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National Centre for Financial Education
राष्ट्रीय वित्तीय शिक्षा केन्द्र

Expressions of Interest (EoI)
Social Media Services for NCFE
(Document Reference Number: NCFE/2022-23/EoI/03)

6th Floor, NISM Bhavan, Plot No. 82, Sector-17, Vashi,
Navi Mumbai - 400 703 Maharashtra
Phone: 022 68265115
Email id: info@ncfe.org.in

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1. ACRONYMS

Acronym	Description
AoA	Articles of Association
CA	Chartered Accountants
EoI	Expression of Interest
FY	Financial Year
GST	Goods and Services Tax
INR	Indian Rupee
IRDAI	Insurance Regulatory and Development Authority of India
MoA	Memorandum of Association
NCFE	National Centre for Financial Education
PAN	Permanent Account Number
PFRDA	Pension Fund Regulatory and Development Authority
RBI	Reserve bank of India
RFP	Request for Proposal
SEBI	Securities and Exchange Board of India
PSU	Public Sector Undertaking

2. IMPORTANT DATES

Sr.	Particulars	Information/ Dates
1	EOI Inviting Authority	National Centre for Financial Education 6th Floor, NISM Bhavan, Plot No. 82, Sector-17, Vashi, Navi Mumbai, Maharashtra - 400 703
2	Job Requirement	Social Media Services for NCFE
3	Issue date of the EOI	March 31 st , 2023
4	Last date for receiving queries	April 10 th , 2023 by 17:00 hrs
5	Last date for submission of EOI	April 19 th , 2023 by 17:00 hrs

3. INVITATION OF EXPRESSION OF INTEREST

Expression of Interest (EOI) is invited from eligible bidders, meeting the minimum Eligibility Criteria as detailed in this document for 'Social Media Services for NCFE'.

For any queries, you may contact the concerned officers as under:

Mr. Karthik Krishnan, Manager,

Email: karthik.krishnan@ncfe.org.in

Phone: 022-68265101

4. INFORMATION TO COMPANIES

National Centre for Financial Education (NCFE) is a Company (Not for Profit), registered under section 8 of the Companies Act 2013, promoted by Reserve bank of India (RBI), Securities and Exchange Board of India (SEBI), Insurance Regulatory and Development Authority of India (IRDAI), and Pension Fund Regulatory and Development Authority (PFRDA) to promote Financial Education across India for all sections of the population. Its vision is to undertake initiatives to make the country financially aware and empowered. In view of the said vision, NCFE carries out a significant amount of financial education campaign to help people manage money more effectively to achieve financial well - being by accessing appropriate financial products and services through regulated entities with fair and transparent machinery for consumer protection and grievance redressal.

For more information, please visit <https://www.ncfe.org.in/>

5. EoI SUBMISSION

Interested Companies shall submit the following documents as part of Expression of interest:

Sr. No.	Item
1	Covering letter as per the format given in Annexure I .
2	Details of Company as per the format given in Annexure II .
3	No Conviction Letter as per the format given in Annexure III .
4	Copy of Purchase Orders for amounts as mentioned in Section 8.
5	Project Completion Certificates as per the format given in Annexure IV .
6	Copy of Audited Profit and Loss Statements and Balance sheet from CA for FY 2018-19, 2019-20, 2020-21 and 2021-22.
7	Letter of Authorization as per the format given in Annexure V duly authorizing a person as representative with all powers and authority for submission of proposal in response to this EoI.
8	Hard copy of this EoI document Signed and stamped on each page by authorized signatory of the company.
9	A copy of Certificate of Incorporation/ Registration/ MoA as applicable.
10	Copy of PAN card.
11	GST Registration certificate.

The above mentioned documents must be enclosed in a sealed envelope superscribed as “Expression of Interest - Social Media Services for NCFE (NCFE/2022-23/EoI/03) “. The envelope must be delivered to the following address by hand or by registered post on or before the deadline mentioned in Section 2.

