

EXPRESSION OF INTEREST
ADM/CONTRACT/715/CW-EOI/2019-20

**EMPANELMENT OF CONSULTANCY AGENCIES
FOR PROVIDING CONTENT WRITING CONSULTING SERVICES**

INVITATION FOR EXPRESSION OF INTEREST

Advertisement / Invitation for Expression of Interest

1. The Eol has been uploaded on "<https://eprocure.gov.in/cppp>", GeM portal and "<https://www.indiannavy.nic.in/tenders>". Further details are as follows:-

SI	Particulars	Date
(a)	Date of issuance / publishing of Eol document on " https://eprocure.gov.in/cppp ", and " https://www.indiannavy.nic.in/tenders " and GeM portal	14 Feb 19
(b)	Last date for Submission of Queries	20 Feb 19
(c)	Pre-Bid Conference	21 Feb 19
(d)	Issue of Corrigendum	-
(e)	Last date and time for Eol Submission	07 Mar 19

2. Weapons and Electronics Systems Engineering Establishment (WESEE) invites Expression of Interests (EOIs) from reputed Consulting Agencies (hereafter referred as 'Agencies' or 'Bidders') for empanelment to provide Content Writing Consultancy Services. The project information and the broad scope of work are explained in the subsequent sections. It may be noted that this information is indicative only. The actual Scope of work will be available in the Request for Proposal (RFP) document which will be issued shortly, to the eligible/ short-listed bidder selected through this EOI. The contents of the RFP may differ from requirements mentioned in EOI.

Introduction to the Project

3. **Background and objective.** Weapons and Electronics Systems Engineering Establishment (WESEE) is an autonomous organisation under Ministry of Defence, set up in 1985. The organisation is engaged in Research and Development in the field of System Integration, Combat Management Systems, Data Networks and Cyber Security for the Indian Navy. Towards this, the organisation undertakes requisite system development along with associated documentation. The organisation works with DPSUs, PSUs, Private industry, DRDO and Academia for providing cutting edge technology solutions in various domains mentioned above.

4. In order to undertake projects in various domains, as enumerated above, WESEE proposes to empanel reputed 'Bidders' having relevant experience in the field to provide Content Writing Consultancy Services. The 'Bidders' would be expected to provide Content Writing Consultancy resources to the on-going/ new projects. Such support would be for a definite period and will not amount to any kind of employment obligation on the part of WESEE.

5. **Location for Consultancy Services.** Majority of the consultants would be based at **New Delhi**. However, the 'Bidders' will also be required to provide consultancy services at the different locations **in India**, namely;

- (a) Mumbai
- (b) Visakhapatnam
- (c) Kolkata
- (d) Kochi
- (e) Goa
- (f) Any other location, as required

6. **Period of Supply.** The consulting agencies would be empaneled for a period of one year. Separate work orders (upto one year) would be raised on the consulting agencies for positioning of requisite consultant resources, based on their selection.

Broad Scope of Work

7. The Scope of work shall pertain to positioning of Content Writing Engineering Consultancy Resources by the Empaneled Consulting Agencies on contracted Man-Month rates. The Empaneled Consulting Agencies shall provide following categories of consultants with *indicative quantity* as tabulated below :-

S No	Category	Quantity (Approx)
(a)	Senior Content Writer (SCW)	17
(b)	Content Writer (CW)	07
(c)	Junior Content Writer (JCW)	20
(d)	Assistant Content Writer (ACW)	19

8. The category, qualification and experience of Content Writing Consultant resources required to be provided by the 'Bidders' is placed at **Appendix 'A'**.

9. **Outstation Consultancy.** The selected consultant resources will also be required to proceed to outstation locations (outside their permanent base) in India to undertake the assigned tasks. **Further, the consultant may also be required to sail onboard Naval platforms.** Separate work orders for the outstation consultancy would

be raised on the empaneled consulting agencies for deputation of the consultants, based on the contracted rates for travelling (on actual basis), accommodation, and any other incidental expenditure. The consulting agencies would be required to extend requisite advance to the consultants for the outstation assignment and on completion raise invoice for the same.

10. **Modality of Selection of Consultant Resources.** The modalities for selection of consultant resources would be as follows :-

(a) The buyer shall make known their plans regarding their requirements for consultants and shall commit in writing by giving the number and category of skilled engineering consultants required with adequate notice. The 'Agencies' shall agree to fulfill this commitment in writing and provide the services of the personnel at the agreed upon time and for the agreed upon period.

