

**Expression of Interest (EOI)
for Empanelment of Digital Multimedia Services
at EdCIL-TSG, New Delhi**

EOI No. EdCIL/TSG/EoI/2025/02

Date: 20/NOV/2025



**EdCIL (India) Limited
(A Govt of India 'Mini Ratna' Enterprise)**

**'EdCIL house', Plot No. 18 A, Sector- 16A,
Noida -201301, Uttar Pradesh- INDIA**

Registered Office:

**7th Floor, Ambadeep Building, 14 KG Marg
New Delhi - 110001**

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INVITATION FOR EXPRESSION OF INTEREST

**EdCIL (INDIA) LTD – TSG,
A GOVT. OF INDIA MINI RATNA ENTERPRISE
7th Floor, Ambadeep, 14, KG Marg, New Delhi – 110001**

EOI No. EdCIL/TSG/EoI/2025/02

Date: 20-NOV-2025

1. EdCIL (India) Ltd. invites Expression of Interest (EOI) from the interested parties in India for Empanelment of Digital Multimedia Services at EdCIL-TSG, New Delhi.
2. The present tender is issued in continuation of, and with reference to, the Expression of Interest (EOI) bearing No. **EdCIL/TSG/EOI/2024-02** dated **05-08-2024**, pertaining to the *Empanelment of Digital Multimedia Services*. The eligibility conditions, evaluation parameters, and documentation requirements shall remain unchanged. However, the financial and technical documents, including audited financial statements and annual reports, shall be considered up to **31-03-2025**, in alignment with the provisions of the earlier EOI.
3. Agencies that have already submitted their bids in response to the aforementioned EOI dated **05-08-2024** and have made presentations before the Tender Committee are not required to reapply. Their previous submissions shall be considered valid under this short-term EOI, subject to reconfirmation of bid validity.
4. Bidders who had submitted their proposals under the earlier EOI and wish to update their documents up to **31-03-2025** may submit a fresh bid incorporating the updated information.
5. The bidder must submit their proposal in sealed envelope with name of EOI for Digital Multimedia Services for EdCIL Technical Support Group, New Delhi.
6. The EOI Document can be downloaded from the official website of EdCIL <https://www.edcilindia.co.in/Tenders>
7. The purpose of this EoI Document is to provide interested parties with the relevant information/invite regarding the EoI which may be useful in submitting their proposal. The applicants are advised to study this EoI Document carefully before submitting their response.

8. EoI Processing Fees:

A non-refundable processing fee of Rs. 25,000/- (Rupees Twenty-Five Thousand only) shall be submitted in form of demand draft drawn on any scheduled bank in favor of 'EdCIL (India) Limited' New Delhi along with each EoI Response. In the absence of adequate EoI processing fees, the responses received shall not be considered for further processing and the bid shall be rejected without giving any reason. The EOI processing fee will be exempted for bidders who possess a valid MSME registration certificate.

9. Sealed envelope, containing response to the EOI along with the copies of

supporting documents and the processing fees Demand Draft shall be submitted through speed post or courier or by hand to the address given below:

**To,
The Chief General Manager (TSG),
EdCIL (India) Limited, Technical Support Group,
7th Floor, Ambadeep, 14, KG Marg, New Delhi – 110001.**

10. In exceptional circumstances and at its own discretion, EdCIL may extend the deadline for submission of proposals by issuing an amendment to be made available on the EdCIL website, in which case all rights and obligations of EdCIL and the applicants previously subject to the original deadline will thereafter be subject to the deadline as extended. EdCIL reserves the right to amend/add further details in the EoI.
11. The applicant is requested to submit any queries in writing by email at the email id: rkhanaja@edcil.co.in by 25TH NOV 2025 upto 1100 Hrs. (Mention Email Subject: EoI for Empanelment of Digital Multimedia Services).
12. EdCIL (India) limited reserves the right to cancel this call for EoI and/or invite afresh with or without amendments, without liability or any obligation for such call for EoI and without assigning any reason. Applicants are advised to visit the EdCIL's web site regularly for updates on this EOI.
13. Further Details are given below in the Table:

Name of work	"Expression of Interest (EOI) for Digital Multimedia services provider for EdCIL-TSG"
Service Category	EdCIL TSG
EOI Publishing Date	20-NOV-2025
Document Download Start Date	20-NOV-2025
Last date to seek queries through email and replies for same	25-NOV-2025 up to 11.00 hours. Bid queries received later than the date and time mentioned above will not be considered. Pre-bid queries should be emailed to rkhanaja@edcil.co.in Replies to the pre-bid queries will be sent to the individual bidder's email id from which the query was received.
EoI Submission End Date	05-DEC-2025 up to 1500 Hrs.

Mode of Submission	Sealed envelopes through Post or Courier or By Hand.
Presentation by shortlisted bidders/agency	Will be intimated later through email
Contact Details	8920072716

Chief General Manager / (TSG)
EdCIL (India) Limited.
7th Floor, Ambadeep, 14, KG Marg
New Delhi - 110001

DISCLAIMER

The information contained in this Expression of Interest (EOI) or any other information provided subsequently to the Bidder(s), whether verbally or in documentary or any other form by or on behalf of EdCIL (India) Limited, New Delhi (hereinafter "EdCIL") is provided to interested parties on the terms & conditions set out in this EOI and such other terms and conditions subject to which such information is provided.

This EOI is not an agreement and is neither an offer nor an invitation by EdCIL, New Delhi to interested parties who apply for empanelment (henceforth "Bidders") in response to this EOI. The purpose of this EOI is to provide Bidders with information that may be useful to them in preparing and submitting their proposals ("Proposal") for their empanelment of the respective services.

