documents as and when required. Nonproduction of original documents shall be considered as a material deviation and may render the cancellation of bid followed by consequences such as forfeiture for Bid amount/Performance security at the discretion of SAI.

ANNEXURE 'III' | ELIGIBILITY & EVALUATION CRITERIA

1. ELIGIBILITY CRITERIA

S. No.	Parameter	Criteria
1	Bid Security/EMD	The Bidder shall submit the bid security for an amount is Rs. 50,00,000.00 as per clause 11 of RFP.
2	Bid Submission Form	Scanned copy of Signed and Stamped Bid Submission Form as per Annexure IV.
3	Legal Entity	Bidder should be a registered legal entity as on the date of submission of bid recognised under the legal statute of the country including any Company, Partnership firms/LLP for last 07 years on the date of submission of bid Registered with the Income Tax (PAN) and GST (GSTN) Authorities in India with active status
4	Turnover	The bidder should have an average annual turnover of at least INR 15 Cr over last three financial years ending March 2025.
5	Bidder's Credential	<p>The Bidder must have completed at least Five (05) Media Consulting Service assignments in last 7 years as on the date of submission of bid, with Central or State Government/Autonomous Bodies/PSUs/ Reputed/Private Organisations (i.e., organisation having turnover of more than 5,000 Crs*)</p> <p>(Further, only those projects having a contract value of INR 1 Crore or above shall be considered for evaluation of the Bidder's credentials. Any project with a contract value less than INR 1 Crore shall not be taken into account for the purpose of meeting the eligibility criteria).</p> <p>Note: Annexure VII along with Work Order + Completion Certificate/ payment proof from client /certification from a Chartered Accountant certifying receipt of payment of the claimed project value.</p> <p>*Self Certified documentary evidence for turnover of the client</p>
6	Net worth	The Net worth of Bidder firm should not be negative as on 31 st March 2025 and should not have eroded by more than 30% in the last 3 years ending on 31 st March 2025
7	Declaration regarding Acceptance of all terms and Conditions of the RFP and its subsequent amendments	A declaration confirming Acceptance of all terms and Conditions of the RFP and its subsequent amendments without any deviation.
8	FIT and Proper Person	Bidder should be Fit and Proper person as per the criteria defined in this RFP document.
9	Declaration for non-blacklisting	Declaration of non-blacklisting as per Annexure-XV
10	DECLARATION As per GFR Clause 144 (xi)	DECLARATION As per format at Annexure-XVI .
11	Integrity Pact	2 Original each on Rs 100 Stamp paper duly signed and notarized as per format at Annexure XVIII should be submitted in Original to the following address:

		<p>Stair Entry No. 5, Khelo India Office, Jawaharlal Nehru Stadium Complex, Gate No.10, Lodhi Road, New Delhi-110003.</p> <p>NOTE: The bid submitted without Integrity Pact (as part of technical bid as well as in hard copy) shall be summarily rejected.</p>
12	Declaration for Local content	DECLARATION As per format at Annexure-XIX.

Note:

MSE under relevant category and registered startups under relevant category will be given exemption in eligibility criteria for as Mentioned at S. No. 1, 3 and 4 (EMD, Prior Experience and Turnover only). Relevant documents to be submitted along with the bid for claiming exemption in the eligibility criteria.

2. EVALUATION CRITERIA

The technical bid of each eligible Bidder shall be evaluated in accordance with the following methodology:

#	CRITERIA	Max. Marks
A	Experience	35
A1.	<p>Existence of the Firm (As on bid Submission on date):</p> <ul style="list-style-type: none"> 7 or more years but less than 10 years: 5 marks 10 or more years but less than 12 years: 7 Marks More than 12 years: 10 marks. <p>Note:</p> <ul style="list-style-type: none"> A company incorporated in India under the Companies Act, 1956 or 2013 and subsequent amendments thereto, Partnership Firms (LLP Act,2008 or Partnership Act, 1932) or Proprietary Firms. Registered with the Income Tax (PAN) and GST (GSTN) Authorities in India with active status 	10
A2	<p>Turnover</p> <p>Average annual turnover (in Rs Crore) with in the last three Financial Years ending March- 2025.</p> <ul style="list-style-type: none"> 15 Crore or more but less than 30 Crore: 4 marks 30 Crore or more but less than 45 Crore: 8 marks More than 45 Crore: 10 marks 	10
A3.A	<p>Contract Value</p> <p>The Agency should have delivered *similar scope of work/similar project type for Central or State Government/Autonomous Bodies/PSUs/Reputed/Private Organisations (i.e., organisation having turnover of more than 5,000 Crs**) in last 7 years from the proposal submission date.</p> <ul style="list-style-type: none"> 5 similar projects – 02 Marks <p>Each additional project shall be awarded 2 mark subject to maximum 10 marks</p> <p>(The Project less than INR 1 Crore of contract value shall be excluded from bid evaluation criteria)</p> <p>*Similar Work/Project type means Digital campaigns/Multimedia brand campaign/Multimedia creative production, Digital Branding and Positioning, Digital Communications, Online Content creation and management, Planning and executing Influencer programs, Social Listening, and Online Reputation Management</p> <p>**Self Certified documentary evidence for turnover of the client</p>	10
A3.B	<p>Sports Domain</p> <p>The Agency should have delivered *similar scope of work in sports domain for Central or State Government/Autonomous Bodies/PSUs/ Reputed/Private Organisations (i.e., organisation having turnover of more than 5,000 Crs**) in last 7 years from the proposal submission date.</p> <ul style="list-style-type: none"> 2 mark per project subject to maximum of 5 marks <p>(The Project less than INR 1 Crore of contract value shall be excluded from bid evaluation criteria)</p> <p>*Similar Work/Project type means Digital campaigns/Multimedia brand campaign/Multimedia creative production, Digital Branding and Positioning, Digital Communications, Online Content creation and management, Planning and executing Influencer programs, Social Listening, and Online Reputation Management</p> <p>**Self Certified documentary evidence for turnover of the client.</p> <p>Note: for the purpose of evaluation, the project considered under A3.A shall not be considered for evaluation under A3.B</p>	05
B	Quality of Proposed Team	25

