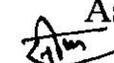


Govt. of Bihar
Animal & Fisheries Resources Department
Office of the Animal Husbandry Information & Extension, Bihar
Off Polo Road, Patna- 800001

Bid for Empanelment of PR & Awareness Generation Agency for Rate Contract of Awareness Generation at field level about various Schemes/ SOPs/ Best Practices /Acts /Provisions etc.

Sealed tenders under two bid system are invited for hiring the services of PR and Awareness Generation agency for the Rate Contract. The activities involve Awareness Generation at field level about various Schemes/ SOPs/ Best Practices/ Acts/ Provisions etc. The detailed terms & conditions along with the bid guidelines & specifications may be downloaded from the website <https://state.bihar.gov.in/ahd>. Downloaded bid document must be submitted along with a Demand Draft of Rs.2500/- (Two Thousand Five Hundred only) in favour of Assistant Director, Animal Husbandry Information & Extension, Bihar Payable at Patna, All bid should be accompanied with an EMD of Rs. 1,00,000.00 (Rs. one lac only) otherwise bid may be rejected. BID document complete in all respects may be submitted in the office of the undersigned by 11 AM on 05.10.2023. The Technical BID would be opened on the same day at 3 PM in the presence of the bidders who may wish to attend.


(Dr. Diwakar Prasad)
Assistant Director


14/9/23

Bid for Empanelment of PR & Awareness Generation Agency for Rate Contract of Awareness Generation at field level about various Schemes/ SOPs/ Best Practices /Acts /Provisions etc.

Background and Introduction

- Propagation of department's activities through different types of activities like Mela, Awareness Camp at field level, Skits etc.
- Installation of Awareness Booths at different places of the State on different special occasions like Sonepur Fair, Bihar Diwas, Saras Fair, Agriculture Fair etc.
- On some occasions print and electronic media, IEC etc done by this office.







Section – 1

INSTRUCTIONS TO TENDERERS / BIDDERS

Sealed tenders are invited in the prescribed format for empanelment from agencies for Rate Contract of PR & Awareness Generation at field level about various Schemes/ SOPs/ Best Practices /Acts /Provisions etc.

1. Qualification Criteria

- Agency must have GST No. (Copy of Registration & latest updated copy of return must be submitted)
- Agency must have PAN No. (Copy of Registration & Last three years IT return (Financial year 2020-21, 2021-22, 2022-23) copy must be submitted).
- The bidder should have achieved minimum average annual turnover of Rs. 1,00,00,000.00 (Rupees One Crore) in the last three completed financial years (2020-21, 2021-22, 2022-23). A copy of the Audited profit and loss statement, Balance sheet etc for the last three completed financial years in support of the agency's financial standing & capability to perform the contract.
- Bidder shall submit a Notarised Affidavit of non-blacklisting by any Govt./Public Sector agency.
- The bidder must have experience of Event Management Services for Govt. Departments/PSUs (Copy of the work order must be submitted).
- The firm must have experience of conceptualization, designing & printing of Awareness items for Government/Public Sector Agencies. The bidder must have atleast five such assignments for Govt. Department/PSU. Out of those five work orders at least two work order value must be above Rs. 50 lacs.
- The bidder should furnish the information on past supplies and satisfactory performance (experience) in the Proforma given under Section III (proof of at least six (1+5) such assignments must be submitted).
- Bid security in form of Demand Draft / Bank Guarantee of Rs. 1,00,000.00.
- The agency should also submit detailed Resume of minimum three Communication Experts/Content Developers, whose services are proposed to be taken for this assignment. Detailed resumes must be countersigned by the Head of the quoting agency.
- Minimum three Samples of previous works done should be enclosed.
- Animal Husbandry sector experience will be preferable.



- Agency would be required to submit a Power Point presentation in hard copy and in CD/Pen Drive, showcasing some of the Awareness Generation, Events Managed, Content Developed, Layout Designed and Executed by the agency.
- The Bidder should also submit the details of infrastructure available and employees.

