



**Government
eProcurement
System**

eProcurement System Government of India

Tender Details

Date : 08-Oct-2026 12:51 PM

Print

Basic Details

Organisation Chain	National Mission for Clean Ganga		
Tender Reference Number	Pc-Co/6/2026-COMMUNICATION NMCG		
Tender ID	2026_NMFCG_929377_1	Withdrawal Allowed	Yes
Tender Type	Open Tender	Form of contract	EOI
Tender Category	Services	No. of Covers	1
General Technical Evaluation Allowed	No	ItemWise Technical Evaluation Allowed	No
Payment Mode	Not Applicable	Is Multi Currency Allowed For BOQ	No
Is Multi Currency Allowed For Fee	No	Allow Two Stage Bidding	No

Cover Details, No. Of Covers - 1

Cover No	Cover	Document Type	Description
1	EOI Application	.pdf	EoI application

Tender Fee Details, [Total Fee in ₹ * - 0.00]

Tender Fee in ₹	0.00		
Fee Payable To	Nil	Fee Payable At	Nil
Tender Fee Exemption Allowed	No		

EMD Fee Details

EMD Amount in ₹	0.00	EMD Exemption Allowed	No
EMD Fee Type	fixed	EMD Percentage	NA
EMD Payable To	Nil	EMD Payable At	Nil

Work /Item(s)

Title	Public Relations (PR) Agency				
Work Description	Public Relations (PR) Agency				
Pre Qualification Details	Please refer Tender documents.				
Independent External Monitor/Remarks	NA				
Tender Value in ₹	NA	Product Category	Consultancy	Sub category	NA
Contract Type	Tender	Bid Validity(Days)	90	Period Of Work(Days)	1095
Location	New Delhi	Pincode	110001	Pre Bid Meeting Place	as per EOI
Pre Bid Meeting Address	as per EOI	Pre Bid Meeting Date	15-Oct-2026 11:00 AM	Bid Opening Place	New Delhi
Should Allow NDA Tender	No	Allow Preferential Bidder	No		
Tenderer Class	As per Tender Document				

Critical Dates

Publish Date	08-Oct-2026 12:45 PM	Bid Opening Date	28-Oct-2026 03:30 PM
Document Download / Sale Start Date	08-Oct-2026 12:50 PM	Document Download / Sale End Date	28-Oct-2026 03:00 PM
Clarification Start Date	NA	Clarification End Date	NA
Bid Submission Start Date	21-Oct-2026 09:00 AM	Bid Submission End Date	28-Oct-2026 03:00 PM

Tender Documents

NIT Document	S.No	Document Name	Description	Document Size (in KB)
	1	Tendernotice_1.pdf	EoI	809.18

Work Item Documents	S.No	Document Type	Document Name	Description	Document Size (in KB)
	1	Tender Documents	EOIPR.pdf	EOI document	790.24

Tender Inviting Authority

Name	NMCG
Address	NMCG

NATIONAL MISSION FOR CLEAN GANGA
(Ministry of Jal Shakti)
1st Floor, Major Dhyan Chand National Stadium,
India Gate, New Delhi-110002, India, T: +91 11 2307 2900-901

Request for Expression of Interest (EOI): Shortlisting of Public Relations (PR) Agencies for the National Mission for Clean Ganga.

