

Software Technology Parks of India (STPI) was established and registered as an autonomous society under the Societies Registration Act 1860, under the then Department of Electronics (the present Ministry of Electronics & Information Technology), Government of India on 5<sup>th</sup> June, 1991 with an objective to implement Software Technology Park (STP) and Electronics Hardware Technology Park (EHTP) schemes, set up and manage infrastructure facilities and provide other services like technology assessment and professional training.

The objectives of the Software Technology Parks of India are:

- a) To promote the development and export of software and software services including ITeS/BioIT.
- b) To provide statutory and other promotional services to the exporters by implementing STP/ EHTP schemes and such other schemes which may be formulated and entrusted by the Government from time to time.
- c) To provide data communication services including value-added services to IT/ITeS related industries.
- d) To promote micro, small, and medium entrepreneurs by creating conducive environment for entrepreneurship in the field of IT/ITeS.

STPI is mandated to carry out the projects and schemes formulated by MeitY from time to time for growth of IT/ITES industry and tech start-up ecosystem in the country. Some of the major Schemes and programmes under STPI and their objectives are as below:

#### **Statutory Services**

Software Technology Parks of India (STPI) provides a wide range of statutory services to promote and facilitate exports from India's IT/ITeS and electronics manufacturing sectors under the Software Technology Park (STP) and Electronic Hardware Technology Park (EHTP) schemes. These services are designed to enable ease of doing business, simplify regulatory compliance, and support the growth of export-oriented technology enterprises.

#### Centre of Entrepreneurship (CoEs)

STPI is establishing Centre of Entrepreneurship (CoEs) for building India's leadership in the innovation, R&D, start-ups, product/IP creation in the field of emerging technologies like IoT, Blockchain, Artificial Intelligence (AI), Machine Learning (ML), Computer Vision, Robotics, Robotics Process Automation (RPA), Augmented & Virtual Reality, Animation & Visual effect, Data Science & Analytics for various domains like Gaming, FinTech, Agritech, MedTech, Autonomous Connected Electric & Shared(ACES) Mobility, ESDM, Cyber Security, Industry 4.0,

Drone, Efficiency Augmentation, etc. technology areas across the country in a collaborative manner. Till date, STPI has launched such 24 Centres of Entrepreneurship (CoEs).

#### **Data Communication and other Value-Added Services**

One of the STPI's remarkable contributions to the software-exporting sector is provision of High-Speed Data Communication (HSDC) services. STPI has been the pioneer as Data Communication Service Provider in India since 1993. STPI is having a Unified License for Category-A Internet Service Provider (ISP). STPI caters to the Data Communication needs of the quality conscious Indian IT industry, Academia, Govt. Organisations etc. by providing SoftLINK Services through SoffNET, the state-of-the-art HSDC network, designed and developed by STPI. The services are available across India to industry, academia, govt. organisations etc. at competitive prices.

#### **Data Centre Services**

With the increased expectations from citizens for online services and the number of automation projects being launched by the government and private as well as corporate clients, the Data Centre requirements are growing exponentially. To fulfil the industry need, STPI has been creating the strategic infrastructure to facilitate high availability, quick scalability, efficient management & optimized utilization of resources. STPI has already set up five state-of-the-art TierIII compliant Data Centres at Chennai, Bengaluru, Mohali, Bhubaneswar and Vijayawada with a total area of around 50,000 sq. ft. and rack capacity of 550. These Data Centres are catering to the need of Government Organization / Institutions/ Industries and other agencies alike.

#### **Ananta Cloud**

Ananta Cloud is STPI's advanced cloud infrastructure offering high-performance computing, storage, sovereign and scalable cloud solutions for startups and enterprises, enabling efficient data management and accelerated innovation.

