

**Expression of Interest (EOI)**  
**For**  
**Services of a Consultancy Organization / Individuals**  
**to**  
**Undertake Brand Building of SAI**

**Sports Authority of India**  
**New Delhi.**

**July, 2013**

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## Sports Authority of India

No. 7(1)/SAI/Media/EOI/2013

Dated: 12.07.2013

### INVITATION FOR EXPRESSION OF INTEREST

Sports Authority of India, New Delhi invites sealed Expression of Interest (EOI) from Indian consulting agencies / individuals for undertaking brand building of SAI.

The EOI Document containing the details of qualification criteria, submission requirement, brief objective & scope of work and evaluation criteria etc. can be downloaded from the website [www.sportsauthorityofindia.nic.in](http://www.sportsauthorityofindia.nic.in) and <http://eprocure.gov.in/epublish/app>. Further details/hardcopies may be obtained from AD (Media), Sports Authority of India, Jawaharlal Nehru Stadium Complex, Gate No.10, Lodhi Road, New Delhi-110003 Telephone No. 011 – 24362747.

The eligible organizations may submit their responses in sealed envelope in the prescribed format to AD (Media) at the above mentioned address so as to reach latest by 02.08.2013 (1400 hrs.).

Applicants meeting the qualification criteria shall be invited for presentation / proposal before the selection committee of SAI. Bid Document will be subsequently issued to the short listed applicants only.

(Manikant Sharma)  
AD (Media)

2. LETTER OF INVITATION

**SPORTS AUTHORITY OF INDIA  
JAWAHARLAL NEHRU STADIUM COMPLEX,  
GATE NO.10, LODHI ROAD, NEW DELHI-110003**

No. 7(1)/SAI/Media/EOI/2013

Dated: 12.07.2013

Dear Sir/Madam,

Sports Authority of India, New Delhi invites sealed Expression of Interest (EOI) from Indian consulting agencies / individuals for undertaking brand building of SAI.

The EOI Document containing the details of qualification criteria, submission requirement, brief objective & scope of work and method of evaluation etc. is enclosed.

The EOI Document is also available on the SAI website [www.sportsauthorityofindia.nic.in](http://www.sportsauthorityofindia.nic.in) and <http://eprocure.gov.in/epublish/app>.

You may submit your responses in sealed envelopes in prescribed format to the undersigned latest by 02.08.2013:

**“Assistant Director (Media Division),  
Sports Authority of India,  
Jawaharlal Nehru Stadium Complex,  
Gate no.10, Lodhi Road, New Delhi-110003.”**

Queries if any may be referred in writing to Assistant Director (Media Division), Sports Authority of India at the above mentioned address or Telephone No. 011-24362747 or at E-mail [media.iccsai@yahoo.in](mailto:media.iccsai@yahoo.in).

S.No.	Critical Dates	Date	Time
1.	Publishing Date	12.07.2013	1800 hrs.
2.	Document Sale / Download Start Date	12.07.2013	1800 hrs.
3.	Document Sale / Download End Date	02.08.2013	1200 hrs.
4.	Bid Submission Start Date	18.07.2013	0900 hrs.
5.	Bid Submission End Date	02.08.2013	1400 hrs.
6.	Bid Opening Date	02.08.2013	1500 hrs.

Yours faithfully,

(Manikant Sharma)  
Assistant Director (Media Division)  
For & on behalf of Director General, SAI  
E-mail: [media.iccsai@yahoo.in](mailto:media.iccsai@yahoo.in)  
Ph.: 011 - 24362747

Encl.: EOI Document.

### **3.1 Background:**

Sports today is an integral part of all round development of the human personality and achieving excellence in sports has great bearing on national prestige and morale. In order to meet the increasing demands of the changing scenario, national as well as international, Government has taken it upon itself to implement programs to promote excellence in sports. At the forefront of the efforts stand the Sports Authority of India (SAI) an autonomous organization which is a society registered under Societies Registration Act 1860. The Authority is institutionally funded and controlled by Department of Sports, Government of India. Through its sports promotional schemes, SAI supports and nurtures talent in youth, and provides them with requisite infrastructure, equipment, coaching facilities and competition exposure.

