

## **National e-Governance Division**

Request for Proposal (RFP) for Event Management  
of ICEGOV 2017 and run upto the event



## National e-Governance Division

**Electronics Niketan,  
4th Floor, 6 CGO Complex,  
New Delhi 110003.**

Request for Proposal (RFP) of for Event Management of ICEGOV 2017 and run upto the event

The Ministry of Electronics and Information Technology, Government of India has formed the National e-Governance Division (NeGD) as an autonomous business division within Media Lab Asia, for supporting and assisting Ministry of Electronics and Information Technology in the Program Management of NeGP and supporting coordination of Digital India Program.

NeGD invites RFP from reputed Event Management/MICE agencies (hereafter referred to as Agency) for conducting various event & logistics related activities for ICEGOV 2017 to be held at New Delhi from 7<sup>th</sup> to 9<sup>th</sup> March 2017 :-

**The RFP document is also available at [www.digitalindia.gov.in](http://www.digitalindia.gov.in), <http://negd.gov.in>, [www.meity.gov.in](http://www.meity.gov.in)**

1. Details on the services to be provided are mentioned in the Scope of work in this document
2. Applicants eligible as per qualifying conditions will be short listed based on the information provided by them. The short listed agency will be invited to make a presentation to the Evaluation committee. The notice for shortlisting of agency for technical presentation will be intimated individually and will be uploaded on the website [www.digitalindia.gov.in](http://www.digitalindia.gov.in), <http://negd.gov.in>
3. Proposal must be submitted at the NeGD, New Delhi office in one sealed envelope marked as “(RFP) of for Event Management of ICEGOV 2017 and run upto the event,” containing two separate envelopes, one for the ‘Eligibility documents’ and ‘Technical bid’ and the second envelope for the “Financial Bid” as explained in 3.3.1 of the RFP document and Annexure I, II and III of the RFP. The name and contact details of the firm should be on all the envelopes.
4. The agency will be selected as per the evaluation mechanism of this RFP.
5. The sealed envelope should reach by **11.11. 2016 before 1500 hours** addressed to  
**Sh.Sunil Sharma**  
**Sr. General Manager**  
**National e-Governance Division**  
**4th Floor, Electronics Niketan, 6 CGO Complex, New Delhi 110003**  
**e-Mail ID: [sunil.sharma78@gov.in](mailto:sunil.sharma78@gov.in)**

4. Firms may contact Sh.Sunil Sharma, Sr.General Manager, NeGD at 4<sup>th</sup> Floor, Electronics Niketan, 6 CGO Complex, Lodhi Road, New Delhi-110003, for any clarification on the RFP before **24.10.2016** by post or email [sunil.sharma78@gov.in](mailto:sunil.sharma78@gov.in)
5. NeGD reserves the right to reject any or all of the responses to this RFP without assigning any reason. NeGD takes no responsibility for delay, loss or non-receipt of response to RFP.
6. **On the basis of scores given by the committee, it is envisaged to engage firms for the services as per scope of work listed under “2.4” of this RFP.**

**Important dates:**

<b>S No.</b>	<b>Activity</b>	<b>Date</b>
1	RFP publication date	13.10.2016
2	Last date for submission of written queries (email or post only)	20.10.2016
3	Pre-bid Meeting	24.10.2016
4	Release of responses to clarifications	27.10.2016
5	Last date for submission of RFP	11.11.2016
6	Date for Shortlisted agency based on eligibility criteria	17.11.2016
7	Technical presentation	24.11.2016
8	Notification of selection	01.12.2016

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## 1. SECTION I: BACKGROUND

The International Conference on Theory and Practice of Electronic Governance (ICEGOV) series is anchored around the movement worldwide from e-government (technology-enabled improvements in government operations) to e-governance (technology-enabled improvements in interactions between government and non-government stakeholders), which in turn stems from the growing recognition by governments worldwide that over-reliance on technology, insufficient collaboration in government, lack of emphasis on building human capacity and inadequate public consultation, all limit possible benefits of such initiatives.

The conference series focuses on the use of technology to transform relationships between government and citizens, businesses, civil society and other arms of government (i.e. electronic governance) in order to improve public governance and its contribution to public policy and development. Each edition features rich academic, capacity-building and network-building program of:

- Keynote lectures
- Plenary sessions (that expand the topics of the associated keynote lectures and focus on contextual questions)
- Paper tracks devoted to specific themes (that include tutorials, paper sessions and workshops)
- Thematic sessions complementing the paper tracks
- Invited sessions (showcasing particular egov projects/ activities)
- Poster exhibition (in reception style; authors present ongoing work; engage; discuss)
- Interactive doctoral colloquium

The **umbrella theme** for ICEGOV 2017 to be held in New Delhi, India, during 7-9 March 2017 is: “**Building Knowledge Societies – From Digital Government to Digital Empowerment**”. Under the umbrella theme, e-governance/ good-governance domains grounded in Indian experience and of international relevance will be developed into topics, sub-themes, threads, etc. for the various sessions and tracks in a way that there are 4 to 10 (or more where necessary) each of keynote lectures, plenary sessions, paper tracks, thematic sessions, and invited sessions. An initial draft list of such domains is attached at **Annex-I** which will be further consolidated/ expanded.

ICEGOV conferences usually see an engagement of individuals from 30-50 countries and economies (per edition) as authors, reviewers, committee members or resource persons. Global participation includes developed, developing and transition countries, and representatives from government, academia, industry, NGOs and international organizations.

ICEGOV 2017 is likely to attract an active/ live audience of around 500 participants including international and Indian delegates and paper presenters. Apropos the paper tracks and thematic sessions, it is expected that papers submissions would be in the range of 150-300 which would go through various stages of screening, peer review, independent reviews, after which, the accepted papers, expected to be in the range of 100-175 now incorporative of revisions addressing the review comments, would be

presented at the conference as part of paper tracks, thematic sessions, poster exhibitions and doctoral colloquium. For all round inclusivity of the event and its reach, it is planned to actively involve partners from the government, industry, academia, and civil society domains.

