

REQUEST FOR PROPOSAL – SELECTION OF AN AGENCY FOR EVALUATING ENTRIES FOR SEBI & NISM ARTH YATRA CONTEST 2025.

Last Date & Time to Submit Bids: September 18, 2025 3:00 pm

Important Dates:

Sr. No.	Particulars	Date	Time
1.	Release of RFP	September 10, 2025	
2.	Pre-bid meeting	September 12, 2025	
3.	Last date for submission	September 18, 2025	3:00 PM
4.	Opening of Eligibility & Technical Bids	September 18, 2025	3:15 PM
5.	Presentation by shortlisted agencies	September 22-23, 2025*	
6.	Price bid opening	September 24, 2025	
7.	Award of Contract	September 29, 2025	

***Tentative**

NISM Patalganga Campus
Plot No. IS 1 & IS 2,
Patalganga Industrial Area,
Mohopada, Dist Raigad,
Near Navi Mumbai
Maharashtra-410222

CHECKLIST

Sr. No.	Document	Submitted (Yes / No)
1.	Certificate of Incorporation	
2.	Copy of PAN Card	
3.	Copy of GST Certificate	
4.	Annexure – 1: Covering Letter on Company Letterhead	
5.	Annexure – 2: Relevant Experience	
6.	Annexure – 3: Team Profile	
7.	Audited Financial Statement (last 3 years)	
8.	EMD Remittance Copy	



1. Background and Scope of Work

The Securities and Exchange Board of India (SEBI), in association with the National Institute of Securities Markets (NISM), have launched a nationwide Creative Expression Contest. The teaser of the initiative — “SEBI Arth Yatra Contest 2025” — was unveiled by SEBI Chairman at the NISM Campus, Patalganga. This contest forms part of SEBI’s larger investor awareness programme focused on educating and empowering investors across the nation.

The contest seeks to involve citizens through creative submissions that highlight key aspects of financial literacy, including responsible investing, SEBI’s investor-friendly measures, and the importance of identifying and avoiding financial scams.

Open to the general public, the competition will feature two categories: Short Videos and Static Posts. Participants are invited to develop content around the following themes designed to encourage an informed financial journey in the securities market:

Theme 1: Invest Responsibly, Prosper Wisely

Theme 2: Investor-Friendly Initiatives to Empower Investors

Theme 3: Bust the Scam

The competition will run from 25th August 2025 to 25th September 2025. NISM is seeking agencies to evaluate the submitted entries, conduct scrutiny, and present the shortlisted ones before the jury.

NISM invites proposals from eligible agencies to carry out the above-mentioned tasks within the specified timeline. The competition is currently live, and entries can be submitted online through Google Form available at SEBI / NISM website.

The contest dates and timelines are subject to changes at the discretion of SEBI.

2. Scope of Work

For the aforesaid purpose, NISM requires competitive bids from agencies who could provide the following services with adequate documentation as per the requirements of NISM:

The detailed scope of work includes planning, conceptualization, collection, segregation and shortlisting of entries.

2.1. Entry Collection and Management (Contest-Specific)

- Collection: Receive and manage a large number of public entries from contests on social media.
- Segregation and Filtering: Utilize robust tools (AI/NLP or manual) to segregate and categorize entries by type, specifications, quality, language, and theme.
- Language & Format Handling: Capability to process content in all Indian languages across formats such as text, images, videos, voice clips, animations etc. The contest entries will be received in English, Hindi, Tamil, Telugu, Odia, Bengali, Marathi, Urdu, Assamese, Kannada, Malayalam, Gujarati, and Punjabi.

2.2. Shortlisting and Jury Preparation

- Shortlisting: Deliver a final curated list of a select number of entries for each format in different languages to NISM. Reasons to be recorded for the entries that are not shortlisted, along with maintenance of such records.
- Supporting Documents: Prepare well-structured jury evaluation packs, including:
 - Scoring sheets
 - Entry synopses
 - Preview-friendly versions of entries (compressed formats, transcripts, etc.)