- 3.2 The Sports Authority of India (SAI) was established by the Govt. in 1984 and primarily has the mandate to achieve excellence in sports at the National and International level in collaboration with NSFs. SAI is also entrusted with the responsibility of maintaining & utilizing various sports complexes / Centres/Sub-centres/ Autonomous Institutions spread all across the country and on behalf of Ministry of Youth Affairs & Sports, various stadia and other related infrastructure in Delhi which were constructed / renovated for IX<sup>th</sup> Asian Games held in New Delhi in 1982 & CWG-2010.

### **4.0 Aims & Objectives:**

- 4.1 SAI is in a process of revamping the organization with an effort towards brand building so that reach & output is multiplied and the organization is in pace with the top sporting nations.
- 4.2 The successful bidder will work alongside SAI, Media & other Divisions to accomplish the allotted / agreed task in a time bound manner.
- 4.3 SAI is looking for optimum cost effectiveness and will seek an agency who can deliver its campaign in an informed manner. SAI will expect the successful bidder to continuously improve the brand image of SAI through multitasking efforts and imaginative programmes to achieve the desired results.

### **5.0 EOI Processing Fees**

A non-refundable processing fee for Rs. 5,000/- (Five Thousand Rupees only) in the form of a Demand draft or a Pay Order drawn in favour of Secretary, Sports Authority of India payable at New Delhi has to be submitted alongwith the EOI response. Bids received without or with inadequate EOI processing fees shall be liable to get rejected.

### **6.0 Venue & Deadline for submission of proposal**

Proposals, in its complete form in all respects as specified in the EOI, must be submitted to Sports Authority of India at the address specified above. In exceptional circumstances and at its discretion, SAI may extend the deadline for submission of proposals by issuing an amendment to be made available on the SAI's website, in which case all rights and obligations of SAI and the bidders previously subject to the original deadline will thereafter be subject to the deadline as extended.

## **7.0 Scope of Work & Services:**

- a. SAI is seeking a creative, dynamic agency or individual which can provide an innovative, resourceful and inspired approach to Brand Building.
- b. The agency will prepare a road map for brand building of the “SAI” brand, through different media mix.
- c. Preparation of concept / material for advertisement campaigns through various media (print, electronic, digital, OOH, etc. (This will include preparation of Creative, Artworks, POSM/ POP, Short Film, Radio Jingle etc. wherever required).
- d. Preparation of creative / artwork / graphic designs/ posters/ hoardings/ etc.
- e. Preparation of time bound media plan for print, electronic and digital media.
- f. Suggest and implement contemporary interior designing of SAI building / stadia wherever required.
- g. Whenever required by SAI the agency shall carry out Public Relation activities for SAI. It includes contact with major media houses, agencies, and local press at National/ Regional level for promotional activities.
- h. Assisting SAI regional offices for proper media coverage and outdoor promotional activities of the events and campaigns including organizing Exhibitions and Event Management.
- i. Creating designs for sports apparels, sports shoes etc.
- j. Suggestions of any other steps required for improvement of SAI’s visibility.
- k. Any other work related to publicity & brand building exercise.

## **INSTRUCTION TO CONSULTANTS**

### **8.0 Submission requirement:**

- 8.1 The Expression of Interest is to be submitted in the manner prescribed below:-

All information as detailed below is to be submitted in two hard copies in separately sealed envelopes and one soft copy in CD:-

  - a. Applicant’s Expression of Interest as per Format-1.
  - b. Organizational Contact Details as per Format-2.
  - c. Experience of the organization as per Format-3.
  - d. List of three (03) experts/ consultants on payroll as per Format-4.
  - e. Financial strength of the company as per Format-5.
  - f. Additional information as per Format-6.
  - g. Declaration as per Format-7.
  - h. Power of Attorney in favour of Authorized Signatory with long and short-signatures of Authorized person.
  - i. Consultancy organization must have its office in Delhi / NCR.
- 8.2 EOI Documents have been hosted on the website [www.sportsauthorityofindia.nic.in](http://www.sportsauthorityofindia.nic.in) and <http://eprocure.gov.in/epublish/app> and may be downloaded from the website. The bidders are expected to examine all instructions, forms, terms and other details in the EOI document carefully. Failure to furnish complete information as mentioned in the EOI document or submission of a proposal not substantially responsive to the EOI documents in every respect will be at the Bidder’s risk and may result in rejection of the proposal.

## 9.0 Duration of Engagement:

The engagement shall be for an initial period of Two (02) years which may be extended for One (01) more year subject to maximum of Two (02) years based on performance and mutual agreement.