For more details about ICEGOV, agencies may visit <http://www.icegov.org/program/> and [http://digitalindia.gov.in/writereaddata/files/ICEGOV2017%20-202nd%20Call%20for%20Papers%2017-21.09.16\\_15.27.pdf](http://digitalindia.gov.in/writereaddata/files/ICEGOV2017%20-202nd%20Call%20for%20Papers%2017-21.09.16_15.27.pdf)

## **2. SECTION II: AGENCY REQUIREMENTS**

### **2.1. Purpose**

An event of this magnitude requires concerted efforts, coordination and liaison on parallel multiple fronts. An international event of this stature requires the services of agency having prior experience in management of such events. The agency is required to be well versed with protocols, guidelines, systems of organising such international events. The agency is expected to proactively work in the following areas.

- Logistics, protocol and visa & liaison support for Indian and international delegates (including non-financial administrative assistance for visa support etc. where required)
- General event management
- Printing of event documents, collaterals and publicity material.
- Public Relation and Media management

#### **2.1.1. Target Audience /Stakeholders**

- International delegates - industry, practitioners, academia, UN officials
- Indian delegates - industry, practitioners, academia
- Government Officials
- NGOs & Civil Societies
- Press and Media

### **2.2. Event Locations**

- New Delhi, Ashoka Hotel (Main Event)
- Cultural sites, in and around Delhi (Supporting cultural events)

### **2.3. Objectives**

2.3.1. **Primary** :-To effectively organize various events, workshops and seminars of ICEGOV 2017 at New Delhi ( 7<sup>th</sup> to 9<sup>th</sup> March 2016)

#### **2.3.2. Secondary :-**

- a. To manage and conduct various sessions, seminars and workshops etc.
- b. To update and inform international delegates on Indian culture and ICT facts

- c. Handling logistics, protocol, travel & stay arrangement wherever required
- d. Effective branding, publicity of events, use of modern infrastructure in designing venues etc.

#### **2.4. Scope of Work for agency:**

To plan and execute a comprehensive event management and advertisement plan for ICEGOV 2017, 7<sup>th</sup> to 9<sup>th</sup> March 2016, which includes among other things opening/plenary session, 12 thematic sessions, poster exhibition, closing event, cultural events etc.

- 2.4.1 Organizing Conferences/Meetings for ~ 500 delegates at least, at a time, equipped with projection systems along with display panels having interface for PowerPoint presentations and for audio/video demonstrations, RF mikes for the participants, wireless translation equipments.
- 2.4.2 Equipment: Computers, with proportionate heavy duty printers/photocopiers, scanners, laptops for PowerPoint presentations, screens in the halls, plasma screen in the Plenary Hall, Public Address system in the Pre-Function areas, meeting display system (like in airports), fax machines, telephones, VHF transmitters to main officers inside venue (if mobile phone use is to be restricted). The equipments are required on need basis.
- 2.4.3 Printing including digital printing, electrostatic printing, embossing, letterpress, offset lithography, screen printing. Printing of invitation cards for various functions and social occasions, conference note pads, information booklets about the Summit/Conference, telephone directories, parking labels for various venues, mini booklets for programs, files/folder covers, letter heads, delegate's bags/folders etc.
- 2.4.4 Preparation of documents from information generated before, during and after the conference/meetings. Documents will include Summit papers/drafts, declarations of previous Summits, important conventions, declarations, etc. from UN, regional organizations bearing on the Summit Conference documents, papers moved in the meetings, etc. provision for ledger, bond papers.
- 2.4.5 Delegate-kits/bags for delegates/participants comprising notepad, conference labelled pen, conference labelled pen drive, booklets on tourism, souvenirs, embossed business card holder, conference booklets. The agency shall be responsible for coordination, production and dissemination all publicity material and collaterals.
- 2.4.6 Formulation & execution of Business plan:-Identification of activities for sponsorship, identification of business partners/ sponsors, reach out to sponsors and on-boarding of sponsors/business partners



- 2.4.7 Arranging transport and logistics for delegates with provision of cars, mini bus and buses, as the case may be. The quality of vehicles and staff should be commensurate with the international stature of the event.
- 2.4.8 Facilitating the creation, administration and processing (preferably ICT based) of feedback forms from the conference participants.
- 2.4.9 End to end invitee management including printing of cards, inviting the participants for various events and workshops, follow-up, maintaining the invitee database.
- 2.4.10 To identify and ensure the on-boarding of sponsors for various thematic sessions and workshops.
- 2.4.11 Help Desks with English speaking trained receptionists, registration desk with laptops, country-wise mailboxes. Provision of Graduate, English speaking Liaison Officers. Provision for ushers, escorts, qualified laptop operators, car hailers, messenger boys, office boys, photocopy coordinators, etc. An advance help-desk (for handling email, phone, and postal queries/ assistance sought) should be set up as one of the very first deliverables and at the earliest in the months upto actual event in March 2017. Help-desk at event location should be an extension of this. The same team can also seek political clearance, provide visa assistance etc. for international delegates. This team can also take up aspects related to registration of international and/or Indian delegates, if and as and how directed by NeGD, including aspects of management of registration fee as well, if so required by NeGD
- 2.4.12 Obtaining information and facilitating the visa process for participants. The agency shall deploy a qualified and dedicated team for this work, with both online and offline support to the delegates.
- 2.4.13 Creating backdrops and signage at Conference venue, airports, various points in the city, flags, welcome arches on approach roads.
- 2.4.14 Planning and organising cultural events and excursion for delegates
- 2.4.15 Mechanism of accreditation/access control/categorization of delegates/providing badges, provision of self-registration automated machines.
- 2.4.16 Management of online website with a user friendly interface, using the recommended content management system. Online registration process should be managed through the website. Regular updates would to be posted on website.
- 2.4.17 Organising press conferences, press release and media coverage of the conference.
- 2.4.18 To provide regular inputs to the social media team of NeGD for dissemination of conference news through social media, before and during the conference.
- 2.4.19 Photography and videography of the Conferences.

