



Bid Number/बोली क्रमांक (बिड संख्या):
GEM/2023/B/4109046
Dated/दिनांक : 30-10-2023

Bid Document/ बिड दस्तावेज़

| Bid Details/बिड विवरण | |
|--|--|
| Bid End Date/Time/बिड बंद होने की तारीख/समय | 29-11-2023 15:00:00 |
| Bid Opening Date/Time/बिड खुलने की तारीख/समय | 29-11-2023 15:30:00 |
| Bid Offer Validity (From End Date)/बिड पेशकश वैधता (बंद होने की तारीख से) | 120 (Days) |
| Ministry/State Name/मंत्रालय/राज्य का नाम | Ministry Of Finance |
| Department Name/विभाग का नाम | Department Of Economic Affairs |
| Organisation Name/संगठन का नाम | Security Printing And Minting Corporation Of India Limited (spmci) |
| Office Name/कार्यालय का नाम | Janpath |
| Item Category/मद केटेगरी | Custom Bid for Services - Engagement of Advertising Agency |
| Contract Period/अनुबंध अवधि | 1 Year(s) |
| MSE Exemption for Years Of Experience/अनुभव के वर्षों से एमएसई छूट/ and Turnover/टर्नओवर के लिए एमएसई को छूट प्राप्त है | Yes |
| Startup Exemption for Years Of Experience/अनुभव के वर्षों से स्टार्टअप छूट/ and Turnover/ टर्नओवर के लिए स्टार्टअप को छूट प्राप्त है | Yes |
| Document required from seller/विक्रेता से मांगे गए दस्तावेज़ | Certificate (Requested in ATC),Additional Doc 1 (Requested in ATC),Additional Doc 2 (Requested in ATC),Additional Doc 3 (Requested in ATC),Additional Doc 4 (Requested in ATC) *In case any bidder is seeking exemption from Experience / Turnover Criteria, the supporting documents to prove his eligibility for exemption must be uploaded for evaluation by the buyer |
| Bid to RA enabled/बिड से रिवर्स नीलामी सक्रिय किया | No |
| Type of Bid/बिड का प्रकार | Two Packet Bid |
| Time allowed for Technical Clarifications during technical evaluation/तकनीकी मूल्यांकन के दौरान तकनीकी स्पष्टीकरण हेतु अनुमत समय | 7 Days |
| Evaluation Method/मूल्यांकन पद्धति | Total value wise evaluation |

Bid Details/बिड विवरण

| | |
|---|-----|
| Financial Document Indicating Price Breakup Required/मूल्य दर्शाने वाला वित्तीय दस्तावेज ब्रेकअप आवश्यक है | Yes |
|---|-----|

EMD Detail/ईएमडी विवरण

| | |
|-----------------------------|---------------------|
| Advisory Bank/एडवाइजरी बैंक | State Bank of India |
| EMD Amount/ईएमडी राशि | 50000 |

ePBG Detail/ईपीबीजी विवरण

| | |
|--|---------------------|
| Advisory Bank/एडवाइजरी बैंक | State Bank of India |
| ePBG Percentage(%) / ईपीबीजी प्रतिशत (%) | 10.00 |
| Duration of ePBG required (Months) / ईपीबीजी की अपेक्षित अवधि (महीने). | 14 |

(a). EMD EXEMPTION: The bidder seeking EMD exemption, must submit the valid supporting document for the relevant category as per GeM GTC with the bid. Under MSE category, only manufacturers for goods and Service Providers for Services are eligible for exemption from EMD. Traders are excluded from the purview of this Policy./जेम की शर्तों के अनुसार ईएमडी छूट के इच्छुक बिडर को संबंधित केटेगरी के लिए बिड के साथ वैध समर्थित दस्तावेज प्रस्तुत करने हैं। एमएसई केटेगरी के अंतर्गत केवल वस्तुओं के लिए विनिर्माता तथा सेवाओं के लिए सेवा प्रदाता ईएमडी से छूट के पात्र हैं। व्यापारियों को इस नीति के दायरे से बाहर रखा गया है।

(b). EMD & Performance security should be in favour of Beneficiary, wherever it is applicable./ईएमडी और संपादन जमानत राशि, जहां यह लागू होती है, लाभार्थी के पक्ष में होनी चाहिए।

Beneficiary/लाभार्थी :

Chief General Manager
India Government Mint, Kolkata, West Bengal, Pin 700053
(Chief General Manager)

Splitting/विभाजन

Bid splitting not applied/बोली विभाजन लागू नहीं किया गया.