EdCIL makes no representation or warranty and shall have no liability to any person or Bidder under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this EOI or otherwise, including the accuracy, adequacy, correctness, completeness or reliability of the EOI and any assessment, assumption, statement or information contained herein or deemed to form part of this EOI or arising in any way from this empanelment process.

EdCIL may, in its absolute discretion but without being under any obligation to do so, update, amend or supplement the information, assessment or assumptions contained in this EOI. The issue of this EOI does not imply that EdCIL is bound to empanel any Bidder(s) or select any Bidder(s) for any project. EdCIL reserves the right to reject all or any of the Bidders without assigning any reason whatsoever.

The Bidder shall bear all costs associated with or relating to the preparation and submission of its proposal including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by EdCIL or any other costs incurred in connection with or relating to its proposal. All such costs and expenses will remain with the Bidder and EdCIL shall not be liable in any manner for the same or for any other costs or expenses incurred by a Bidder in preparation or submission of the proposal, regardless of the conduct or outcome of this EOI and related processes.

1 INTRODUCTION

1.1 About EdCIL

EdCIL (India) Limited, a Mini Ratna Category – I CPSE (Central Public-Sector Enterprise) Company, having registered office at **7th floor Ambadeep, 14, KG Marg, New Delhi – 110001**, was incorporated in 1981, under the Ministry of Education. It is an ISO 9001:2015 & 14001:2015 Certified Company. 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.

The company over the four decades of existence has executed many projects and consultancies across the entire value chain of education. It has a large number of satisfied clients spanning across Govt. of India, State Governments, Overseas Clients, Autonomous Bodies, PSUs etc.

EdCIL intends to organize the events of Ministry of Education (MoE), Govt. of India for Dept. of School Education & Literacy (DoSEL), Dept. of Higher Education (HE) and various other educational autonomous bodies under the Central Govt., State Govts. and Union Territories (UTs).

Key events: Seminars, Workshops, National level events e.g. National Awards for Teachers (NAT), Ullas, Inter School band Competition, PABs, review meetings of states and UTs etc.

1.2 Objective

The objective of this EOI is to empanel a diverse set of Digital Multimedia services agency towards successful execution of MoE events as per requirement.

1.3 General Terms of Empanelment

- a. Bidders must be eligible to apply for empanelment as per Clause 2.
- b. Bidding as a consortium is not permitted.
- c. The Bidder's Organization should not be owned or controlled by any Director or Employee (or directly related relatives) of EdCIL and those who have retired in the last one year.
- d. Franchisee arrangement is strictly not allowed in this. No part of the Digital Multimedia Services shall be sub-let to any other agency/individual in any form. If a bidder is caught doing so at any stage, the order would be immediately terminated and payments forfeited. All the payments towards any Digital Service Taken shall be made only in the name of the empaneled agency and not any other agency.
- e. Bidders who meet the eligibility criteria as per Clause 2 shall be considered for empanelment with EdCIL and shall be invited for a technical presentation before a Competent Committee appointed by EdCIL if they meet the requisite cut-off as per Clause 8.
- f. The tenure of the empanelment shall be for a period of three (3) years from the date of empanelment, with the empanelment status being renewed

every year on the basis of the performance of the Agency and Agency being continuously meeting the eligibility criteria being set out in this document or any other criteria being set out by the EdCIL as per its requirement. Various factors may be considered for the performance review as per EdCIL requirement.

- g. At the time of empanelment, documentary support for eligibility qualifications and credentials must be furnished to EdCIL as requested.
- h. EdCIL, at its discretion, can modify or terminate the empanelment of the Agency earlier than the expiry of the three (3) year period in the event of poor performance OR any change in requirement OR not meeting the eligibility criteria as set out in this document or any other criteria set out by the EdCIL at the time of renewal of empanelment OR due to any other relevant reason(s) given in writing to the empaneled Agency.
- i. Empanelment with EdCIL does not guarantee any form of income/ award of work/ Retainer fees etc.
- j. The bidder must comply with the mandatory terms and conditions as per Annexure XI

1.4 Description of Empanelment process

- a. Interested and eligible Bidders can participate in the Empanelment Process by submitting their proposal in the format given in the Annexure I-IX.
- b. Bidder must submit proposal for Digital Multimedia services in the sealed envelopes.
- c. The Bidders shall be shortlisted as per the criteria mentioned in this document for respective work.
- d. The eligible shortlisted Bidders shall be considered for empanelment with EdCIL and shall be invited for a technical presentation before an Evaluation Committee constituted by EdCIL.

1.5 Scope of Work

The selected agency will have to undertake the assignment as and when allotted by EdCIL. The broad scope of work would cover undertaking the following mentioned functions in the respective domains on requirement basis:

- a. The digital multimedia services agency will be responsible for creation of short audio / videos/ films, BTL activities etc. for social media, webinars, national, regional events as per Ministry of Education/Other Ministries requirement in alignment with National Education Policy 2020 and other various events from time to time.
- b. The agency must be delivering the assigned work within the stipulated timelines without any delay/failure. Also, the agency must be adequately staffed with technical experts/ media content writers/ graphic designers and other professionals as per project/work requirement to fulfill the MoE/EdCIL/work requirement within given timelines.
- c. Agency should also undertake designing. Develop and print various promotional activities which includes but not limited to Coffee table books, project related

books/ periodicals and other print related work as per various events/ projects of Ministry of Education and EdCIL requirement.