- 2.4.20 To provide, manage and oversee the simultaneous, if needed.
- 2.4.21 Other tasks required, subject to the merging necessity and available resources.
- 2.4.22 In order to create a sense of inclusivity and participation along with 'buzz' about ICEGOV in the months leading up to the actual event in March 2017, the agency may suggest the tentative plan for the pre-launch activities and related financial as an optional item. If it is selected, the agency may be requested to execute the pre-launch activity.
- 2.4.23 The agency may facilitate accessibility in the services provided (especially transport), and also keep accessibility in mind for event as a whole, and to coordinate/ manage accessibility within hotel premises with the hotel management. May be noted that ICEGOV 2017 thematic tracks and invited sessions are also planned around accessibility and there may be differently-abled participants
- 2.4.24 Various infra- and logistics related activities to be coordinated on behalf of NeGD by the event management agency, which should act as NeGD's coordinator, manager and interface with Hotel Ashok (and also other external agencies, where so required, for example with travel agencies or flight operators for procuring international/ national air tickets in business class for a few invited dignitaries, economy class for others) in all respects, managing/ coordinating on behalf of and under information to/ advice of NeGD, even those areas which are directly being provided by the hotel or any other service provider. For example, wi-fi, ensuring correct F&B, ticketing, webcast, ensuring/coordinating timely and correct partitioning and collapsing of the venue for plenaries, food breaks, and parallel sessions etc. (Ref Annexure-I)
- 2.4.25 As per annexure-II, the tentative 4 day program schedule is enclosed as reference. The agency may be required to organize industry exhibition as per NeGD's advice. The work will include setting up stalls for participants, logistics, furniture etc

### 3. SECTION III: ELIGIBILITY CRITERIA

#### 3.1. General Eligibility

The RFF can be responded to only by registered business entities with atleast-five years in business and have their registered/Head office/branch office in Delhi/NCR. **No consortia/joint ventures shall be allowed to apply.**

The business entity must be incorporated under any of the following Acts - The Partnership Act, 1932 or Sole Proprietorship Firm or the Limited Liability Partnership Act 2008 or the Companies Act 1956. Along with the General Eligibility criteria, prescribed herein, the Respondent has to satisfy the following qualification criteria for eligibility.

#### 3.2. Qualification Criteria\*

SI	Criteria	Minimum requirement
1	<b>Certificate of Registration</b>	The firm should possess and furnish proof of certificate of registration/incorporation. It should also provide the PAN & Service Tax registration.
2	<b>Financial Turnover</b> - Annual turnover	R 15 Crores for last three financial years (Audited financial statement along with certificate from Chartered Accountant indicating turnover as income from advertising or publicity related services)
3	<b>Main office location</b> Registered/Head office/Branch office	Fully operational branch/head office in Delhi/NCR
4	<b>Manpower Strength</b> (50 on roll employees) with event management and advertisement experiences	Attested documents by authorised signatories
5	Should have experience of at-least two UN sponsored/international events event in India with a gathering of more than 150 delegates in last 2 years	Work Order and Work completion document.
6	Should not be blacklisted/debarred/suspended/banned by any Ministry/Department of State or Central Government/PSU on the last date of filing of responses to this RFP	A Self Declaration stating to this effect is required to be signed by authorized signatory of the agency with seal.

#### 3.3. Other Information

3.3.1 The agency may be required to work with or work for other line Ministries /Departments of Central/state government as and when required.

3.3.2 The client servicing team of the agency must be available to NeGD office, New Delhi as and when required by NeGD.

### **3.4. Earnest Money Deposit**

The applicant is required to submit EMD of **Rs. 1,00,000 (One Lakh)** only in the form Bank Guarantee valid for one year or Demand Draft (DD) in favour of Media Lab Asia-NeGD.

EMD will be kept in envelope with the cover letter. Application without EMD will be rejected. EMD shall be returned after selection process is over except for the selected agency.

**\*Please refer Annexure II for details**

### **3.5. Instructions to Applicants**

#### **3.5.1 List of documents to be submitted as part of response to RFP**

- i. Covering letter on agency's letter head
- ii. Documents and other details for purpose of technical evaluation as per section 4.1
- iii. Declaration in the format given in **Annexure I**
- iv. Details of Qualification criteria as given in **Annexure II**
- v. Checklist in the format given at **Annexure III**
- vi. EMD of specific amount as per category mentioned in para 3.4
- vii. Any other supporting information that is relevant to proposal

All documents must be properly marked. The response to RFP should be submitted in one hard copy (signed on every page) and one soft copy on a CD/Pen Drive. In case of any discrepancy, the signed hard copy version will prevail.

### **3.6. Disqualification**

NeGD may at its sole discretion and at any time during the evaluation of application, disqualify any applicant, if the applicant:

- (i) Submitted the application after the response deadline;
- (ii) Made misleading or false representations in the forms, statements and attachments submitted in proof of the eligibility requirements;
- (iii) Exhibited a record of poor performance such as abandoning works, not properly completing the contractual obligations, inordinately delaying completion or financial failures, etc. in any project in the preceding three years;
- (iv) Submitted an application that is not accompanied by required documentation or is non-responsive;
- (v) Failed to provide clarifications related thereto, when sought;
- (vi) Submitted more than one application on its own;
- (vii) Was declared ineligible/blacklisted by the Government of India/State/UT Government;

## **4. SECTION IV- EVALUATION PROCEDURE**

In order to select agency, NeGD will constitute an Evaluation Committee to evaluate the proposals submitted for detailed scrutiny. During evaluation of proposals, NeGD, may, at its discretion, ask the bidders for clarification on their applications. The process for selection is as given below-

#### 4.1. Evaluation process:

Scrutiny of eligibility criteria mentioned in 3.2 for responsiveness to the RFP will be done by the Evaluation Committee to determine whether the documents have been properly signed, qualification criteria fulfilled and all relevant papers submitted and whether the response to RFP is generally in order. The Evaluation Committee can seek additional information from the applicants, if needed. The response to the RFP not conforming to requirements, financial turnover requirement, office location and past work record will be rejected.

4.1.1 The selection of agency will be based on the evaluation of the technical and financial bids by the Evaluation Committee.

4.1.2. **Technical Evaluation:** The technical evaluation will be done on the basis of following criteria as per document submitted and technical presentation. The agency is expected to submit the following (as given in table below, both hard and soft copies). Each of the item type has been allocated a particular mark, based on which the final technical score will be calculated.

4.1.3. The qualifying score will be 70 marks out of 100. Firms who qualify in the technical evaluation will be ranked on the basis of merit and the will be selected for selection as explained under 4.2.