(b) The selection of skilled consultants required to perform engineering services shall be based upon the descriptions of skill set and experience provided by the buyer. Accordingly, the 'Agencies' shall conduct preliminary screening of suitable candidates before forwarding their resumes for consideration by the buyer. A screening report should accompany the resumes forwarded to the buyer for consideration. A record of candidates screened by the 'Agencies', and found fit for the assigned work would be maintained at the buyer as a means to assess the performance of the 'Agencies'. In this regard, repeated below par performance would be cause for discontinuation of the contract during its tenure.

(c) After receiving the list of probable consultants from the 'Agencies', the buyer would conduct interview to ensure requisite quality of the consultants. The names of selected candidates would be officially communicated to the 'Agencies'.

(d) Engagement of selected consultant resources through "Empaneled Consulting Agencies" would be undertaken through issue of separate Sanction Letter and Work Order as per the man-month rates contracted as part of the empanelment contract.

Instructions to the Bidders

11. **Completeness of Response.** Bidders are advised to study all instructions, forms, requirements and other information in the EOI documents carefully. Submission of the bid shall be deemed to have been done after careful study and examination of the EOI document with full understanding of its implications.

12. The response to this EOI should be full and complete in all respects. Failure to furnish all information required by the EOI documents or submission of a proposal not substantially responsive to this document will be at the Bidder's risk and may result in rejection of its Proposal.

13. **EOI Proposal Preparation Costs & related issues.** The bidder is responsible for all costs incurred in connection with participation in this process, including, but not limited to, costs incurred in conduct of informative and other diligence activities, participation in meetings/ discussions/ presentations, preparation of proposal, in providing any additional information required by WESEE to facilitate the evaluation process.
14. WESEE will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.
15. This EOI does not commit WESEE to award a contract or to engage in negotiations. Further, no reimbursable cost may be incurred in anticipation of award or for preparing this EOI.
16. All materials submitted by the bidder will become the property of WESEE and may be returned completely at its sole discretion.
17. **Pre-Bid Meeting.** WESEE shall hold a pre-bid meeting with the prospective bidders on **21 Feb 19 at 1500 hrs** at WESEE, West Block-V, RK Puram.
18. The Bidders will have to ensure that their queries for Pre-Bid meeting should reach to DG WESEE, West Block V, RK Puram, New Delhi – 110066, Fax 011-26101143, or via email at om.alok69@navy.gov.in or hodcsi-wesee-navy@nic.in of the Nodal Officer on or before **20 Feb 19**.
19. All queries to be raised in the pre-bid meeting will relate to the EOI alone and no queries related to detailed analysis of Scope of work, payment terms and mode of selection will be entertained. These issues will be clarified at the RFP stage.
20. **Response to Pre-Bid Queries and Issue of Corrigendum.** The Logistics Officer of WESEE shall provide timely response to all queries. However, WESEE makes no representation or warranty as to the completeness or accuracy of any response made in good faith, nor does WESEE undertake to answer all the queries that have been posed by the bidders.
21. At any time prior to the last date for receipt of bids, WESEE may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective Bidder, modify the EOI Document by a corrigendum.
22. The Corrigendum (if any) & clarifications to the queries from all bidders will be posted on "<https://eprocure.gov.in/cppp>", and "<https://www.indiannavy.nic.in/tenders>" and emailed to all participants of the pre-bid conference.
23. Any such corrigendum shall be deemed to be incorporated into this EOI. In order to provide prospective Bidders reasonable time for taking the corrigendum into account, WESEE may, at its discretion, extend the last date for the receipt of EOI Proposals.

24. **Right to Terminate the Process.** WESEE may terminate the EOI process at any time and without assigning any reason. WESEE makes no commitments, express or implied, that this process will result in a business transaction with anyone.

25. This EOI does not constitute an offer by WESEE. The bidder's participation in this process may result in short listing the bidders.

26. **Submission of Responses.** The bids shall be submitted in a single sealed envelope and superscripted " **EMPANELMENT OF CONSULTANCY AGENCIES FOR PROVIDING CONTENT WRITING CONSULTING SERVICES**" and 'ADM/CONTRACT/715/CW-EOI/2019-20'. This envelope should contain two hard copies of EOI proposal marked as "First Copy" and "Second Copy" and one soft copy in the form of a non-rewriteable CD. CD media must be duly signed using a Permanent pen Marker and should bear the name of the bidder. The following must adhered to:-

(a) Bids shall consist of supporting proofs and documents as defined in the Pre-qualification criteria.

