

**Department of Animal and Fisheries Resources
Office of the Animal Husbandry Information & Extension
Bihar, Patna**

Tender for Communication Agency for execution of Awareness Generation about various schemes/SOPs/Best practices/Acts/Provisions etc.

Office of the Animal Husbandry Information & Extension, Bihar, Patna invites bid under 2 bid system for Communication Agency for rate contract for execution of Awareness Generation about various Schemes, SOPs, Best practices, acts, provisions etc. The detailed terms and conditions along with bid guidelines & specifications may be downloaded from the website of the department www.ahd.bih.nic.in and can be seen at office Notice Board. All bids should be accompanied with an EMD of Rs.1,00,000/- (One Lac Only) otherwise the bid may outrightly be rejected. Bids complete in all respects should reach the office of the undersigned by 11:00 a.m. on 15.09.2020. The technical bids shall be opened on the same day at 3:00 p.m. in presence of the bidders who may wish to attend.

Sanjay Kumar
20/08/2020
(Dr. Sanjay Kumar)

Assistant Director in Charge

Sanjay Kumar
20/8/2020

Bid Document for Communication Agency for Rate Contract for execution of Awareness Generation about various Schemes SOPs/ Best practices/ Acts/ Provisions etc.

Background and Introduction of the office-

- Propagation of department's activities through print and electronic media, leaflets, brochure, booklet, banners etc is done by this office.
- Stalls are installed at different places of the state on different special occasions like Sonapur Fair, Bihar Diwas, Saras Mela, Agriculture Fair etc.
- On some occasions different types of advertisement materials are also got published like diary, wall calendars etc.

Section - I

INSTRUCTIONS TO TENDERERS / BIDDERS

Sealed tenders are invited in the prescribed format from communication agencies for Rate Contract for Execution of Awareness Generation, Conceptualization, Development, Designing and execution for awareness about Different Schemes, Acts, Provisions etc related with Animal Husbandry.

➤ **Qualification Criteria**

- Copy of GST Registration No. and latest updated copy of return must be submitted.
- Copy of PAN No. and Last three financial years IT returns copies must be submitted.
- The bidder should furnish the information on past supplies and satisfactory performance (experience) in the Proforma given under Section III (proof must be submitted) of at least five such assignments. The firm should have experience of awareness generation/campaign, content writing, conceptualization, designing, illustration, printing of promotional items for Government/Public Sector Agencies.
- Bid security in form of Demand Draft/ Bank Guarantee of Rs. 1,00,000.00 (Rupees One lac Only) must be enclosed.
- The bidder should have achieved minimum average annual turnover of Rs. 1,00,00,000.00 (Rupees One Crore Only) in the last three completed financial years. A copy of the Audited profit and loss statement, Balance sheet etc for last three completed financial years, in support of the agency's financial standing & capability to perform the contract must be enclosed.
- Bidder shall submit an Affidavit of non blacklisting by any Govt./Public Sector agency.
- The agency should also submit detailed Resume of minimum three Communication Expert and Content Developer whose service is proposed to be taken for this assignment & countersigned by the Head of the quoting agency.
- Minimum three Samples of previous works done must be enclosed.
- Agency would be required to submit a Power Point presentation in hard copy and CD, showcasing some of the Awareness Generation, Content Developed, Layout Designed and Execution the Agency had done in the Past.
- 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.

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

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The Bidders have to submit their proposals in two envelopes as mentioned below.

1. Envelope marked "A" – Technical Bid

- i) Security Deposit of Rs.1,00,000/- (One Lac Only) in form of Bank Draft or Bank Guarantee for a period of one year.
- ii) Past experience (prescribed format on Section-III).
- iii) Copy of GST Registration, PAN card and Last three years IT returns copy.
- iv) Proof of sound financial capability of the bidder. The bidder should have achieved minimum average annual turnover of Rs.1,00,00,000/- (One Crore Only) in the last three completed financial years. A copy of the profit and loss statement, Balance sheet and auditor's report for last three financial years etc in support of the agency's financial standing & capability to perform the contract.
- v) Resume of Communication Expert/Content Developer.
- vi) Hard copy and CD comprising of power point presentation showcasing some of the Awareness Generation, Content Developed, Layout Designed and Execution the Agency have done in the Past.
- vii) Minimum three Samples of previous works done.
- viii) Affidavit for Non Blacklisting.
- ix) Sample of material for the items as specified in Section II.

