



**Expression of Interest (EoI) Document for Selection of Digital Media
Partner for eMitra Project**

Reference No. F4.9(1221)/RISL/Tech/Misc/2026/26078001 Dated:19-03-2026

Unique Bid No: RIS2526RFP0003

Mode of Bid Submission	Online though eProcurement/ eTendering system at http://eproc.rajasthan.gov.in
Procuring Authority	Managing Director, RISL, First Floor, C-Block, Yojana Bhawan, Tilak Marg, C-Scheme, Jaipur-302005 (Rajasthan)
Date & Time of Pre-bid meeting	24/03/2026 at 11:00 AM
Last Date & Time of Submission of Bid	07/04/2026 till 3:00 PM
Date & Time of Opening of Technical Bid	07/04/2026 at 4:00 PM

RISL Processing Fee: Rs. 500/- (Rupees Five Hundred only.)

Name of the Bidding Company/ Firm:			
Contact Person (Authorised Bid Signatory):			
Correspondence Address:			
Mobile No.		Telephone & Fax Nos.:	
Website & E-Mail:			

RajCOMP Info Services Limited (RISL)

First Floor, Yojana Bhawan, C-Block, Tilak Marg, C-Scheme, Jaipur-302005 (Raj.)

Phone: 0141- 5103902 Fax: 0141-2228701

Web: <http://risl.rajasthan.gov.in>, Email: rksharmadoit@gmail.com

ABBREVIATIONS & DEFINITIONS

Act	The Rajasthan Transparency in Public Procurement Act, 2012 (Act No. 21 of 2012) and Rules thereto
Authorised Signatory	The bidder's representative/ officer vested (explicitly, implicitly, or through conduct) with the powers to commit the authorizing organization to a binding agreement. Also called signing officer/ authority having the Power of Attorney (PoA) from the competent authority of the respective Bidding firm.
BG	Bank Guarantee
Bid/ eBid	A formal offer made in pursuance of an invitation by a procuring entity and includes any tender, proposal or quotation in electronic format
Bidder	Any person/ firm/ agency/ company/ contractor/ supplier/ vendor participating in the procurement/ bidding process with the procurement entity
Bidding Document	Documents issued by the procuring entity, including any amendments thereto, that set out the terms and conditions of the given procurement and includes the invitation to bid
BoM	Bill of Material
CMC	Contract Monitoring Committee
Competent Authority	An authority or officer to whom the relevant administrative or financial powers have been delegated for taking decision in a matter relating to procurement. MD, RISL in this bidding document.
Contract/ Procurement Contract	A contract entered into between the procuring entity and a successful bidder concerning the subject matter of procurement
Contract/ Project Period	The Contract/ Project Period shall commence from the date of issue of Work order till Five Years of Operations & Maintenance Services after commissioning of the project.
COTS	Commercial Off The Shelf Software
Day	A calendar day as per GoR/ GoI.
DoIT&C	Department of Information Technology and Communications, Government of Rajasthan.
eGRAS	Online Government Receipts Accounting System (e-GRAS) is an e-Governance Initiative of Government of Rajasthan under Mission Mode Project category and is part of Integrated Financial Management System (IFMS). eGRAS facilitates collection of tax/ non-tax revenue in both the modes: online as well as manual. All types of government revenue may be deposited online using this website: https://egras.raj.nic.in/
ETDC	Electronic Testing & Development Center
FOR/ FOB	Free on Board or Freight on Board
GoI/ GoR	Govt. of India/ Govt. of Rajasthan
Goods	All articles, material, commodities, electricity, livestock, furniture, fixtures, raw material, spares, instruments, software, machinery, equipment, industrial plant, vehicles, aircraft, ships, railway rolling stock and any other category of goods, whether in solid, liquid or gaseous form, purchased or otherwise acquired for the use of a procuring entity as well as services or works incidental to the supply of the goods if the value of services or works or both does

