



**OFFICE OF THE DY. DIRECTOR (PR)
DELHI JAL BOARD: GOVT. OF NCT OF DELHI
VARUNALAYA PHASE-II: KAROL BAGH
JHANDEWALAN: NEW DELHI-110005**



No: DJB/DD(PRO)/2026/

Dated:

E-NOTICE INVITING TENDER NO: 01(2026-27)

On behalf of the Chief Executive Officer (CEO) of Delhi Jal Board, e-tenders for the work as mentioned below are being invited on Quality and Cost Based Selection (QCBS) with technical proposals will be allotted weightage of 70% and financial proposals will be allotted weightages of 30%, from reputed Digital Media Agency/Advertising Agency having experience in planning, buying and execution of digital media campaigns for Government Departments, PSUs, Autonomous Bodies or reputed private organizations, for execution of the campaign programme i.e. **“Catch the rain and Save water”**, digital awareness campaign of Delhi Jal Board. The selected agency shall be responsible for campaign planning, media buying, campaign execution, influencers engagements, optimization, monitoring, reporting and submission of campaign performance analytics across approved digital platforms i.e. YouTube, Meta, CTV, Swiggy, Zomato, Whatsapp and Engagements of Influencers as per the rates discovered through this tender process. The intended bidder shall submit their bids (in the prescribed bid documents) under two-bid system i.e. technical bid and financial bid. Only pre-qualified bidders shall be considered for running presentation before Tender Evaluation Committee and opening of their financial bids.

Last date and time for tender downloading	:	11.06.2026 up to 3:00 P.M.
Last date and time for online submission of tender	:	11.06.2026 up to 3:00 P.M.
Date and time for opening of pre-qualified bid	:	11.06.2026 at 3: 30 P.M.
Date and time for running presentation before Tender Evaluation Committee and opening of Financial Bid	:	To be conveyed after opening of pre-qualified bid.

S. No.	Description of Work	Cost	Tender Fee	Earnest Money (Rs.)	Time of Completion
1.	Campaign programme: ‘Catch the rain and Save Water’, a digital awareness campaign of Delhi Jal Board.	Item(s) rate	1000/-	3,00000/-	90 Days

NOTE:

- The validity of the tender is 30 days from the last date of receipt of tender. NIT along with all the terms & conditions is available on Delhi Govt. website <https://govtprocurement.delhi.gov.in>. Interested bidders/ agencies may contact the Office of the Deputy Director (PR), DJB, Room No. 306, Varunalaya Phase-II, Jhandewalan, Delhi, for any additional information / clarification related to the said work & bid.
- Any further amendment / Corrigendum in this NIT as may be applicable or otherwise shall be made available on the DJB Website and Delhi Tender portal <http://govtprocurement.delhi.govt.in>.

3. Provision of GST Act-2017 and further amendment and corrigendum upto this date shall be applicable.
4. Successful bidders shall comply with The Employees' Provident Funds and Miscellaneous Provisions Act, 1952 (EPF & MP Act.1952), along with other extant Labour Laws as applicable.
5. The work includes various campaign related activities which are to be taken-up simultaneously, for this, there should be sufficient arrangement of means and manpower, etc.
6. Bidder shall submit the Tender Fees amount electronically on or before the last date & time of bid in DJB EMD/ tender should be deposited to Indian Bank Account Number: 50448339804, Branch Code: 04619, IFSC Code: IDIB000B677 or through Sab Paisa link i.e. <https://services.sabpaisa.in/pages/demo/djboard.html>. **The Tender Fee and FDR of EMD must be in the favour of Dy. Dir (PR), DJB.**
7. Further, one set of hard copies (original copy duly signed and stamped as uploaded along with photocopies of the uploaded documents) of pre-qualified bid should be submitted by the bidder to the Office of Deputy Director (PRO), DJB, Room No. 306, Varunalaya Phase-II, Jhandewalan, Delhi.
8. Tender fee is non-refundable and having with all inclusive.

