

**Bid Document for Engaging an Advertising Agency for
Outdoor Promotion & Branding of Cultural Event**

‘Mushaira’

**Under overall Concept of ‘Hamari Dharohar’ scheme of
Ministry of Minority Affairs, Govt. of India to be held on
26th October, 2018 in ‘Mumbai’**



Maulana Azad Education Foundation (MAEF)
Maulana Azad Campus, Chelmsford Road,
Opposite New Delhi Railway Station,
New Delhi – 110055

Details about Tender No. --- dated 10th October, 2018

Department Name	Maulana Azad Education Foundation (MAEF)
Address	Maulana Azad Campus, Chelmsford Road, Opposite New Delhi Railway Station, New Delhi – 110055. Phone: +91-11- 23583788, 23583789.
Name of Work	Engaging Advertising Agency for Promotion & Branding of Cultural Event i.e. ‘Mushaira’ in Mumbai.
Event Date	26 th October, 2018
Tender Currency Settings	Indian Rupee (INR)
Joint Venture \ Consortium	Not Applicable
Tender Fees/EMD Details	
Bid Processing Fee	Rs.2,500/- in form of Demand Draft (Non Refundable)
Bid Processing Fee Payable to	Non-refundable by Demand Draft in favour of “Maulana Azad Education Foundation” payable at New Delhi.
EMD	Rs.1,00,000/- (Rupees One Lakh Only)
EMD in favour of	By Bank Guarantee in favour of “ Maulana Azad Education Foundation ” from any Nationalized Bank. Bank Guarantee should be valid for a period of 180 days from the date of opening of Bid.
Expected Cost of the Work	Rs.20,00,000/- (Rupees Twenty Lakhs)
Bid Date	10th October, 2018
Last Date & Time for Submission of Technical Bid & Financial Bid.	15th October, 2018 at 12:30PM
Date of Tender opening	15th October, 2018 at 01:30PM
Bid Validity Period	90 days from opening of price bid
Remarks	Tenders will be opened on 15th October, 2018 at 01:30PM . Representatives of the bidders are invited to attend the bid opening meeting. The technical bids will be opened and scrutinized with regard to the eligibility criteria as mentioned in the Tender Document under the heading “Instructions to Bidders”. The results will be placed on the Notice Board of MAEF at Maulana Azad Campus, Chelmsford Road, New Delhi – 110055 on 13 th October, 2018. Bidders who meet the qualification criteria will be called “Technically Eligible bidder” and they will be invited for making presentation on 16 th October, 2018 before Tender Evaluation Committee. Thereafter, their Financial Bids will be opened on subsequent date. Representatives of such Technically Eligible bidders will be invited to attend the Financial Bid opening meeting.

Tender for Advertising Agency

Maulana Azad Education Foundation under administrative control of Ministry of Minority Affairs, Govt. of India (MOMA) is planning to organize Musical and Cultural programmes under the overall concept of '**Hamari Dharohar**' scheme of Ministry of Minority Affairs. Cultural event '**Mushaira**' would be held **on 20th October, 2018 in Mumbai**. The objective of such event is to curate exhibitions including iconic exhibitions/ performing art for showcasing and preserving heritage.

MAEF would engage an Advertising Agency for promotion and branding of Cultural Event '**Mushaira**' under overall concept of '**Hamari Dharohar**' Scheme. The scope of the work is indicated in tender document. The estimated cost would be **Rs.20 Lakh (Rupees Twenty Lakh approx.)** inclusive of all applicable taxes. Detailed terms and conditions are prescribed in the Tender Document, which can be downloaded from the website www.maef.nic.in. The bidder can approach MAEF for any clarification with regard to submitting its bid up to 13th October, 2018.

Bidder has to submit hard bound document duly numbered. Loose documents shall be outrightly rejected. The Tender should be submitted in the following manner:-

The **1st Envelope** should contain the **Bid Processing Fee of Rs.2,500/- (Non Refundable)** and **EMD of Rs.1,00,000/- (Rupees One Lakh only)** in form of Demand Draft drawn in favour of 'Maulana Azad Education Foundation' payable at New Delhi and Bank Guarantee in prescribed format with validity of 180 days from the date of opening of bid.

