



ELECTRONICS SECTOR SKILLS COUNCIL OF INDIA (ESSCI)

(Skilling India in Electronics)

REQUEST FOR PROPOSAL (RFP)

Selection of an Agency for Public Relations (PR) & Corporate Communications Services

RFP No.: ESSCI/PR/2026/01

Date of Issue: 08/10/2026

Issued by: Electronics Sector Skills Council of India (ESSCI)

1. Objective

ESSCI, a not-for-profit organisation promoted by the National Skill Development Corporation (NSDC), invites Proposals from experienced and professionally competent PR and Corporate Communications Agencies to strengthen its institutional visibility, media presence, leadership positioning and communication across the electronics, semiconductor, skilling, education and industry ecosystem.

The engagement is intended to build a credible, consistent and proactive communication presence for ESSCI among Government, industry, academia, training partners, media and the wider skilling community.

2. Scope of Work

The selected Agency shall provide the following services during the Contract period:

2.1 PR & Media Relations

1. Develop and execute the PR strategy and media plan, reviewed with ESSCI quarterly.
2. Press releases, media notes, articles and media pitches.
3. Media engagement and coverage across relevant national, business, technology and sector-specific media.

2.2 Leadership Profiling

1. Position ESSCI leadership through interviews, articles, expert comments, podcasts and speaking opportunities.
2. Identify relevant thought-leadership opportunities and prepare ESSCI leadership for them.

2.3 Event & Institutional PR

1. Pre- and post-event media communication.
2. Media invitations, coordination and event coverage.
3. PR support for ESSCI programmes, MoUs, conferences, workshops and major announcements.

2.4 Digital & Social Media

1. Content support for LinkedIn, X, Facebook, Instagram and other relevant platforms.
2. Monthly content/communication calendar and campaign support.

2.5 Newsletter & Content

1. Support for ESSCI newsletters, success stories, case studies and corporate communication.

2.6 Media Monitoring & Reporting

1. Regular media monitoring and a monthly coverage report.
2. Monthly review with ESSCI covering achievements, coverage, upcoming opportunities and the action plan.

2.7 Crisis Communication

1. Strategic support for sensitive media queries, reputation-related matters and official statements, as required.

2.8 Working Arrangement & Service Standards

1. The Agency shall deploy a dedicated Account Lead and a core team, and shall propose in its Technical Proposal the monthly deliverables and KPIs (e.g., press releases, pitches, articles, leadership placements, social posts, coverage targets). The accepted commitments shall form part of the Work Order.

2. No communication, statement or content shall be released on behalf of ESSCI without its prior written approval. Draft content shall ordinarily be shared within 2 working days of ESSCI's request (urgent items on a same-day basis), and sensitive media queries shall be acknowledged within 2 hours during working hours.
3. Ownership of all content, creatives, reports and materials developed under the Contract vests in ESSCI. Agency shall provide Delhi/NCR-based on-call and on-site support for ESSCI events, as required.

3. Eligibility Criteria

Bidders must meet the following minimum criteria as on the date of submission, supported by documentary proof.

Sl.	Criteria	Requirement
1	Legal status	Company / LLP / Partnership Firm / Registered Society or Trust, registered in India.
2	Statutory registration	Valid PAN and GST registration.
3	Experience	Minimum 5 years' experience in PR / Corporate Communications.
4	Relevant assignments	At least 3 relevant completed assignments , preferably with Government, PSU, corporate, technology, electronics, education or skilling organisations, supported by work orders / completion certificates / client testimonials.
5	Financial standing	Minimum average annual turnover of ₹25 Lakhs during the last 3 financial years (FY 2023-24, 2024-25 and 2025-26), supported by a CA certificate with UDIN.
6	Professional team	A professional team with demonstrated PR, media and content capabilities, with CVs of key team members.
7	Media network	Strong media network, particularly in Delhi/NCR and national media, with evidence of relationships and recent coverage secured.
8	Integrity & conflict of interest	Self-declaration that the Bidder is not blacklisted or debarred by any Government / PSU organisation, and has disclosed any conflict of interest with ESSCI.

4. Selection Method

- 4.1 **Stage 1 – Eligibility Screening (qualifying only):** Proposals are verified against Section 3; only compliant Bidders proceed.
- 4.2 **Stage 2 – Technical Evaluation (100 marks):** eligible Bidders shall present their approach and sample work to the Tender Evaluation Committee (TEC); the **minimum qualifying score is 70/100**.