(Gopal Aggarwal)
Dy. Director (PR)

Copy for information to:

1. PS to Chairman, DJB.
2. PS to CEO/Member(A)/Member(F)/ CVO.
3. Director(A&P).
4. Director(F&A).
5. Jt. Dir.(F&A)II/ Dy. Dir(F&A)-II/AO
6. Dy. Director (IT) with the request to upload the copy of NIT along with detailed terms & conditions on DJB and Delhi Government websites (<http://govtprocurement.delhi.govt.in>) for wide publicity.
7. Office Copy/Tender File.

Dy. Director (PR)

**TENDER NOTICE FOR SELECTION OF DIGITAL MEDIA AGENCY/ADVERTISING AGENCY
FOR EXECUTION OF
“*Catch the Rain and Save Water*”
DIGITAL AWARENESS CAMPAIGN
DELHI JAL BOARD
(GOVT. OF NCT OF DELHI)**

IMPORTANT DISCLAIMER

This Tender Document has been prepared on Quality and Cost Based Selection (QCBS) with technical proposals will be allotted weightage of 70% and financial proposals will be allotted weightages of 30%, to invite proposals from Digital Media Agencies for execution of the **“*Catch the Rain and Save Water*”** Digital Awareness Campaign of Delhi Jal Board (DJB).

The information contained in this document is intended to assist bidders in preparation and submission of their proposals. DJB reserves the right to modify, amend, revise or cancel any part of the Tender Document at any stage of the tendering process without assigning any reason.

The bidder shall bear all costs associated with preparation and submission of bids and DJB shall not be responsible or liable in any manner whatsoever for such costs.

No commitment or obligation shall arise on DJB unless a formal Work Order/Agreement is issued.

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1. INTRODUCTION

Delhi Jal Board (DJB), Government of NCT of Delhi, is responsible for water supply, sewerage management, wastewater treatment and implementation of water conservation initiatives across Delhi.

As part of its citizen outreach and awareness initiatives, DJB proposes to undertake a large-scale Digital Awareness Campaign titled:

“Catch the Rain and Save Water”

The campaign aims to generate widespread awareness regarding:

- Water conservation,
- Rainwater harvesting,
- Sustainable water management,
- Responsible water usage,
- Prevention of water wastage,
- Citizen participation in water preservation initiatives.

The campaign shall be disseminated exclusively through Digital Media Platforms across Delhi for a period of Ninety (90) Days with the primary objective of maximizing:

- Reach,
- Awareness,
- Visibility,
- Public engagement,
- Digital penetration.

2. NOTICE INVITING TENDER ON QUALITY AND COST BASED SELECTION (QCBS)

Delhi Jal Board invites proposals on Quality and Cost Based Selection (QCBS) with technical proposals will be allotted weightage of 70% and financial proposals will be allotted weightages of 30%, from reputed, experienced and professionally competent Digital Media Agencies for planning, media buying, digital dissemination, campaign deployment, optimization, monitoring and reporting of the ***“Catch the Rain and Save Water”*** Digital Awareness Campaign.

The selected agency shall undertake end-to-end digital media dissemination activities across approved digital platforms i.e. YouTube, Meta, CTV, Swiggy, Zomato, Whatsapp and engagement of Influencers on Non-DAVP/Commercial rates.

The bids shall be submitted online in two separate parts:

1. Pre-Qualified Bid
2. Technical/Quality Evaluation and Financial Bid

Only pre-qualified bidders shall be considered for running presentation before Tender Evaluation Committee and opening of Financial Bids.

3. CAMPAIGN DETAILS

Particulars	Details
Campaign Name	<i>“Catch the Rain and Save Water”</i>
Campaign Duration	90 Days
Campaign Objective	Reach & Awareness
Campaign Type	Digital Public Awareness Campaign along with engagement of Influencers
Campaign Geography	Delhi
Media Type	Digital Media and engagement of Influencers
Earnest Money Deposit	Rupees 3,00,000/- (Three Lakh only)
Tender fees	Rupees 1000/-

4. OBJECTIVE OF THE CAMPAIGN

The campaign is intended to create high visibility public awareness through digital dissemination regarding:

- Water conservation initiatives,
- Rainwater harvesting,
- Sustainable water management,
- Responsible use of water resources,
- Public participation in water conservation activities.