To,
Senior Manager, NCFE,
6th Floor, NISM Bhavan, Plot No. 82, Sector-17,
Vashi, Navi Mumbai, Maharashtra - 400 703

6. INSTRUCTIONS TO COMPANIES

- i. No proposals shall be accepted after the due date and time. Proposals received after the last date shall not be opened and no further action shall be taken on such proposals. All, or any, incomplete proposals shall be rejected without any evaluation.
- ii. Please note that the Request for Proposal (RFP) shall be issued only to the shortlisted Companies who were found to be eligible based on their response to this EoI.
- iii. NCFE reserves the right to reject any or all proposals received in response to the EoI without assigning any reasons whatsoever.
- iv. This document does not constitute an offer, nor does this document or anything contained herein, shall form a basis of any contract or commitment whatsoever.
- v. The Companies shall bear all the costs incurred for preparation and submission of response to this EoI.
- vi. The Companies are advised to submit all documents as mentioned in Section 5 strictly in the prescribed format.
- vii. Incomplete and conditional proposals shall not be accepted.
- viii. Submission of more than one Proposal by a company will render the proposal liable for rejection. Companies may assess the nature and quantum of the activities before submitting their proposals.
- ix. NCFE reserves the right to either shortlist the companies or cancel the shortlisting process all together. The decision taken by NCFE in this regard shall be final and binding on the companies responding to this EoI.
- x. NCFE reserves the right to reject a proposal if it was found that there was misleading or false representation of facts or deliberate suppression of information.

7. BROAD SCOPE OF WORK

The scope of the work is initially for the period of one year from the date of intimation of selected bidder. NCFE is embarking on an important initiative to build its online presence and visibility via the Social Media/Digital platforms.

The main goal of social media campaign is to

- Facilitate large scale dissemination of financial education through financial literacy messages on existing and new social media platforms across all sections of the population in the country and to increase social media reach and followers.

- To maximize the visibility of its ongoing programmes, seminars, workshops and various events time to time.
- Maximize the credibility of NCFE across the Indian population and increase the traffic on NCFE's website and to build NCFE as a single - stop solution for Financial Education content.

A broad scope of work is as follows:

SR.	PARTICULARS
1	Communication Consulting Service and Social Media Strategy
1.1	Social Media content calendar – weekly, monthly, quarterly
1.2	Redesigning Existing Social Media Channels
1.3	Developing New Social Media Channels
2	Graphic Designing & Copywriting
2.1	Development of Creative graphic designs and uploading of the same on social media channels of NCFE
2.2	Design and Development of Press releases, blogs, Newspaper Articles, Newspaper Advertisements, power point presentations fliers, brochures, posters
3	Video Production
3.1	Development and uploading of short Videos of duration ranging from 30 to 90 seconds
3.2	Redesigning of existing videos and uploading of same
4	Promotion Campaign(s)
4.1	Promotion Campaign of various events NCFE's in the social media and in other channels
5	Other Activities
5.1	Creation of NCFE's page on Wikipedia
5.2	Comprehensive analytical reports about user engagements on all social media platforms
5.3	Comprehensive Report on Complaint Management and redressal of complaints

Note: A comprehensive account of the scope of work shall be included in the RFP to be issued to the shortlisted companies.

8. ELIGIBILITY CRITERIA

The proposals received from interested companies in response to this EoI shall be evaluated based on the following criteria. The companies meeting the said criteria shall be shortlisted. NCFE may seek any further clarification from the companies to address any issues of inadequacy of information in the proposals.

Sr. No.	Eligibility criteria	Proof required
1	The Company should be a Company registered under the Companies Act, 1956/2013, Society Registration Act, 1860/ Autonomous Body of Govt. / Partnership Firm in existence for the at least 3 years as on Feb 28, 2023.	Copy of Certificate of Incorporation / Registration / MoA, as applicable
2	<p>The Company should fulfill one of the following criteria in respect of past experience in providing Social Media Services of a nature as mentioned in Section 8 during last 7 years (prior to Feb 28, 2023).</p> <p>i) Three works of the above mentioned nature each costing not less than INR Thirty Eight Lakhs only. OR ii) Two works of the above mentioned nature each costing not less than INR Forty Eight Lakhs only. OR iii) One work of the above mentioned nature each costing not less than INR Seventy Six Lakhs only.</p>	Copy of Work Orders
3	Certificate of completion of the projects mentioned in Section 8.2.	Copy of Completion Certificates.
4	The Company should have a minimum average annual turnover of INR 86,00,000/- (INR Eighty Six Lakhs only) during the past 3 years. Companies are required to submit a copy of the audited Balance Sheet and Profit & Loss statement for the FY 2018-19, 2019-20, 2020-21 and 2021-22. Average annual turnover of the best three financial years shall be considered for assessment of eligibility.	Copy of Audited Profit & Loss Statement and Balance sheet for the FY 2018-19, 2019-20, 2020-21 and 2021-22.