- a. Providing precision of targeting & tracking on social media platforms and enable EDCIL to meet the Ministry of Education project requirements and the desired engagement and outreach program with the stakeholders across different locations in the country.
- b. As per the content provided by EdCIL, the agency shall be required to use social media broadcast, promotions and advertisements on X (Formerly Twitter), Facebook, Instagram, you tube and other social channels & platforms for the targeted audience group.
- c. The agency shall ensure that all the important information, details of the schemes of Government reaches the end target audience at different locations within the country.
- d. Agency shall advise EDCIL/Client, various spaces/inventories in different social media platforms and as per nature of campaign allowing it to maximize the engagement of the advertisements/content.
- e. Post completion of the advertisement campaign the agency shall submit to EDCIL a detailed execution report with the documentary proof of success along with original invoices from the media platform.
- f. **Technical Presence:** The vendor must demonstrate technical capabilities and previous experience in providing media services such as Audio video and selfie stand, shooting, and BTL activities in all districts of India.
- g. **Extensive Experience:** The vendor should have a proven track record of conducting workshops, BTL activities in various districts/ states / Union Territories of India, (as per requirement) with all local / national logistics arrangement and access to Regional Languages.
- h. **In-House Expertise:** The vendor must have in-house editors, writers, directors, and an animation studio to ensure comprehensive media production capabilities
- i. **Equipment and Facilities:** The vendor should possess all necessary video equipment, a shooting floor, and an animation studio to support various media production requirements.
- j. **Social Media Presence:** The vendor must have a successful social media presence, showcasing their past projects and engagement with audiences.
- k. **Live Streaming Capability:** The vendor should demonstrate the ability to conduct live streaming sessions from anywhere and accommodate thousands of viewers in interactive sessions on short notice.
- l. **Regional Language Creative Possibilities:** The vendor must have the capability to produce print creatives in all regional languages.
- m. The bidder must have done more than 25 BTL* activities of any kind selfie stands and workshops of public interaction and should have made more than 50 Audio/video programs or episodes of any duration in each year in the last 3 years.
- n. **Additional Requirements:**
 - i. 24x7 Availability: The vendor must be available round-the-clock to address

any production-related needs.

- ii. Setup for selfie stand and printing of the same Shooting floor, bills of Camera, audio setup Efficient Production Task Force:
- iii. The vendor should have a dedicated and efficient production team capable of delivering high-quality results within tight deadlines.
- o. **Comprehensive Media Solutions:** The vendor must offer one-stop 360-degree media solutions covering print, social media, merchandise, video, audio, animation, and events.
- p. **High-Quality Output:** The vendor should ensure a 4K pipeline with the capability of up to 8K resolution to deliver top-notch media content.
- q. **Client Satisfaction:** The vendor must priorities client satisfaction and ensure that all deliverables meet or exceed EdCIL/MoE expectations.
- r. Analytics Reports shall play a crucial role to ensure the success of the aforementioned scope of work and to ensure the desired effect of the communication is achieved. As per the requirements of EDCIL the agency shall be required to provide dedicated personnel and software for achieving the following under the reports and analysis part:

Dashboard: The Agency shall maintain a unified dashboard/platform for social listening, data aggregation, analytics, and reporting to monitor the progress and implementation of the campaign. Access to this platform shall be provided to EdCIL and/or the Client as and when required.

Reports: Agency shall submit a daily campaign monitoring report to EDCIL and the final comprehensive report within 3 days from the end of the campaign. The report shall include the following at the least: reach, impact/outcome analysis of the campaign, social media handles/channels used, sentiment analysis and their unique reach state-wise, language wise etc. and other parameters technically feasible based on campaign needs.

* BTL Activities : *"BTL (Below-The-Line) activities refer to targeted marketing and promotional initiatives designed to engage specific audiences through non-media and direct communication channels. In the context of Digital Multimedia Empanelment, BTL activities shall include, but are not limited to, the following":*

- i. On-ground and experiential marketing campaigns such as exhibitions, roadshows, events, workshops, and product demonstrations organized for focused audience engagement.
- ii. Digital and social media activations involving contests, influencer collaborations, online community building, and interactive digital experiences to enhance audience participation.
- iii. Outreach and awareness drives including kiosks, branded installations, digital display vans, or public information campaigns at targeted locations.
- iv. Content-led engagement such as short-form videos, reels, digital storytelling, and campaign-specific creatives aligned with project objectives.
- v. Community-level interventions such as school/college outreach programs,

thematic campaigns, or training sessions linked with digital awareness or government initiatives.

2 Digital Multimedia

2.1 Eligibility Criteria for Digital Multimedia Services

S. No.	Criteria	Documentary Evidence Required
1.	The applicant should be a single entity, registered as a Company under the Companies Act 2013 or Companies Act, 1956 or Partnership Firm registered under the Indian Partnership Act, 1932 or LLP registered under the Limited Liability Partnership Act, 2008 or a Society registered under the Societies Registration Act, 1860. AND Should have been in existence in India at least for 10 (Ten) years.	a. Certificate of Incorporation, Registration and Partnership Deed. b. PAN Card a. GST Registration b. The respective Memorandum of Association / Partnership Deed.
2.	Average Annual Turnover only in Digital Multimedia Services (Excluding paid media revenues) to be at least Rs.1 Crore (in multimedia alone) for the last 3 consecutive years (2022-23, 2023-24, 2024-25)	a. CA Certificate of the last 3 Financial Years with UDIN Number.
3.	The Agency must have successfully executed at least two (2) projects in the areas of Public Relations, Communication, Films/Videos, Creative Designing, social media, or Digital Media Management for any Government Department, Ministry, or PSU during the last three (3) financial years. Additionally, the consolidated value of a single annual work order from at least one (1) such client should be not less than ₹50 lakh Plus Taxes per annum in any of the last three financial years.	a. Work order/purchase order/agreement b. Completion certificate issued by the customer in support of work completed during last 3 years as per the above criteria. c. Self-certified summary to be provided regarding consolidated value of annual order from each client (in case of multiple orders from single client).
4	The Firm / Agency should have Registered Office along with a full- fledged establishment within NCR Delhi.	a. Registration under shop act/ certificate of registration issued by the municipal authority / Electricity Bill / Rent or Lease agreement of Properties of at least last 1 (one) year.
5	The Firm / Agency should have team of at least 05 specialists in the fields of media relations, content creation and disseminations, designers, video editors, graphic designer, copywriters / scriptwriters and translators and any other	Resumes/CVs of all claimed manpower strength along with PF details of the agency with regard to this skilled manpower for last 12 months (April 2024 to March 2025).