B.1	<p>Content Production Expert Years of Experience (Max. 4 Marks)</p> <ul style="list-style-type: none"> • 15 or more years but less than 18 years of total experience – 2 marks • 18 or more years but less than 20 years of total experience – 3 marks • 20 Years or more than – 4 marks <p>The proposed expert shall be evaluated based on full-time national-level projects, as detailed below (Max. 3 Marks):</p> <ul style="list-style-type: none"> • 3 Projects - 1 marks • 4 Projects to 6 Project - 2 marks • 7 Projects or More - 3 marks <p>Note: Experience should be as per Clause 5 i.e. Key Personnel of Annexure I (Terms of Reference) for Projects of Similar in nature</p>	07
B.2	<p>Communication Expert Years of Experience (Max. 4 Marks)</p> <ul style="list-style-type: none"> • 15 or more years but less than 18 years of total experience – 2 marks • 18 or more years but less than 20 years of total experience – 3 marks • 20 Years or more than – 4 marks <p>The proposed expert shall be evaluated based on full-time national-level projects, as detailed below (Max. 3 Marks):</p> <ul style="list-style-type: none"> • 3 Projects - 1 marks • 4 Projects to 6 Project - 2 marks • 7 Projects or More - 3 marks <p>Note: Experience should be as per Clause 5 i.e. Key Personnel of Annexure I (Terms of Reference) for Projects of Similar in nature</p>	07
B.3	<p>Media Coordinator Years of Experience (Max. 4 Marks)</p> <ul style="list-style-type: none"> • 8 or more years but less than 10 years of total experience – 2 marks • 10 Years or more than - 4 marks <p>Note: Experience should be as per Clause 5 i.e. Key Personnel of Annexure I (Terms of Reference) for Projects of Similar in nature</p>	04
B.4	<p>PR Consultant Years of Experience (Max. 3 Marks)</p> <ul style="list-style-type: none"> • 8 or more years but less than 10 years of total experience – 2 marks • 10 Years or more than - 3 marks <p>Note: Experience should be as per Clause 5 i.e. Key Personnel of Annexure I (Terms of Reference) for Projects of Similar in nature</p>	03
B.5	<p>Project Manager Years of Experience (Max. 4 Marks)</p> <ul style="list-style-type: none"> • 8 or more years but less than 10 years of total experience – 2 marks • 10 Years or more than - 4 marks <p>Note: Experience should be as per Clause 5 i.e. Key Personnel of Annexure I (Terms of Reference) for Projects of Similar in nature</p>	04
C	Approach, Methodology, Technology, Work Plan and Campaigning through Presentation	40
C.1	<p>Approach, Methodology, Technology, Work Plan and Campaigning through Presentation.</p> <ul style="list-style-type: none"> • Technical Approach, Methodology including Presentation • Work Plan based on Terms of Reference • Campaigning Experience (National / International) • Quality of the Proposed Team, as Assessed During Interaction with the Committee <p>Firm should ensure that the technical presentation must be submitted along with the technical bid.</p>	40

	SAI at its sole discretion may award the marks upon calling for a Physical/Virtual Presentation or may award the said marks upon evaluating the presentation submitted as part of the Technical bid.	
Total		100

Note:

1. Documentation required against each criterion is detailed in [Annexure II](#).
2. The (project) experiences that would be claimed by the Applicant against any criteria both for eligibility as well as for technical evaluation must have been executed as the primary/ lead consultant by the Applicant's legal entity submitting the bid for this RFP. All experiences should be from India.
3. The experience shall be counted after fulfilling the criteria of minimum qualification.

ANNEXURE 'IV' | BID SUBMISSION FORM

To,
Sports Authority of India.

Sub: SELECTION OF COMMUNICATION AGENCY

Dear Sir,

1. With reference to the RFP dated for the above captioned project, and clarification issued by SAI, New Delhi thereof, I/We _____, having examined all relevant documents and understood their contents, hereby submit our Proposal for Engagement with SAI (Sports Authority of India) as Agency for Selection of Communication Agency as per terms mentioned in this RFP.
2. All information provided in the Proposal and in the Appendices is true and correct and all documents accompanying such Proposal are true copies of their respective originals.
3. This statement is made for the express purpose of this RFP and for associating with SAI for the afore SAI Project.
4. I/We shall make available to SAI, any additional information it may deem necessary or require for supplementing or authenticating the Proposal.
5. I/We acknowledge the right of the SAI, to reject our application without assigning any reason or otherwise and hereby waive our right to challenge the same on any account whatsoever.
6. I/We agree to keep our Bid valid for acceptance for 90 (ninety) days or for subsequently extended period, if any, agreed to by us. We also accordingly confirm to abide by this Bid up to the afore SAI period and this Bid may be accepted any time before the expiry of the afore SAI period
7. I/We certify that in the last three years, we or any of our Associates have neither failed to perform on any contract, as evidenced by imposition of a penalty by an arbitral or judicial authority or a judicial pronouncement or arbitration award against the Bidder, nor been expelled from any project or contract by any public authority nor have had any contract terminated by any public authority for breach on our part.
8. I/we certify that we fulfil the "Fit and Proper Person" criteria as mentioned in this RFP document.
9. I/we understand that SAI may cancel the Selection Process at any time and that SAI neither bound to accept any Proposal that SAI may receive nor to select the Bidder without incurring any liability to the Bidders.
10. The undersigned is authorized to sign the documents being submitted through this RFP. (A copy of Power of Attorney/Board Resolution is enclosed)
11. The information provided herewith is true and correct to our best knowledge. If any discrepancies are found in the information provided or if the information provided is not correct, our firm would be fully responsible for that. We understand in such cases our bids are liable to be rejected.