Notwithstanding anything stated above the purchaser reserves the right to assess bidder's capability and capacity to perform the contract should circumstances warrant such an assessment in the overall interest of the purchaser.

Bid not submitted as per above prescribed manners will be treated as invalid.

The Bidder also should have the capability to distribute finished material to the specified destinations by Road Transport/Courier within the stipulated time schedule.

The Bidder has to submit the proposals in two envelopes as mentioned below.

1. Envelope marked "A"–

- i) Cost of Bid document Rs.2,500/- in form of bank draft in favour of Assistant Director, Animal Husbandry Information & Extension, Bihar Payable at Patna.
- ii) Security Deposit of Rs.1,00,000/- in form of Bank Draft or Bank Guarantee in favour of Assistant Director, Animal Husbandry Information & Extension, Bihar Payable at Patna.
- iii) Past experience (in prescribed format on Section–III).
- iv) Copy of GST Registration, Latest Updated GST Return Copy.
- v) Copy of PAN card and Last three years IT return copy.
- vi) Proof of sound financial capability of the bidder. The bidder should have achieved minimum average annual sales turnover of Rs.1,00,00,000/- in the last three completed financial years. A copy of the profit and loss statement, Balance sheet etc for last three financial years in support of the agency's financial standing & capability to perform the contract.
- vii) Resume of Communication Expert/Content Developer.
- viii) Hard copy and CD/Pen Drive comprising of power point presentation showcasing some of the Awareness Generation, Content Developed, Conceptualized, Layout Designed and Execution the Agency have done in the Past.
- ix) Minimum three samples of previous works done. .
- x) Affidavit for Non Blacklisting
- xi) Sample of material (Paper/Flex) for the items as specified in Section II.
- xii) Details of infrastructure.

2. Envelope marked "B" – Financial bid (prescribed format Section – 1V)

3. Evaluation of the Proposal

Envelopes marked 'A' will be opened first and the Minimum Eligibility Criteria will be verified.

Evaluation Criteria

A two-stage procedure will be adopted in evaluating the proposals with the technical evaluation being completed prior to any financial proposals being opened. **The technical proposals** will be evaluated using the following criteria:

- (i) The agency's relevant experience in Event management & conceptualization, designing and printing of similar type of promotional items / awareness generation items, specifically for Animal Husbandry for Govt. agencies/PSU (maximum 30 points);
- (ii) Resume of the communication expert/content developer (maximum 30 points);
- (iii) Power point presentation of past development activities (maximum 30 points)
- (iv) Infrastructure available and details of employees (maximum 10 points)

TOTAL – 100 points

The Financial Proposals shall be opened publically in the presence of the agencies that choose to attend. The date for the same would be communicated separately.

The financial bids of only those agencies will be opened which score 70 percent or above in technical evaluation.

SCHEDULE TO THE INVITATION OF TENDER / BID **General Terms and Conditions**

1. Bid for Empanelment of PR & Awareness Generation Agency for Rate Contract of Awareness Generation at field level about various Schemes/SOPs/Best Practices/Acts/Provisions etc. (Refer Section II for technical specifications)
2. **Security Deposit**
 - 2.1 Rs. 1,00,000/- in the shape of (a) Bank draft, from nationalized / Scheduled Bank located in India issued in favor of The Assistant Director, Animal Husbandry Information & Extension, Payable at Patna. or (b) in form of a Bank Guarantee from any Nationalized Bank will have to be submitted in envelope marked 'A'.
 - 2.2 The amount of earnest money will be forfeited if the bidder withdraws his bid after the opening of bids.
 - 2.3 The bid security shall remain valid for a period of 15 days beyond the original validity period of supply i.e. 60 days.
3. **Quotation Price**
 - 3.1 Bidder must submit rate as per technical specification enclosed in section II
 - 3.2 Rates for supply of goods/services are F.O.R. destination Office of the Animal Husbandry Information & Extension situated at Patna.
 - 3.3 The bid shall be typed or written in permanent ink and shall be signed by the bidder or a person or persons duly authorized to bind the bidder to the contract. The letter of authorization shall be indicated by written power-of-attorney

Handwritten signature

Handwritten signature

accompanying the bid. All pages of the bid, except for unrelated pages, shall be initialed by the person or persons signing the bid.

