

Reference No. CPF/RFP/2025-26/002, Dtd.25/07/2025

Request for Proposal
For Engagement of Service Provider for
“Awareness Campaign against Cyber Crime”



CyberPeace Foundation

B-55 MIG Birsa Munda Rajpath
Harmu Housing Colony, Ranchi,
Jharkhand- 834002

Table of Contents

Tender Notice.....	3
Tender Summary.....	3
1. ABOUT ORGANIZATION.....	4
2. INTRODUCTION	4
3. OBJECTIVE	5
4. AREAS OF COLLABORATION/ EXPECTED IMPACT/DELIVERABLES	5
5. DETAILED ACTION PLAN	6
6. TIMELINE.....	6
7. MANPOWER/RESOURCE REQUIREMENTS	7
8. PRE-QUALIFICATION CRITERIA	7
9. METHOD OF SELECTION.....	7
10. EVALUATION OF BID.....	7
11. GENERAL TERMS AND CONDITIONS	8
12. SUBMISSION OF PROPOSAL	12
Form A: Application Letter	14

Tender Notice

CyberPeace Foundation (CPF) invites proposals from qualified Organization
for Engagement of Service Provider for the
"Awareness Campaign against Cyber Crime"

1. The content of this Request for Proposal (RFP) enlists the requirements of the CPF. It includes the Bidding Terms which details out all that may be needed by the potential bidders to understand the terms and bidding process and explain the contractual terms that the CPF wishes to specify at this stage.
2. The Bid may be submitted at the following address on or before July 29th, 2025 by 17:00 Hrs. via e-mail/courier :

B-55 MIG
Birsa Munda Rajpath
Harmu Housing Colony,
Ranchi, Jharkhand- 834002
E-Mail : secretariat@cyberpeace.net

Tender Summary

Details	
RFP Date	25/07/2025
Bid Submission End Date/Time	29/07/2025, Up to 17:00 Hrs.
Bid Opening Date/Time	29/07/2025, At 15:00 Hrs.
Item Category	Custom RFP for "Awareness Campaign against Cyber Crime"
Contract Period	One year
Time allowed for Technical Clarifications during technical evaluation	01 Day
Evaluation Method	Total value wise evaluation
Financial document Indicating Price Breakup Required	Yes
Validity of the Proposal	90 days

1. ABOUT ORGANIZATION

CyberPeace Foundation

CyberPeace Foundation is a leading non-profit organization committed to ensuring a safe and peaceful cyberspace. We are actively involved in spreading awareness and providing training on various aspects of cybersecurity, including the dangers of misinformation.

CyberPeace Foundation endeavors to make the internet a more secure, stable, trustworthy and inclusive place for all netizens across the globe.

As a non-partisan collective, we unite expertise, experiences, capacity and intent across a broad spectrum of institutions, disciplines and cultures in order to combat the common threat of cybercrime.

And we do this by regularly collaborating with a plethora of stakeholders such as citizens, government organizations, law enforcement agencies, private companies, non-governmental organizations, universities, cybersecurity experts, bug bounty hunters and more.

Four Pillars of CPF

- ✓ Cyber Policy, Advocacy and Diplomacy
- ✓ Innovation and Research
- ✓ Collaboration and Connection
- ✓ Inclusion and Outreach

The mandate of CPF is to lead nationwide awareness towards cyber security in India by involving all stakeholders for emphasis on adherence to quality standards in all spheres of activities primarily for promoting and protecting interests of the nation and its citizens.

2. INTRODUCTION

In today's interconnected world, and **especially in India**, there has been a growing concern over targeted cyber operations and information warfare orchestrated by both internal and external adversaries. These campaigns are designed not only to undermine our national interests, but also to destabilize social harmony, compromise critical assets, and exploit the vulnerabilities of our citizens, particularly the youth.

Our adversaries recognize the power of digital platforms and are actively using them to spread misinformation, manipulate public perception, and launch cyber-attacks against individuals, institutions, and infrastructure. The young generation, being the most active demographic online, is both the most empowered and the most exposed.

