



पेंशन निधि विनियामक और विकास प्राधिकरण  
PENSION FUND REGULATORY AND DEVELOPMENT AUTHORITY

**Subject: Proposal for Empanelment of Bureau of Outreach & Communication (BOC) empaneled multi-media agencies for creative work**

Pension Fund Regulatory and Development Authority intends to empanel professionally managed multi-media agencies with good track record for various jobs as enumerated under 'clause 6 - scope of work' of the attached Request for Empanelment (RFE) document.

Applications for empanelment are invited from BOC empaneled multi-media agencies (proposals to be duly signed by the competent authority i.e CMD/MD/Chairman/Director/Managing Partner etc. on behalf of the multi-media agency) having minimum turnover of Rs. 100 Crores from advertisement/publicity work during the last financial year 2023-24 (audited /provisional/ unaudited financials certified by Chartered Accountant to be provided).

The RFE document consisting of detailed Scope of Work, Qualifying Requirements for applicants, Terms and Conditions of Empanelment etc. may be downloaded from [www.pfrda.org.in](http://www.pfrda.org.in) by interested agencies.

A non-refundable application processing fee of Rs. 25,000/- (Rupees Twenty-five thousand only) plus GST @18% must be submitted along with the proposal (duly completed application), in the form of a demand draft/pay order drawn in favour of Pension Fund Regulatory and Development Authority payable at New Delhi.

The application must be submitted before 15:00 Hrs of 10<sup>th</sup> February 2025.

The shortlisted agencies will be intimated in due course of time after approval by the competent authority for undertaking further processes of empanelment with PFRDA as multi-media agencies for creative work.

Interested parties may take note that canvassing in any form will attract disqualification/summary rejection.

Thanking you,

Yours sincerely,

Sd/-

(Sumit Kumar)

Chief General Manager



**REQUEST FOR EMPANELMENT  
OF  
BUREAU OF OUTREACH & COMMUNICATION  
(BOC) EMPANELED  
MULTI-MEDIA AGENCIES  
FOR CREATIVE WORK**

**20<sup>th</sup> Jan 2025**

Pension Fund Regulatory and Development Authority  
E-500, 5th floor, Tower -E, World Trade Centre, Nauroji Nagar, New Delhi, Delhi 110029

**DISCLAIMER**

1. This document is being published in order to enable the eligible applicants / agencies to make an offer for empanelment with Pension Fund Regulatory and Development Authority (PFRDA) as multi-media agencies for creative work.
2. This document does not constitute nor should be interpreted as an offer or invitation by PFRDA for empanelment as multi-media agencies for creative work.
3. This document is meant to provide information only and upon the express understanding that recipients will use it only for the purposes set out above. It does not purport to be all inclusive or contain all the information or be the basis of any contract. No representation or warranty, expressed or implied, is or will be made as to the reliability, accuracy or the completeness of any of the information contained herein. It shall not be assumed that there shall be no deviation or change in any of the herein mentioned information. While this document has been prepared in good faith, neither PFRDA, nor any of its officers or subscribers make any representation or warranty or shall have any responsibility or liability whatsoever in respect of any statements or omissions herein. Any liability is accordingly and expressly disclaimed by PFRDA and any of its officers or subscribers even if any loss or damage is caused by any act or omission on the part of PFRDA or any of their officers or subscribers, whether negligent or otherwise.
4. By acceptance of this document, the recipient agrees that any information herewith can be superseded by any subsequent written information on the same subject made available to the recipient by or on behalf of PFRDA. PFRDA and any of its officers or subscribers undertake no obligation, among others, to provide the recipient with access to any additional information or to update this document or to correct any inaccuracies therein which may become apparent, and they reserve the right, at any time and without advance notice, to change the procedure for the empanelment of multi-media agencies or any part of the interest or terminate negotiations or the due diligence process prior to the signing of any binding agreement.
5. Accordingly, interested recipients should carry out an independent assessment and analysis of the requirements and of the information, facts and observations contained herein.
6. PFRDA makes no representation or warranty and shall incur no liability under any law, statute, rules or regulations on any claim the potential Applicant may make in case of failure to understand the requirement and respond to the RFE document. PFRDA may, in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information in this RFE document.
7. This document has not been filed, registered or approved in any jurisdiction.

Recipients of this document should inform themselves and observe any applicable legal requirement.

8. This document constitutes no form of commitment on the part of PFRDA. Furthermore, this document confers neither the right nor an expectation on any party to participate in the proposed process for empanelment of multi-media agencies by PFRDA.
9. When any proposal is submitted pursuant to this RFE, it shall be presumed by PFRDA that the applicant has fully ascertained and ensured about its eligibility to render services as a multi-media agency to PFRDA and that there is no statutory or regulatory prohibition or impediment to act as such and suffers no disability in law or otherwise to act as such.