5	Valid PAN number of the company.	A Copy of PAN card
6	Valid GST Registration Certificate.	A Copy of the GST registration Certificate
7	<p>The Company should not have been blacklisted by central /state Government departments/ undertakings/Financial sector regulators and not involved in any major litigation that may affect or compromise the delivery of service required.</p> <p>The Company should not have been penalized or found guilty in court of law.</p> <p>Neither the Company nor its proprietor/directors/ partners have defaulted to any Bank.</p>	<p>No Conviction Letter duly signed as per the Format provided in Annexure III</p>

9. SHORTLISTING PROCEDURE

- 9.1. Proposals received from Companies shall be assessed based on the eligibility criteria mentioned in Section 8.
- 9.2. All proposals, meeting the eligibility criteria shall be shortlisted and the shortlisted companies shall be informed.
- 9.3. The RFP for the above mentioned work will be issued only to the shortlisted companies.

ANNEXURE I

COVERING LETTER

(To be submitted in Company Letter Head duly stamped and signed)

To

The Senior Manager

National Centre for Financial Education,

6th Floor, NISM Bhavan,

Plot No. 82, Sector-17,

Vashi, Navi Mumbai, Maharashtra - 400 703

Sub: EoI – Application for Social Media Services for NCFE

Respected Sir,

Having examined your Expression of Interest (EoI) regarding _____
dated _____ inviting Proposals in response to the EoI, I/We
_____, hereby declare that I/we fulfill the
minimum eligibility criteria to undertake the assignment in full conformity with the EoI.

We enclose the requisite documents as follows:

1. Copy of Certificate of Incorporation/Registration/MoA as applicable.
2. Copy of PAN card and GST Registration certificate.
3. Copy of Audited Profit and Loss Statement and Balance sheet/ Certificate from a CA, on turnover of the past four FYs.
4. No Conviction Letter duly signed as per the Format provided in [Annexure III](#).
5. Copy of Work order and Certificate of completion as per the format provided in [Annexure IV](#).
6. Copy of Letter of Authorization duly authorizing a person as representative with all powers and authority to represent the Company for submission of Proposal in response to the EoI as per Format provided in [Annexure V](#).

We also understand that,

1. Information/data/particulars furnished in our proposal are factually correct. We understand that NCFE reserves the right to accept or reject any or all proposals at any time without assigning any reasons. We agree to abide by all the decision(s) of NCFE in this regard. We have gone through the EOI Document completely and have understood the requirements.
2. Our proposal is made in good faith, without collusion or fraud and the information contained in the Proposal is true and correct to the best of our knowledge and

belief.

3. We have read, understood and accepted all the terms and conditions we unconditionally accept and abide by the terms & conditions specified therein mentioned in the EoI. Signed Hard copies of the entire EoI document is being attached herewith as a proof of acceptance of the same.
4. We understand not to have any option to raise any objection against any of the said processes defined in the EoI and RFP in any future date.
5. We have the requisite credentials and resources to deliver the services professionally and competently within the prescribed time frame according to the scope, deliverables and costs quoted as part of this proposal.
6. We have adequate have in-house production facility and expertise in these works. The entire data will also be sorted/ archived by us have the responsibility to provide and maintain the backup, storage and recovery mechanism and submit the same whenever demanded by NCFE.
7. We shall be responsible for submitting all the deliverables mentioned in the EoI NCFE/2022-23/EoI/03.
8. NCFE shall have all the rights to all the deliverables mentioned in the EoI NCFE/2022-23/EoI/03. NCFE will have the right to use the same to alter the deliverables either by NCFE or through any Company (creative or media) as desired without any intimation to us. Changes may or may not be made to the final deliverables.

I/ We understand that NCFE reserves the right to reject any or all the Proposals in response to the EoI without assigning any reasons whatsoever.

I/ We hereby declare that all the information and statements made in this Proposal are true and accept that any misrepresentation contained in it may lead to our disqualification.

Yours faithfully,

Date :

Signature of Authorized Signatory :

Place :

Name of the Authorized Signatory :

Designation :

Name of the Organization :

Seal ...