MII Compliance/एमआईआई अनुपालन

| | |
|-------------------------------|-----|
| MII Compliance/एमआईआई अनुपालन | Yes |
|-------------------------------|-----|

MSE Purchase Preference/एमएसई खरीद वरीयता

| | |
|---|-----|
| MSE Purchase Preference/एमएसई खरीद वरीयता | Yes |
|---|-----|

1. If the bidder is a Micro or Small Enterprise as per latest definitions under MSME rules, the bidder shall be exempted from the requirement of "Bidder Turnover" criteria and "Experience Criteria" subject to meeting of quality and technical specifications. If the bidder is OEM of the offered products, it would be exempted from the "OEM Average Turnover" criteria also subject to meeting of quality and technical specifications. In case any bidder is seeking exemption from Turnover / Experience Criteria, the supporting documents to prove his eligibility for exemption must be uploaded for evaluation by the buyer.
2. If the bidder is a Startup, the bidder shall be exempted from the requirement of "Bidder Turnover" criteria and "Experience Criteria" subject to their meeting of quality and technical specifications. If the bidder is OEM of the offered products, it would be exempted from the "OEM Average Turnover" criteria also subject to meeting of quality and technical specifications. In case any bidder is seeking exemption from Turnover / Experience Criteria, the supporting documents to prove his eligibility for exemption must be uploaded for evaluation by the buyer.
3. Purchase preference to Micro and Small Enterprises (MSEs): Purchase preference will be given to MSEs as defined in Public Procurement Policy for Micro and Small Enterprises (MSEs) Order, 2012 dated 23.03.2012 issued by Ministry of Micro, Small and Medium Enterprises and its subsequent Orders/Notifications issued by concerned Ministry. If the bidder wants to avail the Purchase preference for services, the bidder must be the Service provider of the offered Service. Relevant documentary evidence in this regard shall be uploaded along with the bid in respect of the offered service. If L-1 is not an MSE and MSE Service Provider (s) has/have quoted price within L-1+ 15% of margin of purchase preference /price band defined in relevant policy, then 100% order quantity will be awarded to such MSE bidder subject to acceptance of L1 bid price.
[OM No.1 4 2021 PPD dated 18.05.2023](#) for compliance of Concurrent application of Public Procurement Policy for Micro and Small Enterprises Order, 2012 and Public Procurement (Preference to Make in India) Order, 2017.
4. Estimated Bid Value indicated above is being declared solely for the purpose of guidance on EMD amount and for determining the Eligibility Criteria related to Turn Over, Past Performance and Project / Past Experience etc. This has no relevance or bearing on the price to be quoted by the bidders and is also not going to have any impact on bid participation. Also this is not going to be used as a criteria in determining reasonableness of quoted prices which would be determined by the buyer based on its own assessment of reasonableness and based on competitive prices received in Bid / RA process.

Additional Qualification/Data Required/अतिरिक्त योग्यता /आवश्यक डेटा

Payment Terms:[1697689710.pdf](#)

GEM Availability Report (GAR):[1697689782.pdf](#)

Scope of Work:[1698664638.pdf](#)

Service Level Agreement (SLA):[1698664654.pdf](#)

Custom Bid For Services - Engagement Of Advertising Agency (1)

Technical Specifications/तकनीकी विशिष्टियाँ

| Specification | Values |
|--|----------------------------------|
| Core | |
| Description /Nomenclature of Service Proposed for procurement using custom bid functionality | Engagement of Advertising Agency |
| Regulatory/ Statutory Compliance of Service | YES |
| Compliance of Service to SOW, STC, SLA etc | YES |
| Addon(s)/एडऑन | |

