



कर्मचारी भविष्य निधि संगठन
Employees' Provident Fund Organisation
श्रम एवं रोजगार मंत्रालय, भारत सरकार
Ministry of Labour & Employment, Government of India
भविष्य निधि भवन / Bhavishya Nidhi Bhawan
14, भीकाजी कामा प्लेस, नई दिल्ली 110066
Bhikaiji Cama Place, New Delhi 110066
www.epfindia.gov.in

Letter for invitation for Expression of Interest (EOI) for Empanelment of Creative & Advertising Agencies
No.:C&PR/RFP for empanelment of agencies/2024/ Dated: 05/03/2025

To,
Creative & Advertising Agencies

Subject: Empanelment of Creative & Advertisement Agencies

Employees' Provident Fund Organisation (EPFO) intends to empanel professionally managed Creative & Advertisement Agencies with good track record for its various jobs at its Head Office in Delhi and Regional Offices, District Offices and other field units located all Over India.

Expression of Interest (EOI) (hereinafter called "proposal") for empanelment are invited from Creative & Advertisement Agencies (duly signed by competent authority i.e. CMD/MD/ Chairman for Signing the proposal document on behalf of the bidding Creative & Advertisement Agencies) which are already empanelled with Bureau of Outreach and Communication (BOC) for design and production of creative content, accredited with INS continuously for last three years (including the current F.Y.) and having minimum Audited turnover of Rs. 5.00 crores each in last three financial years(excluding current financial year).

The Offer Document consisting of detailed Scope of Work, Qualifying Requirements, Terms and Conditions of Empanelment etc., may be viewed / downloaded from GeM Portal and from EPFO website www.epfindia.gov.in, (Tenders section-for reference only) by interested agencies from 05/03/2025 (11.00 AM) to 27/03/2025 (05.00PM). Amendments/Corrigendum, if any, would be hosted on Gem Portal and on EPFO website (Tenders section -for reference only).

EPFO reserves the right to reject any/ all proposals without assigning any reason and to take any measure as it may deem appropriate, including annulment of the empanelment process, at any time without any liability or obligation to justify such rejection or annulment.

A non-refundable demand draft of Rs. 10,000 (Rupees Ten Thousand only) in favour of Central P.F. Commissioner, payable at New Delhi must be submitted along with the Proposal (complete in all respect), towards tender processing fee and shall reach Addl. Central P.F. Commissioner (HQ), Communication & PR Division, Employee s' Provident Fund Organisation by the bid submission end date.

Deadline for submission of Expression of Interest is 27/03/2025 upto 5.00 PM.

EOI/proposal should be submitted online only on Gem Portal.

Any information for the Bidding Creative & Advertisement agencies on this tender/invitation for Expression of Interest will be uploaded on GeM portal only.

CANVASSING IN ANY FORM WILL ATTRACT DISQUALIFICATION

Yours Sincerely,

Regional PF Commissioner-I
(Communications & PR)



Bid Number/बोली क्रमांक (बिड संख्या):
GEM/2025/B/6025570
Dated/दिनांक : 05-03-2025