	not exceed that of the goods themselves
ICT	Information and Communication Technology.
IFB	Invitation for Bids (A document published by the procuring entity inviting Bids relating to the subject matter of procurement and any amendment thereto and includes notice inviting Bid and request for proposal)
INR	Indian Rupee
ISI	Indian Standards Institution
ISO	International Organisation for Standardisation
IT	Information Technology
ITB	Instruction to Bidders
LD	Liquidated Damages
LoI	Letter of Intent
NIB	Notice Inviting Bid
Notification	A notification published in the Official Gazette
OEM	Original Equipment Manufacturer
PAN	Permanent Account Number
PBG	Performance Bank Guarantee
PC	Procurement/ Purchase Committee
PQ	Pre-Qualification
Procurement Process	The process of procurement extending from the issue of invitation to Bid till the award of the procurement contract or cancellation of the procurement process, as the case may be
Procurement/ Public Procurement	The acquisition by purchase, lease, license or otherwise of works, goods or services, including award of Public Private Partnership projects, by a procuring entity whether directly or through an agency with which a contract for procurement services is entered into, but does not include any acquisition without consideration, and “procure” or “procured” shall be construed accordingly
Project Site	Wherever applicable, means the designated place or places.
PSD/ SD	Performance Security Deposit/ Security Deposit
Purchaser/ Tendering Authority/ Procuring Entity	Person or entity that is a recipient of a good or service provided by a seller (bidder) under a purchase order or contract of sale. Also called buyer. RISL in this EoI document.
RISL	RajCOMP Info Services Limited
RSDC	Rajasthan State Data Centre, New IT Building, Jaipur
RVAT	Rajasthan Value Added Tax
Services	Any subject matter of procurement other than goods or works and includes physical, maintenance, professional, intellectual, consultancy and advisory services or any service classified or declared as such by a procuring entity and does not include appointment of any person made by any procuring entity.
Service Provider	Selected bidder for being Technology Partner for eMitra
SLA	Service Level Agreement is a negotiated agreement between two parties wherein one is the customer and the other is the service provider. It is a a service contract where the level of service is formally defined. In practice, the term SLA is sometimes used to refer to the contracted delivery time (of the service) or performance.
SSDG	State Services Delivery Gateway

State Government	Government of Rajasthan (GoR)
State Public Procurement Portal	http://sppp.raj.nic.in
STQC	Standardisation Testing and Quality Certification, Govt. of India
Subject Matter of Procurement	Any item of procurement whether in the form of goods, services or works
TIN	Tax Identification Number
TPA	Third Party Auditors
VAT/ CenVAT	Value Added Tax/ Central VAT
WO/ PO	Work Order/ Purchase Order

1. INVITATION FOR BID (IFB) & NOTICE INVITING BID (NIB)

Reference No.: F4.9(1221)/RISL/Tech/Misc/2026/26078001

dated: 19-03-2026

Unique Bid No: RIS2526RFP0003

Name & Address of the Procuring Entity	<ul style="list-style-type: none"> Name: RajCOMP Info Services Limited (RISL) Address: First Floor, Yojana Bhawan, C-Block, Tilak Marg, C-Scheme, Jaipur-302005 (Rajasthan)
Name & Address of the Project Officer In-charge (POIC)	<ul style="list-style-type: none"> Name: Sh. Umesh Chand Joshi Designation: Additional Director Address: Sixth Floor, IT development & e-Governance Building, Jhalana Road, Jaipur-302015 (Rajasthan) Email: umeshcj.doit@rajasthan.gov.in
Subject Matter of Procurement	Selection of Digital Media Partner under E-Mitra Project
Bid Procedure	Two stage eBid procedure at http://eproc.rajasthan.gov.in
Websites for downloading EoI/ Bidding Document, Corrigendum's, Addendums etc.	<ul style="list-style-type: none"> Websites: http://sppp.raj.nic.in, http://eproc.rajasthan.gov.in, http://risl.rajasthan.gov.in and http://doitc.rajasthan.gov.in RISL processing fee: Rs.500 (Rupees Five Hundred only) in Cash/ Demand Draft in favour of "Managing Director, RISL" payable at "Jaipur".
Period of Sale of EoI Document (Start/ End Date)	03:00 PM on 19/03/2026 – 03:00 PM on 07/04/2026
Date/ Time/ Place of Pre-bid Meeting	<ul style="list-style-type: none"> Date/ Time: 24/03/2026 at 11:00 AM Place: Sixth Floor, IT development & e-Governance Building, Jhalana Road, Jaipur-302015 Last date of submitting clarifications requests by the bidder: 25/03/2026 till 5:00 PM Response to clarifications by procuring entity: 27/03/2026
Estimated Procurement Cost	<ul style="list-style-type: none"> Rs 25,00,000 /- (INR Twenty Five Lakhs only)
Manner, Start/ End Date for the submission of Response to EoI	<ul style="list-style-type: none"> Manner: Online at eProc website (http://eproc.rajasthan.gov.in) Start Date: 19/03/2026 03:00 PM End Date: 07/04/2026 till 3:00 PM
Submission of Banker's Cheque/ Demand Draft for RISL Processing Fee	<ul style="list-style-type: none"> Start Date: 19/03/2026 03:00 PM End Date: 07/04/2026 till 3:00 PM
Date/ Time/ Place of Technical Bid Opening	<ul style="list-style-type: none"> Date: 07/04/2026 Time: 4:00 PM Place: Sixth Floor, IT development & e-Governance Building, Jhalana Road, Jaipur-302015
Bid Validity	90 days from the bid submission deadline
Note: 1) This is an invitation for submission of eBids (response to EOI) by firms for "selection of Technology Partner for eMitra _before pre bid".	

