

Expression of Interest
For
Empanelment of Advertising Agencies



EdCIL (India) Limited
(A MINI RATNA Category – I CPSE, Govt. of India)
(An ISO 9001-2015 & 14001-2015 Certified Company)
EdCIL House, 18-A, Sector 16-A, NOIDA – 201301 (U.P.)
Tel: 0120 – 4156001-02, 4154003, 2970206-07

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Tender Ref. No. EdCIL/Admin./Empanelment- Advt. Agencies/2026, 3rd September, 2026	
Place for opening of the bid (On-line)	EdCIL (India) Limited EdCIL House, 18-A, Sector-16-A NOIDA - 201301 (Uttar Pradesh), India
Last Date & Time of Submission of Bid	30 th September, 2026 upto 1500 hrs
Date & Time of Opening of Technical Bid	30 th September, 2026 at 1530 hrs

Name of the Bidding Company/ Service Provider :	
Contact Person (Authorized Bid Signatory) :	
Correspondence Address :	
Mobile No. Tele Phone Fax	
Website	
Email	

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CHAPTER - I

Introduction

EdCIL (India) Limited, is a "Mini Ratna Category-I" Central Public Sector Enterprise under the administrative control of the Ministry of Education, Government of India. The Company has its registered office at 7th Floor, Amba Deep Building, K G Marg, New Delhi-110001. The Company offers Project Management and Consultancy Services in the entire education and human resource development value chain within India and overseas. It is a continuously dividend paying and profit-making company and the only PSU (Public Sector Undertaking) under Ministry of Education to serve the Education sector.

Clients of EdCIL include most State and Central Govt. Departments including MOE, PSUs and Autonomous bodies including IITs, IIMs, IIITs, Kendriya Vidyalaya Sangathan and Navodaya Vidyalaya Samithi.

Vision

To be the most trusted project management and consultancy organization offering educational and human resource consultancy services

Service Spectrum

EdCIL undertakes end-to-end projects on turnkey basis from concept to commissioning and ensures effective management of activities from identification of objectives through continuous monitoring leading to optimal fulfillment of targets within the stipulated time frame.

The verticals have leveraged expertise gained over three decades, strong alliances and commitment of dedicated teams to ensure a strong national and global presence for the Company. These have strengthened our core competency in all areas of Education and human resource development. EdCIL presently has strong verticals in the following areas:

i) Online Testing and Assessment Services (OTAS)

Based on two decades of expertise in handling offline recruitment tests, the company switched over to offering online recruitment solutions in 2015 to bring in higher transparency and efficiency.

This is the biggest vertical of EdCIL which has received an overwhelming market response. The clients include Central and State Govts, PSUs and Autonomous bodies etc. The vertical organizes online recruitment tests across multiple segments of recruitments covering varied sectors of the economy. The company presently also executes an online test project for a client in overseas location.

Being a PSU targeted towards meeting educational needs, the company focuses on organizing online examinations for recruitment of teachers & principals as a specialized service. The Company also has aspiration to address online admissions/assessment requirement of different educational institutions.

ii) Educational Infrastructure Services (EIS)

Following key services are provided by the vertical covering Educational infrastructure management (turnkey execution and project management consultancy) services

- Concept Design
- Detailed Drawings
- Detailed Project estimate with Bill of Material
- Construction Schedule /Procurement Plan
- Tender documents
- Tender Process Management
- Project construction monitoring
- Incident monitoring
- Modifications in schedule
- Quality Assurance and Control
- Billing and Payments
- Getting Completion / Occupancy Certificates from Statutory Authorities
- Final Project Completion Report with Expense Analysis

iii) Educational Procurement Services (Lab Equipment, IT products, Furniture etc.)

Leveraging three decades of experience in domestic and overseas sector, following key services are provided by the vertical as part of the Procurement Services focusing on maximizing total cost of ownership (TCO) in educational and human resource development space:

- Educational Product research
- Vendor empanelment
- Demand Aggregation
- Development of Sourcing Strategy
- E-Tendering
- Bid Analysis
- Finalization of contract
- Order Placement
- Monitoring receipt of shipment including Quality check at client site
- Vendor payment management
- Monitoring AMC/Warranty
- Monitoring client feedback.

iv) Digital Education Services (DES)

The Company strongly believes that digitization will be a game changer in addressing quality, quantity and governance needs in both Schools and Higher education. The Company accordingly focuses on all emerging areas of IT/ICT applications in the sector.



Following key services are provided by vertical as part of the Digital Education Services

- Wi-Fi and Network Solutions
- ERP implementation
- Digitization of Records
- E-content preparation
- Virtual Classrooms
- Smart Campuses
- Online Admission System
- Computer labs

v) Advisory Services:

Following key services are offered by the Advisory vertical in the Education (School Chains and Higher education) and HR advisory space:

- Preparation of Detailed Project Reports (DPRs) (Greenfield and Brown field)
- Organization Restructuring (Sectoral/institutional)
- Improving Operational Efficiency
- Digitization Planning
- Designing of Training
- Impact Assessment (ICT/other schemes)
- Designing of new education schemes
- Education content Design

vi) Overseas Education Services (OES):

Based on strong MEA/MHRD endorsement within India, client confidence and alliances gained globally over three decades, the vertical executes sponsored and aggregated inbound overseas student admissions and faculty hiring and also effectively meets the individual needs of inbound students willing to study in India.

The vertical focuses on high potential target markets covering mostly SAARC, Middle East and African nations.

The following services are specifically offered:

- Implementation of 'Study in India' scheme of MHRD
- Placement of Overseas Students in select Indian Institutes (sponsored schemes as well as SFS segments)
- Placement of Indian faculty in overseas institutes
- Student/faculty exchanges
- All other Project management and consulting services extended in domestic sector

vii) Study in India

EdCIL has been appointed as the nodal agency to develop the strategy and oversee the implementation of Study in India programme. The programme aims to increase the inflow of inbound international students by 3 times through a systematic brand-building, marketing, social media and digital marketing campaign.

viii) TSG (Technical Support Group):

This is EdCIL's project management and logistical support vertical (also known as Technical Support Group –TSG) to extend operational support to MoE in implementing several Mega Pan-India projects. The services include:

- Logistical support to various large MoE schemes
- Outsourcing of Consultants/Support Staffs etc.
- Event Management Support
- Procurement Services



CHAPTER 2

ABBREVIATIONS & DEFINITIONS

Authorized Signatory	The bidder's representative/ officer vested (explicitly, implicitly, or through conduct) with the powers to commit the authorizing organization to a binding agreement. Also called signing officer/ authority having the Power of Attorney (PoA) from the competent authority of the respective Bidding service provider.
Bid	"Bid" means the response to this document presented in Bid, which is supplied with necessary documents and forms as given in Annexures, complete in all respect adhering to the instructions and spirit of this document.
Bidder	"Bidder" means any individual/proprietor/ partnership service provider/ agency/ company/ contractor/ supplier responding to Expression of Interest and who makes a Bid.
Contract	"The Contract" means the agreement entered into between EdCIL and the selected bidder(s) in terms of clauses mentioned.
Day	"Day" means a working day as per Government of India (GOI).
MoE	Ministry of Education
EMD	Earnest Money Deposit
EdCIL	EdCIL (India) Limited
TC	Tender Committee
Tendering Authority	EdCIL in this Bid Document.
Services	"Services" means the services to be delivered by the successful bidder and as required to run the project successfully as per the Contract. A service is the intangible equivalent of an economic good
SoW	Scope of Work
Agency	" Agency " means accredited advertising agency that may provide the communication Services to EdCIL under the Contract.
Proposal	" Proposal " means the Technical Proposal of the Advertising Agency.
EOI	" EOI " means the Expression of Interest to invite bids from accredited advertising agencies for selection of Empanelment of Advertising Agency.

CHAPTER 3

INVITATION FOR EXPRESSION OF INTEREST

EdCIL India Ltd (EdCIL) intends to empanel accredited advertising agencies for handling branding/non branding communication jobs. This includes display advertisements and other public awareness/announcement advertisements besides designing and printing of various publications including Company's Annual Report, publicity materials, communication materials for fairs and exhibitions, recruitment tender advertisements, letter heads, envelopes, internal memos, standees, Greeting Cards, Diaries, Calendars, Exhibitions/ Posters/ Display materials etc.

The agency should be fully accredited with Indian Newspaper Society (INS) as well as regional newspapers for publishing advertisements on commercial/DAVP rates and should be equipped with adequate infrastructure for designing, preparation and printing of material in English, Hindi and other regional languages. The objective of the agency is to facilitate services such as conceptualising, designing, printing and advertising.

In this context, EdCIL intends to empanel accredited agencies / service providers through an Open tender process. The bidders shall be invited to submit a Technical Proposal. The Contract will be valid initially for a period of 2 years, which will be extended further for a period of two years on satisfactory performance of agency.

The Expression of Interest is issued by the EdCIL India Limited to obtain offer from reputed and accredited advertising agencies for empanelment of agencies / service providers to provide and organize services relating to printing, advertising to EdCIL.

Interested agencies are advised to study the tender document carefully. Submission of tender shall be deemed to have been done after careful study and examination of this tender document with full understanding of its implications.

EOI can be submitted by Indian registered company/ Limited Liability Partnership (LLP)/ Proprietorship firm engaged in the job of designing, preparing and printing of materials for advertisement and internal consumption of EdCIL. Consortium of companies/ service providers is not allowed.



CHAPTER - 4

Schedule for invitation to EOI

1.	Name of the issuing office	Shri U S Gaikwad Chief General Manager (HR & A) EdCIL India Ltd. Plot No. 18A, Sector-16 A Noida-201301 (U.P.)
2.	Uploading of Document	03rd September, 2026
3.	Last date for submission of EOI Query	14th September, 2026 at 1500 hrs
4.	Date of Pre-Bid meeting (For online query please mention "EOI Query" in the subject line)	16th September, 2026 at 1500 hrs Pre-Bid queries received later than the date as mentioned above shall not be entertained. Pre-bid queries should be e-mailed to aahlawat@edcil.co.in / vsinghal@edcil.co.in as per format specified.
5.	Last date for uploading replies	21st September, 2026 at 1700 hrs.
6.	Last date and time for submission of EOI	30th September, 2026 (upto 1500 hrs.)
7.	Date and time of opening of EOI	30th September, 2026 at 1530 hrs
9.	Place of opening of EOI	EDCIL India Ltd. Plot No. 18A, Sector-16 A Noida-201301 (U.P.)

