

**Tender Cost: ₹ 1000/- (Non-Refundable)**



National Book Trust, India  
Nehru Bhawan, 5 Institutional Area  
Phase-II, Vasant Kunj, New Delhi – 110 070  
**Website:** [www.nbtindia.gov.in](http://www.nbtindia.gov.in), [www.newdelhiworldbookfair.gov.in](http://www.newdelhiworldbookfair.gov.in)  
Phone: 011-26707742

### **NOTICE INVITING TENDER**

**Sub: Invitation of Sealed Tender/Bid from registered, reputed and experienced Advertising Agencies/Firm for Display of New Delhi World Book Fair 2015 Advertisements on Auto Rickshaws' hoods and other sides.**

National Book Trust, India (NBT), an apex body under Ministry of Human Resource Development, Govt. of India invites sealed Tender/Bid from registered, reputed and experience Agencies/Firms for display NDWBF 2015 advertisements on Auto-Rickshaws' hoods and other sides. The display is proposed to be implemented with the objective of increasing footfall and improving awareness amongst general public towards NDWBF 2015 Asia's largest Book Fair.

The Tender Document can be had from the Office of the Deputy Director (PR), National Book Trust, India, Nehru Bhawan, 5, Institutional Area, Vasant Kunj, Phase-II, New Delhi – 110070 **from 17 December 2014 to 1 January 2015** on any working day between 9.30 a.m. to 4.00 p.m. on payment of ₹ 1000/- in cash or by demand draft/pay order (Non-Refundable) favouring National Book Trust, India payable at New Delhi/Delhi.

The Technical and Financial Bids are to be sealed separately in two different envelopes and then both are to be kept in one envelop and sealed properly. The main sealed tenders/bids should be superscribed with “**Tender for Display of NDWBF 2015 publicity Advertisements on Auto-Rickshaws' hood and other sides**” and addressed to the Director, National Book trust, India and may reach to the Office of Deputy Director (PR), National Book Trust, India, Nehru Bhawan, 5 Institutional Area, Phase-II, Vasant Kunj, New Delhi – 110 070 **latest by 1 January 2015 till 5:00 p.m.** or should be dropped in the Tender Box placed at the Reception of NBT.

**The Tender should be accompanied with EMD of ₹ 25,000/-. Tenders submitted without accompanying the EMDs shall be rejected summarily.**

**The Bids will be opened on 2 January 2015 at 11:00 a.m.**

The Tender document can also be downloaded from our Website i.e. [www.newdelhiworldbookfair.gov.in](http://www.newdelhiworldbookfair.gov.in) and submitted with separate demand draft/pay order towards Tender cost ₹ 1000/- (Non-Refundable) and Earnest Money Deposit (EMD).

In the event of the last date specified for receipt and opening of the proposal being declared as a holiday for NBT, the due date for submission and opening of proposals will be the next working day followed by the declared holiday at the appointed time.

Bidder are requested to visit NBT website [www.nbtindia.gov.in](http://www.nbtindia.gov.in) regularly before due date of submission for any probable corrigendum which could be uploaded subsequently against this tender.

This tender is not transferable.

The Director NBT reserves the right to accept/reject any or annul the tenders.

**TENDERING FIRMS ARE REQUESTED TO QUOTE THEIR BEST COMPETITIVE PRICES CONFORMING TO THE REQUIREMENTS STATED BELOW:**

In case of any clarification prior to submission of Tender/s you may visit NBT office on any working day (Monday to Friday) between 10.00 hours to 5.00 hours.

**Documents required to be submitted in the Technical Bid.**

- a) Profile of the organization.
- b) Photocopy of valid registration of bidding firm/Agency.
- c) Photocopy of PAN document.
- d) Photocopy of Income Tax Returns for last two years.
- e) The Bid must accompany by a Demand Draft/Pay Order of ₹ 25,000/- (Rupees Twenty Five Thousand Only) in favour of NBT, India towards Earnest Money Deposit (EMD) valid for three months from the date of tender document opening.
- f) A written acceptance by bidding firm/agency to provide services as per standards and specifications.
- g) Affidavit from Notary that the bidding firm/agency has not been blacklisted or barred by any Govt. department/Institution in the past.
- h) Copies of Work Orders/Experience Certificate in Campaigning of similar nature/activities in Government or Non-government organizations in last 2 years with photographs.
- i) Turnover of minimum ₹ 25.00 lakhs for last 2 years. Proof of turnover.
- j) Tender document duly signed and stamped by authorized signatory of the bidding firm/agency **as a token of acceptance of all terms and conditions of this tender.**
- k) All documents submitted should be self-attested with seal of bidder.