- 2) This EOI is stage-1 of two stage open competitive bidding process where stage-2 will comprise of a RFP.
- 3) EOI document outlines high level architecture and broad functionality of office automation requirements.
- 4) Detailed scope of work will be a part of RFP and would be circulated to shortlisted bidders.
- 5) The financial bid details, format, terms and conditions etc., will form part of RFP.
- 6) Bidder (authorised signatory) shall submit their offer on-line in Electronic formats. However, DD for RISL Processing Fees should be submitted physically at the office of Tendering Authority as prescribed in NIB and scanned copy of same should also be uploaded along with the technical Bid/ cover.
- 7) In case, any of the bidders fails to physically submit the Banker's Cheque/ Demand Draft for RISL Processing Fee up to bid submission time, its Bid shall not be accepted.
- 8) EOI received after the due date and the specified time (including the extended period, if any) for any reason whatsoever, shall not be entertained.
- 9) The provisions of RTPPA Act 2012 and Rules thereto shall be applicable for this procurement.
- 10) Furthermore, in case of any inconsistency in any of the provisions of this bidding document with the RTPPA Act 2012 and Rules thereto, the later shall prevail.
- 11) To participate in online bidding process, Bidders must procure a Digital Signature Certificate (Type III) as per Information Technology Act-2000 using which they can digitally sign their electronic bids. Bidders can procure the same from any CCA approved certifying agency, i.e. TCS, Safecrypt, n-Code etc. Bidders who already have a valid Digital Signature Certificate (DSC) need not procure a new DSC. Also, bidders must register on <http://eproc.rajasthan.gov.in> (bidders already registered on <http://eproc.rajasthan.gov.in> before 30-09-2011 must register again).
- 12) Purchaser will not be responsible for delay in online submission due to any reason. For this, bidders are requested to upload the complete bid well advance in time so as to avoid 11th hour issues like slow speed; choking of web site due to heavy load or any other unforeseen problems.
- 13) Bidders are also advised to refer "Bidders Manual Kit" available at e-Procurement website for further details about the e-Tendering process.
- 14) Training for the bidders on the usage of e-Tendering System (e-Procurement) is also being arranged by RISL/DoIT&C on a regular basis. Bidders interested for training may contact e- Procurement Cell, RISL for booking the training slot.
Contact No: 0141-4022688 (Help desk 10 am to 6 pm on all working days) e-mail: eproc@rajasthan.gov.in
Address : e-Procurement Cell, RISL, Yojana Bhawan, Tilak Marg, C-Scheme, Jaipur

2. PROJECT PROFILE & BACKGROUND INFORMATION

RISL, on behalf of Department of Information Technology & Communication, Government of Rajasthan intends to select a qualified Digital Media partner for digital promotional activities, brand building and other such promotional activities under e-Mitra Project.

GoR is providing various G2C and B2C services to the citizens of Rajasthan in urban and rural areas through e-Mitra platform. The main objective of the scheme is to provide wide range of citizen friendly services of different departments/partners under one roof so that the citizens do not have to run around various departments/offices. e-Mitra project is being executed under the aegis of Rajcomp Info Services Ltd (RISL) – the implementing agency of Department of IT&C.

e-Mitra is a multi-modal service delivery platform offering services through web portal, mobile app, brick and mortar kiosks and e-Mitra Plus machines. It has a rich service basket of more than 600 services of Government and private sector which can be broadly classified into:

- a. Utility Bill & other types of Payment Collection
- b. Submission of Online Application Forms & Fee Deposits
- c. Submission of Grievances/Information Retrieval
- d. Various Certificates & copy of Land Records
- e. Pre –paid services (mobile/TV recharge, Insurance, ticket booking, etc.)

Indicative list of services is available on <https://emitra.rajasthan.gov.in>

3. SELECTION METHODOLOGY & IMPLEMENTATION

3.1 Selection of service provider shall be based on a two-stage bidding process as indicated below:

Stage 1: Expression of Interest (EoI): This document details the terms & conditions for inviting EoI from eligible bidders. Firms that qualify the overall eligibility criteria of the EoI, shall be invited to participate in the RFP.

- **Outcome:** Identification of eligible bidders

4.1 The key milestones for Stage 1 are:

- EoI publication
- Pre-bid meeting to solicit inputs from the potential bidders
- Corrigendum publication, if required
- Pre-qualification evaluation
- Technical-qualification evaluation including presentation by the potential bidders
- Determination of eligible bidders

Stage 2: Eligible firms shall be invited to participate in the RFP for presenting financials as per Scope of Work.