CHAPTER 5

Offline and Online Bid Submission Documents

1.1 Offline Submissions:

The bidder is requested to submit the following documents offline to the under mentioned address before the start of Public Online Tender Opening Event in a Sealed Envelope at the address.

The envelope shall bear the project name, the tender number and the words 'DO NOT OPEN BEFORE' (due date & time).

- a. Original copy of the Bid Security declaration form.
- b. Original power-of-attorney.

Note: The Bidder should also upload the scanned copies of all the above-mentioned original documents during Online Bid-Submission.

1.2 Online Submissions:

The Online bids (complete in all respect) must be uploaded online as explained below:

(Following documents to be provided as single PDF & XLS file)		
Sl. No.	Content	File Types
1.	Annexure-I – EOI Form	PDF
2.	Annexure II- Letter of undertaking	PDF
3.	Annexure III- Self Declaration – Non-Blacklisting	PDF
4.	Annexure-IV- Turnover Statement	PDF
5.	Annexure V- Details of Work Executed	PDF
6.	Annexure VI- Power of Attorney	PDF
7.	Annexure VII -Integrity Pact	PDF
8.	Annexure VIII- Performance Bank Guarantee Format	PDF
9.	Annexure IX- Pre-Bid Query Format	PDF
10.	Annexure X- Annual Turnover Form	.XLS



CHAPTER 6

Instructions for e-tendering

1.1 INSTRUCTIONS FOR ONLINE BID SUBMISSION:

E-tendering is a new technology for conducting public procurement in a transparent and secured manner. As per Government of India's directives, EdCIL (India) Limited has adopted E-tendering.

- 1) For conducting electronic tendering, EdCIL (India) Limited has decided to use Electronic tender portal link available with detailed information on e-tendering process. This portal built using electronic tender's software is referred to as www.tenderwizard.com/EDCIL.
- 2) The bidders are required to submit soft copies of their bids electronically on www.tenderwizard.com/EDCIL e-tendering website, using valid Digital Signature Certificates. The instructions given below are meant to assist the bidders in registering on the Tender Wizard E-Tendering Portal, prepare their bids in accordance with the requirements and submitting their bids online on the Tender Wizard E-Tendering Portal.
- 3) The scope of work to be tendered is available in the complete bid documents which can be viewed /downloaded from Tender Wizard E-Tendering Portal of www.tenderwizard.com/EDCIL. Both Technical Bid and Financial Bid will be submitted concurrently duly digitally signed in the website www.tenderwizard.com/EDCIL. No claim shall be entertained on account of disruptions of internet service being used by bidders. Bidders are advised to upload their bids well in advance to avoid last minute technical snags.
- 4) All Corrigendum/Amendment/Corrections, if any, will be published on the website www.tenderwizard.com/EDCIL as well as on EdCIL's website.
- 5) It is mandatory for all the applicants to have class-III Digital Signature Certificate (in the name of person who will sign the bid document) from any of the licensed certifying agency (Bidders can see the list of licensed Certifying Agencies from the link www.cca.gov.in) to participate in e-Procurement of EDCIL.
- 6) It is mandatory for the bidders to get their Supplier registered with e-procurement portal of EDCIL, i.e. www.tenderwizard.com/EDCIL to have user ID & password by submitting a non-refundable annual registration charge as follows:

1	Registration charges for 1 year	Rs. 2,000/-
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(exclusive of taxes, levies, etc.) which can be paid online using the e-payment gateway to KEONICS through the portal address mentioned above. The registration so obtained by the prospective bidder shall be valid for one year from the date of its issue and shall be subsequently renewed.

- (i) Participants shall safely keep their User ID and password, which will be issued by the service provider i.e. KEONICS Ltd. upon registration, and which is necessary for e-tendering.

- (ii) Bidders are advised to change the password immediately on receipt of activation mail.
 - (iii) Bidders shall not disclose their User ID as well as password and other material information relating to the e-tendering to any one and safeguard its secrecy.
- 8) Submit your tender well in advance by relevant documents along with a copy of EMD of tender submission deadline on **Tender Wizard E-Tendering Portal** www.tenderwizard.com/EDCIL, as there could be last minute problems due to internet timeout, breakdown, etc.
 - 9) Tenders should be submitted only through Tender Wizard E-Tendering Portal and obtain the Tender Acknowledgement copy as a proof of successful submission.
 - 10) Vendors are requested to contact at Tender wizard Helpdesk for any information regarding E-tendering / training.

EdCIL / Tender Wizard E-Tendering Portal Helpdesk	
Customer Support: 080-49352000 (Multiple Telephone lines)	
Emergency Mobile Numbers: 9686115318 / 8800496478 / 8800445981 (Please contact in case of emergency during non-working hours.)	
To Tender Wizard	
harishkumar.kb@etenderwizard.com	
ambasa@etenderwizard.com	
arijeet@etenderwizard.com	
twhelpdesk963@gmail.com	
sandeep.g@etenderwizard.com	

1.2 PREPARATION OF BIDS

- 1) The bidder should consider any corrigendum/addendum published on the portal before submitting their bids.
- 2) **The bidder should go through the tender document carefully to understand the documents required to be submitted as part of the bid.** Please note the number of covers in which the bid documents must be submitted, the number of documents (including the names and content of each of the documents) that need to be submitted. Any deviations from these may lead to rejection of the bid.
- 3) The bidder, in advance, should prepare the bid documents to be submitted as indicated in the tender document/ schedule and generally, these can be in PDF format. Bid documents may be scanned with 100dpi with black and white option.

1.3 SUBMISSION OF BIDS

- 1) The bidder should log into the site well in advance for bid submission and complete all formalities of registration (at least two days in advance of the closing date) so that he/she uploads the bid in time i.e. on or before the bid submission time. The bidder will be solely responsible for any delay in uploading of bid within the stipulated time.

- 2) The bidder must digitally sign and upload the required bid documents one by one as indicated in the tender document.
- 3) The bidder must pay EMD as applicable through demand draft/BG/direct bank transfer/cheque as per tender condition in favor of "**EdCIL (India) Ltd**" payable at Noida and enter details of the instruments. Original copies of demand draft/BG for EMD are required to be submitted.
- 4) A standard Financial Bid form has been provided with the tender document to be filled by all the bidders. Bidders are requested to note that they should necessarily submit their financial bids in the format provided and no other format is acceptable. If the financial bid format is found to be modified by the bidder, the bid will be rejected.
- 5) The server time will be considered as the standard time for referencing the deadlines for submission of the bids by the bidders, opening of bids etc. The bidders should follow this time during bid submission.
- 6) Upon the successful and timely submission of bids, the portal will give a successful bid submission message & a bid summary will be displayed with the bid no. and the date & time of submission of the bid with all other relevant details.

1.4 ASSISTANCE TO BIDDERS

Any queries relating to the tender document and the terms and conditions contained therein should be addressed to the Tender Inviting Authority. For any other tender related queries bidders are requested to contact on below given numbers/email.

EdCIL / Tender Wizard E-Tendering Portal Helpdesk	
Customer Support: 080-49352000 (Multiple Telephone lines)	
Emergency Mobile Numbers: 9686115318 / 8800496478 / 8800445981	
(Please contact in case of emergency during non-working hours.)	
To Tender Wizard	
harishkumar.kb@etenderwizard.com	
ambasa@etenderwizard.com	
arijeet@etenderwizard.com	
twhelpdesk963@gmail.com	
sandeep.g@etenderwizard.com	

1.5 Offline Submissions: (AS PER TENDER REQUIREMENT)

The bidder is requested to submit documents as mentioned in the **Clause 1.1 of Chapter 5**.

1.6 MINIMUM REQUIREMENTS AT BIDDER'S END

- Computer System having configuration with minimum Windows 7 or above, and Broadband connectivity.
- Digital Certificate(s)

CHAPTER 7

Instructions to Bidders

1. General

- 1.1 The tender must be submitted before the due date and time.
- 1.2 All information supplied by bidder(s) shall be treated as contractually binding on the bidders on successful award of the assignment by EdCIL on the basis of this tender.
- 1.3 No commitment of any kind, contractual or otherwise shall exist unless and until a formal written contract has been executed by or on behalf of the EdCIL. EdCIL may cancel this tender at any time prior to a formal written contract being executed by or on behalf of EdCIL.
- 1.4 This tender does not constitute an offer by EdCIL. The bidder's participation in this process may result in EdCIL selecting the bidder to engage towards execution of the contract.
- 1.5 A Proposal should be accompanied by power of attorney in the name of an authorised signatory of the Bidder stating that he is authorised to execute documents and to undertake any activity associated with the Bidder's Proposal. Furthermore, the bid must also be submitted online after being digitally signed by an authorized representative of the bidding entity.

2. Preparations to bid

- 2.1 The Bidder is expected & deemed to have carefully examined all the instructions, guidelines, forms, requirements, appendices and other information along with all terms and condition and other formats of the bid. Failure to furnish all the necessary information as required by the bid or submission of a proposal not substantially responsive to all the requirements of the bid shall be at Bidder's own risk and may be liable for rejection.
- 2.2 The Bid and all associated correspondence shall be written in English and shall confirm to prescribed formats. If any supporting documents submitted are in any language other than English, translation of the same in English language is to be duly attested by the Bidders. Any interlineations, erasures or over writings shall be valid only if they are authenticated by the authorized person signing the Bid.
- 2.3 The bid shall be uploaded on the website as per the instruction given in the tender by the Bidder or duly authorized person(s) to bind the Bidder to the contract.
- 2.4 No bidder shall be allowed to modify, substitute, or withdraw the Bid after its submission.
- 2.5 The bidder shall be responsible for all costs incurred in connection with participation in the Bid process, including, but not limited to, costs incurred in conduct of informative and other diligence activities, participation in meetings/discussions/presentations, preparation of bid, in providing any additional information required by EdCIL to facilitate the evaluation process and all such activities related to the bid process. EdCIL will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.