## **INTRODUCTION**

### **Pension Fund Regulatory and Development Authority**

Pension Fund Regulatory and Development Authority was initially established by Government of India through a notification dated 10.10.2003. Currently, it is a statutory Authority, set up through an Act of Parliament being the “Pension Fund Regulatory and Development Authority Act, 2013” notified w.e.f. 01.02.2014. PFRDA is mandated to promote old age income security by establishing, developing and regulating pension funds, to protect the interest of the subscribers to the schemes of pensions funds and for matters connected therewith or incidental thereto. PFRDA has been entrusted with the responsibility to regulate, promote and ensure orderly growth of the National Pension System (NPS) and other pension schemes not regulated under any other enactment.

### **1. Target Group for promotion of NPS**

The pension scheme regulated and administered by the PFRDA is available for all sections of the society. It can be broadly classified as:

a. NPS – Government Sector Employees

NPS is mandatory for Government employees who join government services on or after the date notified by Central Government and by respective State Governments Further, any other pension scheme notified by the Central Government and state Government for its employees

b. NPS - Private Sector

Registration in NPS is voluntary for non-government sector comprising of individuals, employers and employees and there is greater need to create awareness in this sector which operates through 02 models: -

○ NPS - All Citizen Model

NPS was extended to all citizens of India w.e.f 01<sup>st</sup> May 2009 and any Indian citizen (Resident/ NRI/ OCI) in the age group of 18-70 years can voluntarily open an NPS account.

○ NPS - Corporate Sector Model

This model was introduced in December 2011 to provide employers (companies, societies, PSU/PSB, partnership/proprietorship firm etc) a platform to voluntarily adopt NPS as a retirement benefit scheme for their employees.

c. NPS -Vatsalya

NPS Vatsalya is an investment-cum-pension scheme for minors, announced in the Union Budget 2024-25 on July 23, 2024, this innovative initiative focuses on fostering early thrift habits and ensuring long-term financial security for the younger

generations. The Scheme was formally launched in the month of Sept, 2024.

d. Atal Pension Yojana (APY)

Atal Pension Yojana is a Government of India scheme which provides guarantee of minimum pension from Rs 1000 to Rs 5000 and is administered by PFRDA. It is available to all Indian citizens between the age of 18-40 years.

## **2. Requirement for a Multi-media agency for creative work**

Effective communication plays a vital role in creating awareness among the masses about the product and services offered under NPS/APY, or any other pension scheme regulated/administered by the PFRDA and its importance to their lives. Furthermore, owing to the overarching responsibility of increasing pension literacy and retirement planning, the agency would be responsible for creating media/ creative and copywriting content for pension literacy as well.

Awareness and Communication programs help in ensuring that relevant information reaches the right audience at the right time, attracts attention of the users and creates awareness about issues and finally influences the behavior of all concerned in the desired direction.

Promotion of old age income security specially NPS and APY requires the creation of a well-planned and detailed multi-media communication strategy and thorough execution on pan-India basis that can help meet the objectives of PFRDA. It is therefore imperative that consistent and creative messages are conceptualized, designed and conveyed across all communication media.

## **3. Procedure for Application**

- a. Request for Empanelment (RFE) document can be downloaded from PFRDA website [www.pfrda.org.in](http://www.pfrda.org.in)
- b. Duly filled application/proposal along with **Annexure I, Annexure II, Assignment 1 and Assignment 2** of RFE documents should be indexed, sequenced in separate plastic folders and duly superscribed.
- c. All the above-mentioned plastic folders must then be kept in one large envelope duly superscribed “**Proposal for Empanelment of BOC Empaneled Multi-media Agencies for Creative Work**” and must be submitted to PFRDA at its office located at E-500, 5th floor, Tower -E, World Trade Centre, Nauroji Nagar, New Delhi, Delhi 110029 before 15:00 Hrs of 10<sup>th</sup> February 2025.
- d. Along with the application/proposal, the applicant shall be required to deposit a non-refundable application processing fee of Rs. 25,000/- (Rupees Twenty-five thousand only) plus GST @18% in the form of Demand Draft/Pay Order from any scheduled commercial bank favoring Pension Fund Regulatory and Development Authority and

payable at New Delhi or attach proof for electronic remittance of application processing fees directly to PFRDA Bank account.

- e. Applications received in response to the RFE would be scrutinized, evaluated and shortlisted as per the provisions contained in clause 7 & 8 of this RFE document.