There is, therefore, an urgent need to build digital immunity within our communities. This can be achieved by:

- **Raising awareness about the nature and scope of cyber threats**
- **Educating individuals especially students on identifying online vulnerabilities**
- **Promoting the adoption of basic cybersecurity hygiene practices**
- **Instilling a culture of cyber vigilance and responsible digital citizenship**

By practicing fundamental cybersecurity principles and remaining informed and alert, many of these threats can be effectively neutralized. However, this resilience must be intentionally developed through well-designed, inclusive, and sustained awareness and education campaigns.

The proposed Cyber Awareness Campaign by Cyber Peace Foundation (CPF) aims to address this very need empowering citizens with knowledge, tools, and a mindset geared toward safeguarding themselves and the nation's digital frontier.

3. OBJECTIVE

In alignment with its mission to foster safe, secure, and inclusive cyber platforms, the Cyber Peace Foundation (CPF) is proud to announce the launch of a wide-reaching Awareness Campaign against Cyber Crime across the states of Jharkhand and Bihar.

This initiative is designed to raise awareness about growing cyber threats, build digital resilience, and empower citizens particularly youth with the knowledge and tools necessary to navigate the digital world safely.

CPF recognizes that students and young internet users are among the most vulnerable to online threats such as cyberbullying, identity theft, phishing, and online exploitation. To address this, CPF will collaborate with a leading media house/social media to amplify the campaign's reach and ensure impactful engagement with students, educators, and parents.

4. AREAS OF COLLABORATION / EXPECTED IMPACT/DELIVERABLES

Selected party and CPF will collaborate to jointly organise and execute a multi-format Awareness Campaign in key cities, including Ranchi and Patna on the following areas under this MoU:

1. Cyber Hygiene.
2. Safe Social Media Practices.
3. Online Financial Frauds.
4. Child Safety Online.
5. Cyber Laws and Legal Remedies.
6. Digital Identity Theft.
7. Phishing & Ransom ware.
8. Fake News & Misinformation.
9. Cyber security Careers.

a. Awareness Activities in Educational Institutions:

- i. Both Parties shall jointly conduct a series of 45 to 50 cyber awareness sessions across schools and colleges in Jharkhand and Bihar, over a period of nine (9) months.
- ii. The format of these sessions shall include seminars, expert-led workshops, and interactive engagements, each targeting an average footfall of 200-500 students per event.
- iii. The events will be organised across multiple districts, including but not limited to Ranchi, Jamshedpur, Dhanbad, Deoghar, Ramgarh, Hazari bagh, Bokaro, Patna, Bhagalpur, and Muzaffarpur.

b. City-Level Cyber Awareness Conclaves:

- i. Both Parties shall jointly organise two (2) city-level Cyber Awareness Conclaves, one in Ranchi and one in Patna, with participation from cyber experts, law enforcement officials, academicians, media representatives, and students.
- ii. These conclaves shall include keynote sessions, expert panels, and networking opportunities, followed by formal media coverage and press outreach.
- iii. The organising Party shall facilitate venue bookings, hospitality, and other related logistics, while CPF shall curate content, identify expert speakers, and lead thematic sessions.

c. Radio Awareness Campaign and Podcast Broadcasts:

- i. The Parties shall collaborate on daily radio broadcasts in the form of 10 short time capsule segments (45 segments each) to be aired on local Radio channel, six days a week, over the course of the campaign, aggregating approximately 1,30,000 seconds of air time.
- ii. In addition, 18 expert-led podcasts (two per month) of 20-30 minutes each shall be developed and aired, covering themes such as cyber hygiene, child safety, cyber laws, online fraud, digital identity theft, and misinformation.
- iii. CPF may provide subject matter experts, coordinate content, and ensure delivery of expert insights for podcast and radio inclusion.

d. Branding, Visibility, and Media Acknowledgement

- i. The logo and branding of CPF shall be prominently featured as “**Official Event Partner**” across all physical and digital promotional materials, including but not limited to posters, banners, standees, stage backdrops, print advertisements, and digital creatives.
- ii. Expert quotes and insights from CPF shall be included in a minimum of twelve (12) articles or post-event reports in media, and credited in all relevant radio segments and podcasts.
- iii. The organising Party shall ensure adequate pre-event and post-event media coverage, including at least sixty (60) print mentions and dedicated reports across all regional editions

e. Logistical and Operational Coordination

- i. The organising Party shall undertake responsibility for event logistics, including venue arrangements, stage setup, lighting and sound systems, camera and media setup, accommodation and transport for guests, meals, promotional material production, and all ancillary logistical expenses.