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

➤ **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 on conceptualization, designing and printing of similar type of promotional items/awareness generation items, specifically for Govt. agencies (30 points);
- (ii) Resume of the communication expert/content developer (30 points);
- (iii) Power point presentation of past development activities (30 points)
- (iv) Infrastructure available and details of employees (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 total financial price which includes the price of all items, will be considered.

The financial bids of only those agencies will be opened which score a maximum percent (70 and above) in technical evaluation.

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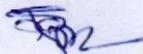
SCHEDULE TO THE INVITATION OF TENDER / BID

General Terms and Conditions

1. Bid for Rate Contract of Awareness Generation, Conceptualization, Development, Designing and execution for awareness about Different Schemes, Acts, Provisions etc. **(Refer Section II for technical specifications)**
2. **Security Deposit**
 - 2.1 Rs. 1,00,000/- (One Lac Only) in the shape of (a) Bank draft, from nationalized / Scheduled Bank located in India issued in favour of Assistant Director, Animal Husbandry Information & Extension, Bihar, Patna 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 bid validity period.
3. **Quotation Price**
 - 3.1 Bidder must submit rate as per technical specification enclosed in section II.
 - 3.2 Rates are F.O.R. destination Office of the Animal Husbandry Information & Extension/ Godown situated at Off Polo Road, 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 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 one year.
 - 4.2. 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. 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 one year 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 year. Any decision regarding extension of the rate contract duration after 1 year will be taken based on the requirement, performance of the agency and mutual consent of both the parties.

 - (a) Delivery: The delivery of the goods should be done within 60 days of issue of work order.
 - (b) Any delay in the period mentioned above in 5(a) will attract deduction in payment of ordered value in below mentioned ways;

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- 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 this office.

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.
- 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 Assistant Director.

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 and Extension, Bihar, Off Polo Road, Patna on or before 15th of September, 2020.
 - 9.2 The Technical Bids according to the tender document will be opened on the same day at 3:00 p.m. 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 announced.
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.
 11. The undersigned has the authority to cancel the bid at any time without assigning the reason.

Yes
[Signature]

SECTION-II

Annexure 'A'