I declare that:

- a. I/We have examined and have no reservations to the RFP Documents, including any Addendum issued by SAI.
- b. I/We have not directly or indirectly or through an agent engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice, or restrictive practice, in respect of any tender or request for proposal issued by or any agreement entered into with SAI or any other public sector enterprise or any government, Central or State; and
- c. I/We hereby certify that we have taken steps to ensure that, no person acting for us or on our behalf will engage in any corrupt practice, fraudulent practice, coercive practice, undesirable practice, or restrictive practice.
- d. It is certified that the bidder is not directly to any employee of Sports Authority of India/ Ministry of Youth Affairs and Sports. A person is deemed to be a relative of another if, and only, if
 - a. They are members of a Hindu undivided family; or
 - b. They are husband and wife; or
 - c. The one is not legally related to the other Sister (including stepsister)

Yours faithfully,

(Signature, name, and designation of the authorized signatory)

(Name and seal of the Bidder)

ANNEXURE 'V' | BANK GUARANTEE FORM FOR BID SECURITY

Whereas _____ (hereinafter called the "Bidder") has submitted its quotation dated _____ for the supply of _____ (hereinafter called the "Bid") against the SAI's Bid Reference No. _____ Know all persons by these presents that we _____ of _____ (Hereinafter called the "Bank") having our registered office at _____ are bound unto Sports Authority of India, New Delhi 110003 (hereinafter called the "Purchaser) in the sum of _____ for which payment will and truly to be made to SAI, the Bank binds itself, its successors and assigns by these presents. Sealed with the Common Seal of the said Bank this _____ day of _____ 20____. The conditions of this obligation are:

(1) If the Bidder withdraws or amends, breaches the terms and conditions of the tender document, impairs or derogates from the Bid in any respect within the period of validity of this Bid.

(2) If the Bidder having been notified of the acceptance of his Bid by the SAI during the period of its validity:

- a) Fails or refuses to furnish the performance security for the due Performance of the contract.
- or
- b) Fails or refuses to accept/execute the Rate Contract.

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

This guarantee will remain in force for a period of forty-five days after the period of Bid validity of 45 days i.e., for 135 days (90 days + 45 days) from the date of Bid Opening and any demand in respect thereof should reach the Bank not later than the above date.

(Signature of the authorised officer of the Bank)

Name and designation of the officer

Seal, name & address of the Bank and address of the Branch

ANNEXURE 'VI' | POWER OF ATTORNEY (SAMPLE)

(Note- Board resolution in case of company)

Know all men by these presents, we, (name of Firm and address of the registered office) do hereby constitute, nominate, appoint and authorize Mr. /Ms.....son/daughter/wife and presently residing at, who is presently employed with us and holding the position ofas our true and lawful attorney (hereinafter referred to as the "Authorized Representative") to do in our name and on our behalf, all such acts, deeds and things as are necessary or required in connection with or incidental to submission of our proposal for Engagement with SAI including but not limited to signing and submission of all applications, proposals and other documents and writings, participating in pre-proposal and other conferences and providing information/ responses to SAI, representing us in all matters before SAI, signing and execution of all contracts and undertakings consequent to acceptance of our proposal and generally dealing with SAI, in all matters in connection with or relating to or arising out of our Proposal for said Project and/or upon award thereof to us till the entering into of the Agreement with SAI.

AND we do hereby agree to ratify and confirm all acts, deeds and things lawfully done or caused to be done by our said Authorized Representative pursuant to and in exercise of the powers conferred by this Power of Attorney and that all acts, deeds, and things done by our said Authorized Representative in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us.

IN WITNESS WHEREOF WE, THE ABOVE-NAMED PRINCIPAL HAVE EXECUTED THIS POWER OF ATTORNEY ON THIS DAY OF, 2024.

For
(Signature, name, designation, and address)

Witnesses:

- 1.
- 2.

Notarized Accepted

.....
(Signature, name, designation, and address of the Attorney)

Notes:

The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executant(s) and when it is so required the same should be under common seal affixed in accordance with the required procedure. The Power of Attorney should be executed on a non-judicial stamp paper of INR 100 (Hundred) and duly notarized by a notary public.

ANNEXURE 'VII' | ELIGIBLE PROJECTS UNDERTAKEN BY THE BIDDER

The following information should be provided in the format below for each Eligible Project for which Bidder was legally contracted by the respective Purchaser/Client of the Bidder stated as a single entity.

(i)	Assignment Name	
(ii)	Type of Project	
(iii)	Name, Contact No. & email of SAI Representative:	
(iv)	Year in which Project took place	
(v)	Location of Project	
(vi)	Contract Value	
(vii)	Payment received	
(viii)	Narrative Description of the Scope of work of the assignment	
(IX)	Status of the assignment	

IMPORTANT:

1. Use separate sheet for each Eligible Project. Please mark each sheet as 1, 2, 3..... for each different project.
2. Please provide proof of eligible projects undertaken with a copy of Work Order + Completion Certificates/ payment proof of client to the extent of project cost/ certification from CA certifying receipt of payment to the extent of the project cost and in case of ongoing projects, at least payment of 80% of the project cost received till bid submission date along with satisfactory progress report of the project shall be submitted. The submitted testimonial MUST contain detailed description of work (Scope of Work and TOR) carried out by the Bidder.

ANNEXURE 'VIII' | ANNUAL TURNOVER

S. NO.	FINANCIAL YEAR	ANNUAL TURNOVER (INR)	Net-Worth (INR)
1.	2022-23		
2.	2023-24		
3.	2024-25		

Certificate from the Statutory Auditor

This is to certify that the average turnover of the bidder from in the last three years is Rs. _____ . (In words)

Further, The Net worth of Bidder Firm is as on 31st March 2025 and the same has not been eroded by more than 30% in the last 3 years ending on 31st March 2025.

Name of the audit firm:

Seal of the audit firm

Date:

(Signature, name and designation of the authorized signatory)

Note:

- In case the Bidder does not have a statutory auditor, it shall provide the certificate from its chartered accountant (CA) that ordinarily audits the annual accounts of the Bidder.