The **2nd Envelope** should contain the **Technical Bid** in sealed envelope complete supporting documents like copy of work orders bringing out their relevant experience of the Advertising Agency in organizing similar cultural programme/event, Experience of working with at least One PSU/Govt. during last 3 years, CA Certificate/financial statements for annual turnover, photographs of the events organized by them as proof, etc. for bringing out the fact that they meet the eligibility criteria as mentioned in the Tender Document. There should be no mention of the prices in the Technical Bid Document. Original printed document with signature & seal of the submitting company shall be considered as authentic. **Filling up prices with Technical Bid will disqualify the Bidder.**

The **3rd Envelope** should contain the Financial Bid only. Services offered should be strictly as per specifications mentioned in this Tender Document.

The first, second & third envelopes should be enclosed in a larger envelope duly sealed. All pages of the offer must be signed & sealed. The bids complete in all respect must be submitted through **Speed Post/Courier or by hand** by depositing in the Tender Box kept at the reception in the office of MAEF.

Tenders will be opened on **15th October, 2018 at 01:30PM**. Only Authorized Representatives of the bidders are invited to attend the bid opening meeting. The technical bids will be opened and scrutinized with regard to the eligibility criteria as mentioned in the Tender Document. The results will be placed on the Notice Board of MAEF at Maulana Azad Campus, Chelmsford Road, New Delhi – 110055 on 13th October, 2018. Bidders who meet the qualification criteria will be called “Technically Eligible bidder” and they will be invited for making **presentation on 16th October, 2018 before Tender Evaluation Committee**. Thereafter, their **Financial Bids** will be opened on subsequent date. Representatives of such Technically Eligible bidders will be invited to attend the Financial Bid opening meeting.

1. Eligibility Criteria for Advertising Agency (AA) –

- a. The AA should have experience/ expertise in outdoor branding, promotions and advertising, during last three years.
- b. At least 2 similar assignments executed with value of more than Rs.50 lakh in similar projects for PSU/Govt. and its bodies during last three years.
- c. The AA should have minimum turnover of Rs.1 Crore each during last three financial years. Turnover Certificate obtained from Chartered Accountant along with audited Financial Statements should also be submitted.
- d. The AA should have GST Number besides registration with ESI Corporation.
- e. MSME / NSIC registered Agencies are exempted from paying EMD and the cost of tender fee.
- f. Bids received after the stipulated date & time will be rejected.
- g. Bids received without bid processing fees of **Rs.2,500/- &/or EMD of Rs.1,00,000/- shall be considered Null & Void**.
- h. **Open Financial Bids** submitted in the envelope of Technical Bid.
- i. If it is found that the bidder is black listed/delisted by any PSU/Govt. dept. in the past.
- j. MAEF reserves all the rights related to the opening, evaluation and cancellation of Bids without assigning any reasons thereof. MAEF can accept OR reject the financial bids without assigning any reason and decision of the MAEF will be final in this regard. In case of any ambiguity while comparing the rates offered by the bidders, MAEF reserves all the rights to decide on the issue of identifying prospective AA.

2. Scope of work –

- a. Develop the outdoor advertisement plan for successful implementation of Cultural Event ‘Mushaira’.
- b. Responsible to provide branding / publicity for the event in each location.

c. Printing of Invitation Cards/ Guest /visitors passes as required by MAEF.

3. Payment Terms –

a. The project cost would be paid in **two installment** subject to achievement of following mile stones

i. 1st installment 30% of total project cost would be paid to the Advertising Agency on the issuance of work order from MAEF and against irrevocable bank guarantee of 10% of total project cost against the payment under consideration from scheduled bank.

ii. 2nd Installment 70% of total project cost would be paid to the Advertising Agency on successful conduct of the event and submission of documents pertaining to the venue like backdrop, photographs of banners and billboards/ hoardings displayed in and around the venue, photographs / videos of event bills and other related documents.