#### 4.1.4 Technical Bid Documents and Presentation to be submitted

SI	Type	Marks
1	<b>Past Experience</b> Last ( five years) events of similar nature and scale - International events ( more than one day) with more than 150 participants and more than 20 international participants  1. Less than 2 projects 2. More than 2 but less than 5 projects 3. More than 5 projects	<b>20</b>    10 15 20
2	<b>Team Strength</b> On roll resources with mix skill sets – event management and advertisement ( creative, graphic designers, operations management, mass media, social, technical experts, procurement, international protocol, artist & celebrity management etc)  1. 50 to 60 2. 60 to 80 3. More than 80  <b>Signed CV of professionals to be submitted</b>	<b>20</b>    10 15 20
3	<b>Turnover</b> Last three years ( highest turnover in any year)	<b>20</b>

SI	Type	Marks
	1. 15 to 25 cr 2. 25 to 40 cr 3. More than 40 cr	10 15 20
4	<b>Approach and Methodology</b> a. Understanding of work b. Plan for the event management, branding and advertisement – social, portal, mass media c. Ideas for cultural events and excursion preferably within Delhi/NCR ( at-least three) d. Innovative ideas for the event planning and execution e. Manpower planning & proposed team composition f. Sample design of collaterals g. Business plan with a tentative list of sponsors	<b>40</b>
	<b>Total</b>	<b>100</b>

## 4.2 Selection

4.2.1 Final selection will be made on the basis of quality and price (QCBS system) by giving 50:50 weightage to the technical and financial score respectively. Then agency will be ranked on the basis of total score on weighted technical and financial score. The agency securing Rank 1 shall be selected for allocation of work. The following formula shall be deployed for scoring on the proposals:

a	b	c	d	e	f	g	h	i	
No	Bidder Name	Technical Score Max. 100	Technical Weighting	Weighted Technical Score (WTS) (c x d)	Financial Score** Max. 100	Financial Weighting	Weighted Financial Score (WFS) (f x g)	Total Score (WTS + WFS) Max.	Rank
1			<b>0.50</b>			<b>0.50</b>			
n			<b>0.50</b>			<b>0.50</b>			

**\*\*Financial Score = 100 x Lowest bid from the bidders/Actual bid of the bidder**

### 4.3 Financial Format

4.3.1 Along with the technical documents and presentation, agency is required to submit their financial quotes in a separate sealed envelope.

The quotes must be submitted in the attached format.

<b>S. No</b>	<b>Item Details</b>	<b>Cost (Rs) exclusive of taxes</b>
<b>1</b>	<b>Equipment - rental cost for 4 days</b>	
	Laptops ( 5 ) - i3 and above	
	Printers ( 5 ) - B&W, multi utility fax and copier	
	Printer ( 2 ) - Colour	
	Heavy duty photo copier	
	LCD display ( 52 inches)	
	High end AV system with mixer and switch	
	LED wall ( 10X12)	
	Walky talky system ( 20 units)	
	RF Mikes (10)	
	Projector (7500 Lumens or more)	
	Plasma Screen -50" or 65"	
<b>2</b>	<b>Conceptualization &amp; Design</b>	
	Backdrop	
	Posters (5)	
	Creative (banner, standees etc)	
	Info graphics for social media etc ( 5)	
	Cover page( front and back) for event documents ( 5)	
<b>3</b>	<b>Design &amp; Printing</b>	
	Invitation card (1000)	
	Event Brochure ( 4 pages ) A4 (1000)	
	Booklet ( 25 pages) A4( 1000)	
	Conference note pads (1000)	
	Information booklets ( 10 pages) A4 (1000)	
	Parking labels (1000)	
	Delegate bags (1000)	
	Event labelled pens (1000)	
	Document folders ( 1000)	
	Awards and Trophies (50)	
	Souvenirs ( 600)	
	Badge with dusk( 800)	
	Certificates ( 600)	
	Design and printing of Feedback form	
<b>4</b>	<b>Transport &amp; Logistic - per day rental</b>	
	Cars ( Swift Desire or equivalent)	

	Cars ( Honda City or equivalent))	
	Mini Bus (AC) - Tata Force or equivalent	
	Bus Volvo	
5	<b>Services - per day cost</b>	
	Ushers (10) - attired, well versed in English, properly trained	
	Help desk at event location ( 2 resources ) with supporting infrastructure	
	Registration desk ( 2 resources) with supporting infrastructure	
	Support staff ( photocopiers, office boys etc) (10)	
	Compere /Anchor	
	Resources ( content and technical) for maintenance and management of portal	
	Photography – High resolution in soft copies	
	Flower bouquet ( 10)	
	Photography & Video-graphy – HD in external hard drive	
6	<b>Pre-Launch activities</b>	
	Concepts & Execution cost	
7	<b>Cost for Exhibition stalls (rate per sq ft)</b>	
8	<b>Events</b>	
	Cultural events for delegates for 500 delegates ( three events ) a. 90 minutes to 120 minutes b. Networking dinner c. Transport	
9	<b>Management Fee</b>	
	<b>Total ( 1 to 5 &amp;9)</b>	

\*Service tax will be extra as applicable

\*\*Note:- while calculating Financial score, cost of item 1-5 & 9 will be considered only. The items mentioned in 6,7,8 will be considered if executed.

#### 4.3.2 Conditions of payment

- The quantity mentioned in the template are indicative and actual number may vary during the execution of the event.
- The final payment will be made to the agency on pro rata basis on the basis of actual number of items executed.
- NGD reserves the right to allocate part of the work to any other agency on the issues of quality, ideation and costing.
- An advance upto 20% may be paid to the agency upon submission of equivalent amount financial bank guarantee
- For items executed by the agency during the event and not mentioned in the template above, the agency will submit the rates to NeGD and will execute the work. The rates for such items will be paid after ascertaining the reasonability of price
- To prove the execution of the work and amount of work done, the agency is



responsible for onsite verification by NeGD team and producing pictures/videos of same during the payment

- g. The agency is liable to deploy the team (size and exact resources) as shown during the technical presentation.
- h. The tasks/list of items is not fully freezed at this stage, the quantum of work may vary which may be rationalized by 50% of the total tendered cost.
- i. The payment will be made within 45 days of the submission of bills, with verified and requisite supporting documents.
- j. Any additional items not envisaged which may be procured during actual execution; the payment will be made on the basis of market assessment and negotiation by committee.

