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DR. AMBEDKAR INTERNATIONAL CENTRE

Ministry of Social Justice & Empowerment

Department of Social Justice & Empowerment

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NOTICE INVITING EXPRESSION OF INTEREST (EoI)

Dr. Ambedkar International Centre (DAIC) and **Dr. Ambedkar National Memorial (DANM)**, institutions under the Ministry of Social Justice and Empowerment, Government of India, invite **Expressions of Interest (EoI)** from reputed Media Organizations for empanelment and establishment of strategic institutional partnerships.

The proposed partnerships aim to strengthen public outreach, dissemination of knowledge, promotion of constitutional values, and wider visibility of the programmes, activities and initiatives undertaken by DAIC and DANM.

The collaboration shall be institutional, non-exclusive and non-commercial in nature, with no financial implication on either party under the proposed **Memorandum of Understanding (MoU)**.

Interested organizations fulfilling the prescribed eligibility criteria may submit their Expression of Interest in the prescribed format within the stipulated timeline.

The detailed EoI containing the eligibility criteria, scope of collaboration, submission process and other terms & conditions is available separately.

DAIC and DANM reserve the right to accept or reject any or all Expressions of Interest without assigning any reason thereof.

EXPRESSION OF INTEREST (EoI)

For Collaboration with Media Organizations

1. Background

Dr. Ambedkar International Centre (DAIC) and **Dr. Ambedkar National Memorial (DANM)**, institutions under the Ministry of Social Justice and Empowerment, Government of India, are dedicated to promoting research, education, dialogue, and public awareness on the life, philosophy, vision, and enduring legacy of Bharat Ratna Dr. B. R. Ambedkar, as well as the constitutional ideals of justice, liberty, equality, fraternity, social inclusion, and nation-building.

With a view to expanding institutional outreach and strengthening dissemination of knowledge among diverse sections of society, DAIC and DANM propose to collaborate with reputed Media Organizations possessing demonstrated professional competence, credibility, and a commitment to responsible public communication.

Accordingly, Expressions of Interest (EoIs) are invited from eligible Media Organizations for establishing institutional collaboration through a Memorandum of Understanding (MoU).

2. Objective

The objective of this EoI is to identify suitable Media Organizations for institutional collaboration to facilitate dissemination of information, promote public awareness, strengthen communication initiatives, and enhance the visibility of the educational, academic, cultural, and commemorative activities undertaken by DAIC and DANM.

3. Scope of Collaboration

The collaboration may include, but shall not be limited to, the following:

- Promotion of DAIC and DANM as venues for **Meetings, Incentives, Conferences and Exhibitions (MICE)** through appropriate media platforms and communication initiatives, with a view to enhancing institutional outreach and visitor engagement.
- Dissemination of information relating to programmes, conferences, lectures, seminars, exhibitions, publications, and other institutional initiatives of DAIC and DANM.
- Facilitating wider outreach and appropriate media coverage of significant national and international events organized by DAIC and DANM.
- Development and dissemination of educational, knowledge-based, and public awareness content across suitable media platforms.
- Collaboration in digital communication, multimedia engagement, and emerging communication channels for enhanced public outreach.
- Promotion of awareness relating to constitutional values, social justice, equality, inclusion, and the life and contributions of Bharat Ratna Dr. B. R. Ambedkar.
- Exchange of professional knowledge, communication practices, and institutional expertise in areas of mutual interest.
- Organization of joint awareness campaigns, panel discussions, workshops, seminars, media interactions, and other knowledge-sharing initiatives, wherever considered appropriate.
- Any other activity of mutual interest consistent with the objectives of both organizations.

4. Eligibility Criteria

Interested organizations should satisfy the following requirements:

- Be a legally registered Media Organization under the applicable laws.
- Possess a credible institutional reputation and demonstrated experience in print, electronic, digital, or multimedia communication.
- Have an established record of professional competence and ethical media practices.
- Possess adequate organizational infrastructure and communication capabilities.
- Not have been blacklisted, debarred, or declared ineligible by any Central Government Ministry, State Government, Public Sector Undertaking, or other statutory authority.
- Be willing to collaborate on an institutional and non-commercial basis.

5. Nature of Collaboration

The proposed collaboration shall:

- be institutional and collaborative in nature;
- be non-exclusive;
- be based on mutual cooperation and shared institutional objectives;
- not involve any financial implication or financial commitment on either party under the MoU;
- not create any obligation for award of work, procurement of services, sponsorship, advertisement, or any commercial arrangement; and
- be undertaken strictly in accordance with the mutually agreed terms and applicable Government rules.
- The collaboration shall not be construed as creating any agency, partnership, joint venture, employment, franchise, or principal-agent relationship between the parties.
- Nothing contained in the EoI or the Memorandum of Understanding shall be construed as creating any legally enforceable obligation upon DAIC/DANM to undertake any specific activity or continue the collaboration for any minimum period.
- The collaboration shall not confer any exclusive rights upon the collaborating organization and DAIC/DANM shall remain free to enter into similar arrangements with any other organization.
- The collaboration shall be subject to availability of administrative approvals, Government policies, and decisions of the Competent Authority from time to time.

6. Framework of Collaboration

The collaboration shall be formalized through a Memorandum of Understanding (MoU) setting out the scope of cooperation, roles and responsibilities of the parties, implementation mechanism, review process, and other mutually agreed terms.

Specific collaborative activities shall be undertaken only with the prior approval of the respective Competent Authorities and in accordance with the applicable rules, regulations, and administrative procedures.