**1) ELIGIBILITY CRITERIA FOR TECHNICAL BID :**

- a) Agency/organization must have sufficient infrastructure technical know-how and manpower to carry out the designing, processing, printing and pasting.  
Agency/organization must have annual turnover of 25.00 lakhs for last two years.
- b) Agency /Organization must have previous experience (minimum of two years) of similar work in govt./semi govt./ international organizations. Bidders must enclosed details of major clients and work order of last two years.
- c) Bidder must enclose sample material along with technical bid for reference mentioning the GSM.
- d) Bidder must enclose sample of previous work (flex along with Advertisements) done along with the Technical Bid for reference (mentioning the organization & time).
- e) The bidding firm/agency has not been blacklisted / deregistered or barred by any Govt. department / Institution. The bidding firm has to submit Declaration duly signed by authorized signatory of the firm.

## **WHILE SUBMITTING YOUR TENDER PLEASE NOTE THE FOLLOWING TERMS & CONDITIONS**

### **1) VALIDITY OF TENDER**

Rate mentioned in tender shall remain valid for a period of 90 days after the deadline date specified for submission of Tender/s or otherwise decided by the Competent Authority of the Trust.

### **2) EVALUATION OF BID**

The purchaser shall evaluate the bids that are determined to be substantially technically responsive i.e. which

- a) Are properly signed and stamped; and
- b) Confirm to the terms & conditions and specifications.
- c) Evaluation of the tender will be done on package basis for the whole job.
- d) Technical Bid will be evaluated on the basis of responsiveness, experience of similar nature quality work and turn over.
- e) Financial bid of only those bidders will be opened who qualify in Technical Bid.
- f) Late Bids shall not be considered.

### **3) BID PRICE**

- a) Rate is to be quoted as per specification and quantity mentioned in the tender against each of the item mentioned in the Annexure – 2.
- b) All duties, taxes and other levies payable by the supplier must be included in the total price. Taxes mentioned separately will not be considered.
- c) The rates quoted by the bidder shall be fixed and firm till the completion of the work and shall not be subject to any adjustments or increase on any account.
- d) Financial Bid (Annexure-2) should be submitted on the letterhead of the bidder in the format provided with the tender document. It should be duly signed and stamped by the authorized signatory of the bidding firm.

### **4) AWARD OF CONTRACT**

The purchaser will award the contract to the bidder whose quotation has been determined to be substantially responsive and technically approved and who has offered the lowest evaluated quotation price.

- a) Notwithstanding the above the purchaser reserves the right to accept or reject any quotation and to cancel the bidding process and reject all quotations at any time prior to the award of the contract.
- b) The bidder whose bid is accepted will be notified of the award of the contract by the purchaser prior to the expiration of the quotation validity period. The terms of the accepted offer shall be incorporated in the purchase order.

## 5) **ACCEPTANCE OF TENDER**

The Performance Guarantee for an amount of 10% of the contract value should be submitted within one week of issue of work order date. The performance guarantee should be in form of Bank draft in favour of The Director, NBT. The NBT reserves the right to cancel the work order and forfeit the performance guarantee in whole or any part thereof and shall be entitled to revise the Order Wholly or in part by a written notice to the agency// firm, if:-