- 2.6 Every page of the documents submitted by the bidder must be duly signed by the authorized signatory of the bidder along with the Organization seal.
- 2.7 The bids submitted by fax/e-mail etc. shall not be accepted. No correspondence will be entertained on this matter.
- 2.8 Failure to comply with the below requirements shall lead to the Bid rejection:
- 2.9 Comply with all requirements as set out within this tender.
- 2.10 Submission of the forms and other particulars as specified in this tender and respond to each element in the order as set out in this tender.
- 2.11 Non-submission of all supporting documentations specified in this tender corrigendum or any addendum issued.

3. Pre-Bid Meeting

- 3.1 The bidder is requested to submit any queries in writing or given e-mail (aahlawat@edcil.co.in / vsinghal@edcil.co.in) so as to reach on or before by - **14th September, 2026 at 1500 hrs.** Reply of which will be given by e-mail to the respective e-mail id only.
- 3.2 Queries relevant to the bid documents shall be addressed to the Deputy General Manager (HR & A), in the given e-mail id at 3.1.
- 3.3 The queries should necessarily be submitted in the format specified in Annexure - XI.
- 3.4 Any requests for clarifications after the indicated date and time shall not be entertained by EdCIL.
- 3.5 The officer notified by EdCIL will endeavour to provide timely response to all queries.
- 3.6 At any time prior to the last date for receipt of bids, EdCIL may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective Bidder, modify the tender document by a corrigendum.
- 3.7 The corrigendum (if any) & clarifications to the queries from all Bidders will be posted on the website www.edcilindia.co.in and on the e-tendering portal <http://www.tenderwizard.com/edcil> and may be emailed to all participants who have raised the queries.
- 3.8 Any such corrigendum shall be deemed to be incorporated into this tender.
- 3.9 In order to provide prospective bidders reasonable time for taking the corrigendum(s) or addendum(s) into account, EdCIL, at its discretion, may extend the last date for the receipt of Bids.

4. Validity of Bids

- 4.1 Bids shall remain valid till 180 days from the date of submission of bids. EdCIL reserves the right to reject a proposal valid for a shorter period as non-responsive.
- 4.2 In exceptional circumstances, EdCIL may solicit the bidder's consent to extend the period of validity. The request and the response thereto shall be made in writing. Extension of validity period by the bidder should be unconditional. A bidder granting the request will not be permitted to modify its Bid.

- 4.3 EdCIL reserves the right to annul the tender process, or to accept or reject any or all the bids in whole or part at any time without assigning any reasons and without incurring any liability to the affected bidder(s) or any obligation to inform the affected bidder(s) of the grounds for such decision.

5. Bid Security Declaration (BSD)

- 5.1 The Bidder shall furnish, as part of the Bid, a Bid Security Declaration (as per Annexure - II)
- 5.2 Bids received unaccompanied by an acceptable Bid Security Declaration shall be rejected as non-responsive.
- 5.3 Bid Security Declaration may be invoked (Invocation of Bid Security Declaration shall be termed as forfeiture of Bid Security):
- 5.4 If the bidder withdraws the bid after bid opening (technical bid) during the period of bid validity; or
- 5.5 If the bidder adopts corrupt or fraudulent or collusive or coercive practice(s) or defaults under Integrity Pact; or
- 5.6 In the case of a successful bidder, if the bidder fails within the specified time limit to:
- i. Sign the Agreement; and/or
 - ii. Furnish the required Performance Security Deposit.

6. Amendment to the Tender Document

- 6.1 At any time up to the last date for receipt of tender, EdCIL may, for any reason, whether at his own initiative or in response to a clarification requested by a prospective firm, modify the Bid Document by an amendment. EdCIL shall not be responsible for any oversight or negligence on part of the bidders on the amendments to the terms and conditions of the tender document and notified through the website.
- 6.2 The corrigendum (if any) & any other related communication regarding this tender shall be posted only on the website and no separate communication either in writing or through email will be made to any interested/ participating bidders.
- 6.3 Any such corrigendum(s) or addendum(s) or clarification(s) shall be deemed to be incorporated into the tender document.

7. Clarifications on submitted bids

- 7.1 During process of evaluation of the Bids, EdCIL may, at its discretion, ask Bidders for clarifications on their bids. The Bidders are required to respond within the prescribed time frame given for submission of such clarification.

8. Performance Security

- 8.1 The successful bidder should be required to deposit Performance Bank Guarantee equivalent to 3% of contract value (of the estimated cost of Rs. 60 Lakhs) to EdCIL within 15 days from the date of receipt of Letter of Award. The Performance Bank Guarantee (PBG) should be issued by a nationalized bank in favour of "EdCIL (India) Limited" to be valid for a period of 90 days beyond the date of completion of Contract period. This Performance Bank Guarantee should be retained throughout the currency of the contract and should be extended by



the bidder from time to time, as required by EdCIL.

- 8.2 PBG shall be returned to the successful bidder only after 90 days of the successful completion of the Contract. In case of any shortfall of any activity/ specification/ other terms and conditions of the contract, EdCIL reserves the right to recover damages or loss from the due the payment or by the encashment of PBG.
- 8.3 In case the duration of contract is extended beyond the initial one-year period the successful bidder is required to deposit Performance Bank Guarantee equivalent to 3% of contract value to EdCIL within 15 days from the date of receipt of extension order.

9. Acceptance/ Rejection of bids

- 9.1 EdCIL reserves the right to reject any or all offers without assigning any reason.
- 9.2 EdCIL based on the requirement without assigning any reason to the Bidder may split work/Scope/Bid offer in stages or in parts according to the need of work for ease of execution of work.
- 9.3 EdCIL reserves right to take decision according to requirement and no claim on whatsoever ground shall be entertained from the bidder.



CHAPTER 8

GENERAL INSTRUCTIONS

1. Procedure for preparation and submission of bids

- 1.1. The Expression of Interest (EOI) will have one packet system for the scope of the work:
 - a) Offer consisting of all Technical details along with commercial terms and conditions.
- 1.2. The EOI should be sealed by bidder in separate cover duly super scribed as Empanelment of Advertising Agencies.
- 1.3. EOI should not include any financial information. The cover thus prepared should also indicate clearly the name and address of the bidder to enable the Bid to be returned unopened in case it is received "Late" or due to any other reason.
- 1.4. The EOI received late and declared late by the Bid Evaluation committee after the last date and time for receipt of RFP prescribed in the bid document or otherwise shall be rejected and/or returned unopened to the Bidder.
- 1.5. Each copy of the bid should be a complete document with Index & page numbering and should be bound as a volume. Different copies must be bound separately.
- 1.7 Bid fee and Earnest money must be prepared as per instructions provided in this section.
- 1.8 Bidder should take into account any corrigendum published on the tender document before submitting their bid.
- 1.9 Bidders are advised to go through the tender advertisement and the tender document carefully to understand the document required to be submitted as part of the bid.
- 1.10 As part of the bid, the bidder should provide the following fee:
 - a) The Bidder must furnish Earnest Money Deposit (EMD) for Rs.1,20,000/- (Rupees One Lakh Twenty Thousand Only) in favour of **EdCIL India Ltd.** "Payable at **Noida (U.P.)** in the form of Demand Draft/cheque of schedule bank, failing which the bid will be rejected. However, for services other than release of advertising, EdCIL reserve the right to demand an EMD separately as deemed appropriate. However, Bidders registered with MSEs are exempted from payment of EMD.

2. Assistance to Bidders

Any queries relating to EOI document and the terms and conditions contained therein should be addressed to the relevant contact person indicated in Schedule for invitation to EOI.

3. Cost of the EOI

The bidder shall bear all costs associated with the preparation and submission of EOI, attending pre-bid meeting including cost of presentation, if so desired. EdCIL will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the tendering process.

4. Content of the EOI

The EOI documents include:

- a) Invitation for bids
- b) Instructions to bidders
- c) Scope of work
- d) Special Terms and Conditions

The bidder is expected to examine all sections of the tender document carefully. Failure to furnish all required information or submission of a bid not substantially responsive to the tender in every respect will be at the bidder's risk and may result in rejection of the bid.

5. Clarification on EOI

A prospective bidder requiring any clarification on EOI document may submit queries to the issuing officer in the following format so as to receive before the date of pre-bid meeting:

S.No.	Section no.	Clause No	Reference/Subject	Clarification sought

EdCIL will host the replies to any request for clarification or queries on the EOI document received not later than the dates prescribed in the schedule for invitation to EOI on EdCIL website and are not obliged to send individual reply to the bidders. Bidders are advised to see the clarifications/amendments on EdCIL website during the bid process.

6. Amendment in EOI Document.

- 6.1. At any time up to the last date for receipt of EOI, EdCIL may, for any reason, whether at his own initiative or in response to a clarification requested by a prospective Bidder, modify the Bid Document by an amendment.
- 6.2. The amendment will be notified on EdCIL website and by e-mail to the prospective Bidders/organizations who have received the Bid Documents and will be binding on them.



6.3. In order to provide prospective bidder reasonable time in which to take the amendment into account in preparing their bids, EdCIL may at its discretion, extend the last date for receipt of Bids and/or make other changes in the requirements set out in the tender.

7. Language of EOI

The EOI prepared by the Bidder and all correspondence and documents relating thereto exchanged by the Bidder and the Client, shall be written in the English language, provided that any printed literature furnished by the Bidder may be written in another language so long as accompanied by an English translation in which case, for purposes of interpretation of the bid, the English translation shall govern.