Bid Document/ बिड दस्तावेज़

Bid Details/बिड विवरण	
Bid End Date/Time/बिड बंद होने की तारीख/समय	26-03-2025 17:00:00
Bid Opening Date/Time/बिड खुलने की तारीख/समय	26-03-2025 17:30:00
Bid Offer Validity (From End Date)/बिड पेशकश वैधता (बंद होने की तारीख से)	180 (Days)
Ministry/State Name/मंत्रालय/राज्य का नाम	Ministry Of Labour And Employment
Department Name/विभाग का नाम	Na
Organisation Name/संगठन का नाम	Employees Provident Fund Organisation (epfo)
Office Name/कार्यालय का नाम	Head Office
क्रेता ईमेल/Buyer Email	kanika.bhaskar@epfindia.gov.in
Item Category/मद केटेगरी	Hiring of PR Agency
Contract Period/अनुबंध अवधि	3 Year(s)
Minimum Average Annual Turnover of the bidder (For 3 Years)/बिडर का न्यूनतम औसत वार्षिक टर्नओवर (3 वर्षों का)	500 Lakh (s)
Years of Past Experience Required for same/similar service/उन्हीं/समान सेवाओं के लिए अपेक्षित विगत अनुभव के वर्ष	3 Year (s)
Past Experience of Similar Services required/इसी तरह की सेवाओं का पिछला आवश्यक अनुभव है	Yes
MSE Exemption for Years of Experience and Turnover/ अनुभव के वर्षों से एमएसई छूट	No
Startup Exemption for Years of Experience and Turnover/ अनुभव के वर्षों से स्टार्टअप छूट	No
Document required from seller/विक्रेता से मांगे गए दस्तावेज़	Experience Criteria,Bidder Turnover,Certificate (Requested in ATC),Additional Doc 1 (Requested in ATC),Additional Doc 2 (Requested in ATC),Additional Doc 3 (Requested in ATC),Additional Doc 4 (Requested in ATC) *In case any bidder is seeking exemption from Experience / Turnover Criteria, the supporting documents to prove his eligibility for exemption must be uploaded for evaluation by the buyer

Bid Details/बिड विवरण

Do you want to show documents uploaded by bidders to all bidders participated in bid?/	Yes
Bid to RA enabled/बिड से रिवर्स नीलामी सक्रिय किया	No
Type of Bid/बिड का प्रकार	Two Packet Bid
Time allowed for Technical Clarifications during technical evaluation/तकनीकी मूल्यांकन के दौरान तकनीकी स्पष्टीकरण हेतु अनुमत समय	2 Days
Estimated Bid Value/अनुमानित बिड मूल्य	12500000
Evaluation Method/मूल्यांकन पद्धति	Total value wise evaluation
Arbitration Clause	No
Mediation Clause	No

EMD Detail/ईएमडी विवरण

Advisory Bank/एडवाइजरी बैंक	State Bank of India
EMD Amount/ईएमडी राशि	250000

ePBG Detail/ईपीबीजी विवरण

Advisory Bank/एडवाइजरी बैंक	State Bank of India
ePBG Percentage(%) /ईपीबीजी प्रतिशत (%)	1.00
Duration of ePBG required (Months)/ईपीबीजी की अपेक्षित अवधि (महीने).	38

(a). EMD EXEMPTION: The bidder seeking EMD exemption, must submit the valid supporting document for the relevant category as per GeM GTC with the bid. Under MSE category, only manufacturers for goods and Service Providers for Services are eligible for exemption from EMD. Traders are excluded from the purview of this Policy./जेम की शर्तों के अनुसार ईएमडी छूट के इच्छुक बिडर को संबंधित केटेगरी के लिए बिड के साथ वैध समर्थित दस्तावेज प्रस्तुत करने हैं। एमएसई केटेगरी के अंतर्गत केवल वस्तुओं के लिए विनिर्माता तथा सेवाओं के लिए सेवा प्रदाता ईएमडी से छूट के पात्र हैं। व्यापारियों को इस नीति के दायरे से बाहर रखा गया है।

(b). EMD & Performance security should be in favour of Beneficiary, wherever it is applicable./ईएमडी और संपादन जमानत राशि, जहां यह लागू होती है, लाभार्थी के पक्ष में होनी चाहिए।

Beneficiary/लाभार्थी :

CPFC

Head Office, NA, Employees Provident Fund Organisation (EPFO), Ministry of Labour and Employment (Cpfc)

MII Compliance/एमआईआई अनुपालन

MII Compliance/एमआईआई अनुपालन	Yes
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MSE Purchase Preference/एमएसई खरीद वरीयता