#### **4. Duration of Empanelment**

- a. The empanelment of agencies will be valid for a period of **three years** from the date of empanelment with PFRDA, unless cancelled/ terminated earlier.
- b. Empanelment may be extended by one more year depending on the performance and services provided by the agencies at the discretion of PFRDA.
- c. PFRDA will have the right to remove any agency from the empanelment list without assigning any reason whatsoever or may embark on a fresh empanelment process before the expiry of the period of one year, depending upon the circumstances.
- d. PFRDA also reserves the right to modify the terms and conditions for the empaneled agencies.

#### **5. Qualifying Criteria**

##### **a. Minimum Qualifying Criteria**

Every applicant/agency must fulfill all the minimum qualifying criteria enumerated below on the date of submission of its application to PFRDA. An agency not fulfilling any one of the following criteria, the application/proposal would be summarily rejected and the applicant/agency would not be considered for further evaluation processes leading to empanelment.

- i. The applicant agencies should have a valid empanelment with BOC and/or Directorate of Advertising & Visual Publicity (DAVP) as on the date of application.
- ii. The applicant agencies should have full accreditation of Indian Newspaper Society INS (Print Media) as on the date of application.
- iii. The applicant agencies should have a minimum work experience of five years with an annual turnover of at least Rs 100 crores from advertisement/ publicity work in the last financial year i.e. FY 2023-24 (CA Certified- Audited / Provisional / Unaudited financials to be submitted).
- iv. The applicant agency should be in the panel of advertising/ multi-media agencies of at least 03 government organizations (Govt. Departments/ Ministries/ Central & State PSUs/ Central & State Autonomous Bodies) as on the date of application.
- v. The applicant agency should be in the panel of advertising/ multi-media agencies of at least 05 financial sector clients (eg. BFSI) as on the date of application.

- vi. The applicant agency should have a minimum billing of Rs 20 Crores from government organizations (Govt. Departments/ Ministries/ Central & State PSUs/ Central & State Autonomous Bodies) for advertising/ multi-media creative activities during the last financial year 2023-24 (CA Certified).
- vii. The applicant agency should have a minimum billing of Rs 10 Crores from financial sector clients (eg. BFSI) for advertising/ multi-media creative activities during the last financial year 2023-24 (CA Certified).
- viii. The applicant agency should have full-fledged office in Delhi/ NCR with sufficient full-time staff including at least 3 creative professionals (Copywriter, designer, graphic designer etc).
- ix. The applicant agency should have valid Registration Numbers under Goods and Service Tax (GSTIN) and Permanent Account Number (PAN).

**b. Additional Desirable Criteria**

Apart from the above minimum qualifying criteria, the following criteria are also desired. These would make the applicant agency eligible for additional scores during evaluation of their application, however, unlike the Minimum Qualifying Criteria, these will not lead to rejection of application for empanelment.

- i. The agency has handled minimum 3 online/ digital advertising works for any government organization (Govt. Departments/ Ministries/ Central & State PSUs/ Central & State Autonomous Bodies) during the last Financial Year 2023-24.
- ii. The agency has achieved billing of Rs. 10 Crore or above for online/ digital advertising of government organization (Govt. Departments/ Ministries/ Central & State PSUs/ Central & State Autonomous Bodies) during the last Financial Year 2023-24.
- iii. Details of appreciation(s)/ award(s)/ accolade(s) received by the multi-media agency for their creative works/ advertisements/ ad campaigns designed etc. in last 3 years i.e. FY 2021-22, FY 2022-23 and FY 2023-24.
- iv. Samples of 03 (three) best print/ online/ TVC/ radio creatives (any three) prepared by the agency during FY 2023-24 for financial sector clients. The choice of best creative is at the discretion of the respective agency.

**Note:**

- *The documentary proof in this regard is to be submitted along with the proposal/application.*
- *Documents related to each of the above minimum qualifying criteria and Additional Desirable Criteria should be clearly marked separately with stickers/ flag/ superscribed.*
- *In case of the discovery at any stage about false information and submission of fake/tampered documents in support of the above or suppression of facts, the*



*proposal shall be rejected and empanelment, if already done with PFRDA shall stand cancelled. In such a case, PFRDA reserves the right to blacklist such agency for such period as per its own discretion and take such other action as may be warranted.*

## **6. Scope of Work**

- a. Preparation of artwork for different advertisement campaigns for Print and Electronic Media (TVC and Radio) viz. Video Spot/Documentaries/Telefilms or Radio Jingle/Song/Signature at DAVP rate or the budget decided by the Authority.
- b. Designing of various media/advertisement artworks viz. online media creatives, hoardings, posters, covers for Annual Reports/Folders/ Brochures/ Pamphlets/ Leaflets/ Posters, House Journal, Stationers, Greeting Cards, Visiting Cards, Diaries, Calendars etc.
- c. Consulting/ preparing media plan for advertising campaigns, in print, electronic (TV/ radio), social/ online and outdoor media.
- d. Designing and release of online/ digital media advertising campaigns on PFRDA's social media handles.
- e. Any other work related to publicity of PFRDA regulated pension schemes.