8. Documents comprising the EOI

The EOI prepared by bidder shall comprise the following documents:

- i) Letter of Proposal submission
- ii) Bid fee
- iii) Earnest Money
- iv) Bidder's experience
- v) Certificate of Incorporation
- vi) PAN No. and GST Registration Certificate
- vii) Certificate of Annual Turnover duly verified by CA
- viii) Undertaking that the bidder is not blacklisted
- ix) Complete details and literature of Agency depicting the capability of conceptualizing, designing, printing and organizing of advertisement, etc.

9. Prices

- 9.1 All the empanelled agencies will be invited to quote the financial offer for the proposed work, clearly defining the scope of work, on each occasion, as and when arise.
- 9.2 The financial quotes of all the empanelled agencies will be scrutinized and finalized on the lines of terms and conditions stipulated at the time of offer of work on each occasion.
- 9.3 Each time all the empanelled agencies shall be offered to quote the financial bid for the work, as and when arise, during the period of empanelment by EdCIL.

10. Authorized Signatory

- 10.1 The EOI document should be signed by the authorized representative of the bidder.



10.2 The certificate of authority and any other document consisting of adequate proof of the ability of the signatory to bind the bidder shall be annexed to the bid.

11 Period of Validity of EOI

Bids shall remain valid for the period of 180 days after the date of opening of bid. A bid valid for a shorter period may be rejected by EdCIL as non responsive. In exceptional circumstances, EdCIL may solicit the bidder's consent to an extension of the period of bid validity. The request and response shall be in writing.

12 Last date and receipt of EOI

The bid should be submitted not later than the time and date specified in schedule for invitation to tender. However, EdCIL may, at its discretion, extend the last date for the receipt of bids by amendment.

13 Late EOI

Any bid received by EdCIL after the specified time and last date for receipt of bid prescribed by EdCIL shall be rejected.

14 Address for Correspondence

The bidder shall designate the official mailing address, place, email and telephone number to which all correspondence shall be sent by EdCIL.

15 Preliminary examination

EdCIL will undertake preliminary examination of bids to determine whether they are complete, whether any error has been made, whether bid fee/EMD have been received, whether the document has been properly signed and whether the bid is generally in order.

A bid determined as not substantially responsive will be rejected by EdCIL.

16 Earnest Money (EMD)

16.1 The bidder shall furnish along with bid an Earnest Money deposit amounting to Rs.1,20,000/- (Rs. One Lakh Twenty Thousand Only) in the form of Demand Draft in favour of EdCIL India Limited payable at Noida. **Any bid received without EMDs will be summarily rejected.** Bidders registered with NSIC or MSEs are exempted for payment of EMD. However, for services other than release of advertising, EdCIL reserve the right to demand an EMD separately as deemed appropriate.

16.2 Bids received without EMD shall be summarily rejected.



16.3 The earnest money deposit of bidders shall be refunded without interest after approval of empanelment of agencies.

16.4 The EMD will be forfeited on account of one or more of the following reasons:

- a) The bidder withdraws its proposal during the bid validity period.
- b) The bidder does not respond to the requests for clarification of its proposal.
- c) The bidder fails to provide required information during the evaluation process.
- d) In case of successful bidder, the said bidders withdraw the offer or refuse to accept the letter of award for empanelment of advertising agencies after empanelment.

17 Pre-bid Meeting

The bidder or his official representative is advised to attend a pre-bid meeting **on 16 September, 2026 at 1500 hrs.** at the office of:

Chief General Manager (HR & Admin.)
EdCIL (India) Limited,
EdCIL House, 18 A, Sector 16A, NOIDA – 201 301 (U.P)
Phone: 0120- 4156001-002 and 4154003
Email: ugaikwad@edcil.co.in

The purpose of this meeting will be to clarify issues and to answer queries on any matters that may be raised at that stage.

The bidder is requested to submit any queries in writing by e-mail so as to reach EdCIL **not later than 14th September, 2026, upto 1500 hrs.**

Queries relevant to the bid Documents shall be addressed to the CGM (HR & Admin.), EdCIL. Reply to the bidder's queries will be made by EdCIL (India) Limited by uploading of response in the EdCIL website.

Proceedings of the pre-bid conference, including copies of the queries raised and responses given, will be furnished expeditiously to all those attending the meeting. Any modification of the bid documents, which may become necessary as a result of the pre-bid conference, shall be made by EdCIL exclusively through the issuance of an Addendum (or Addenda) and not through the minutes of the pre-bid conference.

Addenda will be treated as part of Tender Document. The copy of Addenda and response to other queries will also be hosted on EdCIL website (www.edcilindia.co.in) for the purpose of downloading.

18 Overall bid Evaluation Process:

- I. Evaluation criteria will be based on evaluation of the bidder meeting the technical qualification (including eligibility criteria). The evaluation shall consist of following phases:
- Phase I – Evaluation of Eligibility Criteria
 - Phase II - Evaluation Methodology for shortlisting advertising agencies:
 - Allotment of marks on the basis of documents submitted (Max. 60 marks)
 - Evaluation on the basis of presentation (Max. 40 marks)
- II. The final ranking of the agencies shall be prepared on the basis of cumulative marks scored against criteria at ii a) and b) above. The agency will have to score minimum threshold marks of 70 marks out of a total of 100 marks to become eligible for empanelment. However only seven agencies will be finally empanelled. In case more than seven agencies get higher than the threshold marks of 70 marks only the first seven agencies in terms of marks will be empanelled.

19 Phase I : Evaluation of Technical Bid:

19.1 Bidder shall have to enclose documentary evidence in support of the following mentioned Eligibility Criteria. In the absence of such supporting documents as mentioned against each criteria, the bid will be rejected summarily. The technical bid of only those bidders who qualify in the eligibility criteria will be evaluated as laid down in the subsequent section.

19.2 Eligibility Criteria:

S. No	Qualification	Documentary Evidence to be attached
1	The agency should be an Indian registered company/ Limited Liability Partnership (LLP)/ Proprietorship firm engaged in the job of advertising for minimum of 3 years in India as on 31 st March 2026 Consortium of companies/ service providers is not allowed.	Certificate of incorporation or Certificate of Commencement or Certificate confirming LLP or Trade license
2	The agency should have full and continuous Indian Newspaper Society accreditation for the last 3 years and should be valid as on the date of submission of response against EOI.	Copy of self attested accreditation certificate to be submitted against the EOI. EdCIL may ascertain accreditation status from INS.
3	The agency should be registered with the Directorate of Advertising and Visual Publicity (DAVP)/Bureau of Outreach and Communication (BOC), Government of India.	The registration should be valid as on the last date of submission of the EOI. Documentary proof of valid registration must be enclosed with the bid.
4	The agency should be a profit-making concern for the last three financial years, with	A certificate of Turnover & profitability from Chartered

	minimum Average Annual turnover of at least Rs.50 Crores in last 3 years.	Accountant for the last three financial years (i.e. 2022-23, 2023-24, 2024-25).
5	The agency must have successfully handled at least 2 advertisement campaigns in the last one year to be reckoned from due date of submission of response against this EOI.	Creative along with tear sheets of at least 3 different publications for print media and/or copy of TV commercials along with attested copies of work orders and completion certificate. (Soft copy/e-paper to be submitted)
6	At least two assignments for designing and printing of Annual Report, Diaries/Calendars and Corporate Brochure of either of the following during the last two years to be reckoned from the date of submission of EOI: - A company whose equity shares are listed on NSE or BSE. The company should be listed as on date of submission of response. - Ministry/Department of GOI including PSU.	One copy of each of the Annual Report/ Corporate Brochure along with copies of work orders and completion certificates. (Soft copy to be submitted)
7	At least two assignments involving designing, fabrication and installation of pavilions at an exhibition conducted at national/international city for development of commercial/educational activities in India and abroad during the last two years to be reckoned from due date of submission of EOI.	Photographs of pavilions/stalls put up along with copies of work orders and completion certificates. (Soft copy/e-paper to be submitted)
8	At least one assignment of an AV/Film/multimedia during the last two years to be reckoned from the date of submission of EOI.	Copy of film in CD/Pen drive along with copies of work orders and completion certificates.
9	The agency should neither have been Debarred and / or blacklisted by any Central / State Govt. Department / Universities / Educational Institutions/Organization etc. nor should have any litigation enquiry pending and / or initiated by any of these Department or Court of Law.	Declaration as per proforma The bidder shall furnish an undertaking duly attested by notary in a non-judicial stamp paper of value Rs. 100/-) (Hard copies to be submitted)

Note:

- Campaign is defined as one or more advertisements developed on the basis of a specific brief released in multiple media at predetermined frequency.*
- Agency shall also require to submit a certificate from their auditor as per Annexure along with copies of work orders and completion certificates.*



19.3 Agencies meeting all the above criteria will be considered for further evaluation for empanelment. The agencies meeting all the above eligibility criteria shall be evaluated on the criteria mentioned below:

19.4 Evaluation Methodology for short listing advertising agencies who fulfilled the eligibility criteria:

- i Stage 1 – Evaluation of agencies on the basis of documents submitted. The parameters against which each eligible agency will be evaluated in Stage 1 are as under:

S. No	Technical Parameters	Max score	Documentary evidence to be submitted
1.	Average Annual Turnover of the Bidder during the last three (3) financial years (FY 22-23, 23-24 & 24-25) >= INR 50 Crores:(10 marks) >= INR 30 Crores and < INR 30Crores : (7marks) >= INR 20 Crores and < INR 20Crores : (5 marks)	10	copy of CA certificate
2.	Number of Accounts of Maharatna/ Navratna Companies/ Govt./ PSU Departments handled during the last 3 years to reckoned from due date of submission of response against EOI 2 marks for each Maharatna/Navratna/Govt. Accounts handled and 1 mark each for other PSU	15	Copy of work order and completion certificate issued by client
3	Experience as Advertising Agency 3 Years experience = 4 marks Above 3 years to 6 Years = 6 marks Above 6 Years to 10 Years = 8 marks Above 10 Years = 15 marks	15	Copy of experience certificate issued by client
4	Areas of diversified services during two years to be reckoned from the date of submission of EOI: a) Public Relation b) Media buying c) Market Research d) Audio-visual development/Film/Multimedia e) Website/Internet communication f) Direct marketing g) Offset and digital print production h) Exhibition and Fabrication i) Event Management j) Advertising (1 mark each)	10	Copy of work order and completion certificate issued by client

5	Assignments Advertisements/ Exhibitions/ Print/ Films/ Events/ Digital campaign/ International campaign - undertaken for Ministry/Department/ PSU under Government of India in the last two years from the date of submission of EOI (2 marks for each assignment)	10	Copy of work order and completion certificate issued by client
	Total	60	

Note: Agency shall also require to submit a certificate from their auditor as per Annexure along with copies of work orders and completion certificates.