Sl.	Evaluation Head & Marking Guidance		Max. Marks
1	Relevant Experience & Track Record		20
1.1	Number & Scale of Completed Assignments (PR / corporate communications assignments, per Section 3, Sl. 4)	0–4: Meets minimum eligibility only (3 completed assignments). 5–8: 4–6 completed assignments, including some in Government / PSU / corporate organisations. 9–12: 7 or more completed assignments, with demonstrated scale (retainer duration, media outcomes achieved, size of client).	12
1.2	Sector Relevance & Client References (Exposure to electronics, technology, education, skilling, Government / PSU; verifiability of references)	0–3: Assignments not related to ESSCI's sectors; references not independently verifiable. 4–6: Some assignments in electronics / technology / education / skilling or Government / PSU, supported by verifiable references. 7–8: Strong, directly relevant sector exposure with verifiable client references and measurable media / visibility outcomes.	8

2	Professional Team & Media Network		30
2.1	Team Size, Structure & Deployment Plan <i>(Key personnel, qualifications, experience, dedicated Account Lead, organogram)</i>	0–6: Team presented but CVs incomplete; roles or deployment unclear. 7–11: Well-defined team with complete CVs, relevant PR / media / content experience and a clear deployment plan. 12–15: Experienced, multi-skilled team (PR, media, content, digital, crisis) with a dedicated senior Account Lead, clear organogram and role-wise responsibilities.	15
2.2	Media Network & Reach <i>(Delhi/NCR and national media; business, technology and sector-specific media; evidence of coverage)</i>	0–5: Limited media network; little evidence of recent coverage. 6–11: Good network across national and Delhi/NCR media, with samples of recent coverage secured. 12–15: Strong, demonstrable relationships across national, business, technology and trade media, with substantive, verifiable coverage samples.	15
3	Technical Approach & Methodology		30
3.1	PR Strategy & Media Plan for ESSCI <i>(Understanding of ESSCI and its ecosystem; media plan; leadership profiling and event PR approach)</i>	0–5: Generic approach with limited ESSCI-specific alignment. 6–9: Structured strategy covering media relations, leadership profiling and event PR, with partial ESSCI alignment. 10–12: Comprehensive, ESSCI-specific strategy and 12-month media plan, with clear target media, messages, thought-leadership opportunities and proposed KPIs.	12
3.2	Digital, Social Media & Content Approach <i>(Platform strategy, content calendar, newsletter, success stories and case studies)</i>	0–4: Generic approach; content calendar and sample content not provided. 5–7: Defined approach across platforms, with a sample content calendar. 8–10: Comprehensive, platform-wise approach with sample calendar, campaign ideas, content samples and workflow for ESSCI approvals.	10
3.3	Monitoring, Reporting & Crisis Communication Protocol <i>(Monitoring tools, monthly report format, escalation and response mechanism)</i>	0–3: Monitoring, reporting and crisis protocol not clearly described. 4–6: Defined monitoring and monthly reporting, with a basic crisis communication protocol. 7–8: Clear monitoring methodology, sample monthly report, and a documented crisis protocol with escalation matrix and response timelines, aligned with Sections 2 and 6.2.	8
4	Presentation & Response to Queries		20
4.1	Clarity & Professionalism of Presentation <i>(Structure, flow, supporting material, sample work)</i>	0–5: Poorly structured, unclear delivery, insufficient supporting material. 6–9: Well-structured, professional presentation with adequate supporting material. 10–12: Highly professional, concise, executive-level presentation with strong supporting material and relevant work samples.	12
4.2	Response to TEC Queries <i>(Accuracy, consistency with submitted Proposal, practical understanding)</i>	0–3: Vague or inconsistent responses; answers contradict the submitted Proposal. 4–6: Adequate responses with minor gaps; generally consistent with the Proposal. 7–8: Precise, sound responses fully consistent with the Proposal, demonstrating practical understanding.	8
Total (minimum qualifying score: 70)			100

- 4.3 **Stage 3 – Financial Evaluation:** financial bids of technically qualified Bidders only are opened. The Bidder offering the lowest Evaluated Price (L1) as per the Appendix 2 is recommended for award, subject to satisfactory reference checks; ties are broken by the higher Technical Score. Decisions of the TEC and ESSCI are final and binding.