## **5. SECTION V: GENERAL CONDITIONS**

### **5.1 Penalties**

5.1.1 In case of delay in execution of the assigned work by the agency, NeGD may impose a penalty of 0.5% of the project value per day or part thereof of delay (subject to maximum of 10%). may be imposed by NeGD. If the delay is beyond 2 weeks then NeGD may annul the project and shall be free to get it done from other agency at the risk and costs of the appointed agency. NeGD may debar and blacklist the Agency for applying in its future empanelment also.

5.1.2 If any of the services performed by the Agency fail to conform to the specifications of the assigned project or in the event of failure of the project due to indifferent (such as inadequate interactions with NeGD), negligent (such as quality of deliverables not up to the mark), non supportive attitude ( such as non-engagement of adequate resources in the prescribed time frame), of the Agency and NeGD decides to abort the contract because of such failure, then a sum up to 50% of the value of the contract shall be recovered from the Agency. This shall be without prejudice to other remedies available under law and this agreement with NeGD.

### **5.2 Performance Bank Guarantee (PBG)**

The successful agency shall at its own expense deposit with NeGD, an unconditional and irrevocable Performance Bank Guarantee (PBG) from a nationalized bank or Fixed Deposit Receipt (FDR) with lien marked to Media Lab Asia-NEGD, New Delhi against advance payment for any assigned work of 10 % of the total work order value. The PBG will be payable on demand, for the due performance and fulfilment of the agreement and be valid till the completion of assigned work.

## **6. SECTION VI: GENERAL TERMS AND CONDITIONS OF AGREEMENT**

The following terms and conditions are of a general nature, and are given here only for the information of the applicant.

### **6.1 Nativity**

The organization must be incorporated in India as per details given under 3.1.

### **6.2 Relationship**

- a) Nothing mentioned herein shall be construed as relationship of master and servant or of principal and agent as between the “NeGD” and the “applicant”. No partnership shall be constituted between NeGD and the applicant by virtue of this empanelment nor shall either party have powers to make, vary or release agreement obligations on behalf of the other party or represent that by virtue of this or any other empanelment a partnership has been constituted, or that it has any such power. The applicants shall be fully responsible for the services performed by them or on their behalf.
- b) Neither party shall use the other parties name or any service or proprietary name, mark or logo of the other party for advertising or promotional purpose without first having obtained the other party’s prior written approval.

### **6.3 Right to rejection and Right to annulment**

NeGD reserves the right to reject any request for empanelment and to annul the empanelment process and reject all such requests at any time prior to empanelment, without thereby incurring any liability to the affected applicant(s) or any obligation to inform the affected applicant(s) of the grounds for such decision.

### **6.4 No obligation**

Empanelment with NeGD does not guarantee that any or all applicants shall be awarded any project / assignment as a result of this empanelment.

### **6.5 Fraud and Corruption**

NeGD requires that the applicants engaged through this process must observe the highest standards of ethics during the performance and execution of the awarded project(s). The following terms apply in this context:

NeGD will reject the application for empanelment, if the applicant recommended for empanelment, has been determined by NeGD to having been engaged in corrupt, fraudulent, unfair trade practices, coercive or collusive.

These terms are defined as follows:

- (a) "Corrupt practice" means the offering, giving, receiving or soliciting of anything of value to influence the action of NeGD or any personnel during the tenure of empanelment.
- (b) "Fraudulent practice" means a misrepresentation of facts, in order to influence a procurement process or the execution of a contract, to NeGD, and includes collusive practice among applicants (prior to or after Proposal submission)

designed to establish proposal prices at artificially high or non-competitive levels and to deprive NeGD of the benefits of free and open competition.

- (c) “Unfair trade practices” means supply of services different from what is ordered on, or change in the Scope of Work which was agreed to.
- (d) “Coercive practices” means harming or threatening to harm, directly or indirectly, persons or their property to influence their participation during the period of empanelment.
- (e) “Collusive practices” means a scheme or arrangement between two or more applicants with or without the knowledge of the NeGD, designed to establish prices at artificial, non-competitive levels;

NeGD will reject an application for award, if it determines that the applicant recommended for award has, directly or through an agent, engaged in corrupt, fraudulent, unfair trade, coercive or collusive practices in competing for any assigned project during the empanelment.

## **6.6 Confidentiality**

Information relating to evaluation of application and recommendations concerning awards shall not be disclosed to the applicants who submitted the applications or to other persons not officially concerned with the process. The undue use by any applicant of confidential information related to the empanelment process may result in the rejection of their application.

## **6.7 Governing Language**

All documents relating to agreement shall be written in English Language.

## **6.8 Applicable Law**

Applicable Law means the laws and any other instruments having the force of law in India as they may be issued and in force from time to time.

## **6.9 Jurisdiction of Courts**

All legal disputes between the parties shall be subject to the jurisdiction of the Courts situated in New Delhi only.

## **6.10 Frequency of Empanelment**

NeGD shall empanel agency for one year. The empanelment duration may be extended by two years (one year at a time), at the sole discretion of NeGD on same terms & conditions.

## **6.11 Advertising and Promotion**

The advertisement and marketing material used by the agency shall be in accordance with the guidelines laid down by NeGD from time to time.

## **6.12 Indemnity**

The applicants will indemnify NeGD against any misuse of MeitY/NeGD Name, Brand Name - DIGITAL INDIA and Logo. For any misuse of Digital India name and logo, the applicant themselves will be held responsible. NeGD will take necessary legal and other actions for such cases. NeGD will not be responsible for any miscommunication or harm caused to any party because of any misrepresentation of its name and logo by the applicant.

## **6.13 Termination / Withdrawal**

- a. Without prejudice to any other right or remedy it may have, either party may terminate this Agreement at any time by giving one month advance notice in writing to the other party.
- b. NeGD reserves the right to withdraw/ terminate empanelment of applicant in any of following circumstances:
  - i Applicant becomes insolvent, bankrupt, resolution is passed for the winding up of the applicant' organization
  - ii Information provided to NeGD is found to be incorrect;
  - iii Empanelment conditions are not met within the specified time period;
  - iv Misleading claims about the empanelment status are made;
  - v Clear evidence is received that empanelled agency has breached copyright laws/ plagiarised from another source;
- c. If the agency does not execute the contract as per agreed Scope of Work (SoW) then the NeGD may invoke any or all of the following clauses.
  - (i) FoRFPit the Performance Guarantee Amount
  - (ii) Terminate the contract without any liability of NeGD towards the empanelled agency.