ANNEXURE 'IX' | FORMAT FOR CV

Name of Firm:	
Name of Professional:	
Position:	
Date of Birth:	
Country of Citizenship/Residence:	

Education:

Name of Institution	Degree Obtained (DD/MM/YY)	Year of Obtainment (DD/MM/YY)

Countries of work experience:

Employment Record

S. No	Name of Organisation	Position Held	Period From (MM/YYYY)	Period To (MM/YYYY)

Total Work Experience (Relevant): (in yy/mm/dd)

Brief Write-up of overall experience:

Work Experience:

Detailed Tasks Assigned	Reference to Prior Work/Assignments that Best Illustrates Work Experience
	Name of Assignment: Year: Client: Project Details: Main project features: Position Held: Activities performed:
	•
	•
	•

Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience, and I am available to undertake the assignment in case of an award. I understand that any misstatement or misrepresentation described herein may lead to my disqualification or dismissal by SAI.

Name of Expert/ Personnel

Signature

Date

Endorsement of HR Department/Head of Academic Department/ Authorised Signatory Signing the bid.

ANNEXURE 'X' | INSTRUCTIONS FOR ONLINE BID SUBMISSION

Please refer to GeM Portal (<https://gem.gov.in>) for instruction on online bid submission.

ANNEXURE 'XI' | PRICE BID FORMAT

Name of Work: Bid for Selection of Communication Agency.

S.no	Resource	Number	Man Month Rate (Exclusive of Taxes)	Tax %	Tax Amount	Man Month Rate (Inclusive of Taxes)	Man Month Rate for 12 Month (Inclusive of Taxes)	Provision for a 7% year-on-year increase based on performance, as per the relevant clause of the RFP.			
								Year 2 (In Rs)	Year 3 (In Rs)	Year 4 (In Rs)	Year 5 (In Rs)
1	Content Production Expert	1			0	0	0	0	0	0	0
2	Communication Expert	1			0	0	0	0	0	0	0
3	Media Coordinator	1			0	0	0	0	0	0	0
4	PR Consultant	2			0	0	0	0	0	0	0
5	Project Manager	1			0	0	0	0	0	0	0
6	Assistant Project Manager	1			0	0	0	0	0	0	0
7	Creative Expert - Script & Content	1			0	0	0	0	0	0	0
8	Senior Video Editor	1			0	0	0	0	0	0	0
9	Senior Graphic Designer	1			0	0	0	0	0	0	0
10	Senior Content Writer	2			0	0	0	0	0	0	0
11	Content developer/Digital script content writer/ Researcher	3			0	0	0	0	0	0	0
12	Graphic designer	3			0	0	0	0	0	0	0
13	Video Editor	4			0	0	0	0	0	0	0
14	Videographer	2			0	0	0	0	0	0	0
15	Photographer	2			0	0	0	0	0	0	0
16	Client Servicing Executive	1			0	0	0	0	0	0	0
Total							0	0	0	0	0
Total Cost (For 5 Years) Inclusive all Taxes											0
Grand Total in Words (To be filled by the bidders)											

NOTE:

1. Taxes will be applicable as per existing government norms.
2. Bidder should consider all overhead costs while quoting.
3. The above price bid to be uploaded in pdf format. The same shall not be part of technical bid. Submission of Price bid as a part of technical bid shall result in rejection of the bid.
4. The contract shall initially be awarded for 3 years.
5. SAI reserves the right to increase or decrease the contract quantity and/or contract duration up to 25% at the time of issuance of the NOA/Contract Agreement, based on the total contract cost. However, once the contract is issued, Contract quantity or contract duration shall not exceed the 25% of the overall tender value. The bidder shall be bound to accept the revised quantity and/or duration, as applicable.

ANNEXURE 'XII' | - BANK GUARANTEE FORM FOR PERFORMANCE SECURITY

To

_____.

WHEREAS _____ (Name and address of the supplier) (Hereinafter called "the supplier") has undertaken, in pursuance of Contract no _____ dated _____ for (description of services) (herein after called "the contract"). AND WHEREAS it has been stipulated by you in the said contract that the supplier shall furnish you with a bank guarantee from a scheduled commercial bank recognized by you for the sum specified therein as security for compliance with its obligations in accordance with the contract; AND WHEREAS we have agreed to give the supplier such a bank guarantee;

NOW THEREFORE we hereby affirm that we are guarantors and responsible to you, on behalf of the supplier, up to a total of. _____ (Amount of the guarantee in words and figures), and we undertake to pay you, upon your first written demand declaring the supplier to be in default under the contract and without cavil or argument, any sum or sums within the limits of (amount of guarantee) as aforesaid, without your needing to prove or to show grounds or reasons for your demand or the sum specified therein.

We hereby waive the necessity of your demanding the said debt from the supplier before presenting us with the demand.

We further agree that no change or addition to or other modification of the terms of the contract to be performed there under or of any of the contract documents which may be made between you and the supplier shall in any way release us from any liability under this guarantee and we hereby waive notice of any such change, addition or modification.

This guarantee shall be valid up to ----- days beyond the date of expiry of contract period as per RFP.

(Signature with date of the authorized officer of the Bank)

.....
Name and designation of the officer
.....
.....