Outcome: L1 firm shall be allotted LoI and work order

4.2 Key milestones for Stage 2 are:

- RFP publication
- Determination of L1 firm
- LoI and work order to the L1 firm

4.2 **Selection Procedure:**

- a) **Pre-qualification:** Bidder's response to this EOI shall be evaluated by the Tendering Authority as per criteria defined in this document. Bidders who meet the pre-qualification criteria shall be eligible for evaluation of the technical qualification criteria.
- b) **Technical Qualification:** In technical qualification round, bidder will be required to present the details regarding the projects mentioned, showing their work experience, in response to this EOI. During presentation, demonstration of modules/products/solutions developed by the firm shall also be required, at RISL/DoITC premises or at the site of implementation. Bidders must present evidence to substantiate their claims to secure marking. Minimum marks in TQ shall be 70. Firms that are found eligible shall be invited to participate in the RFP.
- c) **Request For Proposal:** Financial Proposals shall be sought from eligible firms. Financials shall be opened as per prescribed date in the RFP. L1 firm shall be awarded LoI and work order.

4. **ELIGIBILITY CRITERIA**

Note: The supporting documents submitted as evidence to fulfil the eligibility criteria will be evaluated by the Tendering Authority. During the bid evaluation stage, the Tendering Authority may request for clarification (if required).

1) Pre-qualification criteria

S. No.	Basic Requirement	Specific Requirements	Documents Required
1	Legal Entity	a) Registered under the iStart programme of Government of Rajasthan Platinum/Gold/Silver/Bronze Qrate firms are eligible to participate in the EoI	Valid Qrate Certificate
2.	Tax registration	The bidder should have a registered number of i. GST where his business is located Income Tax / PAN number	Copies of relevant certificates of registration
3	Project Experience	The bidder should have proven track record of delivering impactful digital campaigns for government sector clients. Digital campaign shall include digital media management/content creation/influencer engagement and campaign execution during the last three financial years from 2022-23, 2023-2024 and 2024-2025. having order value as given below: <ul style="list-style-type: none"> At least Two work orders in digital media management/content creation/influencer engagement and campaign execution of value not less than amount Rs 25,00,000 i.e. INR Twenty-five lakhs each. 	Annexure-10 per project reference and Work/ Certificates from the client The documents submitted in form of work orders/ agreement/ client certificate/self-certificate should confirm project duration, nature and value of services delivered, project cost.
6	Mandatory Undertaking	Bidder should: - a) not be insolvent, in receivership, bankrupt or being wound up, not have its affairs administered by a court or a judicial officer, not have its business activities suspended and must not be the subject of legal proceedings for any of the foregoing reasons; b) not have, and their directors and officers not have, been convicted of any criminal offence related to their professional conduct or the making of false statements or misrepresentations as to their qualifications to enter into a procurement contract within a period of	A Self Certified letter as per Annexure-1

S. No.	Basic Requirement	Specific Requirements	Documents Required
		<p>three years preceding the commencement of the procurement process, or not have been otherwise disqualified pursuant to debarment proceedings;</p> <p>c) comply with the code of integrity as specified in the bidding document.</p>	

2) Technical Evaluation Criteria

Bidders who meet all the pre-qualification criteria shall be evaluated for the Technical-qualification criteria:

As a part of Technical qualification process, the bidders shall be required to make a presentation about their company profile and valid work experiences including demonstration of the digital campaigns (as per scope of work), etc. The Tendering Authority will carry out a detailed evaluation of the bids as per Eligibility Criteria mentioned in EoI on the basis of documentation enclosed in the bid.

In order to determine whether the bidders are qualified and whether the technical aspects are substantially responsive to the requirements set forth in the bidding documents, the Tendering Authority will examine the information supplied by the Bidders and shall award points to the bidders on the basis of the following:

S.No	Technical Qualification Criteria	Marks	Max Points	Documents required
1.	<ol style="list-style-type: none"> 1) Platinum Qrate Start-ups 2) Gold Qrate Start-ups 3) Silver Qrate Start-ups 4) Bronze Qrate Start-ups 	<ol style="list-style-type: none"> a) Platinum Qrate Certificate (Max. 10 Marks) b) Gold Qrate Certificate (Max. 8 Marks) c) Silver Qrate Certificate (Max.5 marks) d) Bronze Qrate Certificate (Max.3 marks) 	10	Qrate Certification from iStart Rajasthan

2	<p>Work Experience:</p> <p>The bidder should have proven track record of delivering impactful digital campaigns for government sector clients. Digital campaign shall include digital media management/content creation/influencer engagement and campaign execution during the last three financial years from 2022-23, 2023-2024 and 2024-2025. having order value as given below:</p> <p>At least Two work orders Order in digital media management/content creation/influencer engagement and campaign execution of value not less than amount Rs 25,00,000 i.e. INR Twenty-five lakhs each.</p>	<p>a) Three work orders of order value of Rs.25,00,000 Lakhs each (Max. 30 Marks)</p> <p>b) Two Work orders order value of Rs.25,00,000 Lakhs each (Max. 20 Marks)</p>	30	<p>Annexure-10 per project reference and Work order and Completion Certificates from client</p> <p>The documents submitted in form of work orders/ agreement/ client certificate should confirm project duration, nature and value of services delivered, modules implemented, project cost.</p>
2	<p>Overall Presentation- company profile, demonstration of the work done as per SOW</p>	<ul style="list-style-type: none"> • Overall company profile (5 Marks) • Strategy for digital marketing as per project understanding. Strategy shall include proposed activities to be undertaken during the contract period. (20 Marks) • Content creation Strategy and Creativity - Quality and timelines of content delivery, Content relevance, adherence to brand guidelines, content calendar efficiency. Content creation - Each bidder would be required to present during the presentation: a) 1 video with voice over b) 1 GIF c) 1 still creative c) Financial frauds over mobile etc pertaining to the project (20 Marks) • influencer engagement (5 	60	<p>Documentary proof of work done</p>