	specialists as may be required for execution of assignment of Clients work.	
6	The applicant should not have been blacklisted in India by any Central Govt. Department, Ministry, Central PSUs, State PSUs, Autonomous bodies of the Central/ State Govt. etc. during the last 3 Financial Years.	Valid Empanelment Certificate

ABOVE ELIGIBILITY CRITERIA ARE MANDATORY AND IF AN BIDDER MEETS ABOVE MANDATORY ELIGIBILITY CRITERIA ONLY THEN, FURTHER EVALUATION SHALL BE CARRIED OUT AS PER FOLLOWING DETAILS

S. No	A) Technical evaluation (75 marks)	Supporting Document Required	Max. Marks 75								
1	At least 3 (THREE) years of experience as a Communication Agency (Only in PR, Digital, social media, Creative Designing) in central Govt/ ministries/ state Govts /UTs. as on 31st March 2025. <table><tr><th>Nos. of Years of Experience</th><th>Marks</th></tr><tr><td>3 Years</td><td>5</td></tr><tr><td>Above 3 to 5 Years</td><td>10</td></tr><tr><td>Above 5 Years</td><td>15</td></tr></table>	Nos. of Years of Experience	Marks	3 Years	5	Above 3 to 5 Years	10	Above 5 Years	15	a. CA Certificate of the last 3 Financial Years with UDIN. b. Relevant work order and Completion Certificates.	15
Nos. of Years of Experience	Marks										
3 Years	5										
Above 3 to 5 Years	10										
Above 5 Years	15										
2	Average annual turnover (Only in Digital Multimedia Services) of the bidder for last 3 consecutive years (excluding paid media revenues) <table><tr><th>Average Annual Turnover</th><th>Marks</th></tr><tr><td>1 Crore</td><td>5</td></tr><tr><td>Above 1 to 5 Crores</td><td>10</td></tr><tr><td>Above 5 Crores</td><td>15</td></tr></table>	Average Annual Turnover	Marks	1 Crore	5	Above 1 to 5 Crores	10	Above 5 Crores	15	Audited Balance Sheet and CA Certificate of the last 03 Financial Years with UDIN.	15
Average Annual Turnover	Marks										
1 Crore	5										
Above 1 to 5 Crores	10										
Above 5 Crores	15										
3	The Agency must have detailed experience in handling social media and Digital Media Management projects for at least two (2) clients from the Government, Ministry, or PSU sectors during the last three (3) financial years. Each of these projects should have had an annual order value of not less than ₹10 lakh Plus Taxes per client in any of the last three financial years. <table><tr><th>Nos. of Client</th><th>Marks</th></tr><tr><td>2 Clients</td><td>05</td></tr><tr><td>Above 2 to 8 Clients</td><td>10</td></tr><tr><td>Above 8 Clients</td><td>15</td></tr></table>	Nos. of Client	Marks	2 Clients	05	Above 2 to 8 Clients	10	Above 8 Clients	15	a. Work order/purchase order /agreement b. Completion certificate issued by the customer in support of work completed during last 3 years as per the above criteria. c. Self-certified summary to be provided regarding work orders from each client with order value of at least Rs. 10 lakh p.a. for 3 years.	15
Nos. of Client	Marks										
2 Clients	05										
Above 2 to 8 Clients	10										
Above 8 Clients	15										

4	Detailed experience of handling Social/ Digital Media Management projects with Govt/ Ministry / PSU experience in the last 3 years in at least 10 states /UTs in India. <table><tr><th>Nos. of States / UTs</th><th>Marks</th></tr><tr><td>10 States/UTs</td><td>05</td></tr><tr><td>Above 10 to 15 States/UTs</td><td>10</td></tr><tr><td>Above 15 States/UTs</td><td>15</td></tr></table>	Nos. of States / UTs	Marks	10 States/UTs	05	Above 10 to 15 States/UTs	10	Above 15 States/UTs	15	a. Work order/purchase order /agreement b. Completion certificate issued by the customer in support of work completed during last 3 years as per the above criteria. c. Self-certified summary to be provided regarding work orders from each client with order value of at least Rs.10 lakh p.a. for 3 years.	15	
Nos. of States / UTs	Marks											
10 States/UTs	05											
Above 10 to 15 States/UTs	10											
Above 15 States/UTs	15											
5	Number of BTL activities executed <table><tr><th>Nos. of BTL activities</th><th>Marks</th></tr><tr><td>10 nos</td><td>5</td></tr><tr><td>Above 10 to 15 nos</td><td>10</td></tr><tr><td>Above 15 nos</td><td>15</td></tr></table>	Nos. of BTL activities	Marks	10 nos	5	Above 10 to 15 nos	10	Above 15 nos	15	Work order/Documentary proof in support of work completion.	15	
Nos. of BTL activities	Marks											
10 nos	5											
Above 10 to 15 nos	10											
Above 15 nos	15											
B)	Technical Presentation (Total 25 marks)		Total Marks 25									
	<table><tr><td>1.</td><td> Presentation of a roadmap on the mentioned scope of work which should contain the following. A) Understanding and clarity of scope. B) Detailed innovative work plan with timelines as per scope of work in the RFP. </td><td>10 Marks</td></tr><tr><td>2.</td><td> The presentation shall cover the overall methodology and planning of multimedia services, including: ▪ Event coverage through photographs and videos, and timely updates across social media platforms such as Facebook, X (Twitter), YouTube, Instagram, and the official website, as prescribed by the client. ▪ Detailed workflow of event execution, including manpower deployment, audio-visual setup, shooting of films, and media coordination. ▪ Proposed media solutions ensuring high-quality output, efficient social media management, and live streaming of events for wider outreach and visibility. </td><td>10 Marks</td></tr><tr><td>3.</td><td> Suggestions for organizing high quality multimedia services for seminars, workshops and events including VVIPs/ VIPs etc. </td><td>05 Marks</td></tr></table>	1.	Presentation of a roadmap on the mentioned scope of work which should contain the following. A) Understanding and clarity of scope. B) Detailed innovative work plan with timelines as per scope of work in the RFP.	10 Marks	2.	The presentation shall cover the overall methodology and planning of multimedia services, including: ▪ Event coverage through photographs and videos, and timely updates across social media platforms such as Facebook, X (Twitter), YouTube, Instagram, and the official website, as prescribed by the client. ▪ Detailed workflow of event execution, including manpower deployment, audio-visual setup, shooting of films, and media coordination. ▪ Proposed media solutions ensuring high-quality output, efficient social media management, and live streaming of events for wider outreach and visibility.	10 Marks	3.	Suggestions for organizing high quality multimedia services for seminars, workshops and events including VVIPs/ VIPs etc.	05 Marks		
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3.	Suggestions for organizing high quality multimedia services for seminars, workshops and events including VVIPs/ VIPs etc.	05 Marks										
C)	Overall Composite score (A + B): Technical Score + Technical presentation		100									
	Total Marks (A + B)		100									