- 3.4 Any interlineations, erasures or overwriting shall be valid only if they are initialed by the person or persons signing the bid.
- 3.5 Telex or Facsimile quotations are not acceptable.

4. **Validity of quotation**

- 4.1. Bids shall remain valid for 60 days after prescribed date of opening of technical bids. A bid valid for a shorter period shall be rejected by the Purchaser as non-responsive. After signing of the rate contract, its validity will be for a period of three years.
- 4.3. The Purchaser may solicit the bidder's consent to an extension of the period of validity. The request and the responses there shall be made in writing (or by fax). The bid security provided under Clause 6 shall be suitably extended. A bidder may refuse the request without forfeiting its bid security. A bidder granting the request will not be required nor permitted to modify its bid.

5. **Condition for Supply**

Since the agreement will be a rate contract valid for a period of three years from the date of contract/issue of order, the purchaser will have liberty to increase, decrease or even part supply order spread over the Rate Contract period as & when required during the time. Any decision regarding extension of the rate contract duration after 3 years for another 2 years will be taken based on the requirement, performance of the agency and mutual consent of both the parties. A rate increase of 5-7 percent per year may be considered.

- (a) Delivery: The delivery of the goods should be done within 60 days of issue of work order for that item as per the following schedule
 - i. Finalization of Content development, Layout and designing with the support of relevant illustrations & creative art work - within 30 days of work order.
 - ii. Completion of delivery of goods - 30 days of (i) i.e. 60 days of award of Assignment.
- (b) Any delay in the period mentioned above in 5(a) will attract deduction in payment of ordered value in below mentioned ways;
 - i. For a delay of less than 14 days in delivery - 0.20% per week for delayed Quantity
 - ii. For a delay from 15 days to 21 days - 0.50% per week for delayed Quantity
 - iii. For a delay of 22 days and above - 1% per Week for the delayed Quantity Or Part thereof

However, the above deductions would not be applicable if the delay is on account of Office of the Animal Husbandry Information & Extension, Animal & Fisheries Resources Department, GoB.

6. **Force Majeure**

- 6.1 Force majeure as used herein means any unforeseeable and irresistible act of nature, will not be effective in case of war, invasion, enemy or terrorist action, insurgency, hostilities, embargoes, blockades, major strikes, employees' strikes, disorders riots, demonstration, revolution, epidemics, denial of Public use of road transport, earth quake, explosion, fire, flood, Acts of God and Acts of Government.



6.2 If at any time during the Performance of the Contract, the supplier should encounter conditions impeding timely delivery of the goods at the consignee level, the supplier shall promptly notify the purchaser in writing of the fact of the delay, its likely duration and the causes. As soon as practicable after receipt of the suppliers note, the purchaser shall evaluate the situation and at its discretion, extend the time for delivery of the goods.

7. Modification and Withdrawal of Bids

7.1 The bidder may modify or withdraw its bid after the bid's submission, provided that written notice of the modification or withdrawal is received with the Purchaser prior to the deadline prescribed for submission of bids.

7.2. The bidder's modification or withdrawal notice shall be prepared, sealed and marked and dispatched in the manner original bid was sealed marked and dispatched. A withdrawal notice may also be sent by fax, followed by a signed confirmation copy, post marked not later than the deadline for the submission of bids.

7.3. No bid may be modified subsequent to the deadline for the submission of bids.

7.4. No bid may be withdrawn in the interval between the deadline for submission of the bids and the expiration of the period of Bid validity specified by the bidder on the bid form. Withdrawal of a bid during this interval may result in the bidder's forfeiture of its bid security.

8. Payments

8.1 Payment shall be made after delivery of the goods in satisfactory condition. Part payment of goods supplied would be considered, solely on the discretion of the Office of the Animal Husbandry Information & Extension, Animal & Fisheries Resources Department, GoB.