MSE Purchase Preference/एमएसई खरीद वरीयता	Yes
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1. The minimum average annual financial turnover of the bidder during the last three years, ending on 31st March of the previous financial year, should be as indicated above in the bid document. Documentary evidence in the form of certified Audited Balance Sheets of relevant periods or a certificate from the Chartered Accountant / Cost Accountant indicating the turnover details for the relevant period shall be uploaded with the bid. In case the date of constitution / incorporation of the bidder is less than 3-year-old, the average turnover in respect of the completed financial years after the date of constitution shall be taken into account for this criteria.
2. Years of Past Experience required: The bidder must have experience for number of years as indicated above in bid document (ending month of March prior to the bid opening) of providing similar type of services to any Central / State Govt Organization / PSU. Copies of relevant contracts / orders to be uploaded along with bid in support of having provided services during each of the Financial year.
3. Purchase preference to Micro and Small Enterprises (MSEs): Purchase preference will be given to MSEs as defined in Public Procurement Policy for Micro and Small Enterprises (MSEs) Order, 2012 dated 23.03.2012 issued by Ministry of Micro, Small and Medium Enterprises and its subsequent Orders/Notifications issued by concerned Ministry. If the bidder wants to avail the Purchase preference for services, the bidder must be the Service provider of the offered Service. Relevant documentary evidence in this regard shall be uploaded along with the bid in respect of the offered service. If L-1 is not an MSE and MSE Service Provider (s) has/have quoted price within L-1+ 15% of margin of purchase preference /price band as defined in the relevant policy, then 100% order quantity will be awarded to such MSE bidder subject to acceptance of L1 bid price. The buyers are advised to refer to the QM No.1 4 2021 PPD dated 18.05.2023 for compliance of Concurrent application of Public Procurement Policy for Micro and Small Enterprises Order, 2012 and Public Procurement (Preference to Make in India) Order, 2017. Benefits of MSE will be allowed only if the credentials of the service provider are validated on-line in GeM profile as well as validated and approved by the Buyer after evaluation of submitted documents.
4. Estimated Bid Value indicated above is being declared solely for the purpose of guidance on EMD amount and for determining the Eligibility Criteria related to Turn Over, Past Performance and Project / Past Experience etc. This has no relevance or bearing on the price to be quoted by the bidders and is also not going to have any impact on bid participation. Also this is not going to be used as a criteria in determining reasonableness of quoted prices which would be determined by the buyer based on its own assessment of reasonableness and based on competitive prices received in Bid / RA process.
5. Past Experience of Similar Services: The bidder must have successfully executed/completed similar Services over the last three years i.e. the current financial year and the last three financial years(ending month of March prior to the bid opening): -
 1. Three similar completed services costing not less than the amount equal to 40% (forty percent) of the estimated cost; or
 2. Two similar completed services costing not less than the amount equal to 50% (fifty percent) of the estimated cost; or
 3. One similar completed service costing not less than the amount equal to 80% (eighty percent) of the estimated cost.

Additional Qualification/Data Required/अतिरिक्त योग्यता /आवश्यक डेटा**Scope of Work:**[1741172953.pdf](#)**Pre Bid Detail(s)**

Pre-Bid Date and Time	Pre-Bid Venue
14-03-2025 11:00:00	EPFO Head Office 14 Bhikaji Cama Place New Delhi 110066

Hiring Of PR Agency (1)**Technical Specifications/तकनीकी विशिष्टियाँ**

Specification	Values
Core	
Scope of Work	PR Strategy , Event Management (preparation of event schedule and calendar) , Media Relations , Media Monitoring , Corporate Communication
Support around press management activities required	Press Briefing , Press Conferences , Press Releases , Support with launch related activities , Develop messages for stakeholders , Talking points for officials
PR Coverage for Events	Seminars , Panel Discussion , Workshops , Camps , Conferences , Meets
Target Media	Digital - National , Digital - Local , Radio - National , Radio - Local , TV - National , TV - Local
Language for Documentation	English , Hindi
Communication Strategy Reports/Reporting Frequency	Monthly
Addon(s)/एडऑन	