Technical Bid Format
(on Letter Head of the Advertising Agency)

Date_____

To,
The Secretary & CEO,
Maulana Azad Education Foundation,
Maulana Azad Campus,
Chelmsford Road, Opposite New Delhi Railway Station
New Delhi - 110055.

Subject: Technical Bid for organizing Cultural Event 'Mushaira' under Hamari Dharohar scheme.

Sir,
Please find enclosed Technical Bid in response to Bid Documents issued by Maulana Azad Education Foundation for promotion and branding of cultural event '**Mushaira**' under '**Hamari Dharohar**' Scheme.

We agree and undertake to abide by all these terms and conditions stipulated in the Bid Document issued by MAEF. The information/ documents submitted along with the Proposal are complete/ true to the best of our knowledge.

We acknowledge that MAEF reserves the right to accept or reject the proposal without assigning any reason or otherwise.

Thanking you,

For and on behalf of:

Signature of Authorized Representative/ Signatory:

Name:

Designation:

Seal

Details of Event Management Agency

S. No.	Particular	Details
1	Name of Agency	<i>Enclose Registration Certificate</i>
2	Type of firm: Proprietorship Firm / Partnership Firm/ Pvt. Ltd. /Public Ltd. Company/ Society/Trust	<i>Enclose Registration Certificate</i>
3	Registration No. & Date of Registration of Agency	<i>Enclose Registration Certificate</i>
4	Name of Director(s)/CEO/President/Head	
5	Contact Details of Director(s)/CEO/President/Head	<i>Contact No./ Email id</i>
6	Registered Head Office Address	<i>As per Registration Certificate</i>
7	Correspondence Address	
8	Name of Authorized Representative	
9	Mobile No. of Authorized Representative	
10	Email id of Authorized Representative	
11	Fax No.	
12	Website Address of the Agency (if available)	
13	PAN Card Number	<i>Enclose copy of PAN card</i>
14	GST No.	<i>Enclose GST Certificate</i>

Prior Exposure of the Agency

Details of similar work executed in last three years

S. No.	Financial Year	Name of Funding Agency	Description of Work	Location of Event	Value of Contract in Rs.
1					
2					
3					

- Each of the listed works shall be supported with the copy of work order & work completion certificate. **Work completion certificate shall mention the nature of work, value of work completed.**
- At least 5 Photographs of the work executed shall be attached.
- Non-disclosure of any information in the schedule will result in disqualification of the firm.

Financial Details of the Agency

(On the Letter head of Chartered Accountant with date, Signature, Registration No. & Seal)

This is to certify that the (Name of Agency) having its registered office at (Address) has an average turnover of ₹1 Crore or more in the last three consecutive years (FY1, FY2, FY3). The annual turnover of the agency is as under –

S. No.	Financial Year	Annual Turnover (INR)
1		
2		
3		

(Audited Financial Statements of the agency for last three consecutive years are to be enclosed)

For and on behalf of:

Chartered Accountant Signature:

Name:

Registration No.:

Seal:

Date:

(An affidavit on a non-judicial stamp paper of Rs.100/- by Agency)

AFFIDAVIT for NON BLACKLISTED / NON BANNED PARTY

(Name of Agency) having its registered office at (Office address) hereby confirm that we have not been blacklisted/banned/ debarred by any Central Government/State Government/ Semi Govt. Organizations/PSUs or any other Agency.

It is also certified that we have not directly/indirectly engaged or indulged in any kind of fraudulent, corrupt or undesirable practices.

The information/ documents submitted along with the Proposal are complete/ true to the best of our knowledge.

For and on behalf of:

Signature of Authorized Representative/ Signatory:

Name:

Designation:

(Company Seal)

Date

Financial Bid Format
(on Letter Head of the Advertising Agency)

Date_____

To,
The Secretary & CEO,
Maulana Azad Education Foundation,
Maulana Azad Campus,
Chelmsford Road, Opposite New Delhi Railway Station
New Delhi - 110055.