## 10. Qualification Criteria:

Following will be the minimum pre-qualification criteria. Each eligible consultant should possess all the following pre-qualification criteria. Responses not meeting the minimum pre-qualification criteria will be rejected and will not be evaluated.

S.No.	Pre-qualification Criteria	Supporting Compliance document
1.	The applicant shall be a firm/ company/ partnership/ proprietorship firm registered under the Indian Companies Act, 1956/ the partnership Act, 1932 and who have their registered offices in India and must have an office in National Capital Region of Delhi.	Copy of Certificate of incorporation and Partnership Deed, if any
2.	The firm should be in the business of providing similar consultancy services for at least 03 years as of 31.03.2013.	Certificate by Company Secretary of the Bidder's organization
3.	The Bidder has to be profitable and should not have incurred loss in 3 consecutive Financial Years (FY 2009-10, 2010-11 & 2011-12)	Format-5 to be certified & validated by Chartered Accountant (CA) of the bidder's organization.
4.	The Bidder should have an average annual turnover of Rupees Fifteen Lakhs in 3 consecutive Financial Years (FY 2009-10, 2010-11 & 2011-12) from only consultancy Services rendered in India	CA certified document with name of CA registration number, signature and stamp
5.	The Bidder shall have experience of providing: (i). Three similar completed consultancy services to Central Govt./State Govt./PSUs/ Govt. bodies in India costing not less than Rs. 20 Lakhs or (ii). Two similar completed services costing not less than Rs.25 Lakhs or (iii). One similar completed services costing not less than Rs. 40 Lakhs.	Copy of Work Order / Contract
6.	The consultancy firm should have at least 03 full time consultants on its pay rolls	Certificate by Statutory Auditor or Company Secretary of the Bidder's organization
7.	The firm should not be blacklisted by any Central Govt. / State Govt. / PSU/Govt. Bodies	Certificate signed by the Authorized signatory
8.	PAN No. / Service Tax Registration Certificate	Copy of Certificate to be enclosed.
9.	Preference will be given to agency having prior experience in Brand Building / Brand revamping for any Central / State Govt. / Govt. Autonomous Bodies.	--
10.	The Bidder must have an office in Delhi / NCR. Office in other metros will be an added advantage.	--

## **11.0 Evaluation Criteria and Method of Evaluation:**

- a. Screening of EOIs shall be carried out as per eligibility conditions mentioned in this document and based on verification of testimonials submitted.
- b. EOI will be evaluated for short listing inter alia based on their past experience of handling similar type of project, strength of their man power, financial strength of firm and presentation / proposal to the selection committee whose decision will be final.
- c. Agencies who qualify as per the eligibility conditions will be provided a brief about the SAI. The agencies will be required to make a presentation to a selection committee showcasing their proposals.
- d. SAI will take up references and reserves the right to pay due heed to the Bidder's performance elsewhere and any past experience from SAI.
- e. Short listed agencies (whose presentations are approved by the selection committee) will be issued Bid Documents and asked to submit their price proposal in a sealed envelope.

## **12.0 Response:**

- 12.1 Bidders must ensure that their Bid response is submitted as per the formats attached with this document.
- 12.2 Application in sealed cover super scribed, as "EOI for Engagement of Consultant for Brand Building".

## **13.0 Conflict of Interest:**

- 13.1 Where there is any indication that a conflict of interest exists or may arise, it shall be the responsibility of the Bidder to inform SAI, detailing the conflict in writing as an attachment to this Bid.
- 13.2 SAI will be the final arbiter in cases of potential conflicts of interest. Failure to notify SAI of any potential conflict of interest will invalidate any verbal or written agreement.
- 13.3 A Conflict of Interest is where a person who is involved in the procurement has or may be perceived to have a personal interest in ensuring that a particular Bidder is successful. Actual and potential conflicts of interest must be declared by a person involved in a Bid process.

Are you aware of any conflict of interest between your company and SAI? Yes/No.

## **14.0 Condition under which EOI is issued:**

The EOI is not an offer and is issued with no commitment. SAI reserves the right to withdraw EOI and or vary any part thereof at any stage. SAI further reserves the right to disqualify any bidder, should it be so necessary at any stage.

## **15.0 Last date of submission of EOI:**

The last date of submission of EOI is 02.08.2013 (1400 hrs.).