Seal, name & address of the Bank and address of the Branch

ANNEXURE 'XIII' | - DRAFT CONTRACT AGREEMENT FORMAT

Contract No _____ dated _____

This is in continuation to this office's Notification of Award No. _____ dated _____

1. Name & address of the Agency: _____
2. SAI's Bidding Document/RFP No _____ dated _____ and subsequent Amendment No _____, dated _____ (if any), issued by the SAI.
3. Contractor's Bid No _____ dated _____ and subsequent communication(s) No _____ dated _____ (if any), exchanged between the Contractor and the SAI in connection with this Bid.
4. In addition to this Contract Agreement Form, the following documents etc, which are included in the documents mentioned under paragraphs 2 and 3 above, shall also be deemed to form and be read and construed as integral part of this contract:

- (i) General Terms and Conditions of Contract as mentioned in above RFP
- (ii) Scope of Services as mentioned in Terms of Reference of the RFP
- (iii) Other Terms and Conditions of the RFP and Bid;
- (iv) Bid Form furnished by the Contractor
- (v) Price Schedule(s) furnished by the Contractor in its Bid;
- (vi) SAI's Notification of Award

5. Some terms, conditions, stipulations etc. out of the above-referred documents are reproduced below for ready reference:

(i) Brief particulars of services which shall be performed/ provided by the agency are as under:

Schedule No.	Brief description of services	Total Charges	Period of contract	Total contract value

Taxes, if any _____

Total value (in figure) _____ (In words) _____

- (ii) Period of contract:
- (iii) Details of Performance Security:
- (iv) Payment terms:

(Signature, name and address of the SAI's authorised official)
For and on behalf of _____

Received and accepted this contract

 (Signature, name and address of the contractor's executive duly authorised to sign on behalf of the contractor)
 For and on behalf of _____
 (Name and address of the Contractor)

 (Seal of the Contractor)

Date: _____

Place: _____

ANNEXURE XIV | - Bid Securing Declaration

(To be submitted by bidder seeking EMD exemptions)

Bidder's Reference No. _____

Date.....

To
SECRETARY
Sports Authority of India
Jawaharlal Nehru Stadium
(Gate No. 10), Lodhi Road
New Delhi-11003

Ref: Tender Document No..... for

Sir/ Madam,

We, the undersigned, solemnly declare that: We understand that according to the conditions of this Tender Document, the bid must be supported by a Bid Securing Declaration in case the bidder is seeking EMD exemption.

We unconditionally accept the conditions of this Bid Securing Declaration. We understand we shall stand automatically suspended from being eligible for bidding in any tender in Procuring Organisation for 2 years from the date of opening of this bid if we breach our obligation(s) under the tender conditions if we:

- a) withdraw/ amend/ impair/ derogate, in any respect, from our bid, within the bid validity; or
- b) being notified within the bid validity of the acceptance of our bid by the Procuring Entity:
 - i. refused to or failed to produce the original documents for scrutiny or the required Performance Security within the stipulated time under the conditions of the Tender Document.
 - ii. Fail or refuse to sign the contract.

We know that this bid-Securing Declaration shall expire if the contract is not awarded to us, upon:

- i. receipt by us of your notification
 - (a) of cancellation of the entire tender process or rejection of all bids or
 - (b) of the name of the successful bidder or
- ii. forty-five days after the expiration of bid validity any extension to it.

(Signature with date)

(Name and designation)

Duly authorized to sign bid for and on behalf of.....

[name & address of Bidder and seal of company]

Dated on day of [insert date of signing]

Place.....[insert place of signing]

DA:.....

ANNEXURE 'XV' | - Format for Undertaking towards not being Blacklisted

I, _____ Authorized Signatory of M/s _____ hereby give undertaking that we, as a company are not black-listed by any Government Department/Regulatory body/CPSU/ PSU Banks/Autonomous Bodies/Statutory Bodies/ or any entity controlled by them under any Central/ State Govt/ PSU act/ rule or by National/ International financial institutions.

Further, if information furnished above stands false at any stage, we shall be completely liable for actions taken by SAI as per terms & conditions of the tender including disqualification and exclusion from future contracts/assignments.

(Signature of Authorized Signatory) Name:

Designation: Seal:

ANNEXURE XVI | - Format for Self-Declaration regarding Restriction under Rule 144 (XI) of GFR 2017 (Land Border Sharing) (to be printed in letter head)

DECLARATION BY AUTHORISED SIGNATORY OF THE FIRM

I, the undersigned, _____ (full names), do hereby declare, in my capacity as _____ of M/s _____ (name of bidder entity), that:

1) I have read the Order (Public Procurement No.1, 2 & 3) dtd 23 Jul 2020 & 24 Jul 2020 office memorandum (OM) No. F.18/37/2020-PPD Dt:08.02.2021, OM NO. F.12/1/2021-PPD (Pt) dated 02.03.2021 and OM No. F.7/10/2021-PPD dated 08.06.2021 and OM No.F.7/10/2021-PPD dated 23.02.2023 on the subject of Restrictions under Rule 144 (xi) of the General Financial Rules (GFRs), 2017 regarding restrictions on procurement from a bidder of a country which shares a land border with India and comply to all the provisions of the Order.

2) I certify that M/s _____ (name of bidder entity) is not from such a country or, is from such a country (strike out whichever is not applicable), has been registered with the Competent Authority. I hereby certify that this SUPPLIER fulfils all requirements in this regard and is eligible to be considered. [Where applicable, evidence of valid registration by the Competent Authority is attached]

3) I understand that the submission of incorrect data and / or if certificate / declaration given by M/s _____ (name of bidder entity) is found to be false, this would be a ground for debarment and further legal action in accordance with law as per Clause 18 of Procurement Policy Division OM No.F.7/10/2021-PPD dated 23.02.2023.

AUTHORISED SIGNATURE: DATE: _____

Seal / Stamp of Bidder

ANNEXURE 'XVII' | DEPLOYMENT PLAN

The bidders are required to submit the deployment plan in below format:

Sl. No.	Name	Designation of the resource as per RFP
1		Content Production Expert
2		Communication Expert
3		Media Coordinator
4		PR Consultant
5		Project Manager

ANNEXURE 'XVIII' | - Integrity Pact

(Format of Integrity Pact) PRE-CONTRACT INTEGRITY PACT

This pre-bid /pre contract Agreement (hereinafter called Integrity Pact) is made onday of the month of 20.. between, on one hand, Sports Authority of India, hereinafter referred to as "The Buyer" which expression shall mean and include, unless the context otherwise requires, his successors in office and assigns of the First Part.
And

M/s....., a company/ firm/ individual (status of the company), PSU/Partnership/Joint Venture and having its registered office atrepresented by Shri....., hereinafter referred to as "The Bidder/Seller" which expression shall mean and include, unless the context otherwise requires, his successors and permitted assigns of the Second Part.