(b) Bidder shall submit all the required documents as mentioned in the annexure including various templates (Form 1 to Form 3). It should be ensured that various formats mentioned in this EOI should be adhered to and no changes in the format should be done.

27. Envelope should indicate clearly the name, address, telephone number, Email ID and fax number of the bidder. Each copy of the EOI should be a complete document and should be bound as a volume. The document should be page numbered, must contain the list of contents with page numbers and shall be initialed by the Authorized Representative of the bidder.

28. Different copies must be bound separately.

29. Bidder must ensure that the information furnished by him / her in respective CDs is identical to that submitted by him in the original paper bid document. In case of any discrepancy observed by WESEE in the contents of the CDs and original paper bid documents, the information furnished on original paper bid document will prevail over the soft copy.

30. Eoi document submitted by the bidder should be concise and contain only relevant information as required.

31. **Bid Submission Format.** The entire proposal shall be strictly as per the format specified in this Invitation for Expression of Interest and any deviation may result in the rejection of the EOI proposal.

32. **Venue and Deadline for Submission.**

(a) The proposals must be received at the address specified below latest by **07 Mar 19 :-**

Director General WESEE,
West Block V, RK Puram,
New Delhi – 110066

(b) Alternatively, the proposals may be dropped in the **WESEE Tender Box located at Reception of West Block–V, RK Puram, New Delhi - 110066.** Proposals dropped in the wrong Tender Box will be rendered invalid.

(c) Any proposal received by the WESEE after the above deadline shall be rejected and returned unopened to the Bidder.

(d) The bids submitted by telex/ telegram/ fax/ e-mail etc. ***shall not be considered.*** No correspondence will be entertained on this matter.

(e) WESEE shall not be responsible for any postal delay or non-receipt/ non-delivery of the documents. No further correspondence on the subject will be entertained.

(f) WESEE reserves the right to modify and amend any of the above stipulated condition /criterion depending upon project priorities vis-à-vis urgent commitments

33. **Short listing Criteria.** WESEE will shortlist bidders who meet the Pre-Qualification criteria mentioned in this Invitation to Expression of interest. Any attempt by a Bidder to influence the bid evaluation process may result in the rejection of its EOI Proposal.

34. **Evaluation Process.** WESEE will constitute a Consultancy Evaluation Committee to evaluate the responses of the bidders. The Consultancy Evaluation Committee constituted by WESEE shall evaluate the responses to the EOI and all supporting documents & documentary evidence. Inability to submit requisite supporting documents or documentary evidence, may lead to rejection of the EOI Proposal.

35. Each of the responses shall be evaluated to validate compliance of the bidders according to the Pre-Qualification criteria, forms and the supporting documents specified in this document. The decision of the Consultancy Evaluation Committee in the evaluation of responses to the Expression of Interest shall be final. No correspondence will be entertained outside the evaluation process of the Committee.

36. The Consultancy Evaluation Committee may ask for presentation / meetings with

the bidders to evaluate its suitability for the Consulting assignment. The Consultancy Evaluation Committee reserves the right to reject any or all proposals.

37. **Consortiums.** No consortiums will be allowed to provide Engineering Services.

38. **Pre-Qualification and Eligibility Criteria.** The Pre-Qualification and Eligibility criteria for issuance of RFP is as follows:-

(a) The agency must be able to provide manpower as per the qualification, experience and skill set defined at **Appendix 'A'**.

(b) The Pre-Qualification/ eligibility criteria is placed at **Appendix 'B'**.

Debarment

39. A bidder shall be debarred if he has been convicted of an offence for the following:-

(a) Under the Prevention of Corruption Act, 1988

(b) The Indian Penal Code or any other law for the time being in force, for causing any loss of life or property or causing a threat to public health as part of execution of a public procurement contract.

40. A bidder debarred under any of the sub-sections mentioned above or any successor of the bidder shall not be eligible to participate in a procurement process of any procuring entity for a period not exceeding three years commencing from the date of debarment.

41. The bidder or any of its successors any also be debarred from participating in any procurement process undertaken by it, for a period not exceeding two years, if it determines that the bidder has breached the code of integrity. WESEE will maintain such a list which will also be displayed on the website.

