

**Tender Cost :Rs. 1000/- (Non-Refundable)**



National Book Trust, India  
Nehru Bhawan, 5 Institutional Area  
Phase-II, VasantKunj, New Delhi – 110 070  
www.nbtindia.gov.in  
Phone: 011-26707783

### **NOTICE INVITING TENDER**

**Sub: Invitation of Sealed Tender/Bid from experienced Advertising Agencies/Firms for Display of New Delhi World Book Fair 2018 Advertisements on the hood, back and sides of Auto Rickshaws.**

National Book Trust, India (NBT), an autonomous organization under Ministry of Human Resource Development, Govt. of India invites sealed Tender/Bid from experienced Agencies/Firms for display NDWBF 2018 advertisements on the hood, back and sides of Auto-Rickshaws. The display is proposed to be implemented with the objective of increasing footfall and improving awareness amongst general public towards NDWBF 2018 the largest Book Fair in the Afro-Asian region.

The Tender Document can be collected from the Office of the Assistant Director (PR), National Book Trust, India, Nehru Bhawan, 5, Institutional Area, Vasant Kunj, Phase-II, New Delhi – 110070 **from 01 November 2017 to 21 November 2017** on any working day between 9.30 a.m. to 5.00 p.m. on payment of Rs. 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 should be sealed in separate envelopes both of which should be placed in one large envelope and sealed properly. The main sealed tenders/bids should be superscribed with “**Tender for Display of NDWBF 2018 Publicity Advertisements on the hood, back and sides of Auto-Rickshaws** and addressed to the Assistant Director (PR), National Book Trust, India, Nehru Bhawan, 5 Institutional Area, Phase-II, Vasant Kunj, New Delhi – 110 070 **latest by 22 November 2017 till 10.00 A.M.** or should be dropped in the Tender Box placed at the Reception of NBT, India Headquarters.

**The Bids shall be opened on 22 November 2017 at 11.00 a.m. at NBT India, New Delhi.**

The Tender document can also be downloaded from NBT Website [www.nbtindia.gov.in](http://www.nbtindia.gov.in) and from [www.eprocurement.gov.in](http://www.eprocurement.gov.in) and submitted with separate demand draft/pay order towards Tender cost Rs. 1000/- (Non-Refundable) and Earnest Money Deposit (EMD of Rs.25000/-).

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 bids will be the next working day following the declared holiday at the appointed time.

Bidders are advised visit NBT website regularly before due date of submission for any probable corrigendum which could be uploaded subsequently against this tender.

The pre-bid meeting will be held on 13 November 2017 at 2.30 p.m. in NBT Headquarters in New Delhi, to clarify any queries, of the bidders with respect to the tender.

This tender is not transferable.

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

**TENDERING FIRMS ARE REQUESTED TO QUOTE THEIR BEST COMPETITIVE PRICES CONFORMING TO THE REQUIREMENTS AS 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.

**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.
- b) Agency/organization must have annual turnover of 25.00 lakhs for last two years.
- c) Agency /Organization must have previous experience (minimum of three years) of similar work for govt./semi govt. or any other reputed organization including international organizations.
- d) The bidding firm/agency should not have been blacklisted /deregistered or debarred by any Govt. department/Institution.

**2. Documents required to be submitted in the Technical Bid (Annexure-I):**

- a) Profile of the organization.
- b) Photocopy of valid registration certificate of bidding firm/Agency.
- c) Photocopy of PAN document.
- d) Photocopy of Income Tax Returns (2015-16, 2016-17, 2017-18) for the last three financial years upto 2016-17.
- e) The Bid must be accompanied by a Demand Draft/Pay Order of Rs.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 in original from Govt. Notary that the bidding firm/agency has not been blacklisted or debarred by any Govt. department/Institution in the past.
- h) Copies of Work Orders/Experience Certificate in work of similar nature/activities in Government or Non-government organizations of last 3 years with photographs. Bidders must enclose details of major clients and work order of last three years.
- i) Bidders must enclose sample of previous work (flex along with Advertisements) done along with the Technical Bid for reference (mentioning the organization & time).
- j) Bidders must enclose sample material along with technical bid for reference mentioning the GSM and other technical details.
- k) Turnover of minimum Rs. 25.00 lakhs for last 2 years. Proof of turnover to be attached with Audited Accounts (Balance sheet, etc.).