		Marks) <ul style="list-style-type: none">• campaign execution (10 Marks)		
--	--	--	--	--

In addition to meeting the pre-qualification criteria mentioned in this EoI document, bidders who score minimum 70 marks shall be eligible to participate in the second stage of RFP for quoting financials.

5. SCOPE OF WORK, DELIVERABLES & TIMELINES

Digital media engagement refers to interactions that occur between a brand or individual and their audience on digital media platforms. These interactions may include likes, comments, shares, retweets, direct messages, and other forms of participation. High engagement typically signals that content is resonating with the audience and fostering a community around a brand, cause, or idea.

5.1 RISL is keen to onboard a digital media partner/firm – a start-up registered in the iStart programme of Government of Rajasthan. Key roles and responsibilities of the digital media partner will include but not limit to:

- Curated dissemination of accurate, department-approved eMitra information to different stakeholders and influencers (for further dissemination in correct way).
- Continuous coordination with influencers for content alignment and consistency.
- Planning and arranging periodic coordination meetings (online/offline).
- Podcast creation featuring relevant officials and subject experts from the eMitra / DoIT&C Team.
- End-to-end campaign management including calendars, execution, and reporting.
- Analyze current digital media performance to understand strengths, weaknesses, and opportunities.
- Develop a comprehensive content plan to ensure consistent posting and engagement across platforms.
- Design engaging and visually appealing content such as graphics, videos, and animations.
- Craft compelling captions, headlines, and posts tailored to each platform's style and audience.
- Schedule posts and ensure timely, consistent content delivery.
- Identify and collaborate with influencers or brand ambassadors to extend reach and build credibility.
- Create targeted advertising campaigns on platforms like Facebook, Instagram, LinkedIn, Twitter, etc.
- Offer training sessions to in-house marketing/strategic teams on best practices for social media management.
- Keep clients informed about platform changes and algorithm updates that could affect their social media strategy.
- Develop and execute time-sensitive campaigns (e.g., holidays, service launches).
- Run joint campaigns with other service providers, influencers, to increase reach and engagement.
- Regular podcasts with eMitra and DoIT&C authorities.
- Focus on service awareness, process clarity, grievance redressal, and citizen FAQs.
- Content suitable for reuse across social media, portals, and internal platforms.
- Creating educational and training podcasts.
- Creating short videos/reels etc. related to the project & services.

5.2 Key Deliverables:

- Monthly content calendar and posting schedule.
- Engaging and high-quality content (visuals, copy, videos)
- Media campaigns and performance reports
- Regular analytics and performance reports
- Influencer marketing reports (if applicable)
- Customer feedback and engagement metrics

6. **BIDDING PROCESS**

- 6.1) The complete EoI document shall be placed on e-Procurement portal. The prospective bidders shall be permitted to download the bidding document from the website and pay its price while submitting the Bid to the procuring entity.
- 6.2) The bidding documents shall be made available to any prospective bidder who pays the price for it in cash or by bank demand draft, banker's cheque.
- 6.3) The EOI bids will be opened as per schedule mentioned in NIB.
- 6.4) All the documents comprising of Bid shall be opened & downloaded from the e-Procurement website (only for the bidders who have submitted the prescribed fee(s) to RISL).
- 6.5) **Pre-bid meeting**
- The bidders or their official representatives are invited to attend a pre-bid meeting, scheduled as per NIB.
 - The purpose of the meeting will be to clarify issues and to answer questions on any matter related to EOI.
 - The bidders are requested to submit any question in writing to reach GoR/ RISL not later than two days before the meeting.
 - Response to pre-bid queries will be put on RISL/ DoIT&C websites.

6.6) **Bid Submission**

- Bidders must submit their bids online at e-Procurement portal i.e. <http://eproc.rajasthan.gov.in>.
- The response to EoI shall consist of the following documents:

S.No	Documents Type	Document format
1	RISL Processing Fee	Proof of submission (PDF)
2	Bidder Declaration	As per Annexure-1 (PDF)
3	BID Form	As per Annexure-2 (PDF)
4	Bidder's Authorisation Certificate along with copy of PoA/ Board resolution stating that Auth. Signatory can sign the bid/ contract on behalf of the firm.	As per Annexure-4 (PDF)
5	All the documents mentioned in the "Eligibility Criteria", in support of the pre-qualification criteria.	As per Annexure-5 (PDF)
6	All the documents mentioned in the "Eligibility Criteria", in support of the technical-qualification criteria	As per Annexure-6 (PDF)

- The bidder should ensure that all required documents, as mentioned in this bidding document, are submitted along with the Bid and in the prescribed format only. Non-submission of the required documents or submission of the documents in a different format/ contents may lead to the rejections of the Bid submitted by the bidder.