No: Pc-Co/6/2026-COMMUNICATION NMCG

Date: 08th October 2026

1. The National Mission for Clean Ganga (NMCG), under the Ministry of Jal Shakti, Government of India, is implementing the flagship Namami Gange Programme, an integrated conservation mission aimed at pollution abatement and rejuvenation of River Ganga and its tributaries. The programme adopts a multi-sectoral approach covering pollution abatement, ecological restoration, biodiversity conservation, and strengthening people-river connect NMCG functions as the implementing authority under the provisions of the Environment (Protection) Act, 1986.
2. The National Mission for Clean Ganga (NMCG) invites Expressions of Interest (EOI) from eligible and experienced Public Relations (PR) agencies. This procurement follows a two-stage selection process:
 - a) Shortlisting through EOI
 - b) Issuance of RFP to shortlisted agencies
3. The Terms of reference for Public relation (PR) Agency is placed at Annexure – 1. Interested Consultants are required to submit information demonstrating that they possess the necessary qualifications and relevant experience to successfully perform the Services. The Expression of Interest shall be submitted strictly in the prescribed format provided in the Expressions of Interest document. The Consultants will be evaluated and shortlisted in accordance with the Evaluation Criteria specified in Para 4 of the Terms of Reference (TOR). Based on the evaluation, a minimum of three (3) and a maximum of eight (8) agencies shall be shortlisted for participation in the subsequent Request for Proposal (RFP) stage.
4. Joint Venture/Consortium arrangements shall not be permitted for this assignment.
5. A Consultant will be selected on a “pass” or “fail” basis. A Consultant must achieve a “pass” on all the evaluation Criteria specified in Para 4 of the Terms of Reference (TOR) to proceed to the next step. Any Consultant not achieving a ‘pass’ in any of the evaluation criteria shall be rejected as nonresponsive.
6. **Submission of EOI:** Interested consultants shall submit ‘Expression of Interest’ through Central Public e-procurement portal (<https://eprocure.gov.in/eprocure/app>) only **on or before IST 15:00 Hrs. on 28th October 2026** and will be opened on the same day at IST 15:30 Hrs.
7. **Schedule of Selection Process**
The NMCG would endeavour to adhere to the following schedule:

S. No.	Event Description	Date and Time
1.	EOI Publish date	08.10.2026
2.	Pre-Bid Conference by Virtual Meeting Platform	Thursday, 15 October · 11:00am – 12:00pm Time zone: Asia/Kolkata Google Meet joining info Video call link: https://meet.google.com/rti-kcic-gdc

		Or dial: (US) +1 405-266-3534 PIN: 135 992 558# More phone numbers: https://tel.meet/rti-kcic-gdc?pin=2883500180896
3.	Mode of Submission	Online through Central Public e-procurement portal (https://eprocure.gov.in/eprocure/app)
4.	EOI Submission end date & time	28.10.2026 up to 3:00 pm
5.	Opening of EOI	28.10.2026 at 3:30 pm
6.	Issuance of RFP	To be informed later
7.	Validity of Proposal	90 days from Proposal Due Date

8. Communications

National Mission for Clean Ganga
1st Floor, Major Dhyan Chand National Stadium,
India Gate, New Delhi - 110002.
T: +91 11 2307 2900
E: tl.procurement@nmcg.nic.in
W: www.nmcg.nic.in

Terms of Reference for Public relation (PR) Agency to National Mission for Clean Ganga (NMCG)**1. Background**

The National Mission for Clean Ganga (NMCG), under the Ministry of Jal Shakti, Government of India, is implementing the flagship Namami Gange Programme, an integrated conservation mission aimed at pollution abatement and rejuvenation of River Ganga and its tributaries.

The programme adopts a multi-sectoral approach covering pollution abatement, ecological restoration, biodiversity conservation, and strengthening people-river connect NMCG functions as the implementing authority under the provisions of the Environment (Protection) Act, 1986.

2. Objective

NMCG invites Expression of Interest (EOI) from eligible and experienced Public Relations (PR) agencies for shortlisting to participate in the subsequent Request for Proposal (RFP) stage.

This is in compliance with the Department of Expenditure (DOE) Manual for Procurement of Consultancy Services (2025), which prescribes a two-stage selection process:

- a) Shortlisting through EOI
- b) Issuance of RFP to shortlisted agencies

3. Scope of Work (Indicative)

The PR agency (to be selected through RFP stage) will undertake:

- a) Development and execution of PR activities
- b) Media engagement and coordination
- c) Preparation of press releases, backgrounders, Op-eds, reports
- d) Media tracking, analysis, and crisis management
- e) Event coverage and publicity
- f) Development of narratives and success stories
- g) Support in documentation and communication materials

4. Evaluation Criteria for shortlisting to RFP stage:

The Consultants will be considered, which satisfy the following eligibility criteria:

S.No.	Criteria	Documentary Evidence
i.	The Firm/Agency should have a minimum annual average turnover of INR 1 Crores during the last three financial years (i.e. FY 2022-23, 2023-24 & 2024-25)	Audited Balance Sheets and Profit & Loss Statements for the last three financial years (i.e. FY 2022-23, 2023-24 & 2024-25) countersigned by CA or CA certificate for annual turnover for last three financial Years.
ii.	Minimum 5 years of existence in the relevant filed	The Bidder shall submit a copy of the certificate of Incorporation/ Registration or any other document to verify their claim
iii.	In last three financial years (i.e. FY 2022-23, 2023-24 & 2024-25), the Firm/Agency must	The Bidder shall submit relevant Work Order along with respective payment

	have completed minimum 4 (four) projects of PR Management in Government or Private Sector	proofs attested by CA/Completion Certificate from the client.
iv.	Approach & Understanding of Assignment (Brief Note – max 3 pages)	Write-up