## **7. Evaluation of Application/Proposals**

The following process will be followed for evaluation of the applications/ proposals received in response to the RFE:

- a. First Stage of Evaluation:
  - i. Initially all the applications received in response to this RFE will be scrutinized towards fulfilment of the Minimum Qualifying Criteria contained under clause 5.a of this RFE document. This process will be a filtering process. It is made clear that any agency/applicant not fulfilling any of the criteria as specified in clause 5.a above would be summarily rejected immediately and would not be considered for further evaluation.
  - ii. Agencies qualifying under clause 5.a would be evaluated further and scrutinized in respect of Additional Desirable Criteria as contained under clause 5.b of this RFE. However, unlike the Minimum Qualifying Criteria this scrutiny will not lead to rejection of proposal for empanelment.
- b. Second Stage of evaluation
  - i. All the agencies qualifying the conditions of clause 5.a of the RFE would be called

for making a presentation to an evaluation committee to be constituted by PFRDA for evaluating the proposals received in response to this RFE.

- ii. All the qualified agencies/applicants having made a presentation to the evaluation committee will be assigned scores on their proposals based on Corporate Strength, Media Experience and Creative Competence in terms of clause 8 of this RFE.
- c. Based on the total score obtained after the aforementioned two-stage evaluation, the agencies will be ranked in decreasing order of scores assigned.
- d. After evaluation and preparation of such ranked list, the **top five multi-media agencies** will be shortlisted for empanelment.

## 8. Evaluation Criteria

Criteria	Scoring Criteria		
<b>A. Corporate Strength</b>	<b>Maximum Score- 30</b>		
1. Work Experience in Advertising field	5 to < 7 yrs	7 to < 10 yrs	≥ than 10 yrs
Score	4	5	6
2. Annual turnover from advertisement/ publicity work during last FY 2023-24 (CA Certified- Audited / Provisional / Unaudited financials)	100 Cr to < 200 Cr	200 Cr to < 500 Cr	≥ than 500 Cr
Score	4	5	6
3. No. of active empanelment with government organizations (Govt. Departments/ Ministries/ Central & State PSUs/ Central & State Autonomous Bodies)	3 to 5	6 to 10	> 10
Score	4	5	6
4. No. of active empanelment with financial sector entities/BFSI clients	5 to 7	8 to 10	> 10
Score	4	5	6
5. Number of on-roll Creative Professionals at Delhi/ NCR office (Copywriter, designer, graphic designer etc)	3 – 5	6 - 10	> 10
Score	4	5	6
<b>B. Media Experience</b>	<b>Maximum Score- 30</b>		
6. Billing from government organizations (Govt. Departments/ Ministries/ Central & State PSUs/ Central & State Autonomous Bodies) for advertising/ multi-media creative activities during the last financial year 2023-24 (CA Certified)	20 Cr to < 30 Cr	30 Cr to < 50 Cr	≥ than 50 Cr
Score	4	5	6
7. Billing from financial sector clients (eg. BFSI) for advertising/ multi-media creative	10 Cr to < 20 Cr	20 Cr to < 40 Cr	≥ than 40 Cr

activities during the last financial year 2023-24 (CA Certified)			
Score	4	5	6
8. No. of fresh online/ digital advertising works for government organizations (Govt. Departments/ Ministries/ Central & State PSUs/ Central & State Autonomous Bodies) during the last financial year 2023-24	3 to 5	6 to 10	> 10
Score	4	5	6
9. Billing from online/ digital advertising for government organization (Govt. Departments/ Ministries/ Central & State PSUs/ Central & State Autonomous Bodies) during the last financial year 2023-24 (CA Certified)	10 Cr to < 20 Cr	20 Cr to < 40 Cr	≥ than 40 Cr
Score	4	5	6
10. Details of appreciation(s)/ award(s)/ accolade(s) received by in last 3 years i.e. FY 2021-22, FY 2022-23 and FY 2023-24.	1 to 5	6 to 10	> 10
Score	4	5	6
<b>C. Creative Competence</b>			
<b>Maximum Score- 40</b>			
11. Demonstration of 03 (three) best advertisements created by the agency in FY 2023-24 for its financial sector clients.	Max. Score 10		
12. Assignment 1- NPS, NPS Vatsalya and APY Print Advertisement	Max. Score 15		
13. Assignment 2- NPS, NPS Vatsalya and APY Digital/ Online Media campaign Ad creative	Max. Score 15		

