



राष्ट्रीय पुस्तक न्यास, भारत
मानव संसाधन विकास मंत्रालय, भारत सरकार
NATIONAL BOOK TRUST, INDIA
Ministry of Human Resource Development, Govt. of India

Nehru Bhawan
5 Institutional Area, Phase -II
Vasant Kunj, New Delhi -110070
Phone: 91-11-26707700 • Fax: 91-11-26121883
Email: office.nbt@nic.in
www.nbtindia.gov.in
facebook.com/nationalbooktrustindia

Tender Notice for developing, updating and categorizing the mailing list and taking care of dispatch of Newsletters, Bulletins, Invitation Cards etc. from time to time

National Book Trust, India (NBT), an apex body of Ministry of Human Resource Development, Govt. of India, involved in book promotion activities in the country, intends to engage a professional agency for developing, updating and categorizing the mailing list and taking care of dispatch of Newsletters, Bulletins, Invitation Cards etc. from time to time.

Interested agencies having an experience of at least five years in executing such type of assignments for the Government/PSUs may submit their tenders to the **Director, National Book Trust, India** at the above mentioned address by **20 September 2013** by **5.00 p.m.** The pre-bid briefing of the interested agencies would be held on **16 September 2013**.

The Tender Documents can be purchased from the office of the Assistant Director (I&P) on any working day from 10.00 am to 5.00 pm on payment of Rs. 1000/- either in cash or by Demand Draft payable in favour of National Book Trust, India, payable at Delhi towards the cost of the Tender Document. The Tender Documents can also be downloaded from our website www.nbtindia.gov.in and in such cases the cost of the Tender Document should be enclosed along with the tender at the time of submission.

The last date for submission of the Tender along with the financial bid is **20 September 2013** by **5.00 p.m.** The Tenders would be opened on **23 September 2013** at **11.00 am** in the Trust's Office.



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1. National Book Trust, India (NBT), an autonomous organization under Ministry of Human Resource Development, Govt. of India, involved in book promotion activities in the country. NBT organizes various book promotion events throughout the country, publishes newsletters, and other magazines for promotion of reading habits. It intends to engage a professional agency for developing, updating and categorizing the mailing list and taking care of dispatch of Newsletters, Bulletins and Invitation Cards for the book promotion events etc. from time to time.

2. **Scope of work:** The scope of work includes updating the existing mailing list which it already has for dispatch of its newsletters and magazines and generating mailing lists for different categories, such as for mailing of invitation cards for different events, mailing of posters and other publicity material at regular intervals. The mailing list is also required to be updated on regular basis. The inputs towards updating the mailing list need to be collected from the websites or other resources by the agency to be incorporated in the mailing list. However, the Trust would also provide information towards updating of the mailing list from time to time.

At present the Trust has mailing lists for the dispatch of the monthly newsletter with a print run of 43,000 copies, NBT Samvad with a print run of 6,000 copies, Saksharata Samvad with a print run of 5,000 copies and Readers Club Bulletin with a print run of 35,000 copies. The mailing lists of these magazines are to be updated on regular basis.

The mailing lists for invitation to other book promotional events such as Book launches, Book Fairs, Seminars need to be generated as per the requirement/guidance provided from time to time by the Trust.

Mailing list for dispatch of other posters, folders, publicity materials and fliers of different books need to be generated from time to time on the requirement and guidance provided by the Trust.

3. The mailings lists are to be digitally printed on the newsletters or envelopes and dispatched with the help of the Postal Service for which the actual expenditure would be paid by the Trust. In case of documents which come back undelivered from the postal department for consecutive three occasions, the names of the parties should be struck off from the mailing list under intimation to the Trust. The agency need to provide us with a list of addresses every month which are returned back to us undelivered.

4. **Eligibility Criteria:** Agencies capable of undertaking the above mentioned jobs may send their proposal with the following information:

- i) The agencies should have full infrastructure for undertaking such type of jobs with required equipments and manpower. The proof for the same may be enclosed with the Tender Document.
- ii) The agencies should have done similar work for at least five reputed organization/departments/international bodies/reputed corporate during the last three years. A certificate for successfully executing such jobs from the organizations/departments may be attached with the Tender Document.