3. Format of Proposal Submission

- The Bidder shall provide all information sought under this EOI. EdCIL will evaluate only those proposals that are received within stipulated time and in the required format and complete in all respects.

- b. The proposal should be neatly typed and signed by the authorized signatory of the Bidder. All pages should be numbered. All alterations, omissions, additions or any other amendments made to the proposal must be initialed by the person(s) signing the proposal.
- c. All the supporting documents and annexures should be numbered and signed by the authorized signatory of the Bidder.

4. Sealing & Submission of Proposal

- a. The focus of the receipt of the proposal is to empanel the agency based on credentials, achievements and total competence. The Technical proposal should be submitted in sealed cover, super scribing "Expression of Interest (EOI) for Empanelment of Digital Multimedia Services at EdCIL-TSG, New Delhi". Name of the service for which proposal is being submitted may be chosen accordingly while super scribing. The envelope shall clearly indicate the name and address of the Agency.
- b. The documents accompanying the proposal shall be numbered serially and placed in the order mentioned in the checklist.
- c. Please note that the proposal does not demand any Financial Bid from any bidder at this stage. After the empanelment process, financial bid shall be invited from the empaneled agencies for specific projects as and when the need arises.
- d. Proposals should be submitted at the address mentioned below by post or courier or by hand before **1500 hours, 05 December 2025**. Proposals sent by email, fax etc. shall not be entertained in any condition.

The Chief General Manager (TSG) EdCIL India Limited, Technical Support Group 7th Floor, 14, Ambadeep, KG Marg, New Delhi - 110001

- e. Proposals received by EdCIL after the specified time on the due date or not accompanying processing fees shall not be eligible for consideration and shall be rejected summarily. EdCIL will not be responsible in any manner for late receipt of proposal.

5. Right to accept and reject any or all proposals

- a. Notwithstanding anything contained in this EOI, EdCIL reserves the right to accept or reject any proposals at any time without any liability or any obligation for such acceptance, rejection or annulment, and without assigning any reasons thereof such misrepresentation/improper response as described herein shall lead to the disqualification of the Bidder.
- b. In case it is found during the evaluation of proposals or at any time before signing of the Agreement or after its execution and during the period of subsistence thereof, that one or more of the pre-qualification conditions have not been met by the Bidder or that the Bidder has made material misrepresentation or has given any materially incorrect or false information, the Bidder shall be disqualified forthwith and the Agreement, if signed, shall be liable to be terminated by a communication in writing EdCIL to the Bidder, without EdCIL being liable in any manner whatsoever to the Bidder.

6. Confidentiality

- a. Information relating to the examination, clarification, evaluation and recommendation for the Bidders shall not be disclosed to any person who is not officially concerned with the process or is not a retained professional advisor advising EdCIL in relation to, or matters arising out of, or concerning the Empanelment Process.
- b. EdCIL will treat all information, submitted as part of the proposal, in confidence and will require all those who have access to such material to treat the same in confidence. EdCIL may not divulge any such information unless it is directed to do so by any statutory entity that has the power under law to require its disclosure or is to enforce or assert any right or privilege of the statutory entity and/ or EdCIL.

7. Proposal Evaluation

- a. The applicant will not be permitted to alter or modify its proposal in any way. While evaluating the proposals, EdCIL will conduct the evaluation on the basis of the submitted proposal. However, EdCIL may seek clarification on any information submitted by the applicant, if required.