Additional Specification Documents/अतिरिक्त विशिष्ट दस्तावेज़

Consignees/Reporting Officer/परेषिती/रिपोर्टिंग अधिकारी

S.No./क्र. सं.	Consignee Reporting/Officer/परेषिती/रिपोर्टिंग अधिकारी	Address/पता	Quantity to be set as 1	Additional Requirement/अतिरिक्त आवश्यकता
1	Dilip Kumar Verma	110066,BHAVISHYA NIDHI BHAWAN, HUDCO VISHALA BUILDING 14 BHIKAJI CAMA PLACE RK PURAM	1	N/A

Buyer Added Bid Specific Terms and Conditions/क्रेता द्वारा जोड़ी गई बिड की विशेष शर्तें

1. Generic

OPTION CLAUSE: The buyer can increase or decrease the contract quantity or contract duration up to 25 percent at the time of issue of the contract. 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

2. Buyer Added Bid Specific ATC

Buyer Added text based ATC clauses

The minimum qualifying requirements are stipulated below. A bidding agency not meeting any one of the following criteria would be summarily rejected and would not be considered for eva

Qualification:

A. The bidding agency should have a minimum audited annual turnover of Rs. 5.00 Crores for the last three financial years each, excluding the current financial year.

B. The bidding agency as on date should have empanelment with Bureau of Outreach and Communication (BOC).

C. The bidding agency as on date should have INS Accreditation continuously for the last 3 financial years, including the current year. (The Accreditation should be valid as on the date of this advertisement).

D. The bidding agency as on date should have IBF/AAAI/BOC/Doordarshan/Akashwani (AIR) accreditation (any one of them).

E. The bidding agency should have a minimum billing of Rs. 40.00 Lakhs and above from Govt. Clients/Govt. Departments/Central, State PSUs in each of the last three financial years, excluding the current financial year.

F. The bidding agency should have a full-fledged office in the Delhi NCR region for the past three years with sufficient full staff, including a minimum of 3 creative professionals.

G. The bidding agency should have executed assignments involving designing and publication of IEC campaigns, corporate brochures, exhibitions, and preparation of corporate/documentary films, etc. (may kindly refer to 5E above).

H. The bidding agency should have valid Registration Numbers under GST and Permanent Account Number (PAN) under the CGST Act and Income Tax Act.

I. The bidding agency must have valid ESIC and EPFO coverage/registration.

J. The bidding agency must give an undertaking that it is not blacklisted by any Central/State government department/organization/autonomous bodies, etc.

K. The bidding agency must give an undertaking that it shall follow all codes of advertising and programming guidelines as prescribed by the Ministry of Information and Broadcasting, codes and advertising ethics as prescribed by the Advertising Standards Council of India (ASCI), and any other applicable laws governing the media and advertising industry.

The details of documentary proof in this regard are to be submitted along with the offer document in the format enclosed at Form-III A of the document uploaded in scope of work. Documents related to each of the above qualifying criteria should be very clearly marked separately with stickers/flags/superscribed.

3. Buyer Added Bid Specific ATC

Buyer uploaded ATC document [Click here to view the file.](#)

Disclaimer/अस्वीकरण

The additional terms and conditions have been incorporated by the Buyer after approval of the Competent Authority in Buyer Organization, whereby Buyer organization is solely responsible for the impact of these clauses on the bidding process, its outcome, and consequences thereof including any eccentricity / restriction arising in the bidding process due to these ATCs and due to modification of technical specifications and / or terms and conditions governing the bid. If any clause(s) is / are incorporated by the Buyer regarding following, the bid and resultant contracts shall be treated as null and void and such bids may be cancelled by GeM at any stage of bidding process without any notice:-

1. Definition of Class I and Class II suppliers in the bid not in line with the extant Order / Office Memorandum issued by DPIIT in this regard.
2. Seeking EMD submission from bidder(s), including via Additional Terms & Conditions, in contravention to exemption provided to such sellers under GeM GTC.
3. Publishing Custom / BOQ bids for items for which regular GeM categories are available without any

Category item bunched with it.