- a. The assignments would be rated on the criteria of Clients Objective, Concept, Graphic imagery, Creativity, Taglines/ Punchlines/ Slogans/ Wording, Body Copy etc. It may be noted that the aforementioned list of criteria is indicative and not exhaustive. Also, no payment will be made to the agency/applicant for preparation of the creatives to be submitted to PFRDA as part of the assignments 1 and 2 for this RFE.
- i. **Assignment 1** – Three quarter page colored print advertisement - One each on National Pension System, NPS Vatsalya, Atal Pension Yojana.
  - ii. **Assignment 2** – Digital/ Online Media campaign Ad creative - One each on National Pension System, NPS Vatsalya, Atal Pension Yojana.

## **9. Method of Job Allocation**

- a. In the event of launching a specific media campaign, PFRDA reserves the right to contact any/all empaneled agency(ies) to develop/submit creatives for the media campaign. The assignments may be assigned to the empaneled agencies in an alphabetical rotation basis.
- b. PFRDA reserves the right to distribute the selected creatives so developed either to BOC/DAVP or amongst one or more agencies for further release of the said creatives to media. PFRDA's decision in respect of choice of agency for implementing the media campaign through all or any of the selected agency(s) would be considered final. Any avoidance/denial/delay of service will be treated as serious failure based on which termination of empanelment may be undertaken.
- c. Charges and allocation of work to the agency for jobs where BOC/DAVP rates are unavailable or available , it will be decided through competitive bidding basis, alphabetical order or selection process specified by the PFRDA. Notwithstanding the empanelment, it shall be well within the rights of PFRDA to get all or any work done under this RFE, through other agencies/BOC/ DAVP, as may be decided by PFRDA.
- d. Invoices for advertisement releases should invariably be supported by copies of bills from newspapers/ magazines, BOC/DAVP/Other rate cards, voucher copies, newspapers tearsheets, TVC/ Radio broadcast certificates and other relevant documents evidencing implementation. Payment will be made in each case after verifying these documents.
- e. The agencies will not be paid for translation of content in English to Hindi or to any other vernacular Indian languages, if required (in case advertisement is being released through the agencies).
- f. For all advertisement including tenders in newspapers, no charges will be paid for design and supply of artwork/photocopies (in case advertisement is being released through the agency).
- g. The agency will not be paid for creatives and designs in case the advertisement campaign is launched/ released through them. However, in case the advertisement campaign is launched/released through BOC/DAVP or other agency, the agency will be paid for the selected creative designs depending upon creativity of the job executed and as per the rates advised by BOC/DAVP, as amended from time to time.
- h. In all cases, the intellectual property rights of creatives, once submitted to and paid for by PFRDA, will be with PFRDA and PFRDA will have the right to repeatedly use it in different media like print, outdoor, electronic, social/online media etc. without seeking permission from the concerned agency or paying any commission or additional or recurring charges for the same. Agency has to provide original soft copy of open file to PFRDA. The agency cannot use the concept, artwork, picture,

film and jingle for other clients once PFRDA selects it.

- i. The agency should be able to execute/implement orders at short notices.
- j. PFRDA will not pay charges for preparation of samples/design and creative (artwork)/concept or commercial advertisement to any agency.
- k. PFRDA reserves the right to make necessary modification to the selected artwork, concept, film etc.
- l. PFRDA reserves the right to employ any outside agency and/or BOC/DAVP for carrying out media campaigns or directly release the media campaign in any media vehicle.
- m. The creative submitted by the agency shall be an original work and not be violative of or an infringement of intellectual property rights of any third party. PFRDA shall not be a party to any claims arising from any third party and the agency shall be solely liable for the same and shall keep PFRDA and its officers indemnified from any claims so arising.

#### **10. Payment Terms and Conditions**

- a. No advance payment would be released towards any media work for preparation/production and release. Payments would be made only after implementation of media campaign and submission of original bills/ invoices.
- b. Payment to agency shall be made on submission of duly signed/stamped invoices (at BOC/DAVP rates applicable for various newspapers) with all copies of the advertisements released in selected newspapers, within a period of 60 days from the release of such advertisement. Invoices submitted by agency post the expiry of the said period would not be entertained for payment.
- c. TDS shall be deducted while releasing payments for invoices/bills raised by the agency as per the provisions of the Income Tax laws, Goods & Service Tax and education cess and other taxes as applicable would be paid and as per actuals.
- d. For facilitating Electronic Transfer of funds, the empaneled Agencies will be required to provide the name of the Bank & Branch, account no. (i.e. bank name, IFSC Code and Bank A/c No.) and also forward a cheque leaf duly cancelled, to verify the details furnished. These details should also be furnished on the body of every bill submitted for payments by the empaneled agencies.