8. Evaluation criteria

- a. Bidders who are eligible as per the respective Category mentioned in clause 2 will be evaluated on their responses to the EOI submitted.
- b. The selection for empanelment would involve an evaluation of Technical Proposal of 75 Marks and Technical Presentation of 25 Marks.
- c. Bidders who score at least **55 out of 75 marks** in Technical Proposal (referred to as Shortlisted Bidders) shall qualify for making a technical presentation before the selection committee. Only shortlisted bidders will be communicated (Email) for making technical presentation as per the schedule provided.
- d. Bidders who score at least **18 out of 25 marks** in the Technical Presentation shall qualify to be considered for the empanelment.
- e. Bidders shall be empaneled on the basis of obtained scores after aggregating the scores awarded on the basis of technical proposal and technical presentation (**Overall composite score**).
- f. The minimum qualifying marks for the empanelment are **73 out of 100**.
- g. **The qualified bidders must submit a Performance Bank Guarantee an Amount Rs. 1,00,000/- (Rupees One Lakh Only) by nationalized/scheduled bank within 5 working days of issued Empanelment letter.**
- h. **Whenever a work order/LOA is placed by the EdCIL to the empaneled agency, the concerned agency would be required to submit a PBG in the prescribed format at 3% of the order value within 5 working days from the date of work order/LOA**

9. Award of Works to Empaneled Agencies

- a. Job will be awarded by inviting limited financial quotations from the empaneled agencies. Empaneled agencies will have to quote competitive rates and the agency with the lowest financial quote for any particular job will be awarded the Job Order.

10. Payment Terms

- a. The payment will be made on receipt of proper Tax Invoice and other supporting documents duly approved by EdCIL concerned authority post completion of assigned work.

11. Penalty Clause

- a. All the documents/application etc. prepared by the bidder will be the property of the EdCIL. All designs, reports, other documents submitted by the bidder pursuant to this work order shall become and remain the property of the EdCIL.
- b. If at any given point of time it is found that the bidder has made a statement which is factually incorrect or if the bidder doesn't fulfill any of the contractual obligation, EdCIL may take a decision to cancel the empanelment with immediate effect or may also blacklist the bidder.
- c. Performance security of the agency may also be forfeited if the performance of the agency is not satisfactory during any assigned project.
- d. In case of late services / no services on assigned job, in which the Agency fails to deliver the services within the period fixed for such delivery or at any time repudiates the contract, the Agency shall be liable to pay LD which will be imposed minimum of 5% of that particular contract value and up to maximum of 10% of the contract value.
- e. EdCIL will have the right to cancel the empanelment at any time without assigning any reason thereof.

12. Miscellaneous

- a. The Empanelment Process shall be governed by, and construed in accordance with, the laws of India and the Courts at Delhi shall have exclusive jurisdiction over all disputes arising under, pursuant to and/or in connection with the Empanelment Process. EdCIL, at its sole discretion and without incurring any obligation or liability, reserves the right, at any time, to:
 - i. Suspends and/ or cancel the Empanelment Process and/ or amend and/ or supplement the Empanelment Process or modify the dates or other terms and conditions relating thereto;
 - ii. Consult with any Bidder in order to receive clarification or further information;
 - iii. Retain any information and/or evidence submitted to EdCIL, by, on behalf of, and/or in relation to any Bidder; and/ or

- iv. Independently verify, disqualify, reject and/ or accept any and all submissions or other information and/ or evidence submitted by or on behalf of any Bidder.
- b. It shall be deemed that by submitting the Proposal, the Bidder agrees and releases EdCIL its employees, agents and advisers, irrevocably, unconditionally, fully and finally from any and all liability for claims, losses, damages, costs, expenses or liabilities in any way related to or arising from the exercise of any rights and/ or performance of any obligations hereunder, pursuant hereto and/ or in connection herewith and waives any and all rights and/or claims it may have in this respect.

14. Checklist of documents/information to be submitted:

1.	Demand Draft
2.	An Authorization Letter on the company's official letterhead, authorizing the designated person to sign the bid and all supporting documents submitted in response to this EOI on behalf of the company.
3.	A declaration on a ₹100/- non-judicial stamp paper stating that the applicant has not been blacklisted in India by any Central Government Department, Ministry, Central or State PSU, or any Autonomous Body under the Central or State Government during the last four (4) financial years.
4.	Company Profile including enclosing of necessary supporting documents ✓ Name & Address ✓ Certificate of Incorporation ✓ Memorandum & Articles of Association ✓ PAN Number ✓ GST Registration Certificates ✓ Contact Person name and contact details (Mobile Number and Email ID)
5.	Audited financial statements and CA certificates as mentioned above in the respective shortlisting criteria.
6.	Copy of the order / agreement as mentioned in the respective shortlisting criteria.
7.	Copy of the work completion certificates issued by the client.
8.	Undertaking in letter head as per Annexure I
9.	Detailed technical literature of the offered solution

14. ANNEXURES

Checklist

S. No.	Description	Reference	Document Page No.
1	Cover Letter	Annexure I	
2	Bidder Profile	Annexure II	
3	Undertaking of non-debarment or non-blacklisting	Annexure III	
4	Financial Capability Statement	Annexure IV	
5	Digital Multimedia Services Record of last 3 years	Annexure V	
6	Authorization Letter on company letterhead authorizing the person signing the bid for this EOI	Annexure VI	
7	Human resources on payroll – Skill Manpower	Annexure VII	
8	Work Order MoU or Certificate	Annexure VIII	
9	List of States/UTs Digital Multimedia Services	Annexure IX	
10	Details of Projects Conducted in the Last Financial Years	Annexure X	
11	Mandatory Terms and Conditions	Annexure XI	
12	ISO 9001 2008 Certificate		
13	Demand Draft		
14	Solvency Certificate		

Cover Letter Format

To,
Chief General Manager (TSG) EdCIL India Limited,
7th Floor, 14, Ambadeep
KG Marg, New Delhi - 110001 (India)

Dear Sir,

Subject: Proposal for "Empanelment of Digital Multimedia Service Providers to Impart EdCIL-Technical Support Group)".

This is in response to the EOI issued by the EdCIL India Limited (Ref No.

.....) dated, we
..... (Name of the Bidder) are keen to get empaneled with EdCIL India Limited as Digital multimedia Company/Agency to Impart Digital Multimedia and hereby express our interest in being considered for the same.