9. Important Timelines

9.1 Bidders are requested to send their offer in the prescribed format (enclosed herewith) in sealed envelope addressed to Assistant Director, Animal Husbandry Information & Extension on or before 05.10.2023, 11:00 AM.

9.2 The Technical Bids according to the tender document will be opened on the same day at 03:00 PM in the presence of bidders or their authorized representative who desire to be present. The Financial Bids of only technically successful bidders would be opened, the date for which would be duly communicated.

10. No preference will be given to any bidder or class of bidders, either for price or for any of the terms and conditions, earnest money deposit exemption etc.

Handwritten signatures and initials are present at the bottom of the page. There are three distinct marks: a large signature that appears to be 'A. M.', a smaller signature that looks like 'A. M.', and a set of initials 'AM'.

SECTION-II
TECHNICAL SPECIFICATION

Sl.	ITEM	Specification
1.	Nukkad Natak (Skit)	10 artist team, development of story on given subject. All artisans TA/DA with all necessary instruments. In a single day they must perform atleast 3 skits in different places.
2.	Event Management Services at State level	Event management services for 150-250 people. Venue, Sitting & Sound will be provided by the department. Creative preparation for the event. Invitation Card, ID card, Fresh flower decoration, flower bouquet, backdrop, 1 gate, lamp lighting, dias setup with folder, media folder, environment building through standee (10 pcs), paper ad designing. Photography & Videography, Anchoring Service.
3.	Event Management Services at Block level	Event management services for 50-100 people, Venue will be provided by the department. Creative preparation for the event. flower bouquet, backdrop, one gate, Chair & Table, Sound System for venue, lamp lighting, dias setup with folder, media folder, environment building through standee (10 pcs), paper ad designing. Photography.
4.	Digital Signage	Floor Standing Digital Signage, Body Material: Powder coated rust free metal, System Android, Connectivity: HDMI/SD/USB/WIFI/LAN, Shape: Rectangle Display: HD Resolution LED 43"
5.	Vehicle Branding	Creative preparation, three side vehicle wrapping through digitally printed vinyl/flex. Size: Departmental Ambulatory Van/Tata Magic or similar.
6.	Awareness Canopy	Size 4'x4', Made of Collapsible pipe & High Gloss durable material which must be fitted in a carry bag. Creative preparation in attractive manner, Three side open.
7.	Backpack	Back pack bag with zip, material coated polyester, Zipper material - premium polyester, laptop sleeve, 03 compartment, 01 front zipper pocket, padded shoulder strap, padded handle, capacity-20 lit, logo design & institution name printed on top side.
8.	Jute Bag	Jute Bag, Size: 12"x16"x3", Jute inside Laminated with Velcrow or Zip locking, Strap for holding, printing on the top side
9.	Creative for Advertisement	Brief content about Schemes/ SOPs/ Best Practices /Acts /Provisions. Preparation of relevant illustration & layout designing in PDF & CDR format.
10.	Writing Pad	64 pages/32 sheets, Size : 5.5"x8.5", Paper 70 GSM Maplitho Paper with single colour printing, Cover 300 gsm C2S Art Paper with Multicolour Printing. Locked Wiro binding.
11.	Three fold Brochure	Brief content about Schemes/ SOPs/ Best Practices /Acts /Provisions. Preparation of relevant illustration & layout designing of brochure & Multicolour Printing. Size : 14"x9.5", Paper 170 GSM C2S Art Paper, Back to back. All Multicolour Printing both sides with two creaz line & folding.
12.	Two fold Brochure	Brief content about Schemes/ SOPs/ Best Practices /Acts /Provisions. Preparation of relevant illustration & layout designing of brochure & Multicolour Printing. Size : 10.5"x8.5", Paper 170 GSM C2S Art Paper, All Multicolour Printing both sides with single creaz line & folding.
13.	Single Pager Brochure (A4)	Brief content about Schemes/ SOPs/ Best Practices /Acts /Provisions. Preparation of relevant illustration & layout designing of brochure & Multicolour Printing. Size : 10.5"x8.5", Paper 170 GSM C2S Art Paper, All Multicolour Printing both sides.
14.	Single Pager Brochure (A8)	Brief content about Schemes/ SOPs/ Best Practices /Acts /Provisions. Preparation of relevant illustration & layout designing of brochure & Multicolour Printing. Size : 5.5"x8.5", Paper 170 GSM C2S Art Paper, All Multicolour Printing both sides.
15.	20 Pager Handbook	Brief content about Schemes/ SOPs/ Best Practices /Acts /Provisions. Preparation of relevant illustration & layout designing of Handbook & Multicolour Printing. Size: 8.5"x5.5", 16 Text pages 170 GSM C2S Art Paper, 4 Cover page 300 GSM C2S Art Paper, All Multicolour Printing. Cover Polyester Lamination & Centre Stitch Binding.