- a) the agency/ firm fails to comply with the terms of the order including specifications and other requirements.
- b) the agency/ firm becomes bankrupt or goes into liquidation.
- c) the agency/ firm fails to deliver/ provide the goods and services in time and/ or does not replace the rejected material promptly.
- d) if the agency/ firm fails to provide any registration or other certificates in respect of the Goods within the time special Conditions.
- e) if the agency/firm, in the judgment of the Purchaser, has engaged in corrupt or fraudulent practices in competing Or in executing the Contract. For the Purpose of this clause:
  - "corrupt practice" means the offering, giving, receiving, or soliciting of anything of value to influence the action or a public official in the procurement process or in Contract execution.
  - "fraudulent practice" means a misrepresentation of facts in order to influence a procurement process or the execution of a Contract and includes collusive practice among Bidders (prior to or after bid submission) designed to establish bid prices at artificial and non-competitive levels and to deprive the purchaser of the benefits of free and open competition.
- f) if the Supplier fails to perform any other obligation(s) under the Contract.

## 2) **FORCE MAJEURE CLAUSE**

- a) The Supplier shall not be liable for forfeiture of its performance security, liquidated damages, or termination for default if and to the extent that its delay in performance or other failure to perform its obligations under the Contract is the result of an event of Force Majeure.
- b) For purposes of this clause, "Force Majeure" means an events beyond the control of the Supplier and not involving the Supplier's fault or negligence and not foreseeable.
- c) Such events may include, but are not restricted to, acts of the Purchaser in its sovereign capacity, wars or revolutions, fires, floods, epidemics, quarantine restrictions, and freight embargoes.
- d) If a Force Majeure situation arises, the Supplier shall promptly notify the Purchaser in writing of such condition and the cause thereof. Unless otherwise directed by the purchaser in writing, the Supplier shall continue to perform its obligation under the Contract as far as is reasonably practical and shall seek all reasonable alternative means for performance not prevented practical and shall seek all reasonable alternative means for performance not

prevented by the Force Majeure event. In the event of Force. Majeure, the bidder shall advise NBT by a registered letter duly certified by local Chamber of Commerce of statutory authorities the beginning and end of the above cause of delay within seven (7) days of occurrence and cessation of such Forced Majeure conditions.

- e) For delays arising out of Forced Majeure, the bidder shall not claim extension in completion date for a period exceeding the period of delay attributable to the causes of Forced Majeure and neither NBT nor the bidder shall be liable to pay any extra costs.
2. In case of any overwriting/ cutting in quoted rate it must be signed and stamped by the authorized signatory, failing which may lead to cancellation of the bid.
  3. NBT reserves the right to cancel item/ items or revise the quantity prior the issue of the work order.
  4. Quantity of Autos may be increased up to a maximum of 25% of the total contract amount at any time during the validity of the tender offer.
  5. If the Successful bidder fails to complete the work in the specified time limit, the order issued is liable to be cancelled and Earnest Money and Security Money shall be liable to be forfeited. The Director, NBT, however, may accept the delay with the following penalty clause.
    - a) If due to delay in supply, an alternate arrangement is made by the Society, the extra expenditure incurred, if any, by the Society shall be recovered from the bill of the supplier.
    - b) Liquidated damages at the rate 1/2% per week of delay subject to maximum of 10% computed on the value of works. Penalty may be waived off in case of delay from NBT side or on the submission of appropriate reason.
  6. The work must strictly conform to the standards specified. However, at the sole discretion of NBT, if work is not completed as per the standard set by NBT deduction of 5% of contract amount may be made. However, in all above cases, decision regarding acceptability of material and services, of Director, NBT will be final and binding on firm/ supplier.
  7. The EMD of the unsuccessful bidders (who are not awarded the contract) shall be returned after the complete process of selection of the agency and after submission of performance guarantee to this office by awarded party.
  8. **Any overwriting/cutting etc. in quoted rate will make the tender liable to be rejected.**
  9. If tender is accepted, NBT will issue a Work Order for Display of NDWBF 2015 Advertisements on Auto Rickshaws Hood as per NBT requirement.