We have attached the receipt of processing fee paid of Rs. 25,000/- (Rupees Twenty-Five Thousand Only) in the form of Demand Draft No dated drawn onWe hereby confirm that:

1. The EOI is being submitted bywhich is the "Bidder" in
2. Accordance with the conditions stipulated in the EOI.
3. We have examined in detail and have understood the terms and conditions stipulated in the EoI issued by EdCIL India Limited and in any subsequent communication sent by EdCIL India Limited. We agree and undertake to abide by all these terms and conditions. Our EoI is consistent with all the requirements of submission as stated in the EOI or in any of the subsequent communications from EdCIL India Limited.
4. The information submitted in our EoI is complete and correct to the best of our knowledge and understanding. We would be solely responsible for any errors or omissions in our EOI. We acknowledge that EdCIL India Limited will be relying on the information provided in the EOI and the documents accompanying such EOI for Selection of Bidders for empanelment as an Agency /Company, and we certify that all information provided in the application is true and correct; nothing has been omitted which renders such information misleading; and all documents accompanying such EOI are true copies of their respective originals.

5. We acknowledge the right of EdCIL India Limited to reject our EOI without assigning any reason or otherwise and hereby waive, to the fullest extent permitted by applicable law, our right to challenge the same on any account whatsoever. We declare that we satisfy all legal requirements and meet all the eligibility criteria laid down in the EOI.
6. This EOI is unconditional and we hereby undertake to abide by the terms and conditions of the EOI.
7. We understand that any work sanctioned in pursuance to the empanelment process detailed in this EOI shall be on the terms and conditions specified in the Letter of Award/ Work Order/Agreement pertaining to such work, which shall be thoroughly reviewed and accepted by us before undertaking such work.
8. We have not directly or indirectly or through an agent engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice.

Name:

Designation

(Company Seal)

(Authorized Representative and Signatory)

Note:

1. The Covering Letter is to be submitted by Authorized Representative and Signatory on the organization's letterhead with his/her dated signature and seal.

Annexure-II**Bidder's Profile**

S. No.	Profile	Details
1	Name and address of Company	
2	Type of company	
3	Contact Details of the Bidder Contactperson name designation, Telephone Number, FAX, e-mail, Web site)	
4	Legal Status	
5	Date of Incorporation	
6	GST Registration number	
7	PAN Number	
8	TAN Number	
9	CIN Number	
10	MSME Status/ Certificate	

For and on behalf of:

Signature

Name:

Designation:

Date:

Note:

1. Copies of all supporting documents (Registration, GST, PAN, Tan, CIN) should be appended in the same order as mentioned in the table.
2. All supporting documents should be duly certified by the Authorized person.

Annexure-III

Undertaking for Non-Black-Listing/Non-Debarment

I/ We, on behalf of..... (Name of Bidder), with its registered office at..... do hereby declare that the above-mentioned Bidder has not been blacklisted/ debarred by any Central Govt. Department, Ministry, Central PSUs, State PSUs, Autonomous bodies of the Central/ State Govt. etc. during the last 3 Financial Years.

Authorized Signatory

Note: The undertaking regarding the non-blacklisting/non-debarment of firm is to be submitted on a non-judicial stamp paper of Rs. 100/- (Rupees Hundred only).

Financial Capability Statement

(On company Letterhead Duly signed by the Authorized Representative and certified by a Chartered Accountant)

Please provide with financial details about the Applicant along with necessary supporting documents. Audited financial statement from C.A. for any three (3) consecutive years from the last 4 years must be attached as proof to the response. Along with that please provide financial information in the following format:

Year	Annual Turnover (<i>in INR</i>)
2022 – 2023	
2023 – 2024	
2024 – 2025	

For and on behalf of:

Signature

Name:

Designation:

Date:

Signature & Seal of Chartered Accountant:

UIN Number:

Date:

Format – Work Experience

S.No .	Assignment name	Authority name	Assistance Provided	Ref Page No.

For and on behalf of:

Signature

Name:

Designation:

Date:

Note: Form has to be filled for each relevant assignment with necessary documentary evidence in support of the experience claimed

Format for Authorization Letter

(On Company Letter head)

TO WHOMSOEVER IT MAY CONCERN

This is to authorize Mr./ Ms. son/ daughter/ wife of.....and
Presently residing at , who is presently employed with us and/or
holding

the position of, for doing in our name and signing on our behalf all
such acts, deeds and things as are required in connection with submission of
our proposal for the "EOI for empanelment of Digital Multimedia service
providers to impart Digital Multimedia Services " includingbut not limited to
signing and submission of all applications, bids and other documents,
participating in Bidders' meeting/conferences and providing information /
responses to EdCILIndia Limited, representing us in all matters before the
concerned Authority, signing and execution of all contracts including the
Agreement and undertakings consequent to acceptance of our proposal, and
generally dealing with the Authority in all matters in connection with or relating
to or arising out of our proposal for the said Project and/or upon award thereof
to us and/or till the entering into the Agreement with EdCIL India Limited.

For and on behalf of:

Signature

Name:

Designation:

Date:

Annexure VII

List of Human resources on Pay Roll for Digital Multimedia Services Activities (Executive & Management Level)

Sl. No.	Name	Designation	Qualification	Relevant Experience

For and on behalf of:

Signature

Name:

Designation:

Date:

Annexure VIII

Details of the current empanelment with any PSUs or Autonomous bodies or Central/State Govt for Digital Multimedia Services.