- d) All the documents uploaded should be digitally signed with the DSC of authorized signatory.
- e) RISL will not be responsible for delay in online submission due to any reason. For this, bidders are requested to upload the complete bid well advance in time so as to avoid 11th hour issues like slow speed; choking of web site due to heavy load or any other unforeseen problems.

ANNEXURE - 1
Bidder Declaration

(To be submitted on the Letter head of the bidder)

a) General information of the Firm to be provided by the bidder:

S.No.	Description	Details
1	Name of the Firm	
2	Address of Office	
3	Telephone	
4	Fax number	
5	e-mail address	
6	Name and designation of the authorized person	
7	Contact details of authorized person	
8	Year of establishment and constitution of organization	
9	PAN number	
10	GSTN	

b) Verification

In response to the NIB Ref. No. _____ dated _____ for {Project Title}, as an Owner/ Partner/ Director/ Auth. Sign. of _____, I/ We hereby declare that (at the time of bidding): -

- i. We will abide by all the terms and conditions contained in the EOI.
- ii. All the details mentioned above are true and correct and if Purchaser observes any misrepresentation of facts on any matter at any stage, Purchaser has the right to reject the proposal and disqualify us from the process.
- iii. We also acknowledge that this response of our Company for the process of Expression of Interest is valid for EOI validity period, for short-listing purpose.
- iv. We have noted the contents of the including various documents forming part of it and have ensured that there is no deviation in filing our offer in response to the tender. Purchaser will have the option to disqualify us in case of any such deviations.
- v. Our firm possess the necessary professional, technical, financial and managerial resources and competence required by the Bidding Document issued by the Procuring Entity;
- vi. We have fulfilled my/ our obligation to pay such of the taxes payable to the Union and the State Government or any local authority as specified in the Bidding Document;
- vii. Our firm is having unblemished record and is not declared ineligible for corrupt & fraudulent practices either indefinitely or for a particular period of time by any State/ Central government/ PSU/ UT.
- viii. Our firm does not have any previous transgressions with any entity in India or any other country during the last three years
- ix. Our firm does not have any debarment by any other procuring entity.
- x. Our firm is not insolvent in receivership, bankrupt or being wound up, not have its affairs administered by a court or a judicial officer, not have its business activities suspended and is not the subject of legal proceedings for any of the foregoing reasons;

- xi. Our firm does not have, and our directors and officers not have been convicted of any criminal offence related to their professional conduct or the making of false statements or misrepresentations as to their qualifications to enter into a procurement contract within a period of three years preceding the commencement of the procurement process, or not have been otherwise disqualified pursuant to debarment proceedings;
- xii. Our firm does not have a conflict of interest as mentioned in the bidding document which materially affects the fair competition.
- xiii. Our firm will comply with the code of integrity as specified in the bidding document.

Place:

Date:

Seal and Signature of the bidder

ANNEXURE - 2
BID FORM**Addressed to:**

Name of the Procurement Entity	Managing Director
Address	RajCOMP Info Services Ltd., Yojana Bhawan, Tilak Marg, C-Scheme, Jaipur (Rajasthan)
Telephone	0141-2226055
Tele Fax	0141-2228701
Email	info.risl@rajasthan.gov.in (clearly mention the ITB no. in the subject of the mail)

EoI reference:, dated:

Service Provider Details:

Name of Service Provider		
Registered Office Address		
Contact Person		
Telephone Number(s)		
Email Address/ Web Site	Email:	Web-Site:
Fax No.		
Mobile Number	Mobile:	
Certification/Accreditation/Affiliation, if Any		

RISL Processing fee amounting to Rs 500/- (Rupees Five Hundred only) has been deposited vide cash receipt number:, dated:

I agree to abide by all the terms and conditions mentioned in this bid document issued by the Procurement entity (all the pages of which have been signed by us in token of acceptance of the terms mentioned therein along with stamp of the firm).

Date:

Name & Seal of the Service Provider: _____

Authorized Signatory : _____

ANNEXURE - 3

PRE-BID QUERIES FORMAT {to be filled by the bidder}

Name of the Company/Firm: _____

RISL Processing Fee Receipt No. _____ Dated _____ for Rs. _____/-

Name of Person(s) Representing the Company/ Firm:

Name of Person	Designation	Email-ID(s)	Tel. Nos. & Fax Nos.

Company/Firm Contacts:

Contact Person(s)	Address for Correspondence	Email-ID(s)	Tel. Nos. & Fax Nos.