2.3. Content Moderation and Due Diligence

- Conduct background checks on creators of shortlisted entries to identify any past controversial, offensive, or non-compliant content associated with them.
- Implement strong quality control (QC) mechanisms to ensure cultural, legal, and regulatory appropriateness.

2.4. Human and Technical Capability

- Deploy an adequately staffed team with experience in creative evaluation, content moderation, and campaign execution.
- Demonstrate the ability to process regional content using either:
 - Native language experts, or
 - AI-based multilingual translation and interpretation tools
- Provide a clear outline of team structure, roles, and quality assurance process.

2.5. Timelines and Compliance

- Ensure all deliverables are submitted within agreed timelines preferably, 15 working days, with flexibility for expedited processing as required.
- Adhere strictly to NISM's confidentiality, IP, and data protection protocols.

2.6. Additional Responsibilities

- Provide support for any other investor education, marketing, or communication assignments as may be entrusted by SEBI during the empanelment period.
- Ensure seamless collaboration with SEBI's internal teams, partners, and stakeholders

2.7. Selection Parameters

Participants to be judged on three parameters for short video/reel as follows:

- Adhering to the terms and conditions of the contest
- Qualitative parameters
 - Relevance to the theme
 - Creativity
 - Appropriateness in terms of the message being conveyed
 - Appeal and attractiveness of the short video/reel
- Quantitative parameters
 - Only participants having at least 500 followers to be considered for prizes and;
 - Participants must have at least 10,000 views on their short video/reel

Participants to be judged on three parameters for static post as follows:

- Adhering to the terms and conditions of the contest
- Qualitative parameters
 - Relevance to the theme
 - Creativity
 - Appropriateness in terms of the message being conveyed
 - Appeal and attractiveness of the static
- Quantitative parameters
 - Only participants having at least 500 followers to be considered for prizes and;
 - Participants must have at least 5,000 likes on the static

SEBI / NISM may revise the above selection parameters at its own discretion.

2.8. Selection Process:

Stage 1: Initial Screening by Agency

- All submitted entries will first undergo a preliminary evaluation by the designated agency.
- The agency will review the reels against the pre-defined eligibility and selection parameters (e.g., theme relevance, originality, duration limits, compliance with contest rules, use of copyrighted content, etc.).
- Entries that clearly fail to meet the eligibility criteria will be weeded out at this stage.
- To enhance efficiency and objectivity, the agency may deploy AI-driven tools for preliminary checks—such as detecting plagiarism, identifying use of restricted/copyrighted material, or flagging inappropriate/irrelevant content.
- Only those reels that pass this screening will move forward for jury consideration.

Stage 2: Jury Evaluation of Shortlisted Entries

- The shortlisted entries from Stage 1 will be presented to the jury in a structured format by the representatives of the agency in-person.
- The agency will provide the jury with a brief justification and explanation for each shortlisted reel, highlighting why it meets the selection criteria and merits consideration.
- The jury, consisting of subject matter experts and creative professionals, will carefully review the entries on defined qualitative parameters (e.g., creativity, storytelling, technical execution, relevance to theme, audience engagement potential, and overall impact).
- The jury may deliberate collectively to ensure fairness and transparency in evaluation.
- Based on scoring or consensus, the jury will then select the final winners from the shortlisted pool.
- The jury will comprise of officials from SEBI, NISM and other Market Infrastructure Institutions, etc.
- The agency may suggest suitable weightage to parameters for judging.

Following technical specifications for the static post and short video may be considered. However, it may vary from platform to platform–

Technical Specifications for static post

Element	Specification
Format	PNG / JPEG / PDF
Dimensions	A4 size (210 x 297 mm) or 1080x1080 px (square)
File Size	Max 5 MB
Orientation	Portrait or square preferred

Technical Specifications for short video

Element	Specification
Format	MP4
Aspect Ratio	9:16 (vertical)
Resolution	1080 X 1920 pixels
File Size	Max 20 MB
Frame rate	24-30 fps (constant)
Duration	Less than or equal to 30 to 60 seconds

3. Payment Schedule:

Payment in full will be made after completion of the assignment to the satisfaction of NISM and within 30 days upon receipt of invoice. No advance payment will be made.

