



## Request for Proposal (RFP) for Empanelment of Multi- media Agency Short-Term Tender

### 1. Introduction and Objective

The National Cooperative Consumers' Federation of India (NCCF) invites sealed proposals from experienced, eligible and reputable Multi -Media Agencies for their empanelment to manage, execute, and monitor promotional advertisements through all medium of NCCF and its activities with specific focus on Atma Nirbhar krishi Mission.

**Objective:** To significantly increase public awareness and reach along with 360-degree promotions across all major media platforms for NCCF and its Government initiatives like Atma Nirbhar Krishi, etc.

To ensure consistent, professional and compliant social media communication

1. NCCF reserves the right to reject all or any of the applications submitted in response to this RFP at any stage without assigning any reasons whatsoever.
2. NCCF reserves the right to modify, cancel, suspend, change or supplement this RFP at any stage.
3. Any change to this RFP document shall be uploaded on NCCF website <https://nccf-india.com/> applicants are advised to keep viewing the NCCF website for any corrigendum/ change.

**Duration of Empanelment:** The empanelment shall be for a fixed period of 3 years. The project duration will be for 1 year from the date of work order issuance.

### 2. Scope of Work (SoW)

The selected agency will be responsible for the end-to-end management of NCCF's social media /print Media /outdoor Media etc , including content creation, strategic planning, execution, monitoring, and reporting. The primary focus areas include:

1. **Government Scheme Promotion:** Aggressive promotion of the *Atma Nirbhar Krishi* initiative, schemes related to cooperative development, and other central government programs as directed by NCCF.



2. **NCCF Retail Promotion:** Strategic content creation to boost awareness and retail sales of NCCF products and services.
3. **Crisis Management & Trend Monitoring:** Proactive monitoring and timely response management.
4. **On-Site Personnel Requirement (MANDATORY):** The empanelled agency **MUST** deploy one (1) experienced, dedicated personnel to be physically seated and operate from the NCCF Head office Office in Hauz Khas, New Delhi throughout the 3-month contract period for daily coordination and immediate response capabilities.

### 3. Mandatory Technical Requirements

Agencies must demonstrate the following to be considered technically eligible:

- Minimum of 3 years of experience in managing large-scale Co-operative Publicity and social media accounts.
- Proven track record (through case studies/metrics) of achieving high levels of awareness and digital reach (specifically targeting the "huge numbers" objective).
- Ability to handle multi-lingual content (Hindi, English and other regional languages required).
- PAN, GST registration mandatory.
- Should not be blacklisted by any Government Department.
- The Bidder shall submit all the relevant and material documents in support of their eligibility.

### 4. Tender Submission Format (Technical & Financial Bids)

Agencies must submit two separate envelopes:

#### Envelope 1: Technical Bid

- Agency Profile, covering letter, experience, and team structure.
- Certificate of Registration.
- Work Experience details with supporting documents.
- Detailed **3-month Strategic Plan** outlining how the "huge number" awareness goal will be achieved for the defined focus areas.



- CV of the dedicated personnel proposed for the mandatory **on-site deployment**.
- Self-declaration regarding non-blacklisting.
- Acceptance of RFP terms & conditions (duly signed)

### **Envelope 2: Financial Bid**

- A comprehensive, all-inclusive monthly fee for managing the entire scope of work, clearly separating the cost for:
  1. Social media/Print Media, etc Management & Campaign Strategy.
  2. Cost of the **Mandatory On-Site Personnel** (including salary, travel, and all associated costs).
  3. A separate provision for **Paid Promotion/Advertising Budget** (if applicable, or state the % commission on media spend).
  4. L1 bidder will be determined based on lowest total cost.
  5. 3 years ITR to be attached.
  6. 3 years Balance-sheet to be attached.
  7. Current Net-worth Certificate to be attached.

### **5. Selection Criteria**

The selection will be based on a two-stage process:

Technical Evaluation (70% weightage) and Financial Evaluation (30% weightage).