5. DETAILED ACTION PLAN

The detailed phase-wise action plan.

6. TIMELINE

- a. Preparation timeline
- b. Project timeline + milestones
- c. Divided into annual segments and quarters as applicable

7. MANPOWER/RESOURCE REQUIREMENTS

- a. Human resources
- b. Technical
- c. Financial
- d. Logistical
- e. Media

8. PRE-QUALIFICATION CRITERIA

Media /Social Media with at least 5 Years of Experience in relevant area are eligible to apply. Other details as mentioned below:

S.No	Requirement	Documents
1	Experience of the organization in conducting relevant project such as workshop/public awareness campaign in the above subject/Round Table discussion for Government Departments/Reputed Institutes in the last 5 years.	Details of Experience
3	The organizer should have a valid PAN and Service Tax/GST Registration in India (<i>if applicable</i>)	Self-attested copy of PAN card and Service Tax/ GST Registration certificate (<i>if applicable</i>)

9. METHOD OF SELECTION

The bids shall be evaluated on Quality and Cost Based Selection (QCBS).

Subcontracting maybe allowed only upon prior written intimation to ORGANIZATION at the Bidding stage itself, the responsibility for management and liability shall rest with the selected service provider.

10. EVALUATION OF BID

Proposals will be evaluated based on the following criteria:

Relevant Experience:

Relevant experience in conducting workshops and public awareness campaign to empower students, faculty and the wider community with the knowledge and tools necessary to navigate the complexities of the digital world safely and responsibly for Organisation's/Government/PSUs/ Private Sector. Agreement/PO Copies from previous clients to be attached by bidder.

Total Wise L1: L1 will be declared on Total Quoted Price with Taxes.

11. GENERAL TERMS AND CONDITIONS

Contract Duration : The contract shall be valid for a period of one (01) year from the date of award of the contract.

Exclusivity of the selected resources: The selected resources shall be deployed exclusively on the project awarded through this contract and shall not be deployed on any other project till the end of the contract or a written approval of the ORGANIZATION Single Point of Contact(SPOC), whichever is earlier.

Payment Milestones:

Payment shall be made within ten (10) days from the date of receipt of a valid invoice, after deduction of applicable taxes as per prevailing laws. The payment shall be processed in accordance with the scope of work and deliverables outlined and mutually agreed upon.

Amendments to RFP: At any time prior to the last date for receipt of applications, ORGANIZATION may for any reason, whether at its own initiative or in response to a clarification requested by a prospective applicant, modify the RFP document by an amendment. In order to provide prospective applicants reasonable time to take the proposed amendments into account while preparing their proposals, ORGANIZATION may at its discretion extend the last date for the receipt of proposals and/or make other changes in the requirements set out in the RFP. Any such amendment shall be communicated to the service providers.

Conflict of Interest: Organization requires that service provider provides professional, objective, and impartial analysis and data, and at all times hold the Organization's interest's paramount, strictly avoid conflicts with other Assignment/jobs or their own corporate interests and act without any consideration for future work.

Ownership Rights: Ownership of all new artifacts (data, reports, presentations and other publications) generated during the course of the assignment or otherwise with respect to the assignment, will rest with ORGANIZATION and it will have the right to resell/implement the same with any other organization.

Ethics : ORGANIZATION requires that the bidders participating in the selection process adhere to the highest ethical standards, both during the selection process and throughout the execution of the Contract. In pursuance of this policy, ORGANIZATION defines, for the purpose of this paragraph, the terms set forth as applicable to both the parties:

"corrupt practice" means the offering, giving, receiving, or soliciting, directly or indirectly, of anything of value (whether in cash or kind) to influence the action of a public official in the selection process or in Contract execution.

"fraudulent practice" means a misrepresentation or omission of facts in order to influence a selection process or the execution of a Contract.

"collusive practices" means a scheme or arrangement between two or more bidders with or without the knowledge of ORGANIZATION, designed to establish prices at artificial, non- competitive levels.