- l) All pages of the 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 the tender.**
- m) All documents submitted should be self-attested with seal of bidder.

**3. WHILE SUBMITTING YOUR TENDER THE FOLLOWING TERMS & CONDITIONS MAY BE NOTED:**

**i) VALIDITY OF TENDER**

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

**ii) EVALUATION OF BID**

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

- a) Are properly signed and stamped; and
- b) Conform 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 of work and turnover.
- e) Financial bid of only those bidders will be opened who qualify in Technical Bid.
- f) Late Bids shall not be considered.

**iii) BID PRICE**

- a) Rate is to be quoted as per specification and quantity mentioned in the tender against each of the item mentioned in Annexure – 2.
- b) All duties, taxes, GST and other statutory levies payable by the supplier must be shown separately.
- 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 revision 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.

**iv) AWARD OF CONTRACT**

NBT 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 NBT 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 NBT prior to expiry of the quotation validity period. The terms of the accepted offer shall be incorporated in the work order.
- c) The campaign is likely to start from 01 December 2017 to 14 January 2018 (for 45 days). However, the final date will be intimated in the Work Order.

v) **ACCEPTANCE OF TENDER**

The Performance Security for an amount of 10% of the contract value should be submitted by the successful bidder within one week of the issue of work order. The performance security should be in the form of Bank draft drawn 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 services in time.
- d) the agency/ firm fails to provide any registration or other certificates in respect of the Goods within the time specific Conditions.
- e) the agency/firm, in the judgment of NBT, has engaged in any 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 NBT of the benefits of free and open competition.
- f) the Agency fails to perform any other obligation(s) under the Contract.

**4. FORCE MAJEURE**

- a) The Agency 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 event beyond the control of the Agency and not involving the Agency's fault or negligence and not foreseeable.
- c) Such events may include, but are not restricted to, acts of NBT in its sovereign capacity, wars or revolutions, fires, floods, epidemics, quarantine restrictions, and freight embargoes.

- d) If a Force Majeure situation arises, the Agency shall promptly notify NBT in writing of such condition and the cause thereof. Unless otherwise directed by NBT in writing, the Agency 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 by the Force Majeure event. In the event of Force Majeure, the Agency 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 Force Majeure, the Agency 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 Agency shall be liable to pay any extra costs.
2. NBT reserves the right to cancel any item/ items or revise the quantity even after issue of the work order.
  3. Number of Autos may be increased up to a maximum of 25% of the total contract value at any time during the validity of the tender offer.
  4. 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 execution, an alternate arrangement is made by NBT, the extra expenditure incurred, if any, by NBT shall be recovered from the bill of the Agency.
    - b) Liquidated damages at the rate 0.5% 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.
  5. 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, a deduction of 5% of contract amount may be made. However, in all above cases, regarding acceptability of services, decision of Director NBT will be final and binding on the Agency.
  6. EMD of the unsuccessful bidders (who are not awarded the contract) shall be returned after the completion of the process of selection of the agency.
  7. **Any overwriting/cutting etc. in quoted rate will render the tender liable to be rejected.**
  8. **In case of any discrepancy in unit rate and total cost, the minimum amount will be considered.**

9. If tender is accepted, NBT will issue a Work Order for Display of NDWBF 2018 Advertisements on the hood and other sides of Auto Rickshaws as per its requirement.
10. The materials mentioned are to be printed and displayed within 10 days from the date of issue of work order and maintained initially for a period of 30 days from its installation.
11. If tender is accepted, the successful bidder will have to deposit Security Money within one week after issue of work order, failing which the Earnest Money will be forfeited. The Work in such a case may be awarded to some other Bidder or NBT India may at its discretion invite fresh tenders.
12. The security money will be returned only after satisfactory completion of the contract against submission of request or 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 2018 Advertisements on the hood, back and sides of Auto Rickshaws as per NBT's requirement.
13. The successful bidder will have to enter in a contract with NBT on Rs. 100/- Non-Judicial notarized stamp paper within one week of issue of work order.