<u>Cyber Security Services:</u> Software Technology Parks of India (STPI) offers a comprehensive suite of cybersecurity services aimed at strengthening the digital resilience of startups, MSMEs, and technology enterprises. These services are designed to help organizations safeguard their digital assets, ensure data integrity, and comply with national and international cybersecurity standards. STPI's cybersecurity offerings include vulnerability assessment and penetration testing (VAPT), security audit and compliance assistance, incident response and threat analysis, and awareness and capacity-building programs. STPI also provides cybersecurity infrastructure, including Security Operations Centers (SOCs) and cloud-based security solutions, enabling startups to build secure and scalable digital systems.

#### **Project Management and Consultancy (PMC) Services**

Over the years, STPI technology services have grown significantly both in terms of volume as well as in service portfolio. Today, STPI has entire spectrum of Communication & IT, Project Management & Consultancy Services and IT Security audit services in its bouquet, serving a wide variety of clientele including Government, IT Departments, Industry & Academia as well as overseas Government organisations. STPI's strong domain knowledge, technology capability and

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process knowledge have enabled it to devise better strategies to create custom made solutions to meet client requirements. These solutions have resulted in optimising organisations resources and meeting the expectations. Over the decades, STPI has supported many Government organisations by providing project management and consultancy services

#### Modified Electronics Manufacturing Clusters Scheme/ EMC 2.0

For creating a comprehensive supply chain/ecosystem for strengthening electronics manufacturing base, attract Anchor Units to set up production along with their supply chain, build world class plug-n-play infrastructure and reduce the infrastructure & logistics cost, STPI is implementing EMC 2.0 scheme

#### **SAYUJ Portal**

Sayuj – India's trusted digital infrastructure for the startup ecosystem – aims to democratize access to startup resources, foster meaningful collaborations, and accelerate innovation by offering a centralized and intelligent platform that unites every stakeholder in the startup journey. The Indian startup ecosystem has witnessed an unprecedented surge, leading to the emergence of diverse incubators, Centres of Excellence (CoEs), enablers, and government programs. However, this rapid growth has also resulted in fragmentation, making it challenging for startups to identify the right partners, programs, and support services.

Sayuj bridges this gap by providing a comprehensive digital infrastructure that connects the entire ecosystem seamlessly. Startups can discover relevant opportunities and showcase their offerings, mentors and investors can identify ventures aligned with their interests, incubators and agencies can digitize their program workflows and outreach, and aspiring entrepreneurs can access structured knowledge resources, contests, and networking opportunities—all within a unified digital environment designed to drive collaboration and innovation.

# Scope of Work for Public Relations (PR) Agency

STPI has been implementing various schemes across the country. Public relations can be an important tool for building an industry presence and for established businesses, the practice can help to further their reach and reformulate the aims and targets of a new product or services. To achieve the same, STPI invites sealed bid from reputed PR companies.

The objective of the PR strategy would be to enhance awareness and disseminate information regarding the various policies, activities and achievements of schemes within the ambit of STPI. With this overarching objective, the indicative lists of activities to be undertaken are as follows:

Table: 1

SI. No.	Activity	Scope of Work	Deliverables / year
1	Media Outreach – National	Identification and coordination of media engagements with national level publications (Mainline, financials, magazines, online portals, trade media, and electronic news channels)	Total 24. Out of this minimum 12 should be in Mainline + financials.
2	Authored Articles	Develop content and coordinate publishing of a contributory article/op-ed by the STPI. The target media would be mainline, financials, magazines, online portals etc.	Total 8 mainline, financials & magazines-06 and online-02
3	Media Outreach – State	Identification and coordination of media engagements with state level publications (mainline, financials, magazines, online portals, trade media, and electronic news channels)	12 (Media coverage of one single event will be counted as one)
4	Press Releases	Writing the first draft of the press releases of all STPI events, making changes, and finalizing in discussion with the STPI, preparing media list and distributing to the media, Media follow-up for coverage and sharing coverage.	12 annually

Additionally, the PR Agency is responsible for creation of outreach strategy in consultation with STPI on a regular basis.

