

G-30011/4/2017-PC Cell  
Government of India  
Ministry of Information & Broadcasting

Shastri Bhawan,  
New Delhi—110001  
Dated: the 07<sup>th</sup> July, 2017

To  
[As per list enclosed]

**Subject: Letter of Invitation for evaluation of the Schemes of the Ministry of Information & Broadcasting under the Scheme of Evaluation, Seminar and Policy Related Studies**

Sir/ Madam,

We invite proposal for the Assignment titled "**Evaluation of the Schemes.**" More details of the Assignment are provided in the enclosed document.

2. This letter of Invitation has been addressed to the short listed institutions as given on the **List** enclosed. It is not permissible for the addressees to transfer this invitation to any other Institution.
3. With this Letter of Invitation, the following documents are enclosed:
  - (i) Invitation of proposal for selection of agency/agencies for Evaluation Study and Terms of Reference (**TOR**) of the Schemes for Assignment (Annexure- I).
  - (ii) Standard form of Certificates to be included in the proposal (Annexure-IIA and Annexure-IIB)
  - (iii) Standard Form of Agreement (Annexure III).
4. This Ministry looks forward to receiving your proposal for undertaking this Assignment. The evaluation of the proposal (s) received will be done by the Evaluation Committee referred to in **paragraph 7** of the document and, on approval, the decision will be communicated to you.
5. Your detailed proposal including Technical Bid and the Financial Bid should be submitted in two separate sealed covers. The reference No. of this letter and the title of the assignment should be superscribed on the envelope containing the proposal.
6. The address for submitting the proposal is as follows:  
**Deputy Director (Economic Wing), Ministry of Information & Broadcasting, Room No.748-A, 7<sup>th</sup> Floor, 'A' Wing, Shastri Bhawan, New Delhi 110001. Tel: 011-23385586**

Cont/..

  
2/7/17

7. The Schedule of activities and details of EMD and Tender Value are as under:

Bid Submission Start Date	07-07-2017 (5:30 PM)
Bid Submission Closing Date	24-07-2017 (5:30 PM)
Bid Opening Date	27-07-2017 (11:00 AM)
Tender Value	Rs. 14,00,000/- (for 7 main Schemes)
EMD	Rs. 28,000/- (for 7 main Schemes)

8. The above details are also uploaded on the website of the Central Public Procurement Portal (CPP Portal) at <https://eprocure.gov.in> and the website of the Ministry of Information & Broadcasting at <http://mib.nic.in>. Bidders are requested to take note of the above and submit their Bids accordingly.

9. The proposal can be submitted for evaluation of **any number/all seven** Schemes of the Ministry to be evaluated. The proposal must reach the above mentioned address by 24.07.2017 (5:30 PM).

Ecl: As above

Yours faithfully

  
(Unmana Sarangi)  
Dy. Director (EW),  
011-23385586

**Invitation for 'Evaluation of the Schemes of the Ministry of Information & Broadcasting' under the Scheme of 'Evaluation, Seminar and Policy Related Studies'**

**G-30011/4/2017-PC Cell**

**LIST**

1. Academy of Management Studies, Block-A-153, 3<sup>rd</sup> Floor, Sec-8, Dwarka, Delhi – 110075
2. AFC India Ltd., B-1/9, Community Centre, Janakpuri, New Delhi-110058
3. National Institute for Entrepreneurship and Small Business Development (NIESBUD), A-23, Sector-62, Institutional Area, Noida-201309
4. MAPCON Limited, Block-2, 3<sup>rd</sup> Floor, Paryavas Bhawan, Arera hills, Bhopal (M.P.) - 462011
5. Datamation Consultants Pvt. Ltd., Plot No. 361, 1<sup>st</sup> Floor, Patparganj Indl. Area, Delhi-110092
6. Chrome Data Analytics & Media, 819-820, WTT, Chrome DM, Sector-16, Noida - 201301
7. Transnational Alternate Learning for Emancipation and Empowerment through Multimedia (TALEEM), TALEEM Research Foundation City Plaza, Sterling City, Ahmedabad-380058
8. GFK Mode Pvt.Ltd., 1<sup>st</sup> Floor, Yusuf Sarai, Gulmohar Enclave, New Delhi-110016
9. Development & Research Services Pvt. Ltd., A-1/19, 1<sup>st</sup> Floor, Safdarjung Enclave, New Delhi-110029
10. Nielsen (India) Pvt. Ltd., 1<sup>st</sup>, 2<sup>nd</sup> & 3<sup>rd</sup> Floor, Bharat Yuvak Bhawan, 1 Jai Singh Road, New Delhi-110001
11. Sigma Research and Consulting Pvt. Ltd., C-23, First Floor, South Extension Part-I, New Delhi-110049
12. Ipsos Research Pvt. Limited., C-1, 1<sup>st</sup> Floor, Opp. Indian Oil Corporation Building, Green Park, New Delhi-110016
13. Sreejak Media Pvt. Ltd., 58A, Top Floor, Gali No. 10, Pratap Nagar, Mayur Vihar, Phase-I, New Delhi-110091
14. IMRB International, Sudarshan Munjal Marg, Balaji Estate, Kalkaji, New Delhi – 110019
15. Kadence Research India Pvt Ltd., Times of India Building, 23A Shivaji Marg,, 23 A, Najafgarh Road, New Delhi - 110015
16. Mott McDonald Pvt. Ltd., 5/6<sup>th</sup> Floor, Logix Techno Park, Tower C, Plot 5, Sector 127, Noida - 201301
17. Operations Research Group Pvt. Ltd., Beetal House, Ground Floor, 99 Madangir, B/H LSC, Delhi - 110062
18. KPMG, Building No. 10, 8<sup>th</sup> Floor, Tower B & C, DLF Cyber City, Phase II, Gurugram, Haryana – 122 002
19. McKinsey & Company, Plot No. 4, Echelon Institutional Area, Sector 32, Gurugram, Haryana-122001
20. Quality Council of India, 2nd Floor, Institution of Engineers Building, 2-Bahadur Shah Zafar Marg, New Delhi, Delhi-110002

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*27/7/17*

Annexure- I

No. G-30011/4/2017-PC Cell

Invitation of Proposal for Selection of Agency/Agencies for Evaluation Study of the Schemes of the Ministry of Information & Broadcasting to be continued beyond 12<sup>th</sup> Five Year Plan

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27/7/17