"coercive practices" means harming or threatening to harm, directly or indirectly, persons or their property to influence their participation in a procurement process or affect the execution of a Contract. ORGANIZATION will reject a proposal for award if it

comes to know that the bidder recommended for award has, directly or through an agent, engaged in corrupt, fraudulent, collusive or coercive practices in competing for the Contract in question; and

ORGANIZATION will terminate the Contract, if already awarded and will declare the bidder ineligible, either indefinitely or for a stipulated period of time, to be awarded a Contract, if at any time it determines that the bidder has, directly or through an agent, engaged in corrupt, fraudulent, collusive or coercive practices in competing for, or in executing, a Contract.

Termination of Contract

Termination for Default

ORGANIZATION reserves the right to terminate/short close the contract, without prejudice to any other remedy for breach of contract, by giving 15 days' notice if the Service Provider fails to perform any obligation(s) under the contract and if Service Provider, does not cure their failure within a period of 7 days (or such longer period as ORGANIZATION may authorize in writing) after receipt of the default notice from ORGANIZATION.

Termination for Insolvency

ORGANIZATION may at any time terminate the contract by giving written notice without compensation to the Service Provider, if the Service Provider becomes bankrupt or otherwise insolvent, provided that such termination will not prejudice or affect any right of action or remedy which has accrued or will accrue thereafter to ORGANIZATION.

Termination for Convenience

ORGANIZATION may by written notice sent to Service Provider, terminate the contract, in whole or part, at any time for its convenience. However, the payment shall be released to the extent to which performance of work executed as determined by Service Provider till the date upon which such termination becomes effective.

Intellectual Property: The Project outcomes/results and all such materials developed, created or produced by Service Provider for ORGANIZATION under this Agreement has been specially ordered or commissioned by ORGANIZATION, and constitutes a "work made for hire". Accordingly, ORGANIZATION is and shall be considered the author and the sole and exclusive owner of the Project outcomes/results and the results and proceeds of the Services Deliverables. To the extent that any of the foregoing are not considered a work-made-for-hire or Service Provider otherwise retains ownership of any such rights, Service Provider hereby exclusively and irrevocably assigns to ORGANIZATION all right, title and interest therein, including without limitation, all copyrights (including all extensions and renewals thereof), trademarks, neighbouring rights, and any and all ownership and exploitation rights now or hereafter recognized (collectively, the "Rights"), throughout the universe, in perpetuity, in all media now known or hereafter devised. If any applicable law or Agreement prohibits or restricts such assignment, Service Provider hereby grants ORGANIZATION an irrevocable, exclusive, perpetual, royalty-free license to use and exploit the Rights throughout the universe, in all media now known or hereafter devised. To the fullest extent allowable under any applicable law, Service Provider hereby irrevocably waives all rights and benefits of "moral rights", "droit moral" or any similar rights or principles under any law that Service Provider may now or later have in the Services Deliverables.

Service Provider expressly acknowledges that many parties may contribute to the relevant project and matters that will embody all or part of the Project outcomes/results. Accordingly, if under applicable law the above waiver or assignment by Service Provider of "moral rights" or "droit moral" is not effective, then Service Provider agrees to exercise such rights in a manner that recognizes the contribution of, and will not have a material adverse effect upon, such other parties. Service Provider shall have no right to disclose or use any of the Project outcomes/results for any purpose whatsoever without ORGANIZATION's prior written consent.

All Project outputs, including findings, data, and documentation ("Project Materials") as a result of the Project outcomes/results, are the sole property of ORGANIZATION. The Service Provider hereby assigns all rights to the Project Materials to ORGANIZATION and will deliver the same promptly. Further without ORGANIZATION's written consent, the Service Provider shall not retain, use, or share the Project Materials. Upon relevant project completion or request, as the case may be, all Project Materials must be returned to ORGANIZATION.

No Intellectual Property Infringement by Service Provider. The Service Provider represents that the use and proposed use of any software, programs, intellectual property or applications to create/develop or the Project outcomes/results, does not and shall not infringe, and the Service Provider has not received any notice, complaint, threat, or claim alleging infringement of, any trademark, copyright, patent, trade secrets, industrial design, or other rights of any third party. To the extent the software, programs, or applications used to create/develop or the Project outcomes/results, infringe on the rights of a third party, the Service Provider shall obtain a license or consent from that party permitting the use of those items.

Companies' Personnel: The service provider shall employ and provide at its own cost such qualified and experienced Service Provider as are required to carry out the Services. Their salaries, claims, insurance, damages, compensation, travel etc. will be the liability of the service provider(s) and ORGANIZATION will in no way be responsible for any such claims/ damages.