The agency which scores 45 marks or more (out of 60 marks) on the above criteria will be evaluated further at Stage-2.

- ii Stage 2 - Evaluation of agencies on the basis of presentation: All agencies scoring the minimum qualifying marks at stage 1 above shall be invited to make a presentation which will be evaluated on the following parameters:

S. No	Technical Parameters	Max score
1.	Creative concepts and approach with reference to handling important branding assignments	7
2.	Work done on electronic media related to advertising	3
3	Work done on design, programming and maintenance of websites of listed company (whose equity shares are listed on NSE or BSE. The company should be listed as on due date of presentation and also during the period when the job was being executed) during the last two years to be reckoned from due date of presentation.	4
4 (a)	International advertisement handled	3
4 (b)	Work done on handling social/digital media presence for listed companies (whose equity shares are listed on NSE or BSE. The company should be listed as on due date of presentation and also during the period when the job was being executed) during the last two years to be reckoned from due date of presentation.	5
5	The agency should have experience in planning and executing major National/ International-level events for Government Ministries/Departments or PSUs, with a Union Minister, Chief Minister, Governor, or other dignitary serving as the Chief Guest.	7
6	The agency should have experience in planning and executing Annual Day, Foundation Day, or any other prestigious event for any Central/State Government Organization, Public Sector Undertaking (PSU), or Government Department.	4



7	Understanding/awareness of the Education market and about EdCIL (for this purpose a brief will be shared with qualifying agencies based on which a broad media campaign strategy will have to be developed and shared).	7
	Total	40

Agencies will have to score minimum marks of 30 out of a total of 40 marks to qualify the stage 2 of evaluation.

20 Combined Evaluation

The final ranking of the agencies shall be prepared on the basis of cumulative marks scored against criteria at Stage 1 and Stage 2 and agencies will have to score minimum threshold marks of 70 marks out of a total of 100 marks to become eligible for empanelment. Agencies which meet the above criteria will be eligible for empanelment, in the order of their rankings. However, totally only seven agencies will be qualified to be empanelled. In case more than seven agencies obtain higher than the threshold marks of 70, only the first seven agencies in terms of marks will be empanelled.



CHAPTER - 9

SCOPE OF WORK

The empanelled advertising agencies would work on various communication assignments for EdCIL. The brief scope of work as indicative list of assignments is as follows:

1. Conceptualization of creative, designing and media management including release of advertisements in newspapers, magazines, in flight magazines, journals, commercials on TV/Radio etc. for EdCIL's corporate campaign.
2. Printing and production of:
 - i) Annual Reports
 - ii) House Journals (English/Hindi)
 - iii) Corporate Brochures
 - iv) Greeting Cards/Birthday Cards
 - v) Diaries
 - vi) Calendars
 - vii) Merchandise
 - viii) Collaterals
 - ix) Invitation cards
 - x) Any other print production jobs
3. Design and release of advertisements in print media for
 - i) NITs, UFRs/AFRs
 - ii) Chairman's speech
 - iii) Recruitment/Auction Notices etc.
 - iv) Classified Ads, Tenders etc.
 - v) Advertisements on premium pages of leading National and International Newspapers
 - vi) To provide inputs such as circulation figures, cost etc. for various newspapers to plan and decide media plan
 - vii) To liaison with newspapers and arrange for release of advertisement at a short notice on desired dates
4. Production of TV and radio commercials/advertisements in India and abroad
5. Arranging publication of articles in leading news dailies/magazines.
6. Organizing media campaign in social media.
7. Printing advertisements on hoardings, banners, airports.
8. Digital Media Buying across different Medias like Google, Face book etc.
9. Creating and sending E-mailers
10. Creating Social Media posts and handling all Social Media handles of the company.
11. Providing creative inputs for website.
12. Advising EdCIL on Google search engine optimization objective.
13. Any other work related to publicity and corporate communication of the organization
14. Event management

CHAPTER - 10

Proposed Contract Terms

1) Job Allocation:

- i) The empanelled agencies will be required to offer services for routine advertisement release and publications:
 - (a) In newspapers having DAVP rates at DAVP rates only.
 - (b) In newspapers/publications not having DAVP rates, at the lowest commercial rates. That in all such cases the schedule of the newspapers/publication showing its various commercial rates shall also have to be forwarded by the agency to the advertiser
 - (c) No publication newspaper having DAVP rates shall charge the advertiser any commercial rates.
- ii) In the event of specific launch of a media campaign, EdCIL will contract any/all empanelled agencies for creative options and also to distribute the creative so developed amongst one or more agencies for further release of the same in the Print/Electronic media.
- iii) The empanelled agency must hold **full accreditation from the Indian Newspaper Society (INS)**. Provisional or conditional accreditation will not be accepted. It is explicitly stated that franchise applications will not be entertained, and only applications directly submitted by the accredited agency will be considered.
- iv) The job distribution for release of advertisement will be decided on rotation basis. However, the charges for jobs other than advertisement, like printing, production of diaries, calendars, greeting cards, annual reports, TV/Radio commercials, setting up of stalls in exhibitions/fairs, events etc. will be decided on competitive bidding basis/ DAVP rates (wherever applicable) amongst the empanelled agencies.
- v) The agency will not be paid for generating designs, creative options, and translation of material from English advertisement to Hindi advertisement or into any other Indian language.
- vi) The agency will assist the advertiser in advertising it on methods and media of advertising, preparation of drawings and block, undertaking research work and dealing with the newspapers/publications on behalf of advertiser.
- vii) The agency shall ensure that in all tender advertisements released in newspapers/publications, optimum utilization of space is made with no wastage of space and the advertisement is cost effective.
- viii) The agency shall submit the proofs of the advertisements prepared by it to the advertiser before the subject matter is actually printed or published. The

advertiser shall return the proof with its official seal and

- (a) With expression 'O.K' (meaning correct as it stands) or
 - (b) With expression "O.K with correction" (meaning that the corrections marked upon the proof must be made before its publication) or
 - (c) With expression 'Revise' (meaning that after corrections as suggested have been made, fresh proofs must be submitted).
- ix) In the event of any error or omission not being still corrected by the agency after the duly corrected proof having been returned by the advertiser to the agency, the latter shall be liable to compensate the advertiser, the entire cost of the advertisement so published incorporating therein the said error or omission.
- x) EdCIL reserves the right to place an order for full or part quantities under any item of the work under scope of work.
- xi) In case there is an error in publication of the advertisements as compared to advertisement's text approved by the concerned official of EdCIL, the advertising agency shall arrange to publish the corrigendum immediately at its own cost. No bills shall be raised or paid to the agency. EdCIL may also impose a suitable penalty in such cases.
- xii) Whenever required, the agency shall have to accept and get an advertisement published at a very short notice in specified newspapers on a specified date as indicated by the EdCIL.

2) Term of Empanelment

- a) The term of empanelment shall be for a period of two (2) years, extendable by two more years depending on the performance of advertising agencies.
- b) The management reserves the right to select or reject any application without assigning any reason thereof.
- c) EdCIL reserves the right to terminate the services of the agency any time without assigning any reason whatsoever. Such decision shall be final and binding on empanelled agencies.

3) Copyright Issues

- a) The agency will be responsible for copyright issues concerning usage of images, footage, text material etc. obtained through various sources. EdCIL will not be a party to any dispute arising out of copyright violation by the Agency.
- b) The ownership of all print/outdoor/online creative and publicity materials/produced/designed through the creative agency will at all time rest with EdCIL and the agency/copywriter/photographer etc. will have no proprietary or other right in respect of the same. This would include full copyright for all time use of the images/photographs used in the creative and publicity material.

- c) The agency will be responsible for obtaining any permission that may be required for undertaking the work as detailed in subsequent offers from time to time. EdCIL will assist in this regard, wherever possible.
- d) Once the agency has submitted the artwork/other details to EdCIL, it shall become the property of EdCIL.

4) Remuneration

It is clearly understood by the agency that it shall not be paid any remuneration for the various printing jobs, design and artwork in the display of the advertisement and/or for the release of the publication and that the agency will have to reimburse/remunerate itself from the discounts offered to it by the newspaper/publication on the applicable DAVP/lowest commercial rates, whichever is applicable. That in no eventuality shall any amount be claimed by the agency from the advertiser or shall be due to the agency from the advertiser.

5) PAYMENT TERMS

For Newspaper advt.

- a) No advance payment will be considered.
- b) The agency shall send Invoice to advertiser stating therein the total cost of publication incurred on DAVP or non-DAVP rates as per agreed terms. The agency should release the advertisements on DAVP rates for Government clients of EdCIL. Payment shall be made within 30 days of Invoice being delivered in EdCIL's office.
- c) The agency shall provide a copy of the bills along with newspaper clippings raised by the newspaper/publication on the agency along with invoice to advertiser.
- d) Payment and terms for other jobs, which shall be decided when the work is awarded to successful bidder after competitive bidding, shall be made in accordance with the terms and conditions set at that time.
- e) All payments against invoice shall be made in INR through NEFT/RTGS to the account of the agency concerned against the pre-receipted invoices submitted in triplicate, complete in all respect on the last working day of each month. Necessary details supported with cancelled blank cheque leaf shall be provided by the agency.
- f) GST shall be paid, as applicable.
- g) TDS will be deducted at source, as per rules.