# Terms & Conditions for PR Agency

- (i) Agency will be initially engaged for a period of Three year. However, the performance of the Agency will be evaluated periodically. If the Agency's services do not meet the STPI's expectations, the STPI will have the right to terminate the contract of the Agency by giving at least 30 days' notice in writing to the Agency without any obligation or without assigning any reasons to anyone and the STPI shall not be held liable for any losses or damages caused by such action.
- (ii) PR agency will submit its working report on monthly basis.
- (iii) The agency should be fully equipped with trained and skilled PR professionals.
- (iv) A dedicated professional PR team shall be assigned exclusively to handle the STPI account. The team shall be headed by a senior professional preferably holding a master's degree / PG Diploma in Mass Communication/ Media or Journalism with at least 7 years' experience working in a PR Firm (hereinafter called 'PR officer').
- (v) PR agency shall deploy a suitable resource at STPI HQ, as and when required, by STPI to complete the assignment.

# INSTRUCTIONS TO BIDDER FOR EARNEST MONEY DEPOSIT (EMD)

The bidder shall submit the bid security in the form of NEFT/RTGS for Rs.1,50,000/- (Rupees One lakh fifty thousand Only).

The details for the transfer through NEFT / RTGS payment is given below: -

Particulars	Details
Account Holder Name	Software Technology Parks of India
Account Type	SB A/c No. 604810100000661
Bank Name	Bank of India
Address	CGO Complex, New Delhi
IFSC Code	BKID0006048

However, the bidders who are exempted from furnishing bid security are required to furnish a Bid Security Declaration on Bidder Letter Head as per the form on **Appendix-D** 

#### **Invitation for Bids**

STPI invites technical and financial proposal from eligible bidders for engagement of Public Relations (PR) agency. Interested bidders are expected to examine the tender document carefully. Failure to furnish all information required as per the Tender Document may result in the rejection of the Bid.

#### 1.1 Eligibility Criteria

Bidders are required to submit the Professional Bid Form as provided in Appendix-C. Only those bidders who meet the following eligibility criteria shall be considered for Technical Evaluation:

SI. No.	Eligibility Criteria	Requirement
1	The bidding agency / bidder should be a company registered under the Companies Act, 1956/2013 or Partnership Act 1932 or Limited Liability Partnership Act 2008 since last 3 years as on 31st March 2025.	Copy of self-attested valid registration certificate/ deed/ or any other relevant document
2	The bidder should have an average annual turnover (from PR activities) of not less than INR 2 Crore in Last Three Financial Years (i.e., 2022-23, 2023-24 & 2024-25).	A certificate duly certified from Chartered Accountant.
3	The PR agency should have at least 3 years of experience in the field of Public Relations or Corporate Communications.	Self-Attested copy of work orders/ contracts/ completion or satisfactory certificate
4	As on date of submission of the proposal, the bidder should not have been blacklisted by any Government entity (Central or State Government or PSU etc.) in India or is under a declaration of ineligibility for fraudulent or corrupt practices by any Government entity (Central or State Government or PSU etc.) in India	Duly signed <b>Appendix - B</b>

#### 1.2 Clarification regarding Tender Document

A prospective Bidder requiring any clarification about the Tender Document may request STPI in writing at the STPI HQ address or at email bco.hq@stpi.in. The clarification and queries must be submitted in the following format:

Sl. No.	Section, Clause, Page No.	Clause description	Queries/clarification		

#### 1.3 Bid evaluation

STPI will evaluate the bids through QCBS method. However, while determining the technical qualification of various Bidders, STPI may waive off any minor infirmity, which does not constitute a material deviation. The decision of STPI in this regard shall be final.