ANNEXURE II

DETAILS OF THE COMPANY

(To be submitted in Company Letter Head duly stamped and signed)

To
The Senior Manager
National Centre for Financial Education,
6th Floor, NISM Bhavan,
Plot No. 82, Sector-17,
Vashi, Navi Mumbai, Maharashtra - 400 703

Sub: Details of Company

Respected Sir,

Having examined your EoI regarding _____ dated _____ inviting
Proposals in response to the EoI, I/We _____, hereby submit the
following details:

Brief Profile is as under:

Sr. No.	Brief Contents	Application has to be submitted		
1	Name of the Company			
2	Address of the Registered office of the Company			
3	Key Management Personnel of the Company with their qualification and experience*	Name	Qualification	Experience
4	Turnover (In Rupees) of the Company for the last 4 financial years / Certificate from a CA	1. FY 2018-19: 2. FY2019-20: 3. FY2020-21: 4. FY2021-22:		
5	Number of years of experience in the field of Social Media Services			
6	PAN No. (Copy of the certificate to be attached)			

7	GST Registration No. (Copy of the certificate to be attached)	
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*Can use a separate sheet if needed

I/We hereby certify that all particulars given above are correct and true to the best of my / our knowledge.

In case at any stage, it is found that the information given by me/us is false/incorrect, NCFE shall have the absolute right to take any action as deemed fit, (including termination of contract and/or black list and debar), without any prior intimation to me/us.

Yours faithfully,

Date :

Place :

Signature of Authorized Signatory :

Name of the Authorized Signatory :

Designation :

Name of the Organization :

Seal ...



ANNEXURE III

FORMAT OF NO CONVICTION LETTER

(To be submitted in Company Letter Head duly stamped and signed)

To
The Senior Manager
National Centre for Financial Education,
6th Floor, NISM Bhavan,
Plot No. 82, Sector-17,
Vashi, Navi Mumbai, Maharashtra - 400 703

Sub: No Conviction Letter

Respected Sir,

Having examined your EoI regarding _____ dated _____ inviting
Proposals in response to the EoI, I/We _____ ,
hereby submit the No Conviction Letter as follows.

I/ We the undersigned, having registered office at _____ (Address of the registered office)
declare that

I/ We have never been blacklisted or restricted to apply for any RFP related activities by
any Central / State Government Department /undertakings/Financial Sector
Regulators/PSUs or Court of law anywhere in the country.'

I/ We have never been involved in any major litigation that may affect or compromise the
delivery of services required as stated in this EoI.

I/ We have never been penalized or found guilty in court of law.

I/ We (proprietor / directors / partners) have never been defaulted to any Bank.

**On behalf of _____, I/We undertake full responsibility of the
information submitted herewith and I/ We, understand that NCFE reserves**

the right to reject the proposal without assigning any reasons whatsoever if the above information is found incorrect at any stage of the process.

Date :

Signature of Authorized Signatory :

Place :

Name of the Authorized Signatory :

Designation :

Name of the Organization :

Seal ...



ANNEXURE IV

FORMAT OF PROJECT COMPLETION CERTIFICATE

(To be submitted in Company Letter Head duly stamped and signed)

TO WHOMSOEVER IT MAY CONCERN

This is to certify that M/s_____has successfully completed projects on Social Media Services. The value of the project is _____.

The project was carried out from _____ to _____.

The performance of the _____ was satisfactory during their tenure with us.

Date :

Place :

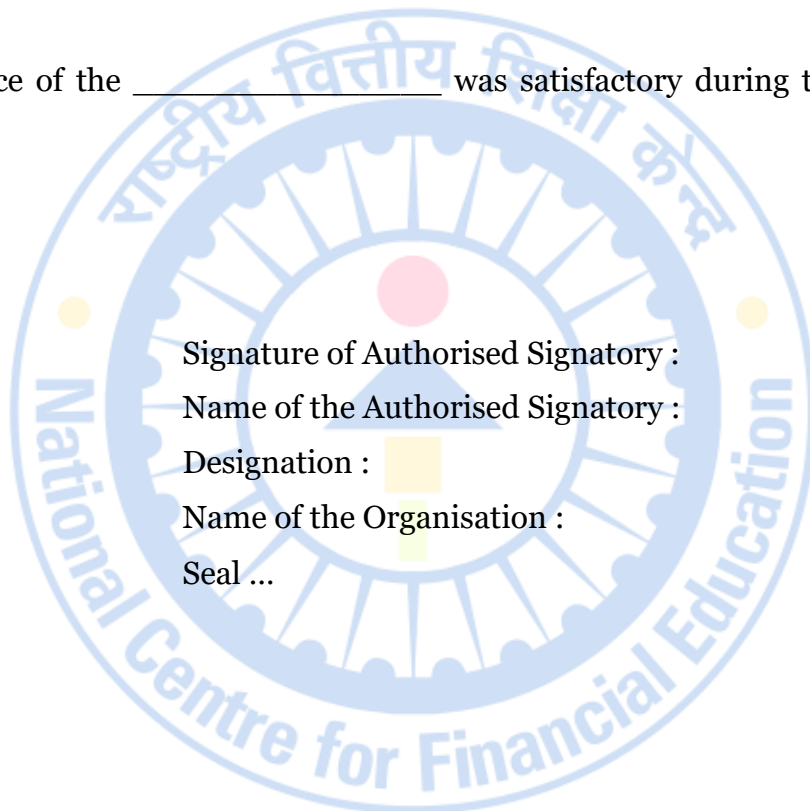
Signature of Authorised Signatory :