Rejection of Application: The application is liable to be rejected if:

Not in prescribed forms and/or not containing all required details;
Received after the expiry of due date and time;
Missing of any supporting document(s) with the Proposal.

Disclaimer:

ORGANIZATION shall not be responsible for any late receipt of applications for any reasons whatsoever. The applications received late will not be considered and returned unopened to the applicant.

ORGANIZATION reserves the right

- i. To reject any/all applications without assigning any reasons thereof;
- ii. To terminate the RFP process at any time, without assigning any reasons thereof;
- iii. To relax or waive any of the conditions stipulated in this document as deemed necessary in the best interest of ORGANIZATION without assigning any reasons thereof;
- iv. To include any other item in the Scope of work at any time after consultation

with applicants or otherwise.

- v. To select multiple organizations for the project for allocation of work if it meets the essential criteria for qualification.

Written Undertaking: ORGANIZATION may at any time require the service provider and its employees/advisors/professionals/Contractors, to whom confidential information may be disclosed in the course of execution of contract, to give a written undertaking in the form of a deed reasonably accepted to ORGANIZATION and relating to the use and non-disclosure of the confidential information relating to ORGANIZATION or any Government Department or relating to any Ministry and or such other information that ORGANIZATION suggests to be confidential. Upon receiving a request aforesaid the service provider must promptly arrange for all such undertakings to be given to ORGANIZATION.

Knowledge Transfer: Subject to any qualification or provision to the contrary in the statement of work, the service provider must provide the following assistance to the ORGANIZATION on termination or expiration of this Contract: transferring or providing access to the ORGANIZATION to all information stored by whatever means held by the service provider or under the control of the service provider in connection with this Contract; and making Specified Personnel / employees and Service Provider Personnel available for discussions with the ORGANIZATION as may be required. The time, length and subject of these discussions will be at the sole discretion of the ORGANIZATION, provided that any matter discussed is not considered to reveal any commercial-in-confidence information of the service providing firm.

Force Majeure: Neither party shall be held responsible for non-fulfillment of their respective obligations due to the exigency of one or more of the force majeure events such as but not limited to Acts of God, war, flood, earthquakes, strike, lockouts, epidemics, pandemics, riots, civil commotion etc., provided on the occurrence and cessation of any such events. The affected party thereby shall give a notice in writing to the other party within one week of such occurrence or cessation. If the force majeure conditions continue beyond six months, the parties may then mutually decide about the future course of action.

Force Majeure shall not include

- i. Any event which is caused by the negligence or intentional action of a Party or by or of such Party's agents or employees, nor
- ii. Any event which ha diligent Party could reasonably have been expected both to take into account at the time of the signing of the Contract and avoid or overcome with utmost persistent effort in the carrying out of its obligations hereunder.
- iii. Insufficiency of funds or manpower or inability to make any payment required for execution of services under this Contract.

Indemnity: The service provider undertakes to indemnify ORGANIZATION from and any losses that ORGANIZATION may incur due to any deficiency in services rendered by the service provider or any instance of corruption or improper payment.

Sub letting of Work: Sub-letting of work will be permitted based on the clear intimation to ORGANIZATION and the approval of the ORGANIZATION SPOC. However, final liability shall rest with the selected service provider.

Maintenance of Confidentiality: The service provider must not divulge any confidential information and assure that reasonable steps are undertaken to provide for the safe custody of any and all confidential information in its possession, and to prevent unauthorized access thereto or use thereof; any deviation to this clause must be immediately reported to ORGANIZATION.

The selected service provider will be required to sign a mutually agreed Non-Disclosure Agreement (NDA) with ORGANIZATION.

Removal of Data: The service provider must ensure that its employees/professionals' subcontractors and/ personnel do not:

- i. Remove any data or allow any data concerned with this contract to be removed from the places as notified / directed by ORGANIZATION; or
- ii. Take any Data or allow any data to be taken outside of India, without ORGANIZATION's prior written consent.

Taxes & Duties: The service provider shall be liable to pay all direct and indirect taxes, duties, fees and other impositions levied under the laws of India.

Validity of Proposals: The proposals shall remain valid for a period of 90 days from the last date of submission. In exceptional circumstances, ORGANIZATION may solicit the bidder's consent to an extension of the period of validity. The request and the responses there to shall be made in writing. A bidder consenting to such request will not be required nor permitted to modify its Proposal.