5. Payment Terms

- 5.1 **Contract Period:** 12 months from the commencement date in the Work Order, extendable by mutual written consent for up to 12 further months on the same rates and terms, subject to satisfactory performance.
- 5.2 **Fixed Rates:** rates quoted in the Financial Bid (Appendix 2) are fixed for the Contract period, including any extension.
- 5.3 **Monthly retainer:** paid monthly in arrears against the monthly coverage report and the monthly review held with ESSCI.
- 5.4 **Event PR support:** paid per event, at the quoted rate, for events assigned by ESSCI in writing, after submission of the post-event coverage report.
- 5.5 **Out-of-pocket expenses:** reimbursed at actuals, without mark-up, only if approved in writing by ESSCI in advance and supported by original bills. Paid media / advertisement placements, if any, shall be separately approved by ESSCI.
- 5.6 Payment is released within 30 days of receipt of a correct GST-compliant invoice, subject to applicable TDS. No advance payment shall be made. ESSCI may withhold payment proportionately for committed deliverables not delivered.

6. General Terms & Conditions

- 6.1 **RFP Not an Offer:** this RFP is an invitation to bid only; ESSCI may accept or reject any/all Proposals, or cancel the process at any stage, at its sole discretion and without liability.
- 6.2 **Confidentiality & Data Protection:** the Agency shall keep all ESSCI information, including unpublished announcements, plans and data, strictly confidential, comply with the Digital Personal Data Protection Act, 2023 and the Information Technology Act, 2000, and notify ESSCI within 72 hours of any data breach or leak.
- 6.3 **Intellectual Property:** all content, creatives and reports created for ESSCI shall be original and free from third-party claims, and shall vest in ESSCI on creation. Agency shall not use ESSCI's name, logo or work for its own promotion without written consent.
- 6.4 **Approvals & Ethical Conduct:** the Agency shall not issue any statement or content on behalf of ESSCI without prior written approval, shall ensure factual accuracy, and shall not offer any inducement to media personnel or engage in paid news.
- 6.5 **Conflict of Interest:** the Agency shall disclose any existing or future engagement that may conflict with ESSCI's interests, and shall not represent a directly competing organisation for the same communication mandate during the Contract period without ESSCI's written consent.
- 6.6 **Termination:** ESSCI may terminate for convenience on 30 days' written notice; either party may terminate on 15 days' notice for uncured material breach.
- 6.7 **Indemnity:** the Agency shall indemnify ESSCI against claims arising from breach of confidentiality, professional misconduct, unauthorised public statements, or IP infringement by its personnel.
- 6.8 **Dispute Resolution & Governing Law:** disputes shall first be resolved by mutual discussion, failing which by arbitration under the Arbitration and Conciliation Act, 1996, seated at New Delhi; the Contract is governed by the laws of India.
- 6.9 **Queries:** all queries shall be sent in writing, quoting the RFP number, to the **Designated Officer, ESSCI (eatoceo@essc-india.org)** on or before 14/10/2026. Responses shall be issued to all Bidders in writing.

7. Submission of Proposals

7.1 Timeline

Sl.	Particulars	Date / Timeline
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1	Release of RFP	08/10/2026
2	Last date for receipt of written queries	14/10/2026, 05:00 PM
3	Last date for receipt of physical Proposals (hard copy)	23/10/2026, 05:00 PM
4	Screening and opening of Envelope-A (Eligibility & Technical)	26/10/2026, 11:00 AM
5	Technical presentations to TEC (eligible Bidders; schedule to be intimated)	28/10/2026 – 29/10/2026
6	Opening of Envelope-B (Financial) – technically qualified Bidders only	02/11/2026
7	Issue of Work Order	06/11/2026 onwards

ESSCI may revise the above schedule by written intimation to all Bidders.

7.2 Mode and Address

Proposals shall be submitted **only in physical form** (by hand, post or courier) in sealed envelopes as per Section 7.3, addressed to:

**The Chief Executive Officer,
Electronics Sector Skills Council of India (ESSCI),
155, 2nd Floor, ESC House, Okhla Industrial Estate,
Phase – III, New Delhi – 110020** (Landline: +91-11-46035050)

No e-mail or other digital submission shall be accepted. ESSCI is not responsible for postal / courier delays. Proposals received after the deadline shall not be considered.