6) Performance Security

Successful bidder/s shall have to submit a Performance Security of Rs.1,80,000/- (Rupees One Lakh Eighty Thousand Only) in the shape of a Demand Draft/Cheque drawn from any Nationalized/scheduled Bank in favour of EdCIL (India) Limited payable at Noida.



The performance security will be forfeited in the event of breach of contract by the agency.

7) Applicable Law

- a) The contract shall be interpreted in accordance with the laws of the Union of India.
- b) Governing Law and Choice of Forum:
 - The laws of India shall govern this project. Any suit, action or proceeding shall be confined to the exclusive jurisdiction of Courts at Delhi (India).

8) Confidentiality

Both parties and their personnel shall not, either during implementation or after completion of the project, disclose any proprietary or confidential information relating to the services, commercial details, agreement or EdCIL's business or operations without the prior consent of other party.

9) Consortium

No consortium will be entertained by EdCIL.

10) Income Tax/ Goods & Service Tax Registration Certificate

PAN and GST registration No. should be quoted.

11) Language

- a) The Contract as well as all correspondence and documents relating to the Contract exchanged by the bidder and EdCIL, shall be written in English language only. Supporting documents and printed literature that are part of the Contract may be in another language provided they are accompanied by an accurate translation of the relevant passages in English language, in which case, for purposes of interpretation of the Contract, this translation shall govern.
- b) The Bidder shall bear all costs of translation to the governing language and all risks of the accuracy of such translation.

12) Notices

- a) Any Notice given by one party to the other pursuant to the Contract shall be in writing to the address specified in the contract. The term "in writing" means communicated in written form with proof of dispatch.
- b) A Notice shall be effective when delivered or on the Notice's effective date, whichever is later.

13) LD on account of Delays in the Bidder's Performance

Delay on part of the Bidder for reasons solely attributable to the bidder in the performance of its delivery obligations as is directly attributable to them shall render the Bidder liable to the imposition of penalty (LD) @ 0.5% plus taxes of

the order value for each week or part thereof subject to maximum of 10% plus taxes of the order value, unless an extension of time is agreed upon.

14) Termination

EdCIL may without prejudice to any other remedy for breach of contract, terminate the contract in case of occurrence of any of the following events. In such an occurrence EdCIL shall give not less than thirty days written notice of termination to the Service provider.

a) Termination of the Contract

The Contract is liable to be terminated if the Service Provider:

- i. Becomes bankrupt or insolvent or goes into liquidation (other than a voluntary liquidation for the purpose of amalgamation or reconstruction, in the case of a Company) or is ordered to be wound up or has a receiver appointed on its assets or execution or distress is levied upon all or substantially all of his/their assets or
- ii. Makes an arrangement with or assignments in favour of his/their creditors or agrees to carry out the contract under a committee or inspection of his/their creditors; or
- iii. Abandons the work; or
- iv. Persistently disregards the instructions of EdCIL in contravention of any provision of the Contract; or
- v. Fails to adhere to the agreed program of work; or
- vi. Assigns or sublets the work in whole or in part thereof without prior written consent of EdCIL; or
- vii. Performance is not satisfactory; or
- viii. If the Service Provider obtains the contract with EdCIL with illegal manner;
- ix. Information submitted/furnished by the contract are found to be incorrect.
- x. The above shall be without prejudice to EdCIL's other rights under the law.

b) Consequences of Termination

If the contract is terminated by EdCIL for reasons detailed above or for any other reasons whatsoever:

- i. EdCIL shall reserve the right to get work completed at the risk and cost of the Service Provider and to recover from the Service Provider any amount by which the cost of completing the work by any other agency shall exceed the value of the contract without prejudice to any other remedies/rights/claims etc. that may be available to EdCIL.
- ii. Performance Security in any form submitted by the Service Provider shall stand forfeited.
- iii. The Service Provider shall have no claim to compensation for any loss sustained by him by reason of having entered into any commitment or made any advances on account of or with a view

to the execution of works or on account of loss of expected profits.

- iv. All the dues payable to the Service Provider for the work executed by him before and up to termination shall only be released after making adjustments for the expenses, charges, demands, expected losses etc. incurred by EdCIL as a consequence of termination of the contract.

c) **TERMINATION FOR CONVENIENCE**

- i. EdCIL, by Notice sent to the Service Provider, may terminate the Contract, in whole or in part, at any time for its convenience. The Notice of termination shall specify that termination is for EdCIL's convenience, the extent to which performance of the Bidder under the Contract is terminated, and the date upon which such termination becomes effective.
- ii. Liability on closure of contract on any account including termination, expiry etc. The service provided shall be obliged to handover all the legacy data base to EdCIL on closure of an agreement to enable EdCIL to migrate and operate the same on any other software.

15) Legal Liability

EdCIL reserves the right to recover any liability arising out of an act directly attributable to the service provider

16) Settlement of Disputes

- a. **General:** If any dispute arises between the Service Provider and EdCIL during the execution of contract that should be amicably settled by mutual discussions. However, if the dispute is not settled by mutual discussions, a written representation will be obtained from the Service Provider on the points of dispute. The representation so received shall be examined by Competent Authority in EdCIL. The Service Provider will also be given an opportunity of being heard and the decision on the representation will be conveyed in writing.
- b. **Legal Jurisdiction:** All legal proceedings arising out of any dispute between both the parties regarding contract shall be settled by a competent court situated in Delhi (India) only, after decision of the Purchase committee for settlement of disputes.

17) Arbitration:

- a. If any dispute arises out of the contract with regard to the interpretation, meaning and breach of the terms of the contract, the matter shall be referred to a sole arbitrator as per Arbitration and Conciliation Act, 1996 of Government of India or any statutory modifications or re-enactment thereof.
- b. All legal proceedings shall have to be lodged in courts situated in Delhi (India) and not elsewhere.



18) Reservation of Rights:

EdCIL reserves the right to:

- a. Extend the Closing Date for submission of the Proposals
- b. Amend the proposal requirements at any time prior to the Closing Date, provided that the amendment is displayed on the EdCIL Website <http://www.edcilindia.co.in>.
- c. Seek information from the Bidders on any issue at any time.
- d. To accept any bid or reject any bid without assigning any reasons and accept bid for all or anyone options for which bid has been invited.
- e. Terminate or abandon this Procedure or the entire project whether before or after the receipt of proposals or midway during currency of the agreement.
- f. Make enquiries from any person, company or organization to ascertain information regarding the Bidders and its proposal.
- g. Reproduce for the purposes of this Procedure the whole or any portion of the Proposal despite any copyright or other intellectual property right that may subsist in the Proposal.

19) Suspension

- a) EdCIL may, after giving a written notice of suspension to the Service provider, and considering the representation, if any, submitted to him within a period of 15 days from receipt of such notice, suspend all payments to the Service Provider, if the Service Provider fails to perform any of its obligations (including the carrying out of the services) provided that such notice of suspension:
 - Shall specify the nature of the failure and
 - Shall direct the Bidder to remedy such failure within a specified period from the date of receipt of such notice of suspension by the Service Provider.
- b) EdCIL may engage some other agency for the completion of suspended work, which will be carried out at the risk and cost of the Service Provider.

20) Force Majeure

- Notwithstanding anything contained in the Bid Document, the Service Provider shall not be liable for forfeiture of security, liquidated damages or termination for default, if and to the extent that, its delay in performance or other failures to perform its obligations under the agreement is the result of an event of Force Majeure.
- For purposes of this clause "Force Majeure" means an event beyond the control of the Service Provider and not involving the Service Provider's fault or negligence and which was not foreseeable. Such events may include wars or revolutions, fires, floods, earthquakes, epidemics. The preventive measures for fire breakdown must be followed otherwise will not be applicable here. The decision of EdCIL, regarding Force Majeure shall be final and binding on the Bidder.

- If a Force Majeure situation arises, the Service Provider shall promptly notify EdCIL in writing, of such conditions and the cause thereof. Unless otherwise directed by EdCIL in writing, the Service Provider shall continue to perform their obligations under the agreement as far as reasonably practical, and shall seek all reasonable alternative means for performance not prevented by the Force Majeure event. EdCIL may, terminate this agreement by giving a written notice of a minimum 15 days to the Service Provider, if as a result of Force Majeure; the Service Provider is unable to perform a material portion of the services for a period of more than 30 days.

21) Indemnity

In case, any special, indirect, incidental, consequential damages including loss of revenue, data, records/reports and any such resultant action in consequence of these events takes place, the exemplary/ punitive/recoveries, as per the provisions of the contract or under any applicable law, the parties shall make themselves liable for such indemnification as arise out of the contractual obligation.

22) Special Terms and Conditions

- a) The exact scope of work, deliverables, milestones and timelines will be mutually decided later at an appropriate time looking to the requirements of the project. However, the decision of the tendering authority, in this regard, shall be final and binding upon the firm.
- b) Apart from the original quotation to be submitted in the manner detailed above, no copies should be sent to any other office of EdCIL. Such offers will not be considered as valid quotations. Offers not submitted in the standard formats given in the tender document will be summarily rejected.
- c) The discretion of EdCIL for awarding business and mode of business will be final and binding on the bidder.
- d) EdCIL reserves the right to award the work/cancel the award of work without assigning any reason. In case of differences, if any, the decision of EdCIL shall be final.
- e) Any court case arising out of bidders mistake will be defended by the bidder with no cost to EdCIL and any legal liability arising out due to negligence of bidder will be borne by the bidder.