The campaign shall focus on:

- Large-scale digital reach,

- Audience penetration,
- Awareness amplification,
- Geographic targeting,
- Platform optimization,
- Public engagement.

The selected agency shall ensure effective dissemination of approved campaign material through integrated digital media deployment strategies.

5. SCOPE OF WORK

The selected agency shall undertake complete digital media dissemination and campaign execution activities across approved digital media platforms i.e. YouTube, Meta, CTV, Swiggy, Zomato, Whatsapp and engagements of Influencers.

S. No.	Social Media Platforms	Buy type	Approximate Views/Impressions required
1.	YouTube	CPV - Per View	1,75,00,000
2.	Meta	CPV - Per View	2,00,00,000
3.	CTV	CPV - Per View	65,00,000
4.	Swiggy	CPM - Per Imp	1,10,00,000
5.	Zomato	CPM - Per Imp	50,00,000
6.	Whatsapp	CPM - Per Msg.	40,00,000

Following numbers of Influencers (category-wise) will be required:

S. No.	Category of Influencers (based on numbers of followers)	No. of Influencers required	Remarks
1.	'B', Handles/channels with 1M – 5M Subscribers/Followers	15	As campaign is Delhi based, Influencers will be selected/prioritized based on his/her numbers of followers residing in Delhi and who is active in the Social Wellness field especially in 'Water'.
2.	'C', Handles/channels with 750K – 1M Subscribers/Followers	30	
3.	'D', Handles/channels with 250K – 750K Subscribers/Followers	50	

Bidders are requested to submit list of Influencers with mentioning of numbers of followers in Delhi, as per details mentioned above, along with their financial bid.

The scope of work shall include but not be limited to the following:

5.1 DIGITAL MEDIA PLANNING

The selected agency shall prepare a detailed Digital Media Plan covering:

- Platform-wise dissemination strategy,

- Reach optimization,
- Audience segmentation,
- Geographic targeting,
- Frequency planning,
- Budget allocation,
- Campaign scheduling,
- Platform mix,
- Visibility optimization strategy,
- Awareness amplification planning.

The Media Plan shall be submitted to DJB for approval before commencement of campaign activities.

The selected agency shall revise or optimize media plans during the campaign period based on:

- Campaign performance,
- Reach trends,
- Audience engagement,
- Platform analytics,
- Instructions issued by DJB.

5.2 DIGITAL MEDIA BUYING

The selected agency shall undertake digital media buying and engagement of Influencers on negotiated Non-DAVP/Commercial rates.

Digital dissemination platforms may include but shall not be limited to:

- Google Ads,
- YouTube,
- Meta Platforms (Facebook & Instagram),
- X (Twitter),
- LinkedIn,
- OTT Platforms,
- Programmatic Advertising Platforms,
- Native Advertising Platforms,
- Mobile Advertising Networks,
- Online News Platforms,
- Display Advertising Networks.

The selected agency shall ensure:

- Competitive commercial rates,
- Efficient media utilization,
- Maximum campaign visibility,
- Optimum digital reach,
- Awareness-focused dissemination.

The selected agency shall coordinate directly with digital platforms/vendors/Influencers for campaign deployment and execution.

5.3 DIGITAL CAMPAIGN EXECUTION

The selected agency shall be responsible for:

- Campaign deployment,
- Ad trafficking,
- Platform-wise dissemination,
- Scheduling and release management,
- Campaign optimization,
- Monitoring of campaign performance,
- Platform coordination,
- Daily supervision of campaign activities.

The selected agency shall ensure smooth and uninterrupted dissemination throughout the campaign duration.

The campaign shall be executed in accordance with approved:

- targeting strategy,
- dissemination schedules,
- budget allocation,
- media plans.