42. **Ownership & Licenses.** Ownership of all software and hardware designed and developed for the Buyer under this Contract would lie with the Buyer. All licenses of software/ hardware would be in the name of Buyer i.e., WESEE registered address at West Block 5, RK Puram, New Delhi 110066.

43. **Data Confidentiality.** 'Agencies' or its affiliates/ employees would not work on any of the projects under this Contract outside the premises of the Buyer or premises authorized by the Buyer under any circumstances. No documents related to the projects, including but not limited to, data and designs should leave the premises of the Buyer. The 'Agencies' as well the Consultants provided by the 'Agencies' would also have to sign a separate **Non-Disclosure Agreement** with the Buyer.

Appendix 'A'
(Refers to Para 8 of EoI)

CATEGORY, QUALIFICATION AND EXPERIENCE OF CONTENT WRITING CONSULTANT RESOURCES

S No	Resource Category (as per qualification)	Exp in years	Qualification	Required Experience & Skillset
1.	Senior Content Writer (SCW)	6+	B.Tech/ BE/ MCA/ BIT/ BIS/ Post Graduate degree with proficiency in Technical Writing	6+ years of experience to create, assimilate and convey technical material in a concise and effective manner as well as experience in content writing. Should have great degree of expertise in MS Office tools and Open source documentation and presentation tools. Must have good communication and written skills in English.
2.	Content Writer (CW)	4+	B.Tech/ BE/ MCA/ BIT/ BIS/ Post Graduate degree with proficiency in Technical Writing	4+ years of experience to create, assimilate and convey technical material in a concise and effective manner as well as experience in content writing. Should have great degree of expertise in MS Office tools and Open source documentation and presentation tools. Must have good communication and written skills in English.
3.	Junior Content Writer (JCW)	7+	Graduate with one of the following qualification:- (a) Foundation Level Course in Computer concepts from an institute of Repute. OR (b) Diploma in Computer Applications/ Mass Comm from an institute of Repute or eqvt degree. OR (c) DOEACC "O" level Course in Computers.	7+ years of experience in content writing. Should have expertise in MS Office tools and Open source documentation and presentation tools. Must have good communication and written skills in English.

S No	Resource Category (as per qualification)	Exp in years	Qualification	Required Experience & Skillset
4.	Assistant Content Writer (ACW)	3+	Graduate with one of the following qualification:- (a) Foundation Level Course in Computer concepts from an institute of Repute. OR (b) Diploma in Computer Applications/ Mass Comm from an institute of Repute or eqvt degree. OR (c) DOEACC "O" level Course in Computers.	3+ years of experience in content writing. Should have expertise in MS Office tools and Open source documentation and presentation tools. Must have good communication and written skills in English.

Appendix B
(Refers to Para 38 of EoI)

PRE-QUALIFICATION/ ELIGIBILITY CRITERIA

The Pre-Qualification/ Eligibility Criteria will determine the technical eligibility of the agencies bidding for empanelment for Content Writing Consultancy Services.

SI	Basic Requirement	Specific Requirement	Documents Required
(a)	Sales Turnover in Content Writing Consulting Services	The Consulting Agencies must have an average annual financial turnover of more than Rs 150 lakhs (in Content Writing consulting services contracts only, in the last 03 Financial Years ending 31 Mar 2018, NOT comprising of sales related to supply of hardware, software, infrastructure, maintenance, products, etc).	Extracts from the audited Balance sheet and Profit & Loss; OR Certificate from the statutory auditor
(b)	Technical Capability/ Experience	Experience of having successfully completed Content Writing Consultancy Service Contracts during last 07 years ending 31 Dec 18 , should be either of the following :- Three similar completed contracts costing not less than Rs 200 Lakhs OR Two similar completed contracts costing not less than Rs 250 Lakhs OR One similar completed contracts costing not less than Rs 400 Lakhs (Similar Contracts means Content Writing Consultancy Contracts)	Work Order and Self Certificate of Completion (Certified by Statutory Auditor) OR Completion Certificate from the client OR Work order and Phase completion certificate from the client
(c)	Consortiums	No consortiums are allowed	Self-signed certificate
(d)	Debarment	The bidder (or any of its successor) is not in the active debarred list:- (a) Published by DGS&D or Central Public Procurement Portal; or (b) Procuring Ministry / Department	Self-certified letter
(e)	Legal Entity	The Consulting Agencies must be registered in India for at least 03	Copy of Certificate of Incorporation /