The agency shall be solely responsible for ensuring timely and accurate filing of all applicable taxes & GST returns as per the legal mandate. NISM reserves the right to withhold the payment/GST component of any invoice until input credit is duly reflected in Input Tax Credit (ITC) statement. In case of any non-compliance leading to denial or reversal of ITC, the agency shall indemnify and reimburse NISM for the GST amount, interest, and/or penalties incurred.

4. Minimum Eligibility Criteria:

Criteria	Description	Supporting Documents
Registered Legal Entity	The agency must be a legally registered company	Certificate of Incorporation or equivalent registration

	or entity, authorized to operate and undertake this project.	documents.
Authorized Personnel	Details of the authorized person(s) responsible for communication and decision-making on behalf of the agency.	Authorization letter with names, roles, and contact details of authorized personnel.
Tax Information	Valid PAN and GST registration details to ensure tax compliance.	Copy of PAN and GST registration certificates.
Similar Works Executed	Experience in digital media or creative evaluation or online / offline contests or similar projects	Copy of work order / completion certificate for: a. three similar works of not less than ₹4 lakhs OR b. two similar works of not less than ₹5 lakhs OR c. one similar work of not less than ₹8 lakhs in the last 7 years as of August 31, 2025 as per format specified in Annexure 2.
Financial Stability	Financially stable company with a minimum annual turnover of ₹9 lakhs to execute the project.	Last 3 years of audited financial statements or tax filings ending March 31, 2025.
References	Contact details of at least 2 previous clients who can provide references on the agency's performance.	List of references with contact information and project details.
Non- Blacklisting Declaration	A self-declaration letter stating that the agency has never been blacklisted by any government or private organization.	Signed self-declaration letter on the agency's letterhead.

NISM reserves the right to verify any of the above criteria independently or seek any further information.

5. Eligibility Bid:

The eligibility bid shall include the following:

a) Earnest Money Deposit (EMD) of ₹20000/- (Rupees Twenty Thousand only) shall be submitted through online transfer and the agency will provide scanned copy of the reference no. (UTR no.).

b) The Agency shall provide all the details along with the supporting documents as mentioned in Section 4 i.e., Minimum Eligibility Criteria.

After due date of receipt of the RFP, the Institute will first verify the submission of EMD. The agencies who have not submitted EMD of prescribed value in the prescribed manner will not be considered for further evaluation.

After verification of EMD, the Minimum Eligibility Criteria will be verified. Agencies who do not satisfy the Minimum Eligibility Criteria, their bids will be summarily rejected and the agency will not be considered for further evaluation.

Subsequent to verification of EMD and the Minimum Eligibility Criteria, Technical bids shall be opened and evaluated.

6. Technical Bid & Evaluation:

The technical bid shall include the following:

- a) Covering letter for bid submission in the prescribed format (**Annexure 1**), duly signed by authorized signatory.
- b) Relevant experience of the Agency on works of similar nature, completed in the last 3 years, with details in the prescribed format (**Annexure 2**). Copy of Work Order/ Completion Certificate shall be attached for each of the assignments.
- c) The Agency shall provide the details of their proposed team members in the prescribed format (**Annexure 3**).
- d) Agencies shall make a technical presentation before the NISM's Technical Evaluation Committee. The Committee would examine all the bids based on the detailed evaluation criteria as follows:

Sr. No.	Criteria	Assigned Marks	Max Score
1.	Understanding of the Financial Domain, specifically related to the themes of the contest	20	

2.	Experience of executing large projects of similar nature at a national/international level	20	50
3.	Prior experience / capability to handle multi-lingual content	20	
4.	Proposed Methodology / Approach to shortlist the contest entries	20	
5.	Financial capacity and organizational stability (manpower, past client references, prior work with government/regulatory firms, etc.)	20	

7. Financial Bid:

The agency is expected to manage all aspects of the contest as mentioned in the scope of work of this document. The agency shall provide the financial bid in the format provided by NISM in a password protected file.