## **6.14 Only one application**

An applicant may only submit one proposal on its own. If an applicant submits more than one proposal on its own, both proposals shall be disqualified.

## **6.15 Amendment**

At any time prior to deadline for submission of applications, NeGD may for any reason, modify this document. The amendment document shall be notified through website and such amendments shall be binding on all applicants.

## **6.16 Disclaimer**

- (i) This RFP is not an offer by the NeGD, but an invitation to receive responses from eligible interested applicants as creative advertising agency for the NeGD. The NeGD will empanel limited applicants who fulfil the eligibility criteria. No contractual obligation whatsoever shall arise from this process.
- (ii) The evaluation shall be strictly based on the information and supporting documents provided by the applicants in the application

submitted by them. It is the responsibility of the applicants to provide all supporting documents necessary to fulfil the mandatory eligibility criteria. In case, information required by NeGD is not provided by applicant, NeGD may choose to proceed with evaluation based on information provided and shall not request the applicant for further information. Hence, responsibility for providing information as required in this form lies solely with applicant.

#### **6.17 Binding Clause**

All decisions taken by the NeGD regarding this contract shall be final and binding on all concerned parties.

#### **6.18 Agency's Integrity**

The Agency is responsible for and obliged to conduct all contracted activities as defined in the scope of work in accordance with the Contract.

#### **6.19 Agency's Obligations**

- a. The Agency is obliged to work closely with the NeGD's staff, act within its own authority and abide by directives issued by the NeGD.
- b. The Agency will abide by the job safety measures prevalent in India and will free the NeGD from all demands or responsibilities arising from accidents or loss of life the cause of which is the Agency's negligence. The Agency will pay all indemnities arising from such incidents and will not hold the NeGD responsible or obligated.
- c. The Agency is responsible for managing the activities of its personnel or sub-contracted personnel and will hold itself responsible for any misdemeanour.
- d. The Agency will treat as confidential all data and information about the NeGD, obtained in the execution of its responsibilities, in strict confidence and will not reveal such information to any other party without the prior written approval of the NeGD.

## **7. SECTION VII: SPECIFIC TERMS AND CONDITIONS**

**7.1** NeGD will have right to drop any agency without assigning any reason whatsoever. NeGD also reserves the right to modify the term and conditions for empanelment.

**7.2** The advertising agency is expected to maintain high level of professional ethics and will not act in any manner, which is detrimental to NeGD's interest. Agency will maintain confidentiality on matters disclosed till proper instruction is issued for publication.

**7.3** The agency should be able to execute order at short notices and even on holidays.

**7.4** Agency should have resources with proficiency and proof-reading facilities in all Scheduled Indian Languages

**7.5** Artwork/ Commercial once selected will be the property of NeGD and it can be repeatedly used in different media like print, outdoor, electronic etc without seeking permission from concerned advertising agency or paying any commission/fees/royalty. Agency has to provide original soft copy of open file to NeGD. The agency cannot use the concept, artwork for other clients once NeGD selects it.

**7.7** NeGD reserves the right to make necessary modification to the selected artwork, concept, etc.

**7.8** NeGD reserves the right for rejection of any/all applications without assigning any reason whatsoever. All decisions taken by NeGD would be final and no further representation in this regard will be entertained.

**7.9** NeGD also reserves the right to employ any agency outside of the list of empanelled agency.

ANNEXURE I:

ICEGOV2017 HUMAN RESOURCE PLANNING

NEW DELHI, INDIA, 7-9 MARCH 2017

DRAFT DATED 20-SEP-2016 (Tentative)

NO	CATEGORY	SESSION	NUMBER	SUPPORT					
				REGISTRATION	HOTEL NIGHTS		AIRFARE		
					PROVIDED ?	NIGHTS	PERSONS	ECONOMY	BUSINESS
1	Keynote speaker	Opening keynote lecture	1	x	no	0	0		
2	Keynote speaker	Keynote lecture 1-4	4	x	yes	4	4		x
3	Keynote speaker	Closing keynote lecture	1	x	yes	4	1		x
4	Moderator	Plenary discussion 1-4	4	x	yes	4	4		
5	Panelist	Plenary discussion 1-4	12	x	yes	4	12	6	
6	Track chair	Thematic session 1-12	36	x	yes	4	36	6	
7	Track chair	Poster session	3	x	yes	4	3	8	
8	Track chair	Doctoral colloquium	3	x	yes	5	3		
9	International track presenters	Thematic session 1-12	60	x	yes	4	60		
10	National track presenters	Thematic session 1-12	12	x	no	0	0		
11	International poster presenters	Poster session	30	x	yes	4	30		
12	National poster presenters	Poster session	20	x	no	0	0		
13	International doctoral students	Doctoral colloquium	24	x	yes	5	24		
14	National doctoral students	Doctoral colloquium	24	x	no	0	0		
15	International invited session organizers	Invited sessions 1-6	18	x	yes	4	18		
16	National invited session organizers	Invited sessions 7-12	18	x	no	0	0		
17	International organizers	Overall	5	x	yes	5	5	x	
18	State Guests	Overall	50	x	yes	3	50		
19	Award winners		15	x	yes	1	15		
<b>TOTAL</b>			<b>340</b>				<b>265</b>		

x  
indicates  
Yes



## ANNEXURE II: Thematic Session (Day wise)

DAY 1	TUESDAY, 7 MARCH 2017			
STREAM	A	B	C	D
09:00 - 09:20	OPENING SESSION			
09:20 - 09:40				
09:40 - 10:00	OPENING KEYNOTE LECTURE			
10:00 - 10:20				
10:20 - 10:40	BREAK			EXHIBITION
10:40 - 11:00	INVITED SESSION 1	THEMATIC SESSION 1	THEMATIC SESSION 2	
11:00 - 11:20				
11:20 - 11:40				
11:40 - 12:00	INVITED SESSION 2			
12:00 - 12:20				
12:20 - 12:40				
12:40 - 13:00	LUNCH			
13:00 - 13:20				
13:20 - 13:40				
13:40 - 14:00				
14:00 - 14:20				
14:20 - 14:40	INVITED SESSION 3	THEMATIC SESSION 3	THEMATIC SESSION 4	
14:40 - 15:00				
15:00 - 15:20	INVITED SESSION 4			
15:20 - 15:40				
15:40 - 16:00				
16:00 - 16:20	BREAK			
16:20 - 16:40	KEYNOTE LECTURE 1			
16:40 - 17:00	PLENARY DISCUSSION 1			
17:00 - 17:20				
17:20 - 17:40				
17:40 - 18:00	RECEPTION AND POSTER EXHIBITION			
18:00 - 18:20				
18:20 - 18:40				
18:40 - 19:00				
19:00 - 19:20				
19:20 - 19:40				
19:40 - 20:00				