10. The materials mentioned are to be printed and displayed within 10 days from the date of issue of work order and maintained for initially a period of 30 days from its installation.
11. If tender is accepted, the supplier will have to deposit Security Money within one week after issue of acceptance letter, failing which the Earnest Money will be forfeited. The Work Order in such a case may be awarded to someone else or the DD (PR) may invite fresh tenders.
12. The security money will be returned only after satisfactory completion of the contract against submission of request for the same subject to such deductions that may be deemed fit at the sole discretion of NBT in case of non-fulfillment of any of the terms and conditions of the RFQ/Order for Display of NDWBF 2015 Advertisements on Auto Rickshaws hood as per NBT requirement.
13. The successful bidder will have to enter in to the contract with NBT on Rs. 100/- Non-Judicial notarized stamp paper within one week after issue of acceptance letter

**3. ART WORK :**

NBT will provide design/format of design in soft and hard format.

**4. TERMS OF PAYMENT :**

Full payment shall be made on submission of activity completion Report with supporting documents and as per actual expenses/bill after completion of the Campaign.

**5. DELIVERY :**

- a) Agency/ Firm have to get the proof approved by NBT within 2 days from issue of work Order.
- b) Completion of work (printing & pasting of display Advertisements on Auto-Hood) in 10 days after Completion of approval of proof.

**ANNEXURE - 1**

**Check list of supporting documents**  
(Please do tick mark in column yes and No.)

Sr. No	Name of Documents	Yes	No	Page No.
1	Tender fee			
2	EMD cover ₹ 25000			
3	Complete profile of the firm			
4	Annual Turnover of ₹ 25.00 lakhs for the last two Financial Years / Income Tax Return for last two years – Proof of turnover and Income Tax Returns			
5	Copy of two year experience and work orders of similar works executed by the firm for Government of India, State Government, and other reputed organizations.			
6	The bidding firm/ agency has not been blacklisted/ deregistered or barred by any Govt. department/ Institution of Uttar Pradesh at present. The bidding firm has to provide deceleration certificates duly signed by authorized signatory.			
7	A Photocopy of this tender document duly signed and stamped by authorized signatory of the bidding firm/ agency <b>as a token of acceptance of all terms and conditions of this tender.</b>			
8	One original cancelled cheque			

I hereby declare that all above documents are true & correct as per my knowledge.

**SIGNATURE AND STAMP OF TENDERER**



**FINANCIAL BID FOR HIRING OF AGENCY / FIRM FOR DISPLAY OF NDWBF 2015  
ADVERTISEMENTS ON AUTO-RICKSHAWS' HOOD AND OTHER SIDES  
(20 JANUARY TO 20 FEBRUARY 2015)**

<b>Sl. No.</b>	<b>Item Details</b>	<b>Quantity</b>	<b>Unit Cost (inclusive of all taxes) (₹)</b>	<b>Total Cost (₹)</b>
1	Advertisement on autos with three sides display on Hood (Backside: 33"x22"), Left & Right side (Panel Size: 16"x 8"). Branding will be done by printing on flex on back & side panels & hood displaying New Delhi World Book Fair (NDWBF 2015) advertisement with multi coloured printing. The advertisement should be stitched over three sides on new Hood. The branding should be maintained and monitored for a period of 30 Days including maintenance cost <b>(Unit cost will be rent + maintenance cost per month per Auto.)</b>	<b>500 each</b>		

**Remarks:**

1. All Auto Rickshaws should be identified by the selected Advertising agency/ Firm and the have to get the requisite permission from the Auto Rickshaw owners/competent Authority.
2. The Content of the design, in soft copy, will be displayed only after approval of proof from NBT.
3. Branding and designing of campaign will be done by successful bidder under the guidance of NBT.
4. **Agency will quote Rent + Maintenance charges per month per Auto Rickshaw basis.**
5. The Rent must be inclusive of maintenance cost. The firm shall be responsible for maintenance & repairing the Advertisements of hoods.
6. All duties, taxes, other levies, labour charges, display charges and transportation charges payable by the bidder shall be included in the item rate.
7. Date of all these auto rickshaws and dated photographs with newspaper will be provided at the time of start of campaign.
8. The Trust can send own personnel to monitor the execution process.
9. For inspection purpose 5-10 autos can be arranged to check display and quality anytime during the campaign.

**SIGNATURE AND SEAL OF THE BIDDER**

**NAME & ADDRESS**

**DATE:**

**PLACE:**