5.4 DIGITAL DISSEMINATION & AMPLIFICATION

The selected agency shall disseminate approved campaign material including:

- Static Creatives,
- Digital Banners,
- GIFs,
- Reels,
- Public Awareness Videos,
- Campaign Messages,
- Awareness Communication Units.

The selected agency shall ensure:

- Maximum digital visibility,
- Geographic targeting,
- Audience targeting,
- Awareness amplification,
- Platform optimization,
- Reach enhancement.

No changes o/r modifications in approved campaign material shall be carried out without prior approval from DJB.

5.5 MONITORING & REPORTING

The selected agency shall submit:

- Daily Dissemination Reports,
- Platform-wise Reach Reports,
- Impression Reports,
- Engagement Reports,
- Geo-targeting Reports,
- Audience Analytics,
- Optimization Reports,
- Weekly Performance Reports,
- Final Campaign Summary Report.

The selected agency shall maintain complete records and documentation of all campaign activities during the assignment period.

DJB may review campaign performance periodically during the campaign duration.

6. MINIMUM DELIVERABLES

Sl. No.	Deliverable	Minimum Requirement
1	Digital Campaign Deployment	Daily
2	Geo-targeted Dissemination	Continuous
3	Campaign Optimization	Weekly
4	Reach & Awareness Reports	Weekly
5	Analytics & Performance Reports	Weekly
6	Final Campaign Summary Report	End of Campaign

The deliverables may be revised based on campaign requirements.

7. PERIOD OF ASSIGNMENT

The assignment shall remain valid for Ninety (90) Days from the date of issuance of Work Order or from such date communicated by DJB.

DJB may revise:

- campaign schedules,
- targeting requirements,
- dissemination timelines,
- campaign volume,
- platform allocation,

based on campaign requirements.

8. ELIGIBILITY CRITERIA

8.1 LEGAL ENTITY

The bidder should be a legally registered entity in India and shall submit:

- Certificate of Incorporation/Registration,
- GST Registration Certificate,

- PAN Card,
- Registered Office Address Proof.

8.2 EXPERIENCE

The bidder should possess minimum three (3) years' experience in:

- Digital Media Planning,
- Digital Media Buying,
- Digital Campaign Execution,
- Government/Public Sector Campaigns.

Supporting documents such as:

- Work Orders,
- Completion Certificates,
- Agreements,
- Client Certificates,

shall be submitted.

8.3 FINANCIAL CAPABILITY

The bidder should possess adequate financial capability and operational infrastructure for execution of large-scale digital awareness campaigns.

The bidder shall submit following documents for a period of last 03 years:

- Audited Financial Statements,
- CA Certified Turnover Certificate,
- Income Tax Returns,
- GST Returns.

The turnover considered for evaluation may include revenue generated from:

- Digital Media,
- Advertising,
- Media Buying,
- Marketing Services,
- Communication Services,
- Integrated Campaigns.

8.4 NON-BLACKLISTING

The bidder shall submit a declaration stating that the agency has not been blacklisted by:

- Government Departments,
- PSUs,
- Autonomous Bodies,
- Statutory Authorities.
-

9. SUBMISSION OF BIDS

The bids shall be submitted online in two-cover system.

9.1 Pre-Qualified BID

The Pre-Qualified Bid shall include:

- Agency Profile,
- Registration Documents,
- Digital Campaign Credentials,
- Financial Documents,
- Non-Blacklisting Declaration,
- Team Structure,
- Infrastructure Details,
- Supporting Documents.

No financial information/quotation shall be included in the pre-Qualified Bid.

9.2 FINANCIAL BID

The Financial Bid shall include:

- Platform-wise media rates,
- Campaign management charges,
- Agency service charges,
- Applicable taxes and charges.
- Rates of Influencers (Category-wise)

The Financial Bid shall be submitted strictly in prescribed format.

10. EVALUATION OF BIDS

The bids shall be evaluated by a Tender Evaluation Committee constituted by DJB.