Sl. No.	Name of the Organization	Empanelment Valid Till	Services offered

For and on behalf of:

Signature

Name:

Designation:

Date:

Note:

1. Copy of duly signed empanelment certificate or MoU has to be attached.

Annexure IX

List of States/UTs where Digital Multimedia activities have been Undertaken/Ongoing

SI No	Name of the State/UT	Name of the Project Implemented	Name of the Client (PSUs/AB, State or Central Govt)

For and on behalf of:

Signature

Name:

Designation:

Date:

Note:

1. Copy of duly signed LOA/Project Completion certificate has to be attached.

Annexure – X**Details of Projects Conducted in the Last Financial Years**

The details of major Projects conducted by our firm during the last three financial years, including the highest and lowest value Projects, are provided below for reference:

Lowest Value

S. No.	FYs	Name of Project	Client/Organization	Project Type	Project Value (Rs.)	Duration	Venue
1							
2							

Highest Value

S. No.	FYs	Name of Project	Client/Organization	Project Type	Project Value (Rs.)	Duration	Venue
1							
2							

I/We hereby declare that the above information is true and correct to the best of my/our knowledge.

Authorized

Signatory

Name: _____

Designation: _____

Company Seal: _____

Date: _____

MANDATORY TERMS & CONDITIONS

1. Indemnity:

- a. The selected Bidder shall execute and furnish to EdCIL a Deed of Indemnity in favor of "EdCIL" in a form and manner acceptable to EdCIL, indemnifying EdCIL from and against any costs, loss, damages, expense, claims including those from third parties or liabilities of any kind howsoever suffered, arising or incurred inter alia during and after the Agreement period out of:
 - i. Any negligence or wrongful act or omission by the selected Bidder or the selected Bidder's Team in connection with or incidental to this Agreement; or
 - ii. A breach of any of the terms of selected Bidder Bid as agreed, the RFP and this Agreement by the Bidder or the selected Bidder's Team.
- b. The indemnity shall be to the extent of 100% in Favor of EdCIL.

2. Arbitration:

- a. Any dispute arising out of or in connection with this contract, including any question regarding its existence, validity or termination, shall be referred to and finally resolved by arbitration administered by the India International Arbitration Centre ("IIAC") in accordance with the India International Arbitration Centre (Conduct of Arbitration) Regulations ("IIAC Regulations") for the time being in force, which regulations are deemed to be incorporated by reference in this clause.
- b. The place/seat of the arbitration shall be New Delhi, India.
- c. The Tribunal shall consist of one arbitrator.
- d. The law governing the arbitration agreement shall be Indian Law.
- e. The language of the arbitration shall be English.
- f. The governing law of the Contract shall be Indian Law.
- g. Arbitration cost to be borne by the Supplier

3. Non-Disclosure

The firm and their personnel shall not, either during the term or after expiration of this contract, disclose any proprietary or confidential information relating to the services, contract, terms, prices or the client's business or operations details without the prior written consent of the client.

4. Risk Purchase Clause

In event of failure of supply of the item/equipment within the stipulated delivery schedule, the EdCIL has all the right to purchase the item/equipment from the

other source on the total risk and cost of the supplier under risk purchase clause.

5. Applicable Law

The Contract should be interpreted in accordance with the laws of the Union of India and all disputes should be subject to place of jurisdiction. The place of jurisdiction would be New Delhi (Delhi) INDIA.

6. Termination for Default

The EdCIL may, without prejudice to any other remedy for breach of contract, by written notice of default sent to the Supplier, terminate the Contract in whole or part:

- a. If the Supplier fails to complete the work within the period(s) specified in the order, or within any extension thereof granted by the EdCIL; or
- b. If the Supplier fails to perform any other obligation(s) under the Contract.
- c. If the Supplier, in the judgment of the EdCIL has engaged in corrupt or fraudulent practices in competing for or in executing the Contract.
- d. If the Supplier fails to submit the PBG in the stipulated timelines. V. For the purpose of this Clause:
 - i. **"Corrupt practice"** means the offering, giving, receiving or soliciting of anything of value to influence the action of a public official in the procurement process or in contract execution.
 - ii. **"Fraudulent practice"** means a misrepresentation of facts in order to influence a procurement process or the execution of a contract to the detriment of the Borrower, and includes collusive practice among Bidders (prior to or after bid submission) designed to establish bid prices at artificial non-competitive levels and to deprive the Borrower of the benefits of free and open competition;""
 - iii. In the event the EdCIL terminates the Contract in whole or in part, the EdCIL should procure, upon such terms and in such manner, as it deems appropriate, Goods or Services similar to those undelivered, and the Supplier should be liable to the EdCIL for any total risk & costs for such similar Goods or Services. However, the Supplier should continue the performance of the Contract to the extent not terminated.

7. Fall Clause:

The Bidder undertakes that the rates quoted by him in the financial bid for each item is not higher than the rate offered by him for similar work to any other PSU/ AB/ Govt. Department. In case, if the price charged by bidder is more, EdCIL will have the right to recover the excess charged amount from the subsequent/unpaid bill of the supplier, provided all condition of the work including time, scope, logistics, specifications and country are same.

8. Supplier Integrity:

The selected bidder is responsible for and obliged to conduct all contracted

activities in accordance with the Contract using state of the art methods and economic principles and exercising all means available to achieve the performance specified in the contract.

9. Governing Language

The contract should be written in English language. English language version of the Contract should govern its interpretation. All correspondence and other documents pertaining to the Contract, which are exchanged by the parties, should be written in the same language.

10. Confidential Information

Each Party (the "Receiving Party") acknowledges and agrees to maintain the confidentiality of Confidential Information (as hereafter defined) provided by the other Party (the "Disclosing Party") hereunder. The Receiving Party shall not disclose or disseminate the Disclosing Party's Confidential Information to any person other than those employees, agents, contractors, subcontractors and licensees of the Receiving Party, or its affiliates, who have a need to know it in order to assist the Receiving Party in performing its obligations, or to permit the Receiving Party to exercise its rights under this Agreement.