WHEREAS the Buyer proposes to procure (Name of the work/ goods/ services) and the Bidder/Seller is willing to offer against NIT No....., aforesaid proposal of the buyer.

WHEREAS the Bidder is a private company / public company/ Government undertaking/ partnership/ consortium/ joint venture company/ Firm/ Individual (status of the Company), constituted in accordance with the relevant law in the matter and the Buyer is an autonomous body under Ministry of Youth Affairs and Sports.

NOW, THEREFORE, To avoid all forms of corruption by following a system that is fair, transparent and free from any influence/prejudiced dealings prior to, during and subsequent to the currency of the contract to be entered into with a view to:-

Enabling the Buyer to obtain the desired said (goods/ services) at a competitive price in conformity with the defined specifications by avoiding the high cost and the distortionary impact of corruption on public procurement, and
Enabling the Bidder(s) to abstain from bribing or indulging in any corrupt practice in order to secure the contract by providing assurance to them that their competitors will also abstain from bribing and other corrupt practices and the buyer will commit to prevent corruption, in any form, by its officials by following transparent procedures.

The parties here by agree to enter into this Integrity Pact & agree as follows:

1.0 Commitments of the buyer

- 1.1 The Buyer undertakes that no official of the buyer, connected directly or indirectly with the contract, will demand, take a promise for or accept, directly or through intermediaries, any bribe, consideration, gift, reward, favour or any material or immaterial benefit or any other advantage from the Bidder, either for themselves or for any person, organization or third party related to the contract in exchange for an advantage in the bidding process, bid evaluation, contracting or implementation process related to the contract.
- 1.2 The Buyer will, during the pre-contract stage, treat all Bidders alike, and will provide to all the Bidders the same information and will not provide any such information to any particular Bidder which could afford an advantage to that particular Bidder in comparison to other Bidders.
- 1.3 All the officials of the buyer will report to the appropriate Authority any attempted or completed breaches of the above commitments as well as any substantial suspicion of such a breach.

2.0 In case any such preceding misconduct on the part of such official(s) is reported by the Bidder to the buyer with full and verifiable facts and the same is prima facie found to be correct by the buyer, necessary disciplinary proceedings, or any other action as deemed fit, including criminal proceedings may be initiated by the buyer and such a person shall be debarred from further dealings related to the contract process. In such a case while an enquiry is being conducted by the buyer the proceedings under the contract would not be stalled.

3.0 Commitments of the Bidder(s)

The Bidder(s) commits itself to take all measures necessary to prevent corrupt practices, unfair means and illegal activities during any stage of its bid or during any pre-contract or post-contract stage in order to secure the contract or in furtherance to secure it and in particular commit itself to the following:

- 3.1 The Bidder(s) will not offer, directly or through intermediaries, any bribe, gift, consideration, reward, favour, any material or immaterial benefit or other advantage, commission, fees, brokerage or

inducement to any official of the buyer, connected directly or indirectly with the bidding process, or to any person, organization or third party related to the contract in exchange for any advantage in the bidding, evaluation, contracting and implementation/completion of the contract.

- 3.2 The Bidder further undertakes that it has not given, offered or promised to give, directly or indirectly any bribe, gift consideration, reward, favour, any material or immaterial benefit or other advantage, commission, fees, brokerage or inducement to any official of the buyer or otherwise in procuring the Contract or forbearing to do or having done any act in relation to the obtaining or execution of the contract or any other contract with the Government for showing or forbearing to show favour or disfavour to any person in relation to the contract or any other contract with the Government.
- 3.3 The Bidder(s) shall disclose the name and address of agents and representatives, and Indian Bidder(s) shall disclose their foreign principals or associates.
- 3.4 The Bidder(s) shall disclose the payments to be made by them to agents/brokers or any other intermediary, in connection with this bid/contract.
- 3.5 The BIDDER further confirms and declares to the BUYER that the BIDDER is the original manufacturer/integrator/authorised government sponsored export entity of the defence stores and has not engaged any individual or firm or company whether Indian or foreign to intercede, facilitate or in any way to recommend to the BUYER or any of its functionaries, whether officially or unofficially to the award of the contract to the BIDDER, nor has any amount been paid, promised or intended to be paid to any such individual, firm or company in respect of any such intercession, facilitation or recommendation.
- 3.6 The Bidder, either while presenting the bid or during pre-contract negotiations or before signing the contract, shall disclose any payments he has made, is committed to or intends to make to officials of the buyer or their family members, agents, brokers or any other intermediaries in connection with the contract and the details of services agreed upon for such payments.
- 3.7 The Bidder will not collude with other parties interested in the contract to impair the transparency, fairness and progress of the bidding process, bid evaluation, contracting and implementation of the contract.
- 3.8 The Bidder will not accept any advantage in exchange for any corrupt practice, unfair means and illegal activities.
- 3.9 The Bidder shall not use improperly, for purposes of competition or personal gain, or pass on to others, any information provided by the buyer as part of the business relationship, regarding plans, technical proposals and business details, including information contained in any electronic data carrier. The Bidder also undertakes to exercise due and adequate care lest any such information is divulged.
- 3.10 The Bidder(s) commits to refrain from giving any complaint directly or through any other manner without supporting it with full and verifiable facts.
- 3.11 The Bidder(s) shall not instigate or cause to instigate any third person to commit any of the actions mentioned above.
- 3.12 If the Bidder or any employee of the Bidder or any person acting on behalf of the Bidder, either directly or indirectly, is a relative of any of the officers of the Buyer, or alternatively, if any relative of an officer of the buyer has financial interest/stake in the Bidder(s) firm, the same shall be disclosed by the Bidder at the time of filling of tender.