Name of the Authorised Signatory :

Designation :

Name of the Organisation :

Seal ...



ANNEXURE V

LETTER OF AUTHORIZATION

(To be submitted in Company Letter Head duly stamped and signed)

To
The Senior Manager
National Centre for Financial Education,
6th Floor, NISM Bhavan,
Plot No. 82, Sector-17,
Vashi, Navi Mumbai, Maharashtra - 400 703

Sub: Authorization of Contact Person for submission of EoI

Respected Sir,

I/We,, in the capacity of
..... (Designation) hereby authorize Mr. / Ms.
....., (designation) to act as the
Contact Person on behalf of our company for submission of EoI for “Application for Social
Media Services for NCFE”

It is further submitted that the said Contact Person shall be the authorized signatory of
the Proposal in response to the EoI.

I/We on behalf of our company undertake full responsibility of the Proposal(s) /
information submitted by the said Contact Person and we shall not hold NCFE
responsible for any wrongful act committed by the Contact Person during the shortlisting
process.

In case of any change in the Contact Person on a later date, I/We shall inform NCFE and
I/We agree that NCFE may take five working days to effect the change in its records.

I/ We hereby declare that all the information and statements made in this Proposal are
true and accept that any misrepresentation contained in it may lead to our disqualification
by NCFE without assigning any reasons whatsoever at any stage of the process.

Thanking you.

Yours sincerely,

Signature and Seal of Company

Name:

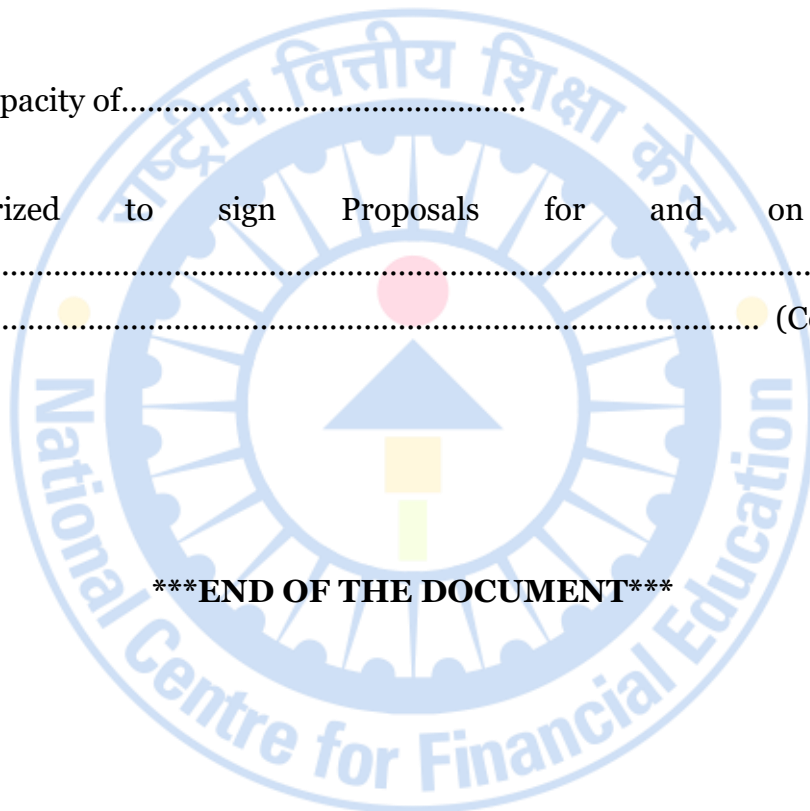
Date:

Signed in the capacity of.....

Duly authorized to sign Proposals for and on behalf of

.....

..... (Company Name)



*****END OF THE DOCUMENT*****