SI	Basic Requirement	Specific Requirement	Documents Required
		years as Sole Proprietorship firm or Partnership firm or Private limited or Public Limited. Should be registered with Goods and Service Tax Authorities.	Registration Certificate and a copy of GST Registration
(f)	Provisioning of Services	<p>(i) The Consulting Agencies must be ready, able and willing to provide personnel for ALL categories as defined at Appendix 'A' of EoI above.</p> <p>(ii) The Consulting Agencies should be willing to pay at least 90% of man-month rates to the consultant resources engaged for WESEE.</p>	<p>Undertaking by the bidder</p> <p style="text-align: center;">OR</p> <p>Authorised Signatory</p>
(g)	Requisite additional Documents	<p>The Consulting Agencies must be in possession of the following documents</p> <p>(a) Address Proof.</p> <p>(b) Power of Attorney in the name of Authorised Signatory, if any</p> <p>(c) Bank Statement in name of the firm.</p> <p>(d) Income Tax Returns for the last three FYs with PAN details.</p> <p>(e) Balance Sheet and Profit & Loss Account of the firm for the last three FYs.</p> <p>(f) Present Net Worth Certificate by CA.</p>	

Appendix 'C'

(Refers to Para 26 of Eol)

Form 1: Covering Letter with Correspondence Details

The Director General
WESEE
RK Puram, West Block-V
New Delhi - 110066

Dear Sir,

1. We, the undersigned, offer to empanel our firm for providing **Content Writing Consultancy Services**. Our correspondence details with regard to this Eol are as follows:-

SI	Information	Details
(a)	Name of the Contact Person	
(b)	Address of the Contact Person	
(c)	Name, designation and contact, address of the person to whom, all references shall be made, regarding this Eol.	
(d)	Telephone number of the Contact Person.	
(e)	Mobile number of the Contact Person	
(f)	Fax number of the Contact Person	
(g)	Email ID of the Contact Person	
(h)	Corporate website URL.	

2. We are hereby submitting our Expression of Interest in both printed format (2 copies) and as a soft copy in a CD. We understand you are not bound to accept any Proposal you receive. We fully understand and agree to comply that on verification, if any of the information provided here is found to be misleading the short listing process or unduly favours our company in the short listing process, we are liable to be dismissed from the Eol selection process or termination of the contract during the project.

3. We agree to abide by the conditions set forth in this Eol. We hereby declare that our proposal submitted in response to this Eol is made in good faith and the information contained is true and correct to the best of our knowledge and belief.

Applicant's/ Company's Name with seal
Signature
Date

Appendix 'D'
(Refers to Para 26 of EoI)

Form 2: Details of the Agency's Operations and Consulting Business

SI	Information Sought	Details to be Furnished
(a)	Name and address of the bidding Company	
(b)	Incorporation status of the firm (public limited / private limited, etc.)	
(c)	Year of Establishment	
(d)	Date of registration	
(e)	ROC Reference No.	
(f)	Details of company registration	
(g)	Details of registration with appropriate authorities for service tax / GST	
(h)	Name, Address, email, Phone nos. and Mobile Number of Contact Person	

Appendix 'E'
(Refers to Para 26 of EoI)

Form 3: Compliance Sheet for Pre-Qualification Criteria

SI	Basic Requirement	Document Required	Provided	Reference & Page Number
(a)	Sales Turnover in Content Writing Consulting Services	Extracts from the audited Balance sheet and Profit & Loss; OR Certificate from the statutory auditor	Yes / No	
(b)	Technical Capability/ Experience	Work Order and Self Certificate of Completion (Certified by Statutory Auditor) OR Completion Certificate from the client OR Work order and Phase completion certificate from the client	Yes / No	
(c)	Consortiums	Self-signed certificate	Yes / No	
(d)	Power of Attorney	Copy of Power of Attorney in the name of the Authorized Signatory	Yes / No	
(e)	Debarment	Self-certified letter	Yes / No	
(f)	Legal Entity	Copy of Certificate of Incorporation and GST Registration Certificate	Yes / No	
(g)	Provisioning of Services	Self-certified letter	Yes / No	
(h)	Requisite Additional Documents	Copy of Documents	Yes / No	