



NATIONAL HANDLOOM DEVELOPMENT CORPORATION LTD.
(A GOVT. OF INDIA UNDERTAKING – MINISTRY OF TEXTILES)
HANDLOOM HAAT, ROOM NO.29, 3RD FLOOR, JANPATH, NEW DELHI-110001

TENDER COST OF RS. 2000/-
(NON REFUNDABLE)
(PUBLICITY) TENDER FORM-2
YEAR 2017-18

National Handloom Development Corporation Ltd (A Govt of India Undertaking) working under the aegis of Development Commissioner for Handlooms, Ministry of Textiles, Govt of India, New Delhi has been taking a number of measures to provide Marketing support to the handloom weavers in marketing their products by arranging Exhibition cum sale besides other measures at various metropolitan cities. Participants from various states, Apex Bodies, Primary Handloom Weavers Societies etc. will participate in these Expos.

TENDER PAPERS FOR PUBLICITY AND OTHER RELATED WORK FOR SPECIAL HANDLOOM EXPO. "SILK FAB /WOOL FAB" 2017-18 ARE TENTATIVELY PROPOSED TO BE HELD AT 24 PLACES. These are:-

LUCKNOW, BHOPAL, INDORE, JABALPUR, DELHI, CHANDIGARH, JAMMU, RAIPUR, PATNA, KOLKATA, BHUBANESWAR, GUWAHATI, MUMBAI, PUNE, AHMEDABAD, SURAT, ERNAKULAM, HYDERABAD,VIJAYWADA, COIMBATORE, BANGALORE,NAGPUR, JODHPUR ,VARANASI.

1: **CITY**
(RATES MAY BE QUOTED ON ADDITIONAL SHEET FOR SEPARATE EVENTS, IF THEY ARE DIFFERENT FOR VARIOUS PLACES, WHERE EXHIBITION IS PROPOSED TO BE ORGANISED.)

2) A) GENERAL CONDITIONS : PAGE NO. ONE & TWO

B) SCHEDULE OF QTY.ETC (i) **TECHNICAL BID:** PAGE NO. THREE & FOUR

(ii) **FINANCIAL BID:** PAGE NO FIVE

3) TENDER PAPER ISSUED TO :M/S.....

4) LAST DATE & TIME OF SUBMISSION OF TENDER : 16TH JUNE, 2017 BY 12:00 NOON

5) DATE & TIME OF OPENING OF TENDER : 16TH JUNE, 2017 BY 02:00 P.M

6) ESTIMATED BUDGET FOR EACH EXPO : Rs: 10.00 LAC

NOTE: SEALED TENDER DULY COMPLETED BE DROPPED IN TENDER BOX MARKED FOR "PUBLICITY 2017-18" AVAILABLE AT HANDBLOOM HAAT.ROOM NO.29, 3RD FLOOR,JANPATH, NEW DELHI-110001 .

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GENERAL TERMS AND CONDITIONS

OFFERS MUST BE SENT /SUBMITTED IN SEALED ENVELOPE.

- 01 Tender received after the stipulated date and time on account of any reason such as postal delay etc. shall not be entertained
- 02 In case, agency feels necessary to clarify or to give some details relating to the rates, as quoted by them for any specific job, it should be specifically mentioned on tender documents and no verbal clarification will be entertained by the committee. The rates should be quoted against the unit as given in the tender documents. Unspecified, vague rates/terms, which require clarifications, shall not be considered and committee shall be liable to reject such tenders, which are not clear in meaning and terms.
- 03 For publicity through Newspaper / FM Radio Channels, Agency will have to arrange the advertisements only on DAVP rates, applicable for that duration.
- 04 Written approval from the Exhibition In charge of the Corporation must be obtained for design and matter, write-up etc, specially in case of invitation cards / banners and other advertising material for Newspaper etc.
- 05 Any change in schedule of the publicity, quantity, size etc (If required) shall have to be incorporated by the agency.
- 06 NHDC reserves the right to increase / decrease or cancel the item / items quantity as given in the tender documents while placing the order and also during the course of event.
- 07 Actual plan of the Newspaper / Radio publicity will be given along with the confirmed order, which may be amended as per the requirement during the event.
- 08 The payment to the agency shall be made after completion of the events, on submission of the final bills, alongwith all necessary documents like, original bills of the Newspaper and other certificate from the concerned agency and also advertisement cutting of Newspaper. No advance payment shall be made to the agency. Payment will be released according to the original bills of the Newspapers (On DAVP)/ and it will be limited to the rate of above institution or the rate quoted by the serving agency whichever is lower. **The original bill of the news paper must be submitted within 25 days of completion of particular event.**
- 09 The tenderer should fill the rate tendered in figures **as well as in words**. The tender form may be filled in English/ Hindi and all entries should be made by hand. Over writing in rates is not allowed. All corrections should be attested by the tenderer with his initials as many times as the corrections occur. Each

page of the tender form and other related papers submitted therewith be signed by the tenderer.

10 Tenderers are required to deposit a security money of Rs. 1,00,000/- (Rupees One Lac) only. The payment of Earnest money and tender cost of Rs.2000.00 will be accepted only in the form of DEMAND DRAFT drawn in favour of “ **National Handloom Development Corporation Ltd**” payable at **New Delhi/Greater Noida**, from Scheduled Bank. The Tender without Earnest Money will not be accepted. In case the contractor fails to complete the work satisfactorily, the said EMD stand forfeited.

11 The earnest money of successful tenderer will be retained as security for successful completion of the contracts and shall be returned without any interest only after completion of exhibitions.

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12 It is proposed to organise Special Handloom Expo "Silk Fab" / Wool Fab" at 24 places. The Corporation has a right to cancel one or more or all events at any moment without assigning any reason whatsoever or change the date of events / contractor for any event. No compensation at all against such losses, if any, will be given to the contractor for such event.