The term 'relative' for this purpose would be as defined in Section 6 of the Companies Act 1956.

- 3.13 The Bidder(s) shall not lend to or borrow any money from or enter into any monetary dealings or transactions, directly or indirectly, with any employee of the Buyer.

4.0 Previous Transgression

- 4.1 The Bidder(s) declares that no previous transgression occurred in the last three years immediately before signing of this Integrity Pact, with any other company in any country in respect on any corrupt

practices envisaged hereunder or with any Public Sector Enterprise in India or any Government Department in India that could justify Bidder's exclusion from the tender process.

- 4.2 The bidder agrees that if I make incorrect statement on this subject, Bidder can be disqualified from the tender process or the contract , if already awarded, can be terminated for such reason.

5.0 Earnest Money (Security Deposit)

- 5.1 While submitting commercial bid, the bidder shall deposit an amount (to be specified in RFP) as Earnest Money/Security Deposit, with the Buyer through any of the following instruments:
- i. Bank Draft or Pay Order in Favour of.....
 - ii. A confirmed guarantee by an Indian Nationalized bank, promising payment of guarantee sum to the buyer on demand within three working days without any demur whatsoever and without seeking any reason whatsoever. The demand for payment by the buyer shall be treated as conclusive proof of payment
 - iii. Any other mode or through any other instrument (to be specified in the RFP)
- 5.2 The Earnest Money/Security Deposit shall be valid for a period of forty-five (45) days beyond the validity period of the bid. The Bid Security shall be valid for 90 days from the date of opening of the Technical Bid i.e. upto 135 days (90 + 45 Days).
- 5.3 In case of the successful BIDDER a clause would also be incorporated in the Article pertaining to Performance Bond in the Purchase Contract that the provisions of Sanctions for Violation shall be applicable for forfeiture of Performance Bond in case of a decision by the BUYER to forfeit the same without assigning any reason for imposing sanction for violation of this Pact.
- 5.4 No interest shall be payable by the BUYER to the BIDDER on Earnest Money/Security Deposit for the period of its currency.

6.0 Sanctions for Violations

- 6.1 Any breach of the aforesaid provisions by the Bidder or any one employed by it or acting on its behalf shall entitle the buyer to take all or any one of the following actions, wherever required:
- i. To immediately call off the pre contract negotiations without assigning any reason or giving any compensation to the Bidder. However, the proceedings with the other Bidder(s) would continue.
 - ii. The Earnest Money Deposit (in pre-contract stage) and/or Security Deposit/Performance Bond (after the contract is Signed) shall stand forfeited either fully or partially, as decided by the buyer and the buyer shall not be required to assign any reason thereof.
 - iii. To immediately cancel the contract, if already signed, without giving any compensation to the Bidder.
 - iv. To recover all sums already paid by the BUYER, and in case of an Indian BIDDER with interest thereon at 2% higher than the prevailing Prime Lending Rate of State Bank of India, while in case of a BIDDER from a country other than India with interest thereon at 2% higher than the LIBOR. If any outstanding payment is due to the BIDDER from the BUYER in connection with any other contract for any other stores, such outstanding payment could also be utilised to recover the aforesaid sum and interest.
 - v. To encash the advance bank guarantee and performance bond/warranty bond, if furnished by the BIDDER, in order to recover the payments, already made by the BUYER, along with interest.
 - vi. To cancel all or any other Contracts with the BIDDER. The BIDDER shall be liable to pay compensation for any loss or damage to the BUYER resulting from such cancellation/rescission and the BUYER shall be entitled to deduct the amount so payable from the money(s) due to the BIDDER.
 - vii. To debar the Bidder from participating in future bidding processes of the Govt. of India for a minimum period of two years, which may be further extended at the discretion of the Buyer.
 - viii. To recover all sums paid in violation of this Pact by Bidder(s) to any middleman or agent or broker with a view to securing the contract.
 - ix. In cases where irrevocable Letters of Credit have been received in respect of any contract signed by the buyer with the Bidder, the same shall not be opened/operated.
 - x. Forfeiture of Performance Security in case of a decision by the Buyer to forfeit the same without assigning any reason for imposing sanction for violation of this Pact.
- 6.2 The buyer will be entitled to take all or any of the actions mentioned at para 6.1 (i) to (x) of this Pact also on the Commission by the Bidder or any one employed by it or acting on its behalf (whether with or without the knowledge of the Bidder), of an offence as defined in Chapter IX of the Indian Penal

Code, 1860 or Prevention of Corruption Act, 1988 or any other statute enacted for prevention of corruption.

- 6.3 The decision of the buyer to the effect that a breach of the provisions of this Pact has been committed by the Bidder shall be final and conclusive on the Bidder. However, the Bidder can approach the Independent External Monitor(s) appointed for the purposes of this Pact.

7.0 Fall Clause:

- 7.1 The BIDDER undertakes that it has not supplied/is not supplying similar product/systems or subsystems at a price lower than that offered in the present bid in respect of any other Ministry/Department of the Government of India or PSU and if it is found at any stage that similar product/systems or sub systems was supplied by the BIDDER to any other Ministry/Department of the Government of India or a PSU at a lower price, then that very price, with due allowance for elapsed time, will be applicable to the present case and the difference in the cost would be refunded by the BIDDER to the BUYER, if the contract has already been concluded.