7. Submission of EoI

Interested organizations may submit the following documents:

- Organizational Profile.
- Certificate of Registration/Incorporation.
- Brief details of organizational experience and notable assignments.
- Details of communication capabilities, platforms, and outreach.
- Details of major institutional collaborations, if any.
- Contact details of the authorized representative.
- Any other information considered relevant in support of the Expression of Interest.

8. Evaluation and Selection

The Expressions of Interest received shall be examined by DAIC on the basis of institutional credibility, organizational profile, relevant experience, communication capabilities, and suitability for collaboration.

DAIC may seek additional information, conduct discussions with shortlisted organizations, or invite presentations, wherever considered necessary, before entering into a Memorandum of Understanding.

DAIC may seek clarifications, additional documents, presentations or interactions from any applicant at any stage of the evaluation process without thereby creating any obligation to select such applicant.

Mere submission of an Expression of Interest or participation in the evaluation process shall not create any right or legitimate expectation in favour of any applicant.

9. General Terms and Conditions

- Submission of an Expression of Interest shall not confer any right upon any organization for execution of an MoU or for participation in any future assignment.
- DAIC reserves the absolute right to accept or reject any or all Expressions of Interest, either wholly or partly, without assigning any reason whatsoever.
- DAIC may amend, modify, suspend, withdraw or cancel this EoI, either wholly or partly, at any stage without assigning any reason and without incurring any liability whatsoever.
- The decision of DAIC regarding evaluation, selection, empanelment, execution of MoU, continuation or discontinuation of collaboration shall be final and binding and shall not be open to challenge.
- DAIC shall not be liable for any expenditure, cost or expenses incurred by any organization in connection with preparation or submission of the EoI.
- Any attempt by an applicant to influence the evaluation or decision-making process shall render the applicant liable for rejection.
- DAIC reserves the right to seek any clarification, additional document or verification from any applicant at any stage.
- DAIC may verify any information furnished in the EoI from any Government Department, statutory authority or any other source considered appropriate.
- If any information furnished by the applicant is found to be false, misleading, incomplete or suppressed at any stage, DAIC shall have the right to reject the EoI or terminate the MoU forthwith without any notice.

10. Termination

The Memorandum of Understanding executed pursuant to this Expression of Interest may be terminated by either party by giving one (01) month's prior written notice to the other party.

Notwithstanding anything contained herein, DAIC/DANM shall have the absolute right to terminate the Memorandum of Understanding at any time, without assigning any reason whatsoever, by giving one (01) month's prior written notice.

DAIC/DANM may also terminate the MoU with immediate effect, without any notice, if:

- any information furnished by the collaborating organization is found to be false or misleading;
- the organization is blacklisted or debarred by any Government authority;
- the organization commits any material breach of the MoU;
- continuation of the collaboration is considered prejudicial to the interests, reputation or functioning of DAIC, DANM or the Government of India.

Termination of the MoU shall not entitle the collaborating organization to claim any compensation, damages, loss of business, loss of reputation or any other monetary or equitable relief from DAIC, DANM or the Government of India.

11. Confidentiality

The collaborating organization shall maintain strict confidentiality of all non-public information, records, documents, photographs, videos, publications, communication material or any other information received from DAIC/DANM during the course of collaboration.

No such information shall be disclosed, reproduced or used for any purpose other than those specifically approved by DAIC.

The confidentiality obligations shall survive the expiry or termination of the MoU.

12. Use of Name, Logo and Intellectual Property

The collaborating organization shall not use the name, emblem, logo, insignia, trademark, photographs, videos, branding or any other intellectual property of DAIC, DANM, Ministry of Social Justice & Empowerment or Government of India without obtaining prior written approval of DAIC.

Execution of the MoU shall not confer any ownership or intellectual property rights upon either party.

13. Conflict of Interest

The collaborating organization shall immediately disclose any actual, potential or perceived conflict of interest.

Failure to disclose such conflict shall constitute sufficient ground for rejection of the EoI or termination of the MoU.

14. Indemnity

The collaborating organization shall indemnify and keep indemnified DAIC, DANM, Ministry of Social Justice & Empowerment and Government of India against all claims, losses, damages, liabilities, costs and expenses arising out of any act, omission, negligence, breach of law or breach of the terms of the MoU attributable to the collaborating organization.

15. Governing Law and Jurisdiction

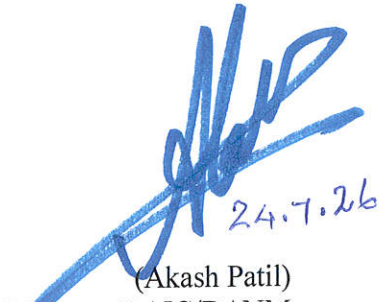
This Expression of Interest and the Memorandum of Understanding executed pursuant thereto shall be governed by the laws of India.

Any dispute arising out of or relating to the EoI or the MoU shall be subject to the exclusive jurisdiction of the competent courts at **New Delhi**.

16. Disclaimer

This Expression of Interest is issued solely for the purpose of identifying suitable Media Organizations for institutional collaboration with DAIC and DANM. It shall not be construed as an invitation for procurement, tendering, consultancy, advertisement, sponsorship, or award of any commercial contract. Any future engagement involving financial implications, if required, shall be considered separately in accordance with the applicable Government rules and with the approval of the Competent Authority.

Nothing contained in this Expression of Interest shall be construed as a promise, representation or commitment by DAIC to enter into a Memorandum of Understanding with any applicant. DAIC reserves the unrestricted right to discontinue, suspend or terminate the EoI process or any collaboration arising therefrom at any stage without assigning any reason whatsoever and without incurring any liability.


24.7.26
(Akash Patil)
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