8. Guidelines for Bid Submission:

Process for submission of application form:

The interested agency may submit its application form, technical bid and financial bid in password-protected format by email to reshma.shaikh@nism.ac.in

The Earnest Money Deposit (EMD) amount of ₹ 20,000 should be remitted to NISM's Bank Account as follows:

Name	NATIONAL INSTITUTE OF SECURITIES MARKETS
Address	NISM BHAVAN, PLOT NO.82, SECTOR 17, VASHI, NAVI MUMBAI – 400703, INDIA
Name of Bank	ICICI BANK LTD.
Bank address	Mohapada Branch, 177/3A/B,40 Kvl, Nagari Rees Post, Wasambe, Khalapur, Raigarh – 410222
Nature of Bank Account	SPECIAL SAVINGS ACCOUNT
Beneficiary's Bank Account No.	041901001360

Beneficiary's Bank Br. IFSC (Code)	ICIC0001627
Type of Constitution	Public Charitable Trust
PAN	AAAAN4685M
GSTIN	27AAAAN4685M1Z1

For further details, please contact Landline No. +91-2192-668347, Mobile No. 8976414697, email: reshma.shaikh@nism.ac.in

The last date of submission of RFP is September 18, 2025, 3:00 PM.

The technical bid shall not contain any pricing/ commercial information and if any technical bid is found to contain pricing/ commercial information then that bid would be disqualified and would not be processed further. All the pages of both the technical bid and financial bid shall be duly e-signed by the authorized signatory of the Agency before submission. The Agency should submit the bid in the prescribed annexed formats only, failing which the bid shall be summarily rejected.

9. Important Dates

- I. Release of RFP: September 10, 2025
- II. Pre-bid meeting: September 12, 2025
- III. Last date for submission: September 18, 2025 @ 3:00 PM
- IV. Opening of Tech Bids: September 18, 2025 @ 3:15 PM
- V. Presentation by shortlisted agencies: Tentative September 22-23, 2025
- VI. Price bid opening: September 24, 2025
- VII. Award of Contract: September 29, 2025

10. Contact Details

All proposals must be submitted to:

National Institute of Securities Markets (NISM)
 Ms. Reshma Shaikh – CCB3
reshma.shaikh@nism.ac.in
 02192-668347

11. General Terms and Conditions

11.1. The bid along with all the correspondence and documents relating to the RFP exchanged by the Agency and NISM shall be written in English language.

11.2. Relevant price information and the rates should be quoted in Indian National Rupees (INR) only.

11.3. Amendments to the RFP: NISM reserves every right to amend any of the RFP conditions or a part thereof before the last date for the receipt of the bid, if necessary. Amendments, if any, would be put on NISM website. The decision of extending the due date and time for the submission of bid documents on account of amendments will be the sole discretion of NISM and shall be communicated to all concerned parties by email only.

11.4. NISM reserves the right to cancel the RFP at any stage without assigning any reason thereof.

11.5. Earnest Money Deposit (EMD): Earnest Money Deposit (EMD) of Rs. 20000/- (Rupees Twenty Thousand only) shall be submitted electronically/online. Once the payment is successful, the bidding agency will provide the transaction reference no. (UTR no.) to NISM.

In the case of successful bidder, the EMD may be adjusted towards the Performance Bank Guarantee to be payable on request. In case of unsuccessful bidders, the EMD will be refunded after 30 days. The amount remitted towards EMD is liable to be forfeited in the case the bidder abandons his offer after submission of the bid or after the acceptance of the offer by NISM or fail to sign the contract within the stipulated time. No interest will be payable by the NISM on the EMD amount.

11.6. Performance Guarantee: The successful bidder shall at his own expense, deposit with NISM, within five (5) working days of issue of the Letter of Intent (LOI) / Work Order or prior to signing of the contract whichever is earlier, an unconditional and irrevocable Performance Guarantee from a Scheduled commercial bank acceptable to NISM, payable on demand, for the due performance and fulfillment of the contract by the bidder.