Bid Opening Date & Time is 02.08.2013 (1500 hrs.)



16.0 FORMATS FOR SUBMISSION:

FORMAT – 1

APPLICANT'S EXPRESSION OF INTEREST

To,

The Director General,  
Sports Authority of India,  
Jawaharlal Nehru Stadium, CGO Complex,  
Lodhi Road, New Delhi – 110003.

**Sub: Submission of Expression of Interest to undertake study on.....**

Dear

In response to the Invitation for Expressions of Interest (EOI) published on 12.07.2013 for the above purpose, we would like to express interest to carry out the above proposed task. As instructed, we attach 2 sets of the following documents in separately sealed envelopes and one soft copy:

1. Organizational Details (Format-2)
2. Experience in related fields (Format-3)
3. List of three (03) experts / consultants on payroll (Format-4)
4. Financial strength of the organization (Format-5)
5. Additional information (Format-6)
6. Declaration (Format-7)

Sincerely Yours,

Signature of the applicant

[Full name of applicant]

Stamp .....

Date: xxxxxxxxxxxx

Encl.: As above.

Note: This is to be furnished on the letter head of the organization.

## FORMAT - 2

Organizational Contact Details	
1. Name of Organization	
2. Main areas of business	
3. Type of Organization Firm/ Company/ partnership firm registered under the Indian Companies Act, 1956/ the partnership Act, 1932	
4. Whether the firm has been blacklisted by any Central Govt. / State Govt./PSU/ Govt. Bodies / Autonomous? If yes, details thereof.	
5. Address of registered office with telephone no. & fax	
6. Address of office in National Capital Region of Delhi	
7. Contact Person with telephone no. & e-mail ID	

Enclose:-

1. Copy of Certificate of Incorporation.
2. Copy of Article of Association in respect of 3 above.
3. Undertaking in respect of 4 above.

Signature of the applicant

Full name of the applicant

Stamp

Date

### FORMAT - 3

<b>Experience in Related Fields</b>				
Overview of the past experience of the Organization in all aspects related to Brand Building related				
S.No.	Item	Number of Assignments during last 5 years	Order Value of each assignment in Lakhs of Rs (Enclose copy of each order)	Mention the name of Client/ Organization (Enclosed completion certificates)
1.	<u>Experience of assignments of similar nature</u>			
1.1	<u>Experience in carrying out similar assignments in Government</u>			
1.2	<u>Experience in carrying out similar assignments in Public sector.</u>			
<p style="text-align: center;">Decision of Evaluating Committee in ascertaining “similar nature” and “similar assignment” will be final</p> <p style="text-align: right; margin-right: 50px;">Signature of the applicant</p> <p style="text-align: right; margin-right: 50px;">Full name of applicant</p> <p style="text-align: right; margin-right: 50px;">Stamp &amp; Date</p>				

**FORMAT - 4**

List of three (03) experts/consultants on payroll				
S.No.	Name	Designation	Qualification	Relevant Experience
1.				
2.				
3.				

Signature of the applicant

Full name of applicant

Stamp & Date

## FORMAT - 5

Financial Strength of the Organization						
<b>1.</b>						
S.No.	Financial Year	Whether profitable? Yes/No	Annual Net Profit (in Crores of Rs.)	Overall Annual Turnover (in Crores of Rs.)	Annual Turnover from only Consultancy Services rendered in India (In Crores of Rs.)	Average Annual Turnover from only Consultancy Services rendered in india [Average of three consecutive financial years 2009-10, 2010-11 & 2011-12]
1.	2009-10					
2.	2010-11					
3.	2011-12					
<p>Note: Please enclosed auditor's certificate in support of your claim.</p>						

Signature of the applicant

Full name of applicant

Stamp & Date

## FORMAT - 6

Additional Information		
1. List all enclosures related to the previous sections.		
S.No.	Description	No. of pages
2. Additional information to support the eligibility as per Section 7 (Not more than 2 pages).		
Signature of the applicant		
Full name of applicant		
Stamp & Date		

**FORMAT - 7**

**Declaration**

We hereby confirm that we are interested in competing for the Consultancy Services to undertake the task related to Brand Building of SAI

All the information provided herewith is genuine and accurate.

Authorized Person's Signature.

Name and Designation:

Date of Signature:

Note: The declaration is to be furnished on the letter head of the organization.