Annexure 1**Bid Form****I. Addressed to**

a.	Name of the tendering authority	CGM (HR& Admin.) EdCIL (India) Limited
b.	Address	CGM (HR & Admin.) EdCIL House 18-A, Sector 16-A NOIDA – 201301 (U.P.), India
c.	Telephone	0091-120-4514001-02, 4516003, 2970206-07
d.	Email Id	ugaikwad@edcil.co.in

II. Tender No. EdCIL/Admin./Empanelment- Advt. Agency ./2026 dated 03rd September, 2026

III. Other related details:-

1	Name of Bidder				
2	Name & Designation of Authorized Signatory				
3	Registered/Head Office Address				
4	Delhi Office	Address			
		Phone			
		Fax:			
		Contact Person			
		Phone			
		Email id			
5	Year of Establishment				
6	Type of Firm (Put Tick mark)	Public Limited	Private Limited	Partnership	Proprietary
7	Telephone Number(s)/ Mobile				
8	Website URL				
9	Fax No.				
10	Email Address				
11	Indicate if organization has been blacklisted or not				
12	Breakup of IT personnel				
13	No. of executive globally				
14	Are there any clarification / information etc that the bidder may like to make				

IV. Earnest Money amounting to Rs. 1,20,000/- (Rupees One Lakh Twenty Thousand Only) has been remitted vide cheque/DD No..... dated in favour of EdCIL (India) Limited, payable at NOIDA, India

- V. We agree to abide by all the conditions mentioned in this Tender Document issued by the Tendering Authority and also the further conditions of the said Tender Notice given in the attached sheets (all the pages of which have been signed by us in token of acceptance of the terms mentioned therein).
- VI. No Advance payment shall be made. Payments shall be made as per payments terms.
- VII. Bid duly filled and signed is enclosed with this tender form with Terms & Conditions in token of acceptance along with duly filled letter of undertaking / declaration.

Signature:

Name:

Designation:

Name of the Bidder: -

Authorized Signatory: -

Seal of the Organization: -

Date:

Place:



Letter of undertaking
(ON THE LETTER HEAD OF THE BIDDER)

To

Chief General Manager
HR & Admin.
EdCIL (India) Limited
EdCIL House, 18 A, Sector-16 A,
NOIDA – 201301 (U.P.), India

Sir,

Subject: Selection for Empanelment of Advertising Agencies

This bears reference to **EdCIL/Admin./Empanelment Advt/2026 dated -----**
, 2026. We, hereby, accept all the terms and conditions for submitting bid as
mentioned in this Bid Document.

We warrant that the services do not violate or infringe upon any patent, copyright, trade
secret or other property right of any other person or other entity. We agree that we
shall not prevent EdCIL from any claim or demand, action or proceeding, directly or
indirectly resulting from or arising out of any breach or alleged breach of any of the
terms & conditions of bid document and contract.

The above document is executed on ____/____/2026 at (place) _____ and we accept
that if anything out of the information provided by us is found wrong, our tender/ work
order shall be liable for rejection.

Thanking you,

Yours faithfully,

Name of the Bidder: -

Authorized Signatory: -

Seal of the Organization: -

Date:

Place:



SELF-DECLARATION – NON BLACKLISTING

(On Non-Judicial Stamp Paper of Rs. 100/- duly attested by the Notary Public)

To,

Chief General Manager
HR & Admin.
EdCIL (India) Limited
EdCIL House, 18 A, Sector-16 A
NOIDA – 201301 (U.P.), India

Sir,

In response to the Tender **EdCIL/Admin./Empanelment-Advt/2026** dated _____, **2026** for empanelment of Advertising Agencies I/We hereby declare that presently our Company _____ is having unblemished record and is not declared ineligible or black listed for corrupt & fraudulent practices either indefinitely or for a particular period of time by any State/ Central Government/ PSU/Autonomous Body on the date of bid submission.

If this declaration is found to be incorrect then without prejudice to any other action that may be taken, my/ our EMD may be forfeited in full and the tender if any, to the extent accepted may be cancelled.

Thanking you,

Yours faithfully,

Name of the Bidder: -

Authorized Signatory: -

Seal of the Organization: -

Date:

Place:



**FORMAT FROM CHARTERED ACCOUNTANT FOR FINANCIAL CAPABILITY OF
AGENCY**

Turnover Statement

S.No	Financial Year	Annual Turnover of bidder
1.	2022-23	
2.	2023-24	
3.	2024-25	

Note: Certificate from Statutory Auditor/Chartered Accountant certifying turnover only for all three years to be attached.



Annexure – 5

Details of Past Experience:

Experience of bidder in executing similar projects for Central Govt./State Govt./PSU

S.No	Description of assignment	LOA/Work Order No. and date	Address & Phone no. of Client.	Value of Contract/ work order	Date of commencement	Scheduled Completion date	Actual Completion Date	Reason for delay in execution, if any
1.								
2.								
3.								
4.								

Place:

Date

Signature of authorized signatory

Name



Power of Attorney:

Know all men by these presents, we..... (name of service provider and address of the registered office) do hereby constitute, nominate appoint and authorize Mr./Ms.....son/daughter/wife of and presently residing at....., who is presently employed with /retained by us and holding position of.....as 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 and selection as the <project title> for the <name of the client>.....project, proposed to be developed by the (the "client") including but not limited to signing and submission of all applications, proposals and other documents and writings, participating in pre bid and other conferences and providing information /responses to the client, representing us in all matters before the Client, signing and execution of all contracts and undertakings consequent to acceptance of our proposal and generally dealing with the client in all matter in connection with or relating to or arising out of our Proposal for the said project /or upon award thereof to us till the entering into of the Agreement with the client.

AND, we do hereby agree to ratify and conservice provider all acts, deeds and things lawful done or caused to be done by our said Authorized Representative pursuant to and in exercise of the powers conferred by this power and Attorney and that all acts, 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 THISDAY OF2026.

For (Name and registered address of client)

(Signature, name, designation, and address)

Witness:

1. (Signature, name and address)
2. (Signature, name and address)

Notarized

Accepted



(Signature, name, designation, and address of the attorney)

Notes:

1. The mode of the 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 executants (s) and when it is so required the same should be under seal affixed in accordance with the required procedure.
2. Wherever required, the applicant should submitted for verification the extract of the charter documents and other documents such as a resolution/Power of Attorney in favour of the person executing this Power of Attorney for delegation of power hereunder on behalf of the applicant.
3. For a Power of Attorney executed and issued overseas, the document will also have to be legalized by the Indian Embassy and notarized in the jurisdiction where the Power and Attorney is being issued. However, the Power of Attorney provided by the applicants from countries that have signed The Hague Legislation Convention, 1961 are not required to be legalized by the Indian Embassy it is carries a conforming Apostille certificate.



PROFORMA PRE CONTRACT INTEGRITY PACT

GENERAL

This pre-bid pre-contract Agreement (hereinafter called the Integrity Pact) is made on ____ day of the month of 2026, between, on one hand, acting through Shri/Smt. _____, Designation, EdCIL (India) Limited (hereinafter called the "BUYER"/ "EdCIL" interchangeably, which expression shall mean and include, unless the context otherwise requires, his successors in office and assigns) of the First Part
And

M/s _____ represented by Shri _____, Chief Executive Officer (hereinafter called 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 EdCIL Empanel the Agency for release of advertisement & other services referred in the EOI No. EdCIL/Admin./Empanelment Advt. Agencies/2026 dated _____, 2026 for the Period of two years from 2026-27 to 2027-28.

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 EdCIL to obtain the desired services as referred to in the tender documents No. _____ dated2026 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 BIDDERS 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 EdCIL will commit to prevent corruption, in any form, by its officials by following transparent procedures.

The parties hereto hereby agree to enter into this Integrity Pact and agree as follows:

1. Commitments of the EdCIL

- 1.1 The EdCIL undertakes that no official of the EdCIL, 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 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 EdCIL will report to the appropriate Government office any attempted or completed breaches of the above commitments as well as any substantial suspicion of such a breach.
2. In case any such preceding misconduct on the part of such official(s) is reported by the BIDDER to the EdCIL with full and verifiable facts and the same is prima facie found to be correct by the EdCIL, necessary disciplinary proceedings, or any other action as deemed fit, including criminal proceedings may be initiated by the EdCIL 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 EdCIL the proceedings under the contract would not be stalled.

3. Commitments of Bidders

The BIDDER 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 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 EdCIL, 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 of the contract.

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 EdCIL 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 disfavor to any person in relation to the contract or any other contract with the Government.

- 3.3 Bidders shall disclose the name and address of agents and representatives and Indian BIDDERS shall disclose their foreign principals or associates.
- 3.4 BIDDERS 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 declares to the EdCIL that the BIDDER is the original manufacturer/integrator/authorized government sponsored export entity and has not engaged any individual or service provider or company whether Indian or foreign to intercede, facilitate or in any way to recommend to the EdCIL or any of its functionaries, whether officially or unofficially to the award to the contract to the BIDDER, nor has any amount been paid, promised or intended to be paid to any such individual, service provider or company in respect of any such intercession, facilitation or recommendation, as the case may be for satisfactory performance of the proposed terms of Tender.



- 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 EdCIL 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 EdCIL 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 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 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 EdCIL, or alternatively, if any relative of an officer of the EdCIL has financial interest / stake in the BIDDER's service provider, the same shall be disclosed by the BIDDER at the time of filing of Bid.
- 3.13 The BIDDER 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 EdCIL.

4. **PREVIOUS TRANSGRESSION**

- 4.1 The BIDDER 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 of 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 bid process.
- 4.2 The BIDDER agrees that if it makes incorrect statement on this subject. BIDDER can be disqualified from the Bid process or the contract, if already awarded, can be terminated for such reason.

5. **EARNEST MONEY DEPOSIT**

- 5.1 While submitting Technical bid, the BIDDER shall deposit an amount of Rs. 1,20,000/- (Rupees One Lakh Twenty Thousand) as Earnest Money with the EdCIL through Account Payee Bank Draft/ cheque of schedule bank or a Pay Order in favour of EdCIL (India) Limited.