DAY 2	WEDNESDAY, 8 MARCH 2017			
STREAM	A	B	C	D
09:00 - 09:20	KEYNOTE LECTURE 2			
09:20 - 09:40				
09:40 - 10:00	PLENARY DISCUSSION 2			
10:00 - 10:20				
10:20 - 10:40	BREAK			EXHIBITION
10:40 - 11:00	INVITED SESSION 5	THEMATIC SESSION 5	THEMATIC SESSION 6	
11:00 - 11:20				
11:20 - 11:40	INVITED SESSION 6			
11:40 - 12:00				
12:00 - 12:20				
12:20 - 12:40				
12:40 - 13:00	LUNCH			
13:00 - 13:20				
13:20 - 13:40				
13:40 - 14:00				
14:00 - 14:20				
14:20 - 14:40	INVITED SESSION 7	THEMATIC SESSION 7	THEMATIC SESSION 8	
14:40 - 15:00				
15:00 - 15:20	INVITED SESSION 8			
15:20 - 15:40				
15:40 - 16:00				
16:00 - 16:20				
16:20 - 16:40	BREAK			
16:40 - 17:00	KEYNOTE LECTURE 3			
17:00 - 17:20				
17:20 - 17:40	PLENARY DISCUSSION 3			
17:40 - 18:00				

DAY 3 & 4	THURSDAY, 9 MARCH 2017				10 MARCH 2017
STREAM	A	B	C	D	
09:00 - 09:20	KEYNOTE LECTURE 4				DOCTORAL COLLOQUIUM
09:20 - 09:40					
09:40 - 10:00	PLENARY DISCUSSION 4				
10:00 - 10:20					
10:20 - 10:40	BREAK			EXHIBITION	
10:40 - 11:00	INVITED SESSION 9	THEMATIC SESSION 9	THEMATIC SESSION 10		
11:00 - 11:20					
11:20 - 11:40					
11:40 - 12:00	INVITED SESSION 10				
12:00 - 12:20					
12:20 - 12:40					
12:40 - 13:00	LUNCH				
13:00 - 13:20					
13:20 - 13:40					
13:40 - 14:00					
14:00 - 14:20					
14:20 - 14:40					
14:40 - 15:00					
15:00 - 15:20					
15:20 - 15:40	INVITED SESSION 12				
15:40 - 16:00					
16:00 - 16:20					
16:20 - 16:40	BREAK				
16:40 - 17:00	CLOSING KEYNOTE LECTURE				
17:00 - 17:20					
17:20 - 17:40	CLOSING SESSION				
17:40 - 18:00					

Notes:

- Days 1, 2, 3 – Track “D” – Industry exhibition can be considered; Posters track on Day-1 and posters (50) displayed rest of the days at the venue.
  - Track “A” -- Provision for 12 invited sessions (over and above 12 thematic sessions, keynotes, and plenaries) – MeitY with its organizations and industry partners can drive 2-6 of these, with others assigned to international/ national organizations/ bodies/ associations.
  - Day 1 – Reception and (Academic) Poster Exhibition is accompanied by Gala Dinner
  - Day 2 or Day 3 – Can organize a cultural evening with dinner (Remaining Day dinner to also be provided)/ Tea and Lunch on all days
- Day 4 (Doctoral with limited audience) – tea and lunch to be provided

## **ANNEXURE III: DECLARATION (ON THE RESPONDENT'S LETTER HEAD)**

### **DECLARATION**

- i. I, \_\_\_\_\_ (Name & Designation) solemnly affirm that the facts stated above are correct and nothing has been withheld. If any information submitted above, is found to be false or fabricated, I may be liable to be debarred from empanelment.
- ii. I permit NeGD to cross check the above facts from any other source.
- iii. I or my authorized representative, if required by NeGD, would make a presentation before the duly constituted Committee at my own cost.
- iv. I will abide by the decision of NeGD regarding empanelment.
- v. I have read & understood the RFP and agree to all the terms & conditions stated therein.
- vi. I declare that our company is not blacklisted by any Central/State Government/PSU in the last three years.

### **SIGNATURE**

Full name and designation:

Date:

(Seal of organisation)

Phone No:

Email id:

**ANNEXURE IV: Qualification Criteria (Ref section 3.2)**

<b>S No.</b>	<b>Description</b>	<b>Detail</b>
1	Certificate of Registration	The firm should possess and furnish certificate of registration/ incorporation. It should also provide the PAN & Service Tax registration. Submit documents in support.
2	Accountant/Statutory Auditors	Submit the audited balance sheet FY 2013-14
3	Head office/Branch office in Delhi/NCR With complete address and telephone number 2013-14	Submit support document (Address proof/Electricity bill etc)
4	Network presence/offices	Submit proof of office establishment like Rent agreement/Electricity/Landline bill
5	Has the agency been blacklisted/debarred/suspended/banned from business dealings by Any Ministry/Department of State/central Government/PSU As on date of filling the responses of this RFP	Submit the declaration duly signed by authorised Signatory (Annexure-I)

**ANNEXURE III: CHECKLIST FOR SUBMISSION OF RESPONSE TO RFP**

Description	Detail	Y/N
Eligibility Documents           Bid documents	Certificate of Registration/Incorporation. PAN & Service Tax Registration	
	Certified Annual Turnover FY 2013-14 as per category	
	Proof of Presence in Delhi/NCR (Address proof)	
	Proof of presence for network of offices	
	A declaration stating that agency has not been blacklisted/debarred/suspended by any State/Central Government/PSU (Duly signed Annexure-I)	
	Hard copies of documents as explained in as per category para 4.1.4 ( along with relevant work orders/client certificate)	

**Note:** All documents including annexure must be properly marked and sealed. The response to RFP should be submitted in one hard copy (signed on every page) and one soft copy on a CD. In case of any discrepancy, the signed hard copy version will prevail.