13 The successful tenderer shall immediately and not later than next three days of intimation of acceptance of tender sign and return a copy of order as acceptance of the same including terms & conditions mentioned therein to the Corporation. Failure to do so shall give the Corporation the right to revoke the acceptance of the tender without further notice to the tenderer, forfeit the earnest money deposit and award the work to any other contractor.

14 Corporation reserves the right not to accept the lowest tender, the right to reject any or all tenders and award the remaining work to any other Contractor without assigning any reason. Conditional tenders in any form, whatsoever, shall be liable for outright rejection. Tenderer should quote item wise rates for each event / place separately.

15 The Corporation shall have the right to cancel, if it is found that there has been any breach of conditions of this contract and or the work is found to be unsatisfactory. The contractor in such cases will not be entitled for making any claim / compensation. The Corporation is entitled to forfeit the Earnest Money and the contractor may not be considered for award of any similar contract in future.

16 The contractor is responsible for observing all the relevant labour laws in force during the execution of the contract. For works outside the work order, contractor will have to quote rates separately. For all such works the Corporation reserves the right to pay the lowest of the rates quoted by the competing contractors or on the basis of assessment of reasonable market rates.

17 Preference will be given to those agencies who ensure physical presence at the event places.

18 In case of any dispute or differences, breach & violation relating to the terms of the contract, the said matter or dispute, differences shall be referred to MD, NHDC for arbitration, who himself or any other person appointed by him will work as sole arbitrator and the award of the arbitrator shall be final and binding on both the parties.

All terms & Conditions accepted.

(Seal & Signature of the Contractor)

Name :

Date :

Place :

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1-TECHINICAL BID:

Sl.No.	Minimum Qualification Criteria
1	Proof of the Agency is registered with INS.
2	Authentic proof of the work done of similar nature and value with any Government Authority or National Handloom Expo. Enclose Certificate etc.

3	The turn-over of the agency during the last three financial years shall not be less than in average of Rs.10 Crore per year. (Year.2014-15,2015-16& 2016-17). A Certificate of Chartered Accountant / Audited Balance Sheet in this regard is to be submitted.
4	Income Tax Clearance Certificate. A self-attested copy of TAN/PAN no. certificate is also required to be enclosed with the tender documents
5	Service tax registration certificate (Proof to be submitted along-with self –attested copy of latest service tax return filed.)
6	Proof of Financial status and credit worthiness of the firm minimum Rs.15 lac from agency's bankers, proof to be enclosed.
7	Security Money Deposit of Rs.1,00,000.00(Rupees one lac) only, through DD in favour of NHDC Ltd., Payable at New Delhi/ Greater Noida
8	Any tender not accompanied by the requisite documents mentioned herein as above is liable not to be considered and shall be rejected.
09	Work amount / rates should be quoted in total (Inclusive of sales tax/),Service tax will be paid by the NHDC to the agencies as per rules of Govt.
10	Bidders must submit concepts / strategies/designs of Invitation Cards and advertisements of the event along with the tender
11	The publicity agency must have been in operation for minimum of 3 year as on 31 st March 2017 in the designing/production of creative /commercials for various media, including print TV ,online ,outdoor etc as well as creative material including brochures, poster etc(supporting documents to be submitted.)
12	The publicity agency should have handled at least one creative account in any sector, with revenue of over Rs.75 Lac in any one of the last three years (A certificate from Chartered Accountant should be submitted)

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Sl. No.	Evaluation Criteria	Points
1	Publicity vision and strategy presented for NHDC's Publicity campaign- <ul style="list-style-type: none"> • Understanding of components of Handloom Sector and suggested Publicity Media. • Study and analysis of campaigns for hand woven. • Strategies for specific positioning, sectors and geographies. 	15
2	Profile and track record of the agency, including experience of the agency in the Publicity field, campaigns/brands handled, above /below the line activities undertaken- <ul style="list-style-type: none"> • Profile of the agency including number of year's experience • Campaigns handled. 	20

3	Publicity output based on previous work undertaken and sample Publicity material submitted with the Technical Proposal-	15
4	Agencies located offices in proposed Silk fab/Wool fab events.	5
5	Credentials of Publicity team identified to work with NHDC.	10
6	Experiential Design	5
7	Outreach programme.	5
	TOTAL	75

Enclosures:

Accepted all terms & conditions

Name Signature & Seal of Contractor

Date:

HANDLOOM HAAT, ROOM NO.29,JANPATH,NEW DELHI-110001

NAME OF THE EVENT : SILK FAB / WOOL FAB 2017 - 2018 EXHIBITION- CUM- SALE.

(II) FINANCIAL BID:

Sl.no	Description of Work	Qty (Approx]	Rate (Both in figure & words]	Total (Amount]
01.	<p>News Papers Ads: Advertisement through News papers will be allowed to release only on DAVP approved rates applicable for that period. Name of the News Paper alongwith the size of the Ads. will be finalised by the Corporation before the event. No separate charges will be paid for making design / Art work/ Layout etc. for publicity through Media.</p> <p>Please confirm whether your agency will provide advertisements in news papers on DAVP rates. (All over India according to the event) Script for radio spots / jingles in top FM radio station in each city.</p> <p>Please mark tick✓ on the block.</p>		YES <input type="checkbox"/>	No <input type="checkbox"/>
02.	<p>Please confirm whether your agency will provide advertisements through radio spots on DAVP rates. (All over India according to the event) Please mark tick✓ on the block.</p>		YES <input type="checkbox"/>	NO <input type="checkbox"/>

AUTHORISED SIGNATORY OF ADVERTISING AGENCY

(Signature with seal)

Name :

Designation:

Date :

Place :