#### **Technical Evaluation Parameters**

A detailed evaluation of the bids shall be carried out to determine whether the bidders are competent enough and whether the bidder's Proposal technically qualifies to the requirements set forth in the Tender. Bids received would be assigned scores based on the parameters defined in the table below:

S. No.	Evaluation Parameter	Details / Marking Scheme	Max Marks	Documents to be provided
1	Average annual turnover from PR services (excluding social media services) during last three financial years (FY 2022–23, 2023–24 & 2024–25)	< ₹2 Cr - 0 marks ₹2-3 Cr - 5 marks> ₹3 Cr - 10 marks	10	A certificate duly certified from Chartered Accountant specifically mentioned the turnover from PR services
2	Years of experience in PR services (excluding social media services)	<3 years – 0 marks 3–4 years – 3 marks 4–5 years – 6 marks >5 years – 10 marks	10	Self-Attested copy of work orders/ contracts/ completion or satisfactory certificate
3	Executed PR assignments (excluding social media services) (each ≥ ₹20 lakh during last 3 years upto date of publishing of bid)	2 marks per project (max 10 marks)	10	Duly filled <b>Appendix-E</b> along with Self-Attested copies of work orders/ contracts/ completion or satisfactory certificate
4	Executed PR assignments (excluding social media services) for central/ state government/ government organisations (during last 3 years upto date of publishing of bid)	2.5 marks per project (max 10 marks)	10	
5	Branch offices in India in different cities (one should be in Delhi/NCR mandatory)	3 offices in different cities (incl. 01 in Delhi/NCR) – 5 marks +1 mark for each additional office at cities other than above (max 10 marks)	10	Provide self-attested documentary proof (viz. rent agreement/ lease deed/ ownership proof etc.)
6	Full-time qualified PR professionals on payroll	<25 – 0 marks 25–50 – 5 marks >50 – 10 marks	10	Self-Certificate list of professionals on the letterhead of the bidder signed by Authorized signatory with the bidder's seal and stamp.

7	Technical Approach Presentation	&	•	Approach, methodology & implementation plan for PR strategy and media outreach Overall understanding of the PR activities for STPI	40	Presentation shall be given as per the directions of STPI
	Total				100	

**Note:** Bidder would need to score Minimum Technical Score of 70 marks to be considered for Financial Bid opening process.

#### 1.5 Financial Bids

The bidders are required to quote lumpsum amount (inclusive of taxes) in financial bid while submitting online bid. Financial Bids of only technically qualified bidders will be opened.

#### 1.6 Ranking of Bidders

Technical proposals will be allotted weightages of 70% while the financial proposals will be allotted weightages of 30%. The minimum qualifying marks for technical proposal will be 70 marks.

**Note:** The score given by the Evaluation Committee will stand final and no representation in this regard will be entertained and STPI's decision will be final and binding on all the bidders.

#### 1.7 STPI's Right to accept any Bid and to reject any or all Bids

Notwithstanding anything else contained to contrary in this Tender Document, STPI reserves the right to accept or reject any Bid or to annul the bidding process fully or partially or modifying the same and to reject all Bids at any time prior to the award of work, without incurring any liabilities in this regard.

#### 1.8 Corrupt or fraudulent Practices

STPI requires that the Bidders under this tender observe the highest standards of ethics during the tender and execution of such contracts. In pursuance of this policy, STPI defines the terms set forth as follows:

"Corrupt practice" means the offering, giving, receiving or soliciting of anything of value to influence the action of the public official in the procurement process or in contract execution; and "fraudulent practice" means a misrepresentation of facts in order to influence a tender process or execution of a contract to the detriment of STPI, and includes collusive practice among Bidders (prior to or after bid submission) designed to establish bid prices at artificial non-competitive levels and to deprive the Purchaser of the benefits of the free and open competition;

STPI will reject a proposal for award if it determines that the Bidder recommended for award has engaged in corrupt or fraudulent practices in competing for the contract in question.

STPI will declare a Bidder ineligible, either indefinitely or for a stated period, to be awarded a

contract if it at any time determines that the Bidder has engaged in corrupt and fraudulent practices in competing for, or in executing, a contract.