Note:

a) Documents to be Submitted: Company profile, financials, experience details, and self-certification.

b) For the purpose of evaluation and shortlisting, only the qualifications, experience, and credentials of the Consultant submitting the EOI shall be considered. The experience, qualifications, or resources of the Consultant's parent company, subsidiaries, affiliates, associates, or any other related entity shall not be taken into account.

Further, assignments undertaken by individual experts in their personal capacity or while employed by, or associated with, other consulting firms shall not be considered as the experience of the Consultant. Such assignments may not be claimed as the relevant experience of the Consultant.

5. Shortlisting Criteria

- a) A PR agency shall be selected on a "pass" or "fail" basis.
- b) A Firm must achieve a "pass" on all the eligibility Criteria specified in Para 4 above to proceed to the next step. Any firm not achieving a 'pass' in any of the eligibility Criteria shall be rejected as nonresponsive.
- c) Shortlisting (subject to "pass") of firm shall be based on higher average annual turnover during the last three financial years (i.e. FY 2022-23, 2023-24 & 2024-25). The firm with the highest average annual turnover shall be ranked first and the remaining firms (subject to "pass") shall be ranked in descending order of their average annual turnover.
- d) Based on the ranking, a minimum 3 and maximum up to 8 agencies will be shortlisted for RFP stage.
- e) RFP shall be issued on GeM only to shortlisted PR agencies. All shortlisted Firms shall be required to register on the GeM portal and comply with the applicable GeM terms and conditions, procedures and guidelines for participation in the RFP process.

Note # there will be no relaxation for MSE bidders.

6. Duration of Consultancy:

Total duration of consultancy is three (03) years with possibility of extension for 2 years' subject to satisfactory performance.

GENERAL TERMS & CONDITIONS

1. Conflict of Interest

The Firms and its personnel shall maintain the highest standards of professional integrity and shall avoid any actual, potential or perceived conflict of interest. The Firms shall not participate in more than one EOI, directly or indirectly. The firms shall not have any conflict of interest that may affect the selection process or performance of assignment. Any conflict shall lead to disqualification and forfeiture of Bid Security. Firms and their deployed personnel shall not accept or undertake any assignment that conflicts with their current or prior obligations or adversely affects their ability to serve NMCG.

2. Integrity Pact

The provisions of the Integrity Pact, wherever applicable, and applicable Government of India/CVC guidelines shall be followed. The Applicant shall not engage in corrupt, fraudulent, collusive, coercive, undesirable or restrictive practices. Any violation may result in rejection of the EOI, termination of the engagement, forfeiture of security, and/or debarment from future NMCG/Ministry of Jal Shakti tenders, as applicable.

3. Confidentiality and Data Security

The Firms and its personnel shall maintain strict confidentiality of all documents, data, reports and other information received from or generated for NMCG. Such information shall be used solely for the Project and shall not be disclosed to any third party without prior written approval of NMCG. Adequate safeguards shall be maintained to prevent unauthorized access, loss or disclosure. Confidentiality obligations shall survive expiry or termination of the engagement.

4. Fraud and Prohibited Practices

The Firms shall observe the highest standards of ethics during the selection process and execution of the assignment. NMCG may reject the Proposal and take appropriate action, including forfeiture of Bid/Performance Security and debarment, if the Applicant is found to have engaged in corrupt, fraudulent, coercive, undesirable or restrictive practices.

5. General Conditions

- a) NMCG reserves the right to accept or reject any or all EOIs without assigning any reason.
- b) NMCG may modify the positions, quantities or requirements, as considered necessary.
- c) Deployed personnel shall work under the directions and supervision of NMCG/its authorized representatives.
- d) All applicable Government of India/NMCG rules, policies and guidelines shall be complied with.