#### **11. Amendments to the RFE**

- a. At any time prior to the deadline for submission of proposals, PFRDA may modify/amend or vary, for any reason deemed necessary, the RFE by an amendment

hosted on its website or in writing or by fax or email to all the agencies/applicants who have received this RFE and such amendment shall be binding on them.

## **12. Modification, Substitution and Withdrawal of Proposal**

No proposal can be withdrawn in the interval between the deadline for submission of proposals and the expiration of the validity period as specified in clause 13.a of this RFE. However, an agency/applicant will be allowed to withdraw its application before the deadline for submission of proposals as specified under clause 19 of this RFE. Once an application/proposal is submitted, modifications and substitutions in the proposal shall not be allowed.

## **13. Period of Validity of Proposals**

- a. The proposals shall be valid for a period of 120 days from the date of opening of the proposals. A proposal valid for a shorter period may be rejected as non-responsive.
- b. In exceptional circumstances, at its discretion, PFRDA may solicit the agency(s) consent for an extension of the validity period. The request and responses shall be made in writing.

## **14. Language of the Proposal**

The proposal and all correspondences and documents shall be written in English. All proposals and accompanying documents received within the stipulated time will become the property of PFRDA and will not be returned. The hardcopy version will be considered as the official proposal.

## **15. Proposal Preparation and Presentation Cost**

The applicant/agency will be responsible for all costs incurred in connection with participation in this RFE process, including but not limited to, costs incurred in conduct of informative and other diligence activities, participation in meetings, presentation, preparation of proposal and in providing additional information required by PFRDA. This RFE does not commit PFRDA to empanel any agency.

## **16. PFRDA's Right to Terminate the RFE**

PFRDA may terminate the RFE process at any time and without assigning any reason. PFRDA makes no commitment, express or implied, that this process will result in a business transaction with anyone. This RFE does not constitute an offer by PFRDA. The applicant/agencies participation in this process may result in PFRDA shortlisting some agencies to engage in further discussions and negotiations toward execution of a contract. The commencement of such

negotiations does not, however, signify a commitment by PFRDA to execute a contract or to continue negotiations. PFRDA may terminate negotiations or cancel or annul the RFE process at any stage without assigning any reason.

### **17. Venue and Dateline for Proposal Submission**

- a. Proposals with supporting documents to be submitted to PFRDA at the following address:

*The Chief General Manager (Media and Communications),  
Pension Fund Regulatory and Development Authority, E-500,  
5th floor, Tower -E, World Trade Centre, Nauroji Nagar, New  
Delhi, Delhi 110029.*

- b. In case the proposal is submitted by hand, agency's representative(s) shall sign a register evidencing their attendance. Last Date & Time of Submission of Proposal is specified in clause 19 of this RFP. Proposals submitted after the abovementioned cut-off date and time will not be accepted.

### **18. Pre-bid meeting**

- a. Applicant requiring any clarification on the RFE document may notify PFRDA in writing at the address indicated in this RFE. The format for the same is prescribed at **Annexure-III**. The same shall also be mailed to [k.sumit@pfrda.org.in](mailto:k.sumit@pfrda.org.in), [puja.tripathi@pfrda.org.in](mailto:puja.tripathi@pfrda.org.in) and [vivek.srana@pfrda.org.in](mailto:vivek.srana@pfrda.org.in). All queries and clarifications should reach PFRDA latest by the date and time as specified under clause 19 of this RFE. Any queries received after the indicated date and time will not be entertained.
- b. The applicant/agency's authorized representatives are invited to attend the Pre-bid meeting at their own cost, which would take place at the venue mentioned below or through web meeting as per the timings stipulated in this RFE. The maximum number of authorized representatives for each agency/applicant shall not be more than two.

Venue-

*Pension Fund Regulatory and Development Authority, E-  
500, 5th floor, Tower -E, World Trade Centre, Nauroji  
Nagar, New Delhi, Delhi 110029.*

- c. PFRDA would provide clarifications to the prospective applicants in the pre-bid meeting only. PFRDA would prepare and send responses/clarifications to the queries in a consolidated manner and the same will be hosted on the website of PFRDA [www.pfrda.org.in](http://www.pfrda.org.in). PFRDA will not entertain or respond to prospective applicants queries after the pre-bid meeting.