This Performance Guarantee will be a Lump-sum amount of Rs. 50000 and shall be valid for 12 months from the date of issue of LOI. All incidental charges whatsoever such as premium; commission etc. with respect to the performance guarantee shall be borne by the bidder. The performance guarantee may be discharged/ returned by NISM upon being satisfied that there has been due performance of the obligations of the bidder under the contract. However, no interest shall be payable on the performance bank

guarantee. The performance guarantee shall be for a minimum period of one year. The Agency shall make sure that it remains in force during currency of the contract with a grace period of three months from the date of expiry. NISM's decision in this regard shall be final.

11.7. The Agency is advised to attach any additional information that is considered necessary in regard to establish their capabilities. No further information will be entertained after submission of bid unless it is required by NISM. The NISM, however, reserves the right to call for additional information and clarification on information submitted by the bidders. The Agency shall be required to furnish all such information within the time stipulated by NISM.

11.8. Opening of Bid: Bids received up to the specified date and time shall be taken up for opening. Bids received after specified date and time will not be accepted. NISM reserves the right to disqualify any of the bid in case it is not satisfied with the documents furnished or otherwise without assigning any reasons thereof. Any efforts by an agency to influence the NISM personnel or representative on matters relating to bids under study in the process of examination, clarification, evaluation and comparison of bid and in decision concerning award of contract, shall result in the rejection of the Agency's bid and also lead to blacklisting of the organization.

11.9. Failing to execute the Contract Agreement within the stipulated period and submission of performance guarantee may result in termination of contract.

11.10. The person to sign the Contract Agreement shall be duly authorized.

11.11. The RFP shall not bind the NISM in any way whatsoever to offer any job to the Agency if it is decided to abandon the project.

11.12. Governing Law: This tender process and any subsequent agreements shall be governed by the laws of India. The Courts in Mumbai, India shall have exclusive jurisdiction to settle any disputes arising out of or in connection with the Agreement/Tender.

11.13. Arbitration: Should any dispute arise; it may be referred to a sole arbitrator appointed by mutual consent of the respective parties. The Arbitral proceedings shall be conducted in accordance with the provisions of the Arbitration and Conciliation Act, 1996, and/or any other Act governing the arbitral proceedings prevailing at that time. The place of arbitration proceedings will be Mumbai, and Language will be English.

11.14. Termination: The NISM may at any time terminate the Contract/ Agreement without assigning any cause/reason by giving one-month written notice in advance to the Agency. NISM reserves the right to immediately terminate the contract, in whole or in part, in the event of the Agency's insolvency, material breach of contract, if not rectified within stipulated time, or failure to deliver services or outputs as per agreed timelines, or if it is found that the Agency has made any material misrepresentation or engaged in fraudulent conduct. Termination of contract will be without compensation to the Agency provided that such termination will not prejudice or affect any right of action or remedy which has accrued or will accrue thereafter to the NISM.

11.15. Continuance of the Team members for the entire project period is strongly desired in order to ensure effective execution of the project. However, to take care of unavoidable circumstances, the Agency should have appropriate clause in their contract agreement to bind the outgoing member of the core team for at least one month to ensure proper handover, training and handholding to the newly appointed resource. This should invariably be done with the concurrence of the NISM. In case of any attrition in the team, the agency would be required to ensure that the new staff is appropriately trained before putting them to the task. The training and handover are to be monitored by the team leader and the status of completion for the same is to be reported to the NISM.

11.16. Liquidated Damages: If the project is not completed within the time schedule accepted and agreed between the parties without obtaining prior approval of NISM for extension of time, liquidated damages would be 0.5% per week subject to a maximum of 5%, of the project amount. Besides, the payments already made by NISM for such units shall also be recovered by invoking bank guarantees. NISM shall also have the right to invoke the Performance Guarantee and EMD available for such payments and rescind the contract.

11.17. Force Majeure: Neither the Agency nor NISM shall be liable for penalty nor termination for default if and to the extent that it's delays in performance or other failure to perform its obligations is the result of an event of Force Majeure. For purposes of this clause, "Force Majeure" means an event beyond the control of the Agency and not involving the Agency's fault or negligence and not foreseeable. Such events may include, but are not restricted to, wars or revolutions, riots, epidemics, storms or floods, earthquakes or any act of God. If a Force Majeure situation arises, the Agency shall notify Immediately or at least within 7 working days from date of the event to NISM in writing of such condition and the cause thereof.