7.3 Packaging

One Main Sealed Envelope containing two separately sealed inner envelopes: **Envelope-A** (Legal & Eligibility Documents with Technical Proposal) and **Envelope-B** (Financial Proposal). The Main Envelope and each inner envelope shall show:

- RFP No. ESSCI/PR/2026/01;
- Name of RFP – “Selection of an Agency for Public Relations (PR) & Corporate Communications Services”;
- Envelope name (A / B);
- Bidder’s name, address and contact details.

The Financial Proposal (Appendix 2) shall not be included in Envelope-A, failing which the Proposal shall be rejected.

7.4 Contents of Envelope-A

- Covering letter and Bidder Information & Undertaking (Appendix 1), duly signed and stamped;
- Certificate of incorporation / registration, PAN and GST registration certificates;
- Audited financial statements and CA certificate with UDIN for turnover of the last 3 financial years;
- Work orders / completion certificates / client testimonials for at least 3 relevant completed assignments, with the assignment details table in Appendix 1;
- Company profile, team structure and CVs of key personnel, and details of the media network with samples of recent coverage;
- Technical Proposal covering the points in Section 4 (strategy and 12-month media plan, digital and content approach, monitoring and reporting, crisis communication protocol, proposed monthly deliverables and KPIs, and sample work).

7.5 Envelope-B shall contain only the Financial Proposal in the format at Appendix 2, on the Bidder's letterhead, signed and stamped.

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Appendix 1 – BIDDER INFORMATION & UNDERTAKING

RFP No. ESSCI/PR/2026/01 | PR & Corporate Communications Services [to be submitted in Envelope-A on Bidder's letterhead]

Sl.	Particulars	Details
1	Name of Bidder & legal status	
2	Registered office / Delhi-NCR office address	
3	Year of establishment / years in PR & Corporate Communications	
4	PAN / GST No.	
5	Average annual turnover, FY 2023-24 to 2025-26 (₹ Lakhs)	
6	Name, designation, mobile & e-mail of authorised contact person	
7	Key team size and name of proposed Account Lead	

Details of Relevant Completed Assignments (minimum 3)

Sl.	Client / Organisation	Scope of PR / Communication Work	Period	Value (₹)	Client Contact & Proof Attached
1					
2					
3					
4					

Undertaking

We confirm that we have read and understood the RFP and agree to its terms and conditions. We further declare that:

- (1) all information and documents furnished are true and correct, and ESSCI may verify them with any client or authority;
- (2) we have not been blacklisted or debarred by any Government / PSU organisation, and have no conflict of interest with ESSCI, except as disclosed below: _____;
- (3) we shall maintain the confidentiality of ESSCI information and comply with the applicable laws; and
- (4) our Proposal is valid for 90 days from the last date of submission.

Signature of Authorised Signatory:	Name & Designation:	Date & Place:
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Name of Bidder: _____

(Company Seal / Rubber Stamp)

Appendix 2 – FINANCIAL BID FORMAT

RFP No. ESSCI/PR/2026/01 | PR & Corporate Communications Services [on Bidder's letterhead; to be submitted in Envelope-B only]

S.No.	Component	Unit	Qty. (for evaluation)	Rate/Unit (₹, excl. GST)	Amount (₹)
1	Monthly retainer – complete scope of work at Section 2 (PR & media relations, leadership profiling, digital & social media, newsletter & content, media monitoring & reporting, crisis communication support and monthly review)	Per month	12		
2	Event PR support – per major ESSCI event (conference / MoU signing / major announcement), as assigned by ESSCI	Per event	6*		
Evaluated Price (A) – excl. GST					
GST at ____ % as applicable (B)					
Total inclusive of GST (A + B)					

** The quantity of events is indicative and used only for arriving at the Evaluated Price; event PR support shall be paid on actuals for events assigned by ESSCI. Out-of-pocket expenses and paid media placements are not part of the Evaluated Price and shall be reimbursed only as per Section 5.5.*

Declaration:

- (1) rates are inclusive of all costs (professional fees, team and tools including media monitoring, local travel within Delhi/NCR, routine communication costs, and all taxes/levies other than GST) and no additional charges shall be claimed, except approved out-of-pocket expenses under Section 5.5;
- (2) rates are fixed for the Contract period including any extension; and
- (3) this quote is valid for 90 days from the last date of submission.

Signature of Authorised Signatory:	Name & Designation:	Date & Place:
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Name of Bidder: _____

(Company Seal / Rubber Stamp)

***** END OF RFP DOCUMENT *****