The evaluation process shall consist of:

1. Technical/Quality Evaluation
2. Financial Evaluation

Only bidders qualifying the Technical/Quality Evaluation with 40 marks out 70 marks shall be considered for opening of Financial Bids.

10.1 TECHNICAL/QUALITY EVALUATION CRITERIA (70 MARKS)

Sl. No.	Evaluation Criteria	Maximum Marks
1	Experience in Digital Media Campaigns	15 Marks

Sl. No.	Evaluation Criteria	Maximum Marks
2	Experience in Government/Public Sector Campaigns	15 Marks
3	Digital Media Buying & Platform Capability	
	Campaign Reach & Performance Capability	10 Marks
4	Financial Capability & Turnover	10 Marks
5	Approach & Methodology Presentation	20 Marks
	Total	70 Marks

10.2 DETAILED MARKING CRITERIA

A. EXPERIENCE IN DIGITAL MEDIA CAMPAIGNS – 15 MARKS

Criteria	Marks
3–5 Years Experience	5 Marks
5–7 Years Experience	10 Marks
Above 7 Years Experience	15 Marks

B. EXPERIENCE IN GOVERNMENT / PSU CAMPAIGNS – 15 MARKS

Criteria	Marks
1 Government/PSU Campaign	5 Marks
1–4 Government/PSU Campaigns	10 Marks
5 or more Government/PSU Campaigns	15 Marks

C. DIGITAL MEDIA BUYING & PLATFORM CAPABILITY, CAMPAIGN REACH & PERFORMANCE CAPABILITY – 10 MARKS

Evaluation shall include:

- Multi-platform expertise,
- Performance media capability,
- Geo-targeting capability,
- Programmatic media capability,
- Platform certifications.

Criteria	Marks
Basic Capability	4 Marks
Multi-Platform Capability	7 Marks
Advanced Integrated Capability	10 Marks

D. FINANCIAL CAPABILITY & TURNOVER – 10 MARKS

Average Annual Turnover	Marks
Up to ₹100 Crore	4 Marks
Above ₹100 Crore and up to ₹200 Crore	7 Marks
Above ₹200 Crore	10 Marks

E. APPROACH & METHODOLOGY PRESENTATION – 20 MARKS

Criteria	Marks
Basic Understanding	5 Marks
Good Dissemination Approach	10 Marks
Comprehensive Digital Strategy	20 Marks

10.3 MINIMUM QUALIFYING MARKS

The bidder should secure minimum 40 Marks out of 70 Marks in Technical/Quality Evaluation for opening of the Financial Bid.

11. FINANCIAL EVALUATION (30 MARKS)

The Financial Bid shall be evaluated based on:

- Commercial competitiveness,
- Media buying rates,
- Campaign management charges,
- Cost effectiveness,
- Overall value proposition.

Proposals with the lowest cost may be given a financial score of 100 (Hundred) and other proposals given financial scores that are inversely proportional to their prices w.r.t. the lowest offer.

Illustrations:

Financial Bid Evaluation

Bidder details	Financial Bid Amount
Bidder 1	Rs. 1,30,000/-
Bidder 2	Rs. 1,20,000/-
Bidder 3	Rs. 1,00,000/-

Conversion of financial bid amount to score

Bidder details	Financial Bid Amount	Financial Score
		(LFB/F*100)
Bidder 1	Rs. 1,30,000/-	$100000/130000*100 = 76.92$
Bidder 2	Rs. 1,20,000/-	$100000/120000*100 = 83.33$
Bidder 3	Rs. 1,00,000/-	100

LFB = Lowest financial bid, F = Quoted Amount

12. FEE & COMMERCIAL TERMS

The quoted rates shall include:

- Media buying charges,
- Agency service charges,
- Reporting charges,
- Optimization charges,
- Operational expenses.

No additional charges shall be considered unless approved by DJB.