- iii) Audited balance sheet for the last three years along with the Income Tax Return filed may be attached to the Tender Document. Certified copies of PAN, TAN and Service Tax Registration documents by a registered Chartered Accountant may also be enclosed along with the Tender Document.
- iv) The Bidders have to enclose a Demand Draft for Rs. 20,000/- in favour of National Book Trust, India, payable at Delhi towards the Earnest Money Deposit (EMD) along with the Tender Document.
- v) In case, the Tender Document has been downloaded from the website, a Demand Draft of Rs. 1000/- in favour of National Book Trust, India, payable at Delhi may also be enclosed along with the Tender Document towards the cost of the same.

5. **Penalty Clause:** The Newsletters and Bulletins published by the Trust are posted on subsidized postal rates and thus have a fixed date for posting. In case they are not posted on these days, normal postal rates are charged by the postal department and thus the schedule needs to be adhered strictly. In case these dates are not maintained, the agency will have to bear the additional postal charges levied by the postal department. In addition to this the Trust may also impose penalty for this lapse as deemed fit.

6. **Submission of Tender:** Interested parties should submit their tenders in a two bid format. Two sealed envelopes marked as Technical Bid & Financial Bid would be placed in a single envelope and on the top of it should be clearly inscribed "**Tender for Mailing List**". The Technical Bid should consist of all documentary proofs prescribed in para 4 along with the DD towards the Earnest Money Deposit and the cost of the Tender Document, in case the same has been downloaded from the Website. Financial Bid of only those parties would be opened who fulfill the criteria.

The successful bidder has to deposit Rs. 80,000/- (including the amount already deposited towards EMD) towards the security money deposit within a week of receiving the work order.

6. Interested parties may send their proposals to the Director, National Book Trust, India, at the above mentioned address as per the following schedule:

- a) Pre-bid briefing : 16 September 2013 by 2.00 p.m.
- b) Submission of the Tender Document : 20 September 2013 by 5.00 p.m.
- c) Opening of Tender Document : 23 September 2013 at 11.00 am

Note: The quantum of work estimated would be around Rs. 6 to 8 lakhs per annum.

In case the parties need any additional information, they may visit our website: www.nbtindia.gov.in or contact AD (Information & Publicity).

SUMIT BHATTACHARJEE
Assistant Director (I&P)



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Expression of Interest(EOI) for developing, updating and categorizing the mailing list and taking care of dispatch of Newsletters, Bulletins, Invitation Cards etc. from time to time

FINANCIAL BID

Sl. No	Work Involvement	Rates per entry/card	Consolidated rates
1.	One Time Preparation of the Mailing List with email ids and Phone Numbers (State wise, Category wise, Subject wise for different occasions, i.e., for mailing of English and Hindi Newsletters, Saksharata Samvad, Readers Club Bulletin, Invitation cards for Book Fairs, World Book Fairs, Book Launches, and other events) (<i>Consolidated rate for each Mailing List considering two to three thousand entries in each mailing list may also be quoted</i>)		
2.	Updating of Mailing List (<i>Rates to be quoted per entry basis and also consolidated monthly charges taking into account 50 to 100 entries per month</i>)		
3.	Handling Charges for dispatch of Invitation cards for different occasions, which would include digitally printing of address on the envelopes or pasting the addresses on the envelopes and pasting of postage stamps and dispatch. The actual postal charges would be borne by the Trust (<i>Rates may be quoted per invitation card and also consolidated rates taking into account 500 to 1000 cards</i>)		
4.	Handling charges for dispatch of Newsletters and other magazine/journals which would include digital printing of addresses on the Newsletters or pasting addresses on the wrappers and dispatch. This does not involve pasting of the postage stamps. (<i>Rates to be quoted on per unit basis and also consolidated rates for dispatch of 5000 copies or in multiples of 1000 copies</i>)		