**5 TERMS OF PAYMENT:**

30% payment of total amount will be released during the Fair after the PVR(Physical Verification) Report and balance payment will be released after third party monitoring, that is after the Book Fair.

**6 ART WORK :**

NBT will provide design/format of the artwork/creative in soft copy format.

**7 EXECUTUION:**

- a) The Agency have to get the Advertisement approved by NBT before printing within 2 days from issue of work Order.
- b) Completion of work (printing & pasting of display Advertisements on Auto-Hood) should be done within 10 days after the approval of go-ahead by NBT.

**8. PRE-BID MEET**

The pre-bid meeting will be held on 13 November 2017 at 2.30 p.m. in NBT Headquarters in New Delhi, to clarify any queries, of the bidders with respect to the tender.

**ANNEXURE - 1****Check list of supporting documents**  
(Please do tick mark in relevant columns)

Sr. No	Name of Documents	Yes	No	Page No.
1	Tender fee including GST @ 18%			
2	EMD fee Rs. 25000/- (DD/Pay Order)			
3	Complete profile of the Firm			
4	Annual Turnover of Rs.25.00 lakhs for the last two Financial Years with Audited Accounts Proof attached.			
5	Copy of Income Tax returns for the three preceding financial years upto 2016-17.			
6	Copy of 3 years experience and work orders of similar job executed by the firm for Government of India, State Government, and other reputed organizations.			
7	Signed and stamped affidavit stating that the bidding firm/ agency has not been blacklisted/ deregistered or debarred by any Govt. department/ Institution.			
8	Copy of PAN Card.			
9	GSTN Registration Certificate			
10	Registration Certificate of the Company/Firm.			
11	A copy 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>			
12	One original cancelled cheque			

I hereby declare that all above documents are true & correct as per my knowledge and I accept all the terms and conditions of the Tender.

**SIGNATURE AND STAMP OF TENDERER**

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(Initial of the contractor with Rubber stamp)

8



**FINANCIAL BID FOR HIRING OF AGENCY / FIRM FOR DISPLAY OF NDWBF 2018  
ADVERTISEMENTS ON THE HOOD, BACK AND OTHER SIDES OF AUTO-RICKSHAWS  
(6 TO 14 JANUARY 2018)**

Sl. No.	Item Details	Quantity	Unit Rate (All taxes shown separately) (Rs.)	Total Cost (Rs.)
1	Advertisement on Autorickshaws with single piece stitched display on Hood (Backside: 45"x20"), Left & Right side (Panel Size: 16"x 8") and strip display 30"x5". Branding will be done by printing on flex (minimum 230 gsm flex) on back & side panels & hood displaying New Delhi World Book Fair (NDWBF 2018) advertisement with multi coloured printing. The advertisement should be covering three sides on new Hood. The branding should be maintained and monitored for a period of 30 Days including maintenance cost <b>(Unit rent will be rent + maintenance cost per month per Autorickshaw.)</b>	1500		

\*Number of autorickshaws may increase or decrease.

**Remarks:**

- 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.
- The Content of the design, in soft copy, should be displayed only after approval from NBT.
- Branding and designing of campaign will be done by successful bidder under the guidance of NBT.
- It will be the sole responsibility of the agency to have due approval for this job if necessary, from the State Transport Authority, Delhi/NCR.
- Agency will quote Rent + Maintenance charges on the basis of per Auto Rickshaw for the period mentioned.**
- The Rent must be inclusive of maintenance cost. The firm shall be responsible for maintenance & repairing the Advertisements of hoods.
- All labour charges, display charges and transportation charges payable by the bidder should be included in the unit except fee applicable taxes which are to be shown separately.
- Photography of the Auto rickshaws on advertising campaign along with Newspapers should be submitted at the time of start of campaign.
- NBT India may send own personnel to monitor the execution process.
- For inspection purpose, any number of autos may be asked for to check display and quality anytime during the campaign.

We accept all the terms and conditions of the Tender Document.

DATE:  
PLACE :

**SIGNATURE AND SEAL OF THE BIDDER  
NAME & ADDRESS**