TECHNICAL SPECIFICATION

Sl.	ITEM	Specification
1.	Three fold Brochure (Back to back printing)	Brief content about scheme/SOPs/Best Practices/Acts/Provisions. Content Writing about scheme/Content development, preparation of relevant illustration & layout designing of brochure & Multicolour Printing. Size : 14"x9.5", Paper 170 GSM C2S Art Paper, All Multicolour Printing with two crease line & folding
2.	Two fold Brochure (Back to back printing)	Brief content about scheme/SOPs/Best Practices/Acts/Provisions. Content Writing about scheme/Content development, preparation of relevant illustration & layout designing of brochure & Multicolour Printing. Size : 10.5"x8.5", Paper 170 GSM C2S Art Paper, All Multicolour Printing with single crease line & folding
3.	Single Pager Brochure (printing on both sides) A4 size	Brief content about scheme/SOPs/Best Practices/Acts/Provisions. Content Writing about scheme/Content development, preparation of relevant illustration & layout designing of brochure & Multicolour Printing. Size : 10.5"x8.5", Paper 170 GSM C2S Art Paper, All Multicolour Printing
4.	Single Pager Brochure (printing on both sides) A8 size	Brief content about scheme/SOPs/Best Practices/Acts/Provisions. Content Writing about scheme/Content development, preparation of relevant illustration & layout designing of brochure & Multicolour Printing. Size : 5.5"x8.5", Paper 170 GSM C2S Art Paper, All Multicolour Printing
5.	20 Pager Handbook	Brief content about scheme/SOPs/Best Practices/Acts/Provisions. Content Writing about scheme/Content development, preparation of relevant illustration & layout designing of Booklet & 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
6.	52 Pager Booklet	Brief content about scheme/SOPs/Best Practices/Acts/Provisions. Content Writing about scheme/Content development, preparation of relevant illustration & layout designing of Booklet & Multicolour Printing. Size : 8.5"x10.5", 48 Text pages 150 GSM C2S Art Paper, 4 Cover page 300 GSM C2S Art Paper, All Multicolour Printing. Cover Polyester Lamination & perfect Binding
7.	Posters for Awareness Generation	Major trigger points about scheme/SOPs/Best Practices/Acts/Provisions. Content Writing about scheme/Content development, preparation of relevant illustration & layout designing of Booklet & Multicolour Printing. Size: 17"x22", paper 170 GSM C2S Art Paper with Multicolour Printing.
8.	Shaped Stickers	Major trigger points about scheme. Content Writing about scheme/Content development, preparation of relevant illustration & layout designing of Booklet & Multicolour Printing. Size: 7"x7", paper 100 GSM C2S Art Paper with Multicolour Printing & pre-gumming
9.	Flex Calendar	Brief content about scheme/SOPs/Best Practices/Acts/Provisions. Content writing about schemes/Content Development, Preparation of relevant illustration and layout Designing of Flex Calendar and Multicolour printing. Size : 4'x3', min. 14 oz. bright White, High Gloss STAR or Hanwa media, multicolor High Resolution solvent printing (72 dpi or above), min. 4 pass, Virgin Quality 2mm/0.75 inch, PVC pipe attached on 4' upper and lower side along with nylon string for hanging of flex.

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10	Wall Calendar	Brief content about Schemes/SOPs/Best practices/acts/provisions. Content Writing about scheme/Content development, preparation of relevant illustration & layout designing of Booklet & Multicolour Printing. Soze : 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.
11	Flex Banner	Brief content about Schemes/SOPs/Best Practices/acts/provisions. Content Writing about scheme/Content development, preparation of relevant illustration & layout designing of Flex Calendar & 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.
12	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
13	Receipt	Content development, layout designing of Receipt. Size: 10.5"x5.5", 90 GSM Maplitho Paper with Single Colour Printing. 50 sheets original+50 sheets for second copy all together binding with duplicate number & perforation.

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 of Office of the Animal Husbandry Information & Extension, Bihar.

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**SECTION III
PROFORMA FOR PERFORMANCE STATEMENT**

Name of the Firm:

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

Signature and seal of Bidder

Note : Proof of the above to be annexed as supplementary

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SECTION IV: FINANCIAL BID FORM
(Price Schedule)

Item	Specification	Quantity	Unit price (incl of taxes)	Quantity	Unit price (incl of taxes)
Three fold Scheme Brochure	As per advertisement	1000 to 5000 pc		Above 5000 pc	
Two fold Scheme Brochure	As per advertisement	1000 to 5000 pc		Above 5000 pc	
Single paper Brochure (A-4)	As per advertisement	1000 to 5000 pc		Above 5000 pc	
Single paper Brochure (A-8)	As per advertisement	1000 to 5000 pc		Above 5000 pc	
20 pager handbook	As per advertisement	1000 to 5000 pc		Above 5000 pc	
52 pager booklet	As per advertisement	1000 to 5000 pc		Above 5000 pc	
Posters for awareness generation	As per advertisement	1000 to 5000 pc		Above 5000 pc	
Shaped Sticker	As per advertisement	1000 to 5000 pc		Above 5000 pc	
Wall Calendar	As per advertisement	1000 to 5000 pc		Above 5000 pc	
Form/Format Single pager	As per advertisement	1000 to 5000 pc		Above 5000 pc	
Receipt	As per advertisement	100 to 500 Books		Above 500 Books	
Flex Calendar	As per advertisement	1000 to 5000 pc		Above 5000 pc	
Flex Banner	As per advertisement	100 to 1000 sft.		Above 1000 sft.	

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

Authorized signature with seal

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