- 5.2 The instrument for Security Deposit made shall be valid up to the specified period and the bidder shall be liable to keep the said instrument valid for such extended period as the case may be for satisfactory performance of the terms of Tender above referred till the complete conclusion of the contractual obligations to the complete satisfaction of both the BIDDER and the EdCIL, including warranty period, whichever is later.
- 5.3 In case of the successful BIDDER a clause would also be incorporated in the Article pertaining of Performance Bond in the corresponding Contract governing such agreement that the provisions of Sanctions for Violation shall be applicable for encashment of Performance Bank Guarantee deposited towards forfeiture of said amount in case of a decision by the EdCIL to forfeit the same without assigning any reason for imposing such sanction.
- 5.4 No interest shall be payable by the EdCIL to the BIDDER on Earnest Money 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 (whether with or without the knowledge of the BIDDER) shall entitle the EdCIL 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 (Bank Guarantee) (after the contract is signed) shall stand forfeited either fully or partially, as decided by the EdCIL and the BUYER (EdCIL) shall not be required to assign any reason therefore.
 - (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 EdCIL, 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 as the case may be. If any outstanding payment is due to the BIDDER from the EdCIL in connection with any other contract for any other stores or on any account whatsoever and by whatsoever name called, such outstanding payment could also be utilized to recover the aforesaid sum and interest thereto.
 - (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 EdCIL, 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 EdCIL resulting from such cancellation/rescission and the EdCIL 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 Government of India for a minimum period of five years, which may be further extended at the discretion of the EdCIL.
 - (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 EdCIL with the BIDDER, the same shall not be opened.
 - (x) Forfeiture by way of encashment of Performance Bond in case of a decision by the EdCIL to forfeit the same without assigning any reason for imposing sanction for violation of this Pact.
- 6.2 The EdCIL 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 any 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 EdCIL 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, an Independent Monitor(s) shall be appointed by EdCIL, in case of breach of the provisions of the pact.

7. INDEPENDENT MONITORS

- 1.11 An Independent monitor (s) shall be appointed by EdCIL, in case of breach of the provisions of the pact.
- 1.12 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.
- 1.13 The Monitors shall not be subject to instructions by the representatives of the parties and perform their functions neutrally and independently.
- 1.14 Both the parties accept that the Monitors have the right to access all the documents relating to the project / procurement, including minutes of meetings.
- 1.15 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 EdCIL.
- 1.16 The BIDDER(s) accept that the Monitor has the right to access without restriction to all Project documentation of the EdCIL 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 Sub-bidders. The Monitor shall be under contractual obligation to treat the information and documents of the BIDDER/Sub-bidder(s) with confidentiality.
- 1.17 The EdCIL 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.



1.18 The Monitor will submit a written report to the designated Authority of BUYER/Secretary in the Department/within 8 to 10 weeks from the date of reference or intimation to him by the EdCIL / BIDDER and, should the occasion arise, submit proposals for correcting problematic situations.

9. **FACILITATION OF INVESTIGATION**

In case of any allegation of violation of any provisions of this Pact or payment of commission, the EdCIL 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. **LAW AND PLACE OF JURISDICTION**

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

11. **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. **VALIDITY**

12.1 The validity of this Integrity Pact shall be governed by the terms of the Tender No. EdCIL/Admin./Empanelment Advt/2026 towards complete execution of the contract to the satisfaction of both the EdCIL 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 awarding the tender with successful bidder.

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 intentions.

13. The parties hereby sign this Integrity Pact at _____ on _____.

EdCIL (India) Limited
NAME OF THE OFFICER
Designation

BIDDER
CHIEF EXECUTIVE OFFICER

Witness

Witness

1.
2.

1.
2.

(The Pre Contract Integrity Pact shall be modified based in line with the conditions of the Bid Documents).



PERFORMANCE BANK GUARANTEE FORMAT

Name of the Bank: _____

To

EdCIL (India) Limited
EdCIL House, 18 A, Sector-16 A
Noida – 201301 (U.P.)

In consideration of the EdCIL acting through _____ (Designation & address of Contract Signing Authority), (hereinafter called "EdCIL (India) Ltd") having agreed under the terms and conditions of tender No. _____ Dt : _____ (along with corrigendum) made between _____ (Designation & address of contract signing Authority) and _____ (here in after called "the said Agency" for the work _____ (here in after called "the said agreement") having agreed for submission of a irrevocable Bank Guarantee Bond for _____ (_____ only) as a performance security Guarantee from the Agency for compliance of his obligations in accordance with the terms & conditions in the said agreement.

1. We _____ (Indicate the name of the Bank) hereinafter referred to as the Bank, undertake to pay to EdCIL (India) Ltd an amount not exceeding _____ (_____ only) on demand by EdCIL (India) Ltd.
2. We _____ (Indicate the name of the bank, further agree that (and promise) to pay the amounts due and payable under this guarantee without any demur merely on a demand from the EdCIL (India) Ltd through the Chief General Manager (HR & Admin.), EdCIL (India) Ltd, Noida or _____ (Designation & Address of contract signing authority), stating that the amount claimed is due by way of loss or damage caused to or would be caused or suffered by EdCIL (India) Ltd by reason of any breach by the said Agency of any of the terms of conditions contained in the said agreement or by reason of the Agency failure to perform the said agreement. Any such demand made on the Bank shall be conclusive as regards the amount due and payable by the Bank under this guarantee. However, our liability under this guarantee shall be restricted to an amount not exceeding _____ (_____ Only).
3. (A) We _____ (indicate the name of Bank) further undertake to pay to the EdCIL (India) Ltd any money so demanded notwithstanding any dispute or dispute raised by the Agency in any suite or proceeding pending before any court or Tribunal relating to liability under this present being absolute and unequivocal.
(B) The payment so made by us under this Performance Guarantee shall be a valid discharge of our liability for payment there under and the Agency shall have no claim against us for making such payment.
4. We _____ (Indicate the name of bank) to further agree that the guarantee herein contained shall remain in full force and effect during the period that would be taken for the performance of the said agreement and that it shall continue to be enforceable till all the dues of the EdCIL (India) Ltd under or by virtue of the said agreement have been fully paid and its claims satisfied or discharged by _____ (Designation & Address of contract



signing authority) on behalf of the EdCIL (India) Ltd, certify that the terms and conditions of the said agreement have been fully and properly carried out by the said Agency and accordingly discharges this guarantee.

5. (a) Notwithstanding anything to the contrary contained herein the liability of the bank under this guarantee will remain in force and effect until such time as this guarantee is discharged in writing by EdCIL (India) Ltd or until (date of validity/ extended validity) whichever is earlier and no claim shall be valid under this guarantee unless notice in writing thereof is given by EdCIL (India) Ltd within validity/ extended period of validity of guarantee from the date aforesaid.

(b) Provided always that we _____ (indicate the name of the Bank) unconditionally undertakes to renew this guarantee or to extend the period of guarantee from year to year before the expiry of the period or the extended period of the guarantee, as the case shall be on being called upon to do so by EdCIL (India) Ltd. If the guarantee is not renewed or the period extended on demand, we _____ (indicate the name of the Bank) shall pay the EdCIL (India) Ltd the full amount of guarantee on demand and without demur.

6. We _____ (indicate the name of Bank) further agree with EdCIL (India) Ltd that EdCIL (India) Ltd shall have the fullest liberty without our consent and without effecting in any manner out of obligations hereunder to vary any of the terms and conditions of the said contract from time to time or to postpone for any time or from time to time any to the powers exercisable by EdCIL (India) Ltd against the said Agency and to forbear or enforce any of the terms and conditions of the said agreement and we shall not be relieved from our liability by reason of any such variation, or extension being granted to the said Agency for any bearance act or omission on the part of EdCIL (India) Ltd or any indulgence by EdCIL (India) Ltd to the said Agency for by any such matter or thing whatsoever under the law relating to sureties for the said reservation would relive us from the liability.

7. This guarantee will not be discharged by any change in the constitution of the Bank or the Agency.

8. We, _____ (indicate the name of the Bank) lastly undertake not to revoke this guarantee except with the previous consent of EdCIL (India) Ltd in writing.

9. This guarantee shall be valid till the date of Completion plus 90 Days. Unless extended on demand by EdCIL (India) Ltd. Notwithstanding anything to the contrary contained hereinbefore, our liability under this guarantee is restricted to Rs.....

(Rs..... only) unless a demand under this guarantee is made on us in writing on or before..... we shall be discharged from our liabilities under this guarantee thereafter. Dated: The Day of
For (indicate the name of bank)

Signature of Banks Authorized official

Witness

Designation with Code No. -----

(Name) _____

1

Full Address-----

2.



PRE-BID QUERY FORMAT

Pre-bid queries should be submitted in .XLS format.

TENDER Description				
TENDER No.				
Name of Organization				
Address				
Contact Person				
Contact No.				
E-Mail Id				
S.No	Chapter No	Page No	Clause as per TENDER	Clarification Sought



ANNUAL TURNOVER FORM

Name of Firm:

S. No.	Financial Year	Annual Turnover (Rs. In Crore)
1.	2022-23	
2.	2023-24	
3.	2024-25	
Total		
Total in Words		
Average		
Average in Words		

Note:

- Certificate from Statutory Auditor certifying Balance sheet and P&L statement only for all three years to be attached with signature and seal of chartered accountant.
- Values entered in words will be treated as final.

Signature with Seal of the Chartered Accountant

**Signature with Seal of the
Bidder**


Check List

S.No.	Descriptions	Whether submitted or not (Yes or No)
1	Letter of proposal signed and enclosed with the bid offer	
3	Demand draft/cheque of EMD of Rs. 1,20,000/- drawn in favour of EdCIL has been submitted	
4	Bid Form in Annexure 1 has been submitted	
5	Letter of undertaking submitted	
6	Declaration of non black listing submitted	
7	Turn over Statement duly approved by CA submitted	
8	Details of past experience submitted	
9	Power of attorney competent to sign the bid document submitted	
10	Signed copy of Pre contract integrity pact	
11	Signed copy of the tender document submitted	
12	Certificate of incorporation of company/business submitted	
13	Valid accredited advertising certificate from INS submitted	