8.0 Independent Monitors:

- 8.1 The Buyer has appointed Independent Monitors (hereinafter referred to as monitors) for this Pact in consultation with the Central Vigilance Commission:
- i. Sh. Janak DigaI,
Plot No. 1B/2, Sector-I1, CDA,
Markat Nagar, Cuttack,
Odisha - 753015
M. No. 09971116084
Email: janakdigaI85@gmail.com
 - ii. Sh. P Mallikharjuna Rao, IFOS(Retd)
72, Prashasan Nagar,
Jubileehills, Hyderabad
M. No – 9440576170
Email: pmkrao72@gmail.com
- 8.2 The task of the Monitors shall be to review independently and objectively, whether and to what extent the parties comply with the obligations under this Pact.
- 8.3 The Monitors shall not be subject to instructions by the representatives of the parties and perform their functions neutrally and independently.
- 8.4 Both the parties accept that the Monitors have the right to access all the documents relating to the project/procurement, including minutes of meetings.
- 8.5 As soon as the Monitor notices, or has reason to believe, a violation of this Pact, he will so inform the authority designated by the Buyer.
- 8.6 The Bidder(s) accepts that the Monitor has the right to access without restriction, to all Project documentation of the Buyer including that provided by the Bidder. The Bidder will also grant the Monitor, upon his request and demonstration of a valid interest, unrestricted and unconditional access to his project documentation. The same is applicable to Subcontractor(s). The Monitor shall be under contractual obligation to treat the information and documents of the Bidder/Subcontractor(s) with confidentiality.
- 8.7 The Buyer will provide to the Monitor sufficient information about all meetings among the parties related to the project provided such meetings could have an impact on the contractual relations between the parties. The parties will offer to the Monitor the option to participate in such meetings.
- 8.8 The Monitor will submit a written report to the designated authority of the Buyer/Secretary in the Department within 8 to 10 weeks from the date of reference or intimation to him by the Buyer/Bidder and should the occasion arise, submit proposals for correcting problematic situations.

9.0 Facilitation of Investigation

In case of any allegation of violation of any provisions of this Pact or payment of commission, the Buyer or its agencies shall be entitled to examine all the documents including the Books of Accounts of the Bidder and the Bidder shall provide necessary information and documents in English and shall extend all possible help for the purpose of such examination.

10.0 Law and Place of Jurisdiction:

This Pact is subject to Indian Law. The place of performance and jurisdiction is the seat of the Buyer.

11.0 Other Legal Actions

The actions stipulated in this Integrity Pact are without prejudice to any other legal action that may follow in accordance with the provisions of the extant law in force relating to any civil or criminal proceedings.

12.0 Validity

- 12.1 The validity of this Integrity Pact shall be from date of its signing and extend upto 5 years or the complete execution of the contract to the satisfaction of both the Buyer and the Bidder/Seller, including warranty period, whichever is later. In case BIDDER is unsuccessful, this Integrity Pact shall expire after six months from the date of the signing of the contract.
- 12.2 Should one or several provisions of this Pact turn out to be invalid, the remainder of this Pact shall remain valid. In this case, the parties will strive to come to an agreement to their original intention.

13.0 The Parties hereby sign this Integrity Pact as part of the contract at _____ on _____

(Buyer)

(Bidder)

(Office Seal)

(Office Seal)

Place :..... Date:.....

Place :..... Date:.....

Witness 1:

Witness 1:

(Name & Adress)

(Name & Adress)

ANNEXURE 'XIX' | - Format for MII declaration (to be printed in letter head)

Certification under preference to Make in India order Certificate

1 .In line with Government Public Procurement Order No. P-45021/2017-PP (BE-II) dated 04.06.2020 and its amendments, we hereby certify that we M/s_____ are local suppliers and the offered item having local content of _____% (excluding Net Domestic Indirect Taxes, Transportation, Insurance, Installation, Commissioning, Training and after sales service support like AMC/CMC etc.) as defined in above orders for the material against Tender/Bid No._____ Dated _____

2. Details of location at which local value addition will be made as follows:

3. We also understand, false declaration will be breach of the code of integrity under the rule 175(1)(i)(h) of the General Financial Rules for which a bidder or its successors can be debarred for up to two years as per rule 151 (iii) of the General Financial Rules along with such other actions as maybe permissible under law.

Thanking You

(Signature, name and designation of the authorized signatory)
(Name and seal of the Bidder)

ANNEXURE 'XX' | - FIT AND PROPER PERSON (To be printed on Letter Head)

DECLARATION BY AUTHORISED SIGNATORY OF THE FIRM

Conditions for FIT and proper person for the purpose of determining whether a Bidder is a 'Fit and Proper Person', SAI may take the indicative criteria mentioned below:

- a. Financial integrity of the Bidder.
- b. Ability of the Bidder to undertake all obligations set out under this RFP.
- c. Absence of convictions or civil liabilities against the Bidder.
- d. Absence of any previous debarment of the Bidder, in accordance with the General Financial Rules, 2017, provided such debarment is still existing.
- e. Absence of any disqualification as specified below:
 - o Conviction of the Bidder or any of its respective directors, partners, executives, or key managerial personnel by any judicial body for any offence involving moral turpitude, economic offence, securities laws or fraud or any offence under the Prevention of Corruption Act, 1988 or the Indian Penal Code, or any other law for the time being in force, for causing any loss of life or property or causing a threat to public health as part of execution of a public procurement contract.
 - o Admission of an application for winding up or liquidation under the Insolvency and Bankruptcy Code, 2016 (IBC) or any Applicable Laws against the Bidder or any of its or their respective directors and partners.
 - o Any action or proceeding being initiated under the Insolvency and Bankruptcy Laws under the Applicable Law, including but not limited to declaration of Insolvency or Bankruptcy, disqualification or de-recognition by any professional body being initiated against the Bidder.
 - o Current or previous banning of the Bidder or its respective directors, partners, executives, or key managerial personnel by the governing body of any sport from involvement in the administration of or any form of participation in such sport, for any reason.
 - o Default by The Bidder or any of its or their respective directors, partners, executives, or key managerial personnel of any of its obligations to a financial institution or has defaulted on any of its obligations to a financial institution in the last 3 (three) financial years.
 - o The Bidder should not have been barred by the Central Government, any State Government, a statutory authority, or a public sector undertaking, as the case may be, from participating in any project, and the bar subsists as on the date of the Proposal.

Thanking You

(Signature, name and designation of the authorized signatory)

(Name and seal of the Bidder)