4. Creating BoQ bid for single item.
5. Mentioning specific Brand or Make or Model or Manufacturer or Dealer name.
6. Mandating submission of documents in physical form as a pre-requisite to qualify bidders.
7. Floating / creation of work contracts as Custom Bids in Services.
8. Seeking sample with bid or approval of samples during bid evaluation process. (However, in bids for attached categories, trials are allowed as per approved procurement policy of the buyer nodal Ministries)
9. Mandating foreign / international certifications even in case of existence of Indian Standards without specifying equivalent Indian Certification / standards.
10. Seeking experience from specific organization / department / institute only or from foreign / export experience.
11. Creating bid for items from irrelevant categories.
12. Incorporating any clause against the MSME policy and Preference to Make in India Policy.
13. Reference of conditions published on any external site or reference to external documents/clauses.
14. Asking for any Tender fee / Bid Participation fee / Auction fee in case of Bids / Forward Auction, as the case may be.
15. Any ATC clause in contravention with GeM GTC Clause 4 (xiii)(h) will be invalid. In case of multiple L1 bidders against a service bid, the buyer shall place the Contract by selection of a bidder amongst the L-1 bidders through a Random Algorithm executed by GeM system.

Further, if any seller has any objection/grievance against these additional clauses or otherwise on any aspect of this bid, they can raise their representation against the same by using the Representation window provided in the bid details field in Seller dashboard after logging in as a seller within 4 days of bid publication on GeM. Buyer is duty bound to reply to all such representations and would not be allowed to open bids if he fails to reply to such representations.

All GeM Sellers / Service Providers are mandated to ensure compliance with all the applicable laws / acts / rules including but not limited to all Labour Laws such as The Minimum Wages Act, 1948, The Payment of Wages Act, 1936, The Payment of Bonus Act, 1965, The Equal Remuneration Act, 1976, The Payment of Gratuity Act, 1972 etc. Any non-compliance will be treated as breach of contract and Buyer may take suitable actions as per GeM Contract.

This Bid is governed by the General Terms and Conditions/सामान्य नियम और शर्तें, conditions stipulated in Bid and Service Level Agreement specific to this Service as provided in the Marketplace. However in case if any condition specified in General Terms and Conditions/सामान्य नियम और शर्तें is contradicted by the conditions stipulated in Service Level Agreement, then it will over ride the conditions in the General Terms and Conditions.

In terms of GeM GTC clause 26 regarding Restrictions on procurement from a bidder of a country which shares a land border with India, any bidder from a country which shares a land border with India will be eligible to bid in this tender only if the bidder is registered with the Competent Authority. While participating in bid, Bidder has to undertake compliance of this and any false declaration and non-compliance of this would be a ground for immediate termination of the contract and further legal action in accordance with the laws./जेम की सामान्य शर्तों के खंड 26 के संदर्भ में भारत के साथ भूमि सीमा साझा करने वाले देश के बिडर से खरीद पर प्रतिबंध के संबंध में भारत के साथ भूमि सीमा साझा करने वाले देश का कोई भी बिडर इस निविदा में बिड देने के लिए तभी पात्र होगा जब वह बिड देने वाला सक्षम प्राधिकारी के पास पंजीकृत हो। बिड में भाग लेते समय बिडर को इसका अनुपालन करना होगा और कोई भी गलत घोषणा किए जाने व इसका अनुपालन न करने पर अनुबंध को तत्काल समाप्त करने और कानून के अनुसार आगे की कानूनी कार्रवाई का आधार होगा।

---Thank You/धन्यवाद---