Query / Clarification Sought:

S.No.	EoI Page No.	EoI Rule No.	Rule Details	Query/ Clarification	Suggestion/

Note: - Queries must be strictly submitted only in the prescribed format (.XLS/ .XLSX/ .ODF). Queries not submitted in the prescribed format will not be considered/ responded at all by the procuring entity. Also, kindly attach the coloured scanned copy of the receipt towards the submission of the RISL Processing fee.

ANNEXURE-4: BIDDER'S AUTHORIZATION CERTIFICATE

To,
Managing Director,
RISL, Yojana Bhawan, Tilak Marg,
C-Scheme, Jaipur-302005 (Rajasthan)

I/ We {Name/ Designation} hereby declare/ certify that {Name/ Designation} is hereby authorized to sign relevant documents on behalf of the company/ firm in dealing with EOI reference No. _____ dated _____. He/ She is also authorized to attend meetings & submit technical & commercial information/ clarifications as may be required by you in the course of processing the Bid. For the purpose of validation, his/ her verified signatures are as under.

Thanking you,

Name of the Bidder: - Verified Signature:

Authorised Signatory: -

Seal of the Organization

Date:-.....

Place:-

ANNEXURE-5: PRE-QUALIFICATION EVALUATION CHECKLIST**(On Bidder's letterhead)**

To,
The Managing Director,
RajCOMP Info Services Limited (RISL),
Yojana Bhawan, Tilak Marg, C-Scheme, Jaipur, Rajasthan

In response to the EoI/ NIB Ref. No. dated
for, as the Authorized Signatory of
_____, I/we hereby declare that enclosed pre-
qualification evaluation checklist, at the time of bid submission date, is true and complete to
the best of my/our knowledge. If this declaration is found to be incorrect then without
prejudice to any other action that may be taken, my/our security may be forfeited in full and
my/our bid, to the extent accepted, may be cancelled.

Thanking you,

Name of the Bidder/Organization: -

Authorised Signatory: -

Seal of the Organization: -

Date:

Place:

Enclosed: Pre-qualification evaluation checklist

Enclosure: Pre-qualification evaluation checklist

With reference to Chapter titled “Eligibility Criteria” for details, all criteria mentioned below have been met in our response which has been numbered, starting from page 1, increasingly for each page in the bid.

S.No	Eligibility Document Category	Criteria	Supporting Information (to be filled by the bidder, where marked)	Proof at page number(s) (to be filled by the bidder)
1	Pre-requisites	RISL Processing fee	Amount: Date: Reference:	
2	Authorization	Bidder’s Authorization Certificate	As per Annexure-4	
3	Pre-qualification	Legal Entity	Registration Certificate from i-Start Rajasthan	
		Tax registration	Income Tax / PAN registration number	
		Project Experience	Work Completion Certificates from the client	
		Mandatory Undertaking	Self-Certified letter as per Annexure-1	

ANNEXURE-6: TECHNICAL QUALIFICATION EVALUATION CHECKLIST**(On Bidder's letterhead)**

To,
The Managing Director,
RajCOMP Info Services Limited (RISL),
Yojana Bhawan, Tilak Marg, C-Scheme, Jaipur, Rajasthan

In response to the Tender/ NIB Ref. No. dated for
....., as the Authorized Signatory of
_____, I/we hereby declare that enclosed technical
evaluation checklist, at the time of bid submission date, is true and complete to the best of
my/our knowledge. If this declaration is found to be incorrect then without prejudice to any
other action that may be taken, my/our security may be forfeited in full and my/our bid, to
the extent accepted, may be cancelled.

Thanking you,

Name of the Bidder/Organization: -

Authorised Signatory: -

Seal of the Organization: -

Date:

Place:

Enclosed: Technical qualification evaluation checklist.

Enclosure: Technical evaluation checklist

Work Experience - One

Is this work experience part of the technical presentation (Yes/No)? _____

S.No	Criteria	Supporting Information	Proof at page number(s) (to be filled by the bidder)
1	Proof of Bidder's name in supporting documents submitted		
2	Only Platinum/Gold/Silver/Bronze Qrate Firms from i-Start Rajasthan	Registration Certificate from i-Start Rajasthan	
3	<p>The bidder should have proven track record of delivering impactful digital campaigns for government sector clients. Digital campaign shall include digital media management/content creation/influencer engagement, and campaign execution during the last three financial years from 2022-23, 2023-2024 and 2024-2025. having order value as given below:</p> <ul style="list-style-type: none"> At least Three work orders Order in digital media management/content creation/influencer engagement and campaign execution of value not less than amount Rs 25,00,000 i.e. INR Twenty-five lakhs each. <p style="text-align: center;">OR</p> <p>At least Two work orders Order in digital media management/content creation/influencer engagement and campaign execution of value not less than amount Rs 25,00,000 i.e. INR Twenty-five lakhs each.</p>	Experience in digital media management/content creation/ influencer management and digital media campaigns	
		Project Duration	
		Project value	
		Client Certificate	