ambu

dh

16.	24 Pager Booklet	Brief content about Schemes/ SOPs/ Best Practices /Acts /Provisions. Preparation of relevant illustration & layout designing of Booklet & Multicolour Printing. Size : 8.5"x10.5", 20 Text pages 130 GSM C2S Art Paper, 4 Cover page 300 GSM C2S Art Paper, All Multicolour Printing. Cover Polyester Lamination & perfect Binding
17.	52 Pager Booklet	Brief content about Schemes/ SOPs/ Best Practices /Acts /Provisions. Preparation of relevant illustration & layout designing of Booklet & Multicolour Printing. Size : 8.5"x10.5", 48 Text pages 130 GSM C2S Art Paper, 4 Cover page 300 GSM C2S Art Paper, All Multicolour Printing. Cover Polyester Lamination & perfect Binding
18.	Posters for Awareness Generation	Major trigger points about Schemes/ SOPs/ Best Practices /acts /provisions. Content Writing, Content development, preparation of relevant illustration & layout designing of Poster & Multicolour Printing. Size: 18"x22", 170 GSM C2S Art Paper with Multicolour Printing.
19.	Shaped Sticker	Major trigger points about Schemes/ SOPs/ Best Practices /acts /provisions. Content Writing, Content development, preparation of relevant illustration & layout designing of Sticker & Multicolour Printing Size: 7"x7", 100 GSM C2S Art Paper pre Gummed, All Multicolour Printing
20	Wall calendar	Brief content about Schemes/ SOPs/ Best Practices /acts /provisions. Content Writing, Content development, preparation of relevant illustration & layout designing of Booklet & Multicolour Printing. Size : 17"x10.5", 14 Text pages ie 7 sheets 170 GSM C2S Art Paper, All Multicolour Printing. Binding all the pages all together with support of tin plate & string for hanging.
21.	Form/Format Single pager	Content development, layout designing of Form/Format. Size: 10.5"x8.5", 90 GSM Maplitho Paper with Single Colour Back to Back Printing.
22.	Register (150 sheets)	Size: 12.5"x8", 150 sheet, 70 GSM Maplitho Paper with Single Colour Back to Back Printing. Cover 350 gsm Duplex Board with lamination and stich binding.
23.	Receipt	Content development, layout designing of Receipt. Size: 10.5"x5.5", 90 GSM Maplitho Paper with Single Colour Printing. 50 sheet original + 50 sheet for second copy all together binding with duplicate number & perforation.
24.	Flex Calendar	Brief content about Schemes/ SOPs/ Best Practices /acts /provisions. Content Writing, Content development, preparation of relevant illustration & layout designing of Flex Calendar & Multicolour Printing. Size : 4'x3', min 14 oz. bright white media, High gloss STAR or Hanwa Media, multicoloured High Resolution Solvent Printing (72 DPI or above), min. 4 pass, virgin quality 2mm/.75 inch PVC pipe attachment on 4' upper and lower side along with nylon string for hanging.
25.	Flex Banner	Brief content about Schemes/ SOPs/ Best Practices /acts /provisions. Content Writing, Content development, preparation of relevant illustration & layout designing of Flex Banner & Multicolour Printing. min 14 oz. bright white media, High gloss STAR or Hanwa Media, multicoloured High Resolution Solvent Printing (72 DPI or above), min. 4 pass, eyelets on corners

1. Delivery schedule- within 60 days from the date of work order for the item, or as otherwise specifically to be mentioned in the work order.