## 19. Key activities and Dates

Sl.	Key Activities	Date*
1.	Issuance of Request for Empanelment (RFE)	20 <sup>th</sup> January 2025
2.	Last date of receiving queries from Agencies	25 <sup>th</sup> January 2025
3.	Pre-Bid Meeting	28 <sup>th</sup> January 2025- 16:00 Hrs
4.	Last date and time for submission of proposals	10 <sup>th</sup> February 2025- 15:00 Hrs
5.	Proposal opening	10 <sup>th</sup> February 2025- 15:30 Hrs
6.	Agency Presentation to Committee	18 <sup>th</sup> February 2025
7.	Award of Empanelment	After approval by competent authority

\* PFRDA reserves the right to change any date/time mentioned in the schedule above under intimation to all concerned.

## 20. Late Proposals

Any proposal received by PFRDA after the timeline for submission of proposal prescribed in clause 19 of this RFE shall be summarily rejected and will not be processed further.

## 21. Other Important Information

- a. PFRDA is not bound to accept any proposal or to assign any reason for non-acceptance. PFRDA reserves its right to accept the proposal either in full or in part. Conditional, erroneous and incomplete proposals will be outrightly rejected.
- b. PFRDA reserves its right not to accept proposals from agencies resorting to unethical practices or on whom investigation/enquiry proceedings has been initiated by Government Investigating Agencies / Vigilance Cell.
- c. The costs of preparing the proposal are not reimbursable and PFRDA is not bound to accept any of the proposals submitted.
- d. The empaneled Agencies are required to provide professional, objective, and impartial service and at all times, hold PFRDA's interest paramount, without any consideration for future work, and strictly avoid conflicts with other assignments or their own corporate interests.
- e. The empaneled Agencies are expected to maintain high level of professional ethics and is expected not to act in any manner which is detrimental to PFRDA's interest and that of the National Pension System or any of the intermediaries in the system. Agency will maintain confidentiality on matters disclosed till proper instructions is issued for publication.



- f. PFRDA reserves the right to seek compensation in case of any violation of the above besides cancellation of the empanelment of the defaulting agency.
- g. PFRDA may reject a proposal at any stage if it is found that the Agency shortlisted for empanelment has indulged in corrupt or fraudulent activities in competing for or in getting empanelment, and may also declare the Agency ineligible or blacklist the firm, either indefinitely or for a stated period of time.

## **22. Proposal Ownership**

The proposal and all supporting documentation submitted by the Agency shall become the exclusive property of PFRDA, once submitted. The proposal and documentation may be retained, returned or destroyed as decided by PFRDA.

## **23. Rights over the Work Products/Deliverables & Confidentiality**

The ownership including intellectual property rights over all work products/deliverables and other intermediate documents and media plans provided by the Agency in terms of the RFE and under the contract between the parties shall vest with PFRDA. Further all documents submitted by the applicant along with the proposal and during the presentation shall be the exclusive property of PFRDA which shall not be returned back to the applicant. The Agency shall maintain utmost confidentiality and shall not disclose/part with any deliverables created for the purpose of this RFE to any third party either for commercial or for any other purpose and shall further not disclose any information received by it from PFRDA to any third party and shall maintain strict confidentiality with respect to such information, as may be specified in the contract with PFRDA, failing which it shall be held liable.

## **24. Governing Laws/ Jurisdiction Arbitration**

- a. Any matter relating to the empanelment of multi-media agencies or the procedure for empanelment of multi-media agencies by PFRDA shall be governed by the Laws of Union of India. The dispute relating to such empanelment shall be subject to the exclusive jurisdiction of the Courts at New Delhi (with exclusion of all other Courts) which shall have the jurisdiction to decide or adjudicate on any matter or dispute which may arise.
- b. Any disputes arising inter se the parties, post empanelment, shall be settled in accordance with the dispute settlement process, as shall be contained in the terms of such empanelment/ contract, as may be signed with successful agency(s).