Those agencies who have prior experience in handling publicity campaigns of National cooperatives, federations/ Ministers/government entities shall be given preference.

NCCF reserves the right to accept or reject any proposal without assigning any reason.

**Date of Issue: 18.12.2025**

**Last Date for Submission: 24.12.2025 (5pm)**

**opening of Tender: 26.12.2025**



**6. Payment terms:** Payment will be made on mutual understandings and will be mentioned in the Workorder.

## **7. GENERAL TERMS & CONDITIONS**

- NCCF shall not be responsible for any costs incurred by the bidder in preparation of proposal.
- Agency shall not sub-contract the work without written permission.
- Agency shall follow Government branding and communication norms.
- NCCF reserves the rights to call for any additional information/documents from experienced firms/agency and same shall be submitted by them to NCCF within given time period.
- It may kindly be noted that Government of India or any State Government in India shall not be a party to this transaction.
  
- At any stage, if it is found that the business associate/proprietor/supplier/trader/agency, etc has given incorrect and misleading certificate/information/document(s), NCCF shall free to take suitable action including cancellation of contract, blacklisting of the applicant, etc.

## **8. LEGAL & CONTRACTUAL CLAUSES**

The Agency shall maintain strict confidentiality of all information, data, documents, and materials received from NCCF and shall not disclose the same to any third party without prior written consent.

## **9. Intellectual Property Rights (IPR)**

All creatives, content, designs, videos, and intellectual output developed under this contract shall be the exclusive property of NCCF. The Agency shall have no rights over the same after completion/termination of the contract.

## **10. Termination Clause**

- NCCF may terminate the contract:
- With 15 days' written notice without assigning any reason
- Immediately in case of breach, misconduct, misrepresentation, or unsatisfactory performance
- No compensation shall be payable in such cases.

## **11. Force Majeure**



Neither party shall be liable for failure to perform obligations due to events beyond reasonable control such as natural calamities, government actions, war, etc.

## **12. Penalty Clause**

- In case of delay, non-performance, or substandard quality of work, NCCF reserves the right to:
- Impose penalty- (penalty to be specified) LD Clause to be incorporated
- Deduct payment
- Terminate the contract

## **13. Indemnity**

- The Agency shall indemnify and hold NCCF harmless against any claims, damages, legal proceedings arising out of:
- Copyright infringement
- Violation of laws
- Misuse of content or data
- 18. Compliance with Laws
- The Agency shall comply with all applicable laws including:
- IT Act, 2000
- Copyright Act, 1957
- Government of India social media guidelines
- GFR 2017 provisions

### Arbitration Clause:

- All disputes, differences, or claims arising out of or in connection with this Request for Proposal (RFP), the empanelment process, or any subsequent agreement entered into pursuant to this RFP, including its interpretation, performance, or termination, shall be resolved through arbitration.
- The arbitration shall be conducted in accordance with the provisions of the Arbitration and Conciliation Act, 1996, as amended from time to time. The arbitral tribunal shall consist of a sole arbitrator, to be mutually appointed by the parties. In the event the parties fail to agree on the appointment of the arbitrator within thirty (30) days from the date of a written request for arbitration, the arbitrator shall be appointed in accordance with the provisions of the said Act.
- The seat and venue of arbitration shall be Delhi, and the arbitration proceedings shall be conducted in the English language.
- The arbitral award shall be final and binding on both parties. Each party shall bear its own costs, and the costs of arbitration shall be shared equally between the parties, unless otherwise directed by the arbitral tribunal

**Contact for Submission:** Simran Kaur  
[simrankaur@nccf-india.com](mailto:simrankaur@nccf-india.com)

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**भारतीय राष्ट्रीय उपभोक्ता सहकारी संघ मर्यादित**  
**NATIONAL COOPERATIVE CONSUMERS' FEDERATION OF INDIA LTD.**  
**(HEAD OFFICE)**  
**NCUI Complex, 3, Siri Institutional Area,**  
**Hauz Khas New Delhi. – 110015**



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