Signature.....  
 Name:  
 Certified By, in the capacity of.....  
 Duly authorized to sign Proposal for  
 And on behalf of.....  
 Date.....  
 Place.....  
 Mobile No.....  
 Email id.....

## ANNEXURE IV: TERMS AND CONDITIONS OF AGREEMENT

1. The empanelment shall be initially for one year from the date of empanelment. NeGD reserves the right to extend the same on yearly basis up to two additional years based on periodic reviews to assess the performance during the specified duration of empanelment on the same terms & conditions.
2. The servicing team of the agency must be available to NeGD Headquarter, New Delhi as and when required by NeGD.
3. NeGD will sign an empanelment agreement separately with the agency. After signing of the contract, no variation or modification of the terms of the agreement shall be made except by written amendment signed by both the parties.
4. A separate work order will be given to the selected agency for each project.
5. Nothing mentioned herein shall be construed as relationship of master and servant or of principal and agent as between the "NeGD" and "the applicant". No partnership shall be constituted between NeGD and the applicant by virtue of this Empanelment nor shall either party have powers to make, vary or release contractual obligations on behalf of the other party or represent that by virtue of this or any other Empanelment a partnership has been constituted, or that it has any such power. The applicants shall be fully responsible for the services performed by them or on their behalf.
6. The empanelled advertising agency is expected to maintain high level of professional ethics and will not act in any manner, which is detrimental to NeGD's interest. Agency will maintain confidentiality on matters disclosed till proper instruction is issued for publication.
7. NeGD will de-empanel the empanelment, if the agency is found to be engaged in corrupt, fraudulent, unfair trade practices, coercive or collusive. These terms are defined as follows:
  - (a) "Corrupt practice" means the offering, giving, receiving or soliciting of anything of value to influence the action of NeGD or any personnel in contract executions.
  - (b) "Fraudulent practice" means a misrepresentation of facts, in order to influence a procurement process or the execution of a contract, to NeGD, and includes collusive practice among applicants designed to establish proposal prices at artificially high or non competitive levels and to deprive NeGD of the benefits of free and open competition.
  - (c) "Unfair trade practices" means supply of services different from what is ordered on, or change in the Scope of Work which was agreed to.
  - (d) "Coercive practices" means harming or threatening to harm, directly or indirectly, persons or their property to influence their participation in the execution of contract.
  - (e) "Collusive practices" means a scheme or arrangement between two or more applicants with or without the knowledge of the NeGD,

designed to establish prices at artificial, non-competitive levels; NeGD will reject an application for award, if it determines that the applicant recommended for award has, directly or through an agent, engaged in corrupt, fraudulent, unfair trade, coercive or collusive practices in competing for the contract in question.

8. Applicable Law would mean the laws and any other instruments having the force of law in India as they may be issued and in force from time to time.
9. All legal disputes between the parties shall be subject to the jurisdiction of the Courts situated in New Delhi only.
10. The advertisement and marketing material used by the agency shall be in accordance with the guidelines laid down by NeGD from time to time.
11. The applicants will indemnify NeGD against any misuse of Brand Name and Logo. For any misuse of Brand name and logo, the applicant themselves will be held responsible. NeGD will take necessary legal actions for such cases.
12. NeGD will not be responsible for any miscommunication or harm caused to any party because of any misrepresentation of its name and logo by the applicant.
13. Without prejudice to any other right or remedy it may have, either party may terminate the empanelment at any time by giving one month advance notice in writing to the other party.
14. NeGD reserves the right to withdraw/ terminate empanelment in any of following circumstances:
  - a) Applicant becomes insolvent, bankrupt, resolution is passed for the winding up of the applicant's organization
  - b) Information provided to NeGD is found to be incorrect;
  - c) Empanelment conditions are not met within the specified time period;
  - d) Misleading claims about the empanelment status are made;
  - e) Clear evidence is received that there is breach of copyright;
15. If the agency does not execute the contract to the satisfaction of the NeGD then the NeGD may invoke any or all of the following clauses.
  - a) For RFP it the Performance Guarantee Amount
  - b) Terminate the contract.
16. The rates quoted shall be in Indian Rupees and shall be inclusive of all taxes, duties except service Tax, as applicable, up to the completion of job. Service Tax will be reimbursed on actuals on submission of documentary evidence.
17. All decisions taken by the NeGD regarding empanelment shall be final and binding on all concerned parties.
18. The Agency is responsible for and obliged to conduct all activities as defined in the scope of work in accordance with the Agreement.
19. The Agency is obliged to work closely with the NeGD's staff, act within its own authority and abide by directives issued by the NeGD.
20. The Agency will abide by the job safety measures prevalent in India and will free the NeGD from all demands or responsibilities arising from accidents or loss of life. The Agency will pay all indemnities arising from such incidents and will not hold the NeGD responsible or obligated.
21. The Agency is responsible for managing the activities of its personnel and will hold itself responsible for any misdemeanour.
22. The Agency will treat as confidential all data and information about the NeGD, obtained in the execution of his responsibilities, in strict confidence and will not reveal such information to any other party without the prior written



approval of the NeGD.

23. NeGD will have right to drop any agency from the empanelled list without assigning any reason whatsoever. NeGD also reserves the right to modify the term and conditions of empanelment.
24. Agency should have resources with proficiency and proof reading facilities in multiple official languages of India.
25. Selection of artwork/creative will be entirely on NeGD's discretion. Artwork/creative once selected will be the property of NeGD and it can be repeatedly used in different media like print, outdoor, electronic etc without seeking permission from concerned advertising agency or paying any commission/fees/royalty. The Agency has to provide original soft copy of open file to NeGD. The agency cannot use the concept, artwork, picture, film and jingle for other clients once NeGD selects it.
26. Agency will be responsible for transportation of material across India, if required by NeGD.

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