Subject: Financial Bid for Promotion and Branding of 'Mushaira' under Hamari Dharohar scheme of the Ministry.

Sir,

Please find enclosed **Financial Bid** as per the Terms of Reference given in this Tender Document of MAEF, within the time specified and in accordance with the specifications, themes/ designs and instructions as per general terms and conditions. The detailed price bid in prescribed format is enclosed herewith.

Thanking you,

For and on behalf of:

Signature of Authorized Representative/ Signatory:

Name:

Designation:

Seal

Financial Bid Format

S. No.	Particulars	Quantity/ Details	Amount in Rs.
1	Outdoor promotions on all Prime Locations (Outdoor media to be acquired from Govt. approved agencies like Railways, MCD, NDMC) including Designing, Printing, and Mounting. (Location and size billboard/ Flex board is enclosed)		
2	Flex Board/ Banners in and around of the Venue		
2.1	4 x 8 Sq. Ft. Flex Board with frame	70	
2.2	8 x 8 Sq. Ft. Flex Board with frame	70	
2.3	20 x 10 Sq. Ft. Flex Board with frame	30	
2.4	3x 6 Sq. Ft. Flex Board with frame	30	
2.5	Invitation card – Silver Glossy paper – 250GSM, Folded 8x5.5 inch. ID cards/ passes for event.	2000	
3	Service Charges for Advertising Agency		
	Total Amount (in words)		

Notes:

1. AA would enclose the list of placed where flexes for outdoor promotion would be installed.
2. It is understood that the above amount quoted is inclusive of all applicable taxes.
3. It is understood that in case of discrepancy, the amount quoted in words will prevail.
4. This proposal and all other details furnished by us shall constitute a part of our Bid. I / we understand that MAEF is not bound to accept the lowest or any Bid received.
5. I/ we agree that my / our Bid shall remain valid for a period of 2 months from the Bid submission date.
6. I / we confirm that our Financial Proposal is unconditional and that we accept all the terms and conditions specified in the tender document. I/ we agree to abide by this offer if we are declared as the Successful Bidder.
7. We declare that we have read and understood the scope of work along with the human resource requirements. Our financial quote has been submitted with complete understanding of the same.

Signature of Authorized Representative/ Signatory:

Name:
Designation:
(Company Seal)Date:

List of Locations & Size of Billboard/ Flex board/ Bus Que Shelter for Outdoor Promotions

S. No.	Location/ Area	Size (in Sq. Ft.)	Amount in Rs. (Including rental/installation/ printing)
1	Umarshi Bappa Chowk, V. N. Purav Road, Chembur		
2	Madhani Estate, Senapati Bapat Marg, Dadar (W)		
3	P. T. Chowk, S. K. Bole Marg, Dadar (W)		
4	Veer Kotwal Udyan', N. C. Kelkar Road, Dadar (W)		
5	Telecom Factory, V. N. Purav Road, Deonar		
6	Maheshwari Udyan, B. A. Road, King Circle		
7	Mahim, L. J. Road, Mahim		
8	Mahim Causeway, Causeway Road, Mahim		
9	Mahim Railway Station, Senapati Bapat Marg, Mahim		
10	Saraswati Vidyalaya, Senapati Bapat Marg, Mahim		
11	Sitladevi Mandir, L. J. Road, Mahim		
12	Kapol Niwas, B. A. Road, Matunga (E)		
13	Ruia College, Nappu Road, Matunga (E)		
14	City Light, L. J. Road, Matunga (W)		
15	Ruparel College, Senapati Bapat Marg, Matunga (W)		
16	Ravindranya Mandir, Sayani Road, Prabhadevi		
17	Catering College, Veer Savarkar Road, Shivaji Park		
18	R. G. Gadkari Chowk, L. J. Road, Shivaji Park		
19	Vaneeta Samaj, Veer Savarkar Road, Shivaji Park		
20	Sion Rly Station, Road No.3, Sion		