12.SUBMISSION OF PROPOSAL

The proposal shall include the following information along with relevant documents:

- i) Outline of experience including relevant experience of the Service. Copy of Work Orders/Completion Certificate/Project Reports should be attached for each of the assignments.
- ii) Service Provider shall ensure active participation of the investigators as presented above for smooth conduct of the research study.
- iii) The financial quotes should cover the entire cost of Workshop/Public Awareness Campaign Study including all resource cost, field work, data entry, data analysis, preparation of reports, travels allowances, etc.
- iv) The cost quoted should be inclusive of all taxes; however, the amount and tax- rate must be mentioned separately.
- v) The Engaged Service Provider, in accepting the quoted rates/prices shall for all purposes whatsoever be deemed to have independently obtained all necessary information for the purposes of the Agreement and shall be deemed to have taken into account all contingencies as may arise due to such information or the lack of the same.
- vi) All payments to the Engaged Service Provider shall be subjected to deduction of taxes at source as per applicable law. The quotation should be supported by detailed cost breakup including justification.

ORGANIZATION reserves the right of seeking additional information including copies of project completion reports of other projects or Audited Annual Statements of Accounts while examining individual cases.

Submission Guidelines:

Pre-qualification documents alongwith Form A.
Details of relevant past experience.

Applicant firms are expected to take into account the requirements and conditions outlined in the RFP document. The quoted price by the bidder should be inclusive of all taxes taking into account all expenditures. The same should be clearly mentioned inclusive of taxes.

Bids/Proposals not conforming to the prescribed format and not containing all the relevant documents/information would be summarily rejected. All proposals must be submitted by e-mail to secretariat@cyberpeace.net no later than 29th July, 2025 or sends the document through courier at :

B-55 MIG
Birsu Munda Rajpath
Harmu Housing Colony,
Ranchi, Jharkhand- 834002
secretariat@cyberpeace.net

NB: Late submissions will not be considered.

For any queries:

Email-id:secretariat@cyberpeace.net

 

Jai Kumar
Secretary
CyberPeace Foundation
Date: 25/07/2025

Form A: Application Letter

(To be submitted on the Letterhead of the responding Service Provider)

{Place}

{Date}

To,

Subject: Submission of proposal in response to the RFP for engagement of Service Provider for Engagement of Service Provider for "Awareness Campaign against Cyber Crime"

Dear Sir,

1. Having examined the RFP document, we, the undersigned, herewith submit our proposal in response to your RFP dated _____ for Engagement of Service Provider for conducting workshops and public awareness campaign.
2. We undertake, if our proposal is accepted, to assign a team dedicated to this project.
3. We have read the provisions of RFP and confirm that these are acceptable to us. We further declare that additional conditions, variations, deviations, if any, found in our proposal shall not be given effect to.
4. We undertake, if our proposal is accepted, to adhere to the scope of engagement or such modified plan as may subsequently be mutually agreed between us and ORGANIZATION or its appointed representatives.
5. We agree to unconditionally accept all the terms and conditions set out in the RFP document and also agree to abide by this proposal response for a period of EIGHTEEN MONTHS from the date fixed for proposal opening and it shall remain binding upon us with full force and virtue, until within this period a formal contract is prepared and executed, this proposal response, together with your written acceptance thereof in your notification of award, shall constitute a binding contract between us and ORGANIZATION.
6. We affirm that the information contained in this proposal or any part thereof, including its exhibits, schedules, and other documents and instruments delivered or to be delivered to through this proposal is true, accurate, and complete.
7. This proposal includes all information necessary to ensure that the statements there in do not in whole or in part mislead the ORGANIZATION as to any material fact. We agree that ORGANIZATION is not bound to accept the lowest or any Proposal response you may receive. We also agree that you reserve the right in absolute sense to reject all or any of the products/ service specified in the Proposal response without assigning any reason whatsoever.

It is hereby confirmed that I/We are entitled to act on behalf of our Service Provider and empowered to sign this document as well as such other documents, which may be required in this connection.

Dated this ____Day of 2025(Signature)(In the capacity of)

Duly authorized to sign the Proposal Response for and on behalf of:
(Name and Address of Service Provider)Seal/Stamp