#### 1.9 Performance Security

Within 15 days of notification of award of the work, the successful bidder shall furnish Performance Security to STPI @ 5% of the total value of quoted bid by way of irrevocable and unconditional Bank Guarantee from a reputed Nationalized Bank in favour of Software Technology Parks of India. This Bank Guarantee must be valid for minimum 40 months duration to cover the risk of STPI which may be extended further as per requirement of STPI. The proceeds of the Performance Security shall be payable to STPI as compensation for any loss resulting from the successful bidder's failure to compete its obligations under the terms and conditions of the work. The Performance Security will be discharged by STPI and returned to the successful bidder not later than 120 days following the date of completion of the successful bidder's performance related obligations under the terms & conditions of the work.

#### 1.10 Payment Schedule

- a. The fixed annual fee quoted by the bidder (including tax) will be paid on a quarterly basis.
- b. Payment will be made on submission of bill/ invoice along with the deliverable as per scope of work.
- c. No advance payment shall be made to the Agency.
- d. All logistic expenses (pre-approved by STPI) like Air/ train/ taxi fare, Hotel, transport etc. will be arranged by STPI, in case required on the directions of STPI.

#### 1.11 Confidentiality

Any information pertaining to STPI or any other agency involved in the project that comes to the knowledge of the Bidders in connection with this contract will be deemed to be confidential and the bidders will be fully responsible for the same being kept confidential and held in trust, as also for all consequences of its concerned personnel failing to do so. The bidders shall ensure due secrecy of information and data not intended for public distribution.

#### 1.12 Ownership of Documents

All documents and reports prepared or obtained by the bidder in performing the services shall become and remain the property of STPI, and the bidder shall, not later than upon termination or expiration of the Contract, deliver all such documents to STPI along-with a detailed inventory thereof.

#### 1.13 Liquidated Damages

Delivery of services shall be made by the successful bidder in accordance with the time schedule agreed with STPI. However, STPI may relax this time limit in force majeure conditions. In case of delay in performance for reasons attributable to the successful bidder, such liquidated damages shall be imposed @ 1% of financial quote per week of delay (up to a maximum of 10% of annual value of the contract (Total contract value/number of years of contract)).

#### 1.14 Termination for Default

- a. STPI may without prejudice to any other remedy for breach of terms and conditions, including forfeiture of Performance Security by written notice of default sent to the successful bidder, terminate the work / task in whole or in part after sending a notice to the agency in this regard if:
  - The Agency fails to deliver or complete the job assigned in the terms and conditions within the stipulated time.
  - The Agency fails to deliver satisfactory performance.
  - The Agency fails to perform any other obligations under the terms and conditions.
- b. STPI reserve rights to terminate the contract at any point of time without providing any reason.

#### 1.15 Arbitration

All disputes or differences whatsoever arising between the parties out of or relating to this RFP document shall be settled through arbitration proceedings as per Indian Arbitration Act. In such case, DG, STPI will be the Competent Authority for appointment of the Sole Arbitrator.

#### 1.16 Legal Jurisdiction

All legal disputes are subject to the jurisdiction of New Delhi courts only.

#### 1.17 Force Majeure

If, at any time, during the continuance of the work contract, the performance in whole or in any part by either party of obligation under the work contract shall be prevented or delayed by reasons of any war, hostile acts of the enemy, civil commotion, subrogate, fire, floods, earthquakes, explosions, epidemics, strikes and quarantine restrictions by acts of God,(herein after referred to as eventualities) then provided notice of the happening of any such eventualities is given by either party to the other within two days from the date of occurrence thereon, neither party shall, by reason of such eventualities be entitled to terminate this work contract nor shall either party have any claim of damages against the other in respect of such non-performance or delay in performance. Performance of the work contract shall, however, be resumed as soon as practicable after such eventuality has come to an end.