Work Experience – Two

Is this work experience part of the technical presentation (Yes/No)? _____

S.No	Criteria	Supporting Information	Proof at page number(s) (to be filled by the bidder)
1	Proof of Bidder's name in supporting documents submitted		
2	Only Platinum/Gold/Silver/Bronze Qrate Firms from i-Start Rajasthan	Registration Certificate from i-Start Rajasthan	
3	<p>The bidder should have proven track record of delivering impactful digital campaigns for government sector clients. Digital campaign shall include digital media management/content creation/influencer engagement and campaign execution during the last three financial years from 2022-23, 2023-2024 and 2024-2025. having order value as given below:</p> <p>At least Three work orders Order in digital media management/content creation/influencer engagement and campaign execution of value not less than amount Rs 25,00,000 i.e. INR Twenty-five lakhs each.</p> <p style="text-align: center;">OR</p> <p>At least Two work orders Order in digital media management/content creation/influencer engagement and campaign execution of value not less than amount Rs 25,00,000 i.e. INR Twenty-five lakhs each.</p>	Experience in digital media management/content creation,/influencer management and digital media campaigns	
		Project Duration	
		Project value	
		Client Certificate	

ANNEXURE - 7

1) DETAILED PROJECT PROFILE

The Department of Information Technology and Communication (DoIT&C) is the nodal department in the Government of Rajasthan implementing various e-Governance initiatives in the state of Rajasthan. eMitra is a flagship project of the Government of Rajasthan, using ICT based kiosks for efficient, effective, accountable and transparent delivery of G2C and B2C services to urban and rural citizens across Rajasthan.

e-Mitra is a multi-modal service delivery platform wherein more than 600 services are being offered through more than 7800 e-Mitra kiosks, e-Mitra mobile app, e-Mitra web application and through e-Mitra Plus machines across Rajasthan.

To implement the projects across the State, the State Government has established District eMitra Societies / District e-Governance Societies at each District under the chairmanship of respective District Collector.

2) Key Stakeholders with their Roles and Responsibilities

- 2.1) **LSP (Local Service Provider):** The LSPs are private partners of the project. They undertake activities including harnessing the State kiosk network for effective delivery of government services as identified by the Government of Rajasthan from time to time, identifying and training the Kiosk Owners, establishing the e-Mitra Kiosks and managing the day to day operations of the kiosks.
- 2.2) **Kiosk Owner:** Appointed by the LSP, a Kiosk Owner owns, operates and manages the front end kiosks on a day to day basis and is the key to the success of the e-Mitra operations. He/ she offers services and collects service charges / dues from the citizens, wherever applicable.
- 2.3) **Department of Information Technology and Communication (DoIT&C):**
 - Provide policy and regulatory support: DoIT&C would facilitate any policy of regulatory support that the service providers or any other stakeholder may need to successfully implement the Scheme in the State.
 - Service Basket Enhancement: DoIT&C would make all necessary efforts to continuously enhance the service basket.
 - DoIT&C, GoR will have overriding rights on all the roles and responsibilities of RISL & DeGS.
- 2.4) **District e-Mitra/ e-Governance Societies:** The DeGS is responsible for the day to day management of the project at the district level. This briefly includes the following: -
 - Kiosk Inspection and hassle-free service delivery
 - Training of stakeholders
 - Send information as required relating to the projects to DoIT&C and RISL
 - Enrich basket of G2C/B2C services at district level
 - Ensure that all stakeholders at district level have latest Government guidelines relating to the projects.
 - Recommendation and approval of new kiosks and withdrawal of old kiosks.

- Providing details to RISL within SLA deadlines for imposition of penalty on the kiosks

2.5) RajCOMP Info Services Limited (RISL): RISL would act as a nodal agency and overall co-coordinator on behalf of State Government for successful implementation of the e-Mitra scheme.

- Facilitate awareness campaigns: RISL would undertake the necessary steps to promote and publicize the e-Mitra amongst all stakeholders, customers, content /service providers, etc.
- Facilitate training and capacity building: RISL in association with DoIT&C/DeGS/Line Departments/ service providers would undertake appropriate training and capacity building programs to gear up the State Departments to facilitate e-Government services through e Mitra kiosks.
- RISL shall be responsible for online transfer of funds between all stakeholders, maintaining the credit limit for the service providers and ensuring complete reconciliation of accounts.
- Allocation of any government location to an LSP, based on the request of the respective government department, will be entirely at the discretion of RISL.
- RISL reserves the right to amend the service level agreements//guidelines of the scheme for better roll out of the services.

2.6) Departments/ PSUs/ Private Service Providers: The Departments/ PSUs/ Private Service providers allow their services to be delivered to the citizens through e-Mitra platform.

2.7) Citizens: Citizens avail services through the e-Mitra kiosks by making payments including transaction charges as applicable.