**Annexure - I**

**Empanelment of Bureau of Outreach & Communication (BOC) empaneled multi-media agencies for creative work**

**with**

**Pension Fund Regulatory and Development Authority, New Delhi**

*(To be submitted by Advertising agencies on its letter head)*

**APPLICATION FORM**

**Sub: Request for Empanelment of Bureau of Outreach & Communication (BOC) empaneled multi-media agencies for creative work**

(Note: The relevant information sought in proforma below may be mentioned in short against each point. Detailed documents/certificates etc may be enclosed and flagged)

<b>SI</b>	<b>Particulars</b>		<b>Details to be submitted</b>
1	Name & Address of the Agency - Tel/Fax/email details	:	
2	Date of Establishment and years in active business	:	Please enclose Certificate of Incorporation
3	Address and Contact Details of Delhi/NCR Office	:	(Enclose address proofs/ telephone no.)
4	Name of Contact Person at Delhi/NCR Office (designation along with contact details)	:	
5	Total No. of persons working in Delhi/NCR office along with details of full-time staff including creative professionals, social media/ online/ digital advertising professionals and research professionals	:	(Attach details of employees in Delhi/NCR Office in a separate sheet )
6	Accreditation detail of INS along with validity	:	(Enclose latest certificate)
7	Empanelment with BOC/DAVP	:	(Enclose certificate/letter)
8	Details of Income Tax and GSTIN Registration	:	(Enclose copies of PAN and GST Certificate)
9	Details of Turnover during the last financial year 2023-24.	:	(CA Certified- Audited / Provisional / Unaudited financials - Balance Sheet, Profit & Loss accounts)
10	Details of Billing from advertisement/ publicity work during the last financial year 2023-24 (CA Certified) <ul style="list-style-type: none"> <li>• Government organizations (in Rs. Cr) (Govt. Departments/ Ministries/ Central &amp; State PSUs/ Central &amp; State Autonomous Bodies)</li> <li>• Financial sector clients (eg. BFSI) (in Rs. Cr)</li> <li>• Online/ digital advertising for government organization (in Rs. Cr) (Govt. Departments/</li> </ul>	:	(CA Certified- client type/wise billing details in crores)

SI	Particulars		Details to be submitted
	Ministries/ Central & State PSUs/ Central & State Autonomous Bodies)		
11	Client List- • Government organizations (Govt. Departments/ Ministries/ Central & State PSUs/ Central & State Autonomous Bodies) • Financial sector (eg. BFSI)	:	
12	Details of appreciation(s)/ award(s)/ accolade(s) received by the agency for their creative works/ advertisements/ ad campaigns designed etc. in last 3 years i.e., FY 2021-22, FY 2022-23 and FY 2023-24.	:	
13	Details of 03 online/ digital advertising works for government organization (Govt. Departments/ Ministries/ Central & State PSUs/ Central & State Autonomous Bodies) during last FY 2023-24 .	:	
14	Samples of 03 (three) best print/ online/ TVC/ radio creatives (any three) prepared by the multi-media agency in FY 2023-24 for financial sector clients.	:	
15	Any other information	:	

**Note:** Documentary evidence may please be provided, wherever applicable, in the form of attested photo copies (Certificates, Audit Reports, Work Orders, Release Orders, etc.)

I/We hereby certify that all the particulars given above are correct and true to the best of my knowledge and I/we have understood the provisions of RFE document

Signature -----  
Full Name -----  
-----  
Designation-----  
-Address-----  
-----  
Seal of the Company-----

**Note:**

- a) Authority letter from the competent authority i.e. CMD/MD/ Chairman/Director etc. for signing the proposal document on behalf of agency/organization, is to be enclosed. Stamp impression must show the Name, Designation, office etc.
- b) The agency can use separate sheets (A-4 size) for explaining the above points.
- c) PFRDA reserves the right to verify the information provided by the agency, with any authority, if required.

**Annexure-II**

**DECLARATION BY APPLYING AGENCY**

1. I, ..... (Name of the person) am authorized to declare on behalf of ..... (Name of the agency) and hereby declare that the agency has:
  - a) Full-fledged office established in ....., New Delhi/NCR with the required manpower.
  - b) Creativity in development communication of high standard befitting the expectations of the Authority.
2. I also declare that all the statements made in this application are true, complete and correct to the best of my knowledge and belief. I understand that if at any stage, it is found that any information given in this application is false/ incorrect or that our agency do not satisfy the eligibility criteria, our candidature/ empanelment is liable to be cancelled/ terminated.
3. I understand that the decisions taken by Pension Fund Regulatory and Development Authority is final in all matters.
4. I hereby agree to work as per the terms and conditions ruled out by Pension Fund Regulatory and Development Authority.
5. I understand that Pension Fund Regulatory and Development Authority reserves the right to accept or reject and to cancel the empanelment process and reject all expression of interests at any time prior to the award of the contract, without detailing any specified reasons whatsoever.

Signature -----

Full Name----- (In Capital Letters)

Designation-----

Address-----

Authorized Representative)

Seal of the Company-----

**Annexure-III**

<b>S No.</b>	<b>Section &amp; Page No.</b>	<b>Para Requiring Clarification</b>	<b>Clarification Requested/Sought</b>