#### 1.18 Completeness of Tender Offer:

The Bidder is expected to examine all instructions, forms, terms, conditions, and deliverables in the Tender Documents. Failure to furnish all information required by the tender documents or submission of a tender offer not substantially responsive in every respect to the tender documents will be at the Bidder's risk and may result in rejection of its Bid. The Bid is liable to be rejected outright without any intimation to the Bidder if complete information as called for in the tender document is not given therein or if asked for in the Forms / Performa in the tender are not fully furnished.

#### 1.19 Pre-bid Meeting

a. The prospective bidders may raise their queries, if any, during the pre-bid meeting.

b. In respect of interpretation/clarification on any matter relating to this RFP document, the decision of STPI will be final

#### 1.20 Cost of Bidding

The Bidder shall bear all costs associated with the preparation and submission of its bid and STPI will in no case be responsible or liable for these costs, whether the Bid is finally accepted or not.

#### 1.21 Third Party Claims

The bidder (the "Indemnifying Party") undertakes to indemnify STPI (the "Indemnified Party") from all losses, claims for damages on account of bodily injury, death and damage to real property, tangible/intangible personal property.

### Appendix-A

# **DECLARATION REGARDING ACCEPTANCE OF TERMS & CONDITIONS CONTAINED IN THE BID DOCUMENT**

(To be submitted along with Appendix - C)

#### Appendix- B

#### **DECLARATION**

We declare and confirm that

- (i) we have not been blacklisted or deregistered by any central/ state government department or public sector undertaking and none of our works had ever been terminated by client after award of contract, during last three years; and
- (ii) no agent, middleman or any intermediary has been, or will be engaged to provide any services, or any other item of work related to the award and performance of this Contract.

We acknowledge the right of the STPI, if STPI finds to the contrary, to declare our Tender to be non-compliant and if the Contract has been awarded, to declare the Contract to be null and void.

We also declare that the data provided by STPI will be used only for this purpose only and it will not be shared / accessed to any person/ institution/ firm/ company/ corporation/ body etc. without the written consent of the STPI. We acknowledge the right of the STPI, if STPI finds to the contrary, STPI is entitled to claim appropriate compensation from us and the decision of STPI in this regard shall be final.

Authorized Signatory with Seal

### **Appendix-C**

## **Professional Bid Form**

#	Item	Details
1.	Name	
2.	Mailing Address	
3.	Telephone and Fax numbers	
4.	Name of the CEO/MD/Partner	
5.	Brief Description of capabilities related to the scope of work along with company profile	
6.	Scanned copy of proof of online payment of tender fees & EMD along with UTR number	
7.	Copy of PAN	
8.	Copy of GST registration	
9.	Certificate of Registration or Incorporation of company	Registration No.
10.	Turn Over: FY 2022-2023 FY 2023-2024 FY 2024-2025 CA certified statement indicating the turnover of the company/ firm for last Financial Year)	Rs Rs Rs
11.	All the documents required as part of technical bid	Name of the document along with page number

Date:
Signature:
Place:
Name:
Designation:
Seal:

### Appendix-D

FORM: To be submitted/uploaded by Bidder-on-Bidder Letter Head who are exempted from furnishing bid security

### **BID SECURING DECLARATION**

We, M/s	, accepting that if we withdraw or modify our Bid
during the period of validity, or if we are awarde	d the contract and we fail to sign the contract, or to
submit a performance security before the deadlin	ne defined in the request for bid document, we will
be suspended for the period of 12 month from be	eing eligible to submit Bid for contracts with the
Software Technology Parks of India (in short ST	PI).
Authorized Signatory with Seal	

# Appendix-E

Duly Filled application form along with Self-Attested copies of work orders/ contracts/ completion or satisfactory certificate

#	Name of	Govt./ Non-Govt.	Order details			Brief summary
	the Client		NO.	Date	Amount	of assignment