

**OFFICE OF THE COMPTROLLER AND AUDITOR GENERAL OF INDIA
NEW DELHI**

Expression of Interest (EOI)

The Comptroller and Auditor General of India (C&AG) desires to engage Media Monitoring Agencies who will provide the following services:

Monitor media coverage of news relating to CAG/CAG's Audit Reports, all receipts and expenditure from public monies, economy, finance, PSUs, schemes and programs funded by the Government of India and State Governments'; by Print, Electronic and Web Media.

Agencies interested in participation must send their EOI in a two stage bidding (Technical and Financial) in separate sealed envelopes by 27.11.2009 (10.00 a.m.) to:

The Sr.Administrative Officer (GS),
O/o The Comptroller & Auditor General of India,
Pocket 9, Deen Dayal Upadhyay Marg
NEW DELHI – 110 124
Ph No. 011 23237731

Technical Bids shall be opened in Committee Room of this office on 30.11.2009 (11.00 a.m.) and Financial bids of only those tenderers whose technical bids have been accepted by the Office of the Comptroller and Auditor General of India, shall be opened at the same venue on 3.12.2009 (3.00 p.m.) by the Committee authorized by this office and in the presence of those who wish to be present

The name of the work should be mentioned on the envelope. Technical credentials, financial credentials and experience of the participant should be included in the EOI. There is no fee for participation in the EOI. Terms of Reference (TORs) can be downloaded from CAG website www.cag.gov.in.

The Department reserves the right to accept or reject any or all responses without assigning any reason.

Sd/-
Sr.Administrative Officer (GS)

Terms of Reference (TORs) for Media Monitoring Services

Coverage by Print, Electronic and Web Media of news relating to CAG/CAG's Audit Reports, receipts to and expenditure from public monies, economy, finance, PSUs, schemes and programs funded by the Government of India and State Governments' will serve as inputs to Audit Plans for the CAG. It is proposed to appoint Media Monitoring agency to provide services described as under:

Services :

1. Monitoring of
 - i. Print Media - through National and local news papers, and magazines both in English and Hindi languages for all direct and indirect news and stories related to CAG, CAG's Audit Reports; all receipts and expenditure from public monies, economy, finance, schemes and programs funded by the Government of India and State Governments';
 - ii. Electronic Media – News and business channels, for all direct and indirect news and stories related to CAG, CAG's Audit Reports; all receipts and expenditure from public monies, economy, finance, schemes and programs funded by the Government of India and State Governments';
 - iii. Web Sites –news and other reliable websites for all direct and indirect news and stories related to CAG, CAG's Audit Reports; all receipts and expenditure from public monies, economy, finance, schemes and programs funded by the Government of India and State Governments'.

Products :

2. Products relating to media monitoring
 - i. Category wise e-clippings from print media in “as it appears in the print” format in pdf files;
 - ii. Electronic media (audio/video) monitoring report in excel sheet; and
 - iii. Web monitoring report with full news in word format.

Delivery:

3. Deliver the above products relating to media monitoring through
 - i. Category wise e-Clippings from news papers and magazines of local editions in pdf file attachments daily 9.30 a.m. by e-mail ;
 - ii. Category wise e-Clippings from news papers and magazines of outstation editions in pdf file attachments next day 9.30 a.m. by e-mail ;
 - iii. Electronic media (audio/video) monitoring report in excel sheet and in case of sensational news instantly/at the earliest by phone/e-mail; clippings to be provided on demand on DVD;
 - iv. Web monitoring report with full news in word format and in case of sensational news instantly/at the earliest by phone/e-mail;
 - v. Web Page with links to the day's headlines daily 9.30 a.m. by email along with item nos. (iii) and (iv) above, as attachments;
 - vi. 24 hours access to the agency's web site; and
 - vii. Monthly archive of clippings for each calendar month, on DVD, on the 3rd of the following month.
4. Categorization of news items shall be reviewed by the O/o the C&AG periodically, to suit the requirements of the CAG.

Interested Agencies may submit Expression of Interest in two stages i.e., Technical and Financial in separate sealed envelopes latest by 10.00 a.m., on 27/11/2009 in the given proforma.

PROFORMA

Expression of Interest for providing Media Monitoring Services to the Comptroller and Auditor General of India

DATA IN SUPPORT OF TECHNICAL CAPACITY

1. Name of the Agency (enclose brief profile)
2. Permanent Address
3. Branch Offices, if any, with addresses
4. Phone No(s)
5. Fax No(s)
6. Contact Person
 - a. Name
 - b. Designation
 - c. Mobile No
 - d. E-mail Address
7. Website address
8. Principal business of the Agency
9. Date of establishment (in media monitoring)
10. No. of employees engaged in media monitoring
11. No. of news papers and magazines being monitored (enclose list)
12. No. of e-news papers and e-publications being monitored (enclose list)
13. No. of A/V news and business Channels being monitored (enclose list)
14. Languages covered
15. Whether automatic translation facility into English is available. If Yes, details of languages from which translation facility is available.
16. Whether facility for user defined alert services is available. If Yes, mention number of parameters.
17. Date from which archived clippings database is available
18. Search parameters available to search in the database
19. Access to website and database (Limited/Unlimited)
 - a. Number of Users
 - b. Data
20. Infrastructure
 - a. Hardware
 - b. Software
21. List of Government Agencies for which media monitoring services are provided by the agency during the last 3 years
22. Turnover for the last 3 years
23. Service Tax Registration Number and / Income Tax PAN Number
24. Brief profile of the Agency
25. Sample of press clippings
26. Any other information

Place :
Signatory

Signature of Authorised

Date :
Seal

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FINANCIAL BID

1. Name of the Company
2. Address

Sl No.	Item	Cost (Rs.)	Unit
1.	Soft copies of Print Media clippings in pdf format daily by email		Per month
2.	Soft copy of Electronic Media (Audio/Video) report in Excel Sheet daily by email		Per month
3.	Soft copy of Web sites Report in Word format daily by email		Per month
4.	Clippings of Electronic Media (Audio/Video) on DVD		Selected/on demand
5.	Access to Agency's database – current and archived Unlimited / Limited If Limited, number of users and rate		Per month

Place :
Signatory

Signature of Authorised

Date :
Seal