13. TERMS & CONDITIONS

1. DJB may accept or reject any or all bids without assigning any reason.
2. DJB may revise campaign scope, schedules or dissemination requirements.
3. Campaign activities shall commence only after approval from DJB.
4. The selected agency shall ensure timely dissemination across approved digital platforms.
5. The selected agency shall comply with applicable platform policies and government guidelines.
6. Quotations should be submitted online through e-procurement portal i.e. <http://govtprocurement.delhi.gov.in> before the due date and time.
7. Pre-qualified Bid should be submitted online.
8. TENDER EVALUATION:
9. The Tender evaluation committee duly approved by the competent authority will evaluate the technical/Quality of the bidders.
10. Bids accompanied with modification of these terms and conditions from the bidders will not be entertained.
11. The Agency should be a legal person which can be a company, individual, firm, partnership firm or proprietorship concern.
12. Rates should be clear in all respect i.e. without hidden costs (only Amount) excluding GST.
13. Delhi Jal Board reserves the right to accept / reject any bid without assigning any reason thereof.
14. Proof of GST Number.
15. Copy of Pan Card number.
16. Incomplete bids will stand rejected automatically.
17. The bidder shall not be permitted to withdraw his bid after its submission.
18. A 5% Performance Security is to be obtained from the successful bidder awarded the contract as per the OM, M/o Finance – Amendment in General Financial Rules, 2017 - Rule 171 (i) Performance Security regarding. Performance Security may be furnished in the form of Insurance Surety Bonds, Account Payee Demand Draft, fixed Deposit Receipt from a Commercial bank, Bank Guarantee (including e- Bank Guarantee) from a Commercial

bank or online payment in an acceptable form safeguarding the purchaser's interest in all respects.

19. Penalty: there will be a penalty from 0.5% up to 10% of the bill submitted quarterly for not performing the work as per the scope of work or a shortfall in manpower in any month.
20. The work shall be carried out in appropriate stages under the direction and supervision of the Dy. Dir. (PR).
21. The Successful Bidder shall carry out and complete the said work in every aspect in accordance with this NIT.
22. The successful bidder shall execute contract agreement on a non-judicial stamp paper of Rs.100/- incorporating the terms and conditions of the contract within 03 days of the receipt of intimation regarding acceptance of the tender.
23. On violation of any of the terms & conditions of this contract by the agency, Delhi Jal Board will be entitled to forfeit the Earnest Money or the balance thereof, that may at that time be remaining and to realize and retain the same as damages and compensation for the Delhi Jal Board and to recover any further sums as damages by Delhi Jal Board or otherwise however.
24. Except where, otherwise provided in the contract, all questions and disputes arising out of the contract shall be referred to Chief Executive Officer, Delhi Jal Board whose decision in this regard shall be final.

14. PAYMENT TERMS

Payment shall be processed based on:

- Actual dissemination,
- Approved deployment,
- Submission of invoices,
- Submission of reports and proof of execution.

No advance payment shall be made.

15. PERFORMANCE & DELIVERY CONDITIONS

The selected agency shall ensure:

- Timely dissemination,
- Accurate targeting,
- Platform-wise deployment,
- Delivery of approved campaign objectives,
- Submission of reports within timelines.

Campaign performance may be reviewed periodically during the assignment period.

16. CONFIDENTIALITY

The selected agency shall maintain confidentiality regarding:

- Media plans,

- Campaign strategy,
- Analytics,
- Financial information,
- Official communications.

17. DISPUTE RESOLUTION

Any dispute arising out of this Tender or subsequent Agreement shall be subject to jurisdiction of Courts located in Delhi.

Disputes, if any, may be resolved through mutual discussions or arbitration as per applicable provisions.

UNDERTAKING

"I, _____, _____, am authorized to give

(Name)

(Designation)

this undertaking on behalf of M/S _____ (the bidder), and do undertake on behalf of M/S _____ that we shall abide by the terms & conditions of this NIT No.1 (2026-27) issued by the Deputy Director (PR), Delhi Jal Board and M/S _____ (the bidder) has not been blacklisted by any Central govt/ State govt /PSU/ Govt body/ULB.