2. Place of Delivery – Head Office/ Godown situated at Patna, Bihar or as otherwise specifically to be mentioned in the work order

[Handwritten signatures]

Section III

Proforma for Performance Statement

Bid Document for Empanelment of PR & Awareness Generation Agency for Rate Contract of Awareness Generation at field level about various Schemes/ SOPs/ Best Practices /Acts /Provisions etc.

Name of the Firm:

Address:

Sl.	Order placed by (Full Address of Purchaser)	Order No. & Date	Description & Quantity of Order	Value of Order	Date of Completion of Delivery		Remarks indicating reasons for late delivery, if any.
					As per contract	Actual	
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							

Signature & Seal of the Bidder

Note: Proof of the above to be annexed as supplementary.

[Handwritten signatures and initials]

Section IV
FINANCIAL BID FORM
(Price Schedule)

Sl.	Item	Specification	Qty.	Unit price (Excluding taxes)	Qty.	Unit price (Excluding taxes)
1.	Nukkad Natak (Skit)	As per Advertisement	Per day		-	-
2.	Event Management Services at State level	As per Advertisement	Per day		-	-
3.	Event Management Services at Block level	As per Advertisement	Per day		-	-
4.	Digital Signage	As per Advertisement	1 to 10 pcs		Above 10 pcs	
5.	Vehicle Branding	As per Advertisement	1 to 10 pcs		Above 10 pcs	
6.	Awareness Canopy	As per Advertisement	1 to 50 pcs		Above 50 pcs	
7.	Backpack	As per Advertisement	100 to 500 pcs		Above 500 pcs	
8.	Jute Bag	As per Advertisement	100 to 500 pcs		Above 500 pcs	
9.	Creative for Advertisement	As per Advertisement	Per pc		-	-
10.	Writing Pad	As per Advertisement	500 to 1000 pcs		Above 1000 pcs	
11.	Three fold Brochure	As per Advertisement	1000 to 5000 pcs		Above 5000 pcs	
12.	Two fold Brochure	As per Advertisement	1000 to 5000 pcs		Above 5000 pcs	
13.	Single Pager Brochure (A4)	As per Advertisement	1000 to 5000 pcs		Above 5000 pcs	
14.	Single Pager Brochure (A8)	As per Advertisement	1000 to 5000 pcs		Above 5000 pcs	
15.	20 Pager Handbook	As per Advertisement	1000 to 5000 pcs		Above 5000 pcs	
16.	24 Pager Booklet	As per Advertisement	1000 to 5000 pcs		Above 5000 pcs	
17.	52 Pager Booklet	As per Advertisement	1000 to 5000 pcs		Above 5000 pcs	

[Handwritten signature]

[Handwritten initials]

18.	Posters for Awareness Generation	As per Advertisement	1000 to 5000 pcs		Above 5000 pcs	
19.	Shaped Sticker	As per Advertisement	1000 to 5000 pcs		Above 5000 pcs	
20.	Wall calendar	As per Advertisement	1000 to 5000 pcs		Above 5000 pcs	
21.	Form/Format Single pager	As per Advertisement	1000 to 5000 pcs		Above 5000 pcs	
22.	Register (150 sheets)	As per Advertisement	1000 to 5000 pcs		Above 5000 pcs	
23.	Receipt	As per Advertisement	100 to 500 pcs		Above 500 pcs	
24.	Flex Calendar	As per Advertisement	100 to 1000 pcs		Above 1000 pcs	
25.	Flex Banner	As per Advertisement	100 to 1000 square feet		Above 1000 square feet	

Note:

In case of discrepancy between unit price and total price, the unit price shall prevail.

Authorized signature with seal

14/09/23
Dr Diwakar Prasad
 Assistant Director
 Animal Husbandary, Information
 and Extension Bihar, Patna

14/9/23