Format for Letter of Application

[On the Letter head of the Applicant]

Date:

To,
National Mission for Clean Ganga
1st Floor, Major Dhyan Chand National Stadium,
India Gate, New Delhi - 110002.
T: +91 11 2307 2900

Ref: Expression of Interest (EOI) for a Public Relations (PR) Agency to National Mission for Clean Ganga (NMCG)

Dear Sir,

Being duly authorized to represent and act on behalf of (Hereinafter referred to as "the Applicant"), and having gone through and fully understood all of the eligibility and qualification requirements and information provided, the undersigned hereby apply for Expression of Interest for the captioned project.

We are enclosing our Application for Qualification with the details as per the requirements of the EOI Document, for your kind evaluation.

Yours faithfully,

(Signature of Authorised Signatory)

(Name, Title and Address)

Format for Details of Applicant

S. No.	Particulars	Details to be filled in
1	Name of applicant with full address	
2	Telephone No.	
3	Fax No.	
4	Email	
5	Year of Incorporation. (Copy of incorporation/registration certificate to be attached)	
6	Name and address of the person holding the Power of Attorney.	
7	(i) Place of Business.	
	(ii) Date of Registration.	
8	GST Registration Number (copy to be attached).	
9	Are you presently debarred / blacklisted by any Government Department /Public Sector Undertaking /Any Employer? (If Yes, please furnish details)	
10	Name and details (Tel ./ Mobile / E mail) of Authorized Signatory	

It is certified that the information given above is TRUE to the best of our knowledge. The organization shall stand liable for any information given above which is later found to be FALSE.

Place:

Signature of the Authorized Signatory

Date:

Name & Designation with Stamp

Annexure-C. List of Similar Assignments* completed in Last 3 Years

S. No.	Year	Name of consultancy assignment with location	Duration of the Assignment	Short Description of Consultancy assignment	Name and address of Owner/Client	Fees for the Assignment	Any other Relevant information

**Similar assignments refer to assignments related to PR management*

Note: The list of assignments mentioned should be substantiated with documentary evidence such as work orders along with project completion certificates from the client.

It is certified that the information given above is TRUE to the best of our knowledge. The organization shall stand liable for any information given above which is later found to be FALSE.

Place:

Date:

Signature of the Authorized Signatory

Name & Designation with Stamp

Format for Financial Strength of the Applicant

S. No.	Financial Year	Turnover (Rs. in Crores)
1	2022-23	
2	2023-24	
3	2024-25	

Note:

- *The Applicant should provide the Financial Capability based on its own financial statements. Financial Capability of the Applicant's parent company or its subsidiary or any associate company will not be considered for computation of the Financial Capability of the Applicant.*
- *Copy of Audited Balance Sheets and Profit & Loss Statements for the last three financial years (i.e. FY 2022-23, 2023-24 & 2024-25) countersigned by CA.*

It is certified that the information given above is TRUE to the best of our knowledge. The organization shall stand liable for any information given above which is later found to be FALSE.

Place:

Signature of the Authorized Signatory

Date:

Name & Designation with Stamp

Declarations

(On a Stamp Paper of relevant value)

1. I/ We hereby certify that my/our firm/Company/Society/Trust has not been debarred/blacklisted by any State Government/Government of India/Govt. Departments and/or agencies such as UN/bilateral/ multi-lateral funding/partner agencies and corporate including CPSEs, at any time for services of any description. We undertake that, in the event of us or any of our promoters/directors being blacklisted / barred at any time post the date of this declaration, we shall intimate NMCG of such blacklisting. We further confirm that we are aware that our Proposal for the captioned Project would be liable for rejection in case any material misrepresentation is made or discovered with regard to the requirements of the EoI Document at any stage of the bidding process.
2. I/ We hereby declare that, no relevant information has been omitted/ withheld in the process of furnishing the information with respect to this EoI.
3. We understood that NMCG is not bound to short-list / accept any proposal received in response to this EoI.
4. I/We have read and examined this EoI document while submitting our response. Further, it is understood that this EoI is only an exercise for possible selection for the future work(s); however, it does not confer any right to any party submitting EoI for further consideration in the process or work allotment.
5. We hereby declare that all the information and statements made in this proposal are true and accept that any misrepresentation contained in it may lead to our disqualification.
6. I/we understand that if we use any unfair means with regard to this EoI, our EoI/proposal shall be liable for cancellation at any time.

Place:

Signature of the Authorized Signatory

Date:

Name & Designation with Stamp

Note: To be executed by Consultant/Applicant.