11.18. Unless otherwise directed by the NISM in writing, the Agency shall continue to perform its obligations as far as is reasonably practical, and shall seek all reasonable alternative means of performance not prevented by the Force Majeure event. In such a case, the time for performance shall be extended by a period not less than the duration of such delay, if the duration of delay continues beyond a period of one month; NISM and the party shall hold consultations with each other in an endeavor to find a solution to the problem. Notwithstanding above, the decision of NISM shall prevail and be final and binding on the Party.

11.19. This RFP is neither an Agreement nor an offer and is only an invitation by NISM to the interested Agency(s) for submission of Bids. The purpose of this RFP is to provide the Agency with information to assist the formulation of their bids. This RFP does not claim to contain all the information each Bidder may require. Each Bidder should conduct its own research and analysis and should check the accuracy, reliability and completeness of the information in this RFP and where necessary obtain independent advice. NISM makes no representation or warranty and shall incur no liability under any law, statute, rules or regulations as to the accuracy, reliability or completeness of this RFP.

11.20. The Agency shall make appropriate disclosures to NISM on its possible source/potential areas of conflict, of duties and interests, while providing services under the Agreement which would impair its ability to render fair, objective and unbiased services.

11.21. Information provided under this RFP and subsequent Agreement is confidential and the Agency, at any time, shall not divulge said information either directly or indirectly to any person(s), firm or company, business entity, or other organization whatsoever.

11.22. All correspondence with the Agencies during the bidding process will be through email only.

Annexure – 1
(Format for covering letter for bid submission)

To
Deputy General Manager,
CCB-3
NISM Patalganga Campus
Plot No. IS 1 & IS 2, Patalganga Industrial Area, Mohopada, Dist. Raigad, Near Navi
Mumbai
Maharashtra-410222

**Sub: Request for Proposal (RFP) from Agencies for Evaluating Entries for SEBI & NISM
Arth Yatra Contest 2025**

Madam/ Dear Sir,

Having examined your RFP dated, I/ We....., offer to undertake the assignment in full conformity with the RFP. We have read the provisions of the RFP and confirm that these are acceptable to us.

We agree to abide by the terms and conditions of this RFP, consisting of this letter, the Minimum Eligibility Criteria, the Technical Bid, the Financial Bid and all attachments, as stipulated in the RFP and modifications resulting from Agreement negotiations, and it shall remain binding upon us and may be accepted by NISM at any time before the expiration of that period.

We understand that this bid is not binding on NISM unless selected and Agreement is executed between us. We hereby declare that all the information and statements made in this bid are true and accept that any misrepresentation contained in it may lead to our disqualification.

We understand that NISM reserves the right to reject any or all bids received in response to this RFP without assigning any reasons thereof.

Yours faithfully,

Signature and Seal of Agency

Date:

Signed in the capacity of.....

Duly authorized to sign Bids for and on behalf of.....

Note

- *On the letterhead of the agency*
- *Part of technical bid.*

Annexure – 2
(Relevant experience of the agency)

Enclose copy of work order and completion certificate for each task. Decision of evaluation committee in ascertaining “similar task” will be final.

Experience in carrying out works of similar nature				
Sr. No.	Nature of Work	Name, Address and Contact Details of the Client	Order value	Copy of Work Order / Completion Certificate is attached (Yes/No)

Yours faithfully,

Signature and Seal of Agency

Name:

Date:

Signed in the capacity of.....

Duly Authorised to sign Bids for and on behalf of.....

Note

- *To be printed on the letter head of the company*
- *Part of technical bid*

Annexure – 3
(Details of team)

Enclose copy of resume for each team member with relevant educational qualification and work experience details.

Sr. No.	Name of Team Member	Role in Brief	Designation	Qualification	Relevant Experience	Languages Spoken

Yours faithfully,

Signature and Seal of Agency

Name:

Date:

Signed in the capacity of.....

Duly Authorised to sign Bids for and on behalf of.....

Note

- *Part of technical bid*