Additional Specification Documents/अतिरिक्त विशिष्टि दस्तावेज़

Consignees/Reporting Officer/परेषिती/रिपोर्टिंग अधिकारी

| S.No./क्र. सं. | Consignee Reporting/Officer/ परेषिती/रिपोर्टिंग अधिकारी | Address/पता | The quantity of procurement "1" indicates Project based or Lumpsum based hiring. | Additional Requirement/अतिरिक्त आवश्यकता |
|----------------|---|---|--|--|
| 1 | Mr.Sugata Bandyopadhyay | 700053,India Govt Mint, Alipore Kolkata , West Bengal | 1 | N/A |

Buyer Added Bid Specific Terms and Conditions/क्रेता द्वारा जोड़ी गई बिड की विशेष शर्तें**1. Generic**

OPTION CLAUSE: The buyer can increase or decrease the contract quantity or contract duration up to 25 percent at the time of issue of the contract. However, once the contract is issued, contract quantity or contract duration can only be increased up to 25 percent. Bidders are bound to accept the revised quantity or duration

2. Certificates

Bidder's offer is liable to be rejected if they don't upload any of the certificates / documents sought in the Bid document, ATC and Corrigendum if any.

3. Forms of EMD and PBG

Bidders can also submit the EMD with Account Payee Demand Draft in favour of

S P M Corporation of India Limited
payable at
Kolkata

Bidder has to upload scanned copy / proof of the DD along with bid and has to ensure delivery of hardcopy to the Buyer within 5 days of Bid End date / Bid Opening date.

4. Forms of EMD and PBG

Bidders can also submit the EMD with Fixed Deposit Receipt made out or pledged in the name of A/C (Name of the Buyer). The bank should certify on it that the deposit can be withdrawn only on the demand or with the sanction of the pledgee. For release of EMD, the FDR will be released in the favour of the bidder by the Buyer after making endorsement on the back of the FDR duly signed and stamped along with covering letter. Bidder has to upload scanned copy/ proof of the FDR along with bid and has to ensure delivery of hardcopy to the Buyer within 5 days of Bid End date/ Bid Opening date

5. Forms of EMD and PBG

Bidders can also submit the EMD with Banker's Cheque in favour of

S P M Corporation of India Limited
payable at
Kolkata

Bidder has to upload scanned copy / proof of the BC along with bid and has to ensure delivery of hardcopy to the Buyer within 5 days of Bid End date / Bid Opening date.

6. Forms of EMD and PBG

Successful Bidder can submit the Performance Security in the form of Account Payee Demand Draft also (besides PBG which is allowed as per GeM GTC). DD should be made in favour of

S P M Corporation of India Limited
payable at
Kolkata

. After award of contract, Successful Bidder can upload scanned copy of the DD in place of PBG and has to ensure delivery of hard copy to the original DD to the Buyer within 15 days of award of contract.

7. Forms of EMD and PBG

Successful Bidder can submit the Performance Security in the form of Fixed Deposit Receipt also (besides PBG which is allowed as per GeM GTC). FDR should be made out or pledged in the name of

S P M Corporation of India Limited
A/C (Name of the Seller). The bank should certify on it that the deposit can be withdrawn only on the demand or with the sanction of the pledgee. For release of Security Deposit, the FDR will be released in favour of bidder by the Buyer after making endorsement on the back of the FDR duly signed and stamped along with covering letter. Successful Bidder has to upload scanned copy of the FDR document in place of PBG and has to ensure delivery of hard copy of Original FDR to the Buyer within 15 days of award of contract.

8. Buyer Added Bid Specific ATC

Buyer Added text based ATC clauses

1. Terms and Conditions:

Guidelines of SPMCIL Procurement Manual Version 2.0 will be applicable to this bid at any stage to avoid any conflict at later stage. Kindly refer GIT and GCC of SPMCIL Procurement Manual Version 2.0 for additional terms and conditions as per the links given below:

General Instruction to Tenderer (GIT): <https://spmCIL.com/uploaddocument/GIT/new.pdf>

General Conditions of Contract (GCC): <https://spmCIL.com/uploaddocument/GCC/new.pdf>

2. Delivery Period:

Annual Contract will valid for One (1) year from the date of issue of Contract or exhaust of total contract value whichever is later.

3. Terms and Mode of payments:

100% on receipt and acceptance of services by the user section of India Government Mint, Kolkata and on production of all required documents by the supplier each time. (Acceptance means services supplied in proper condition at India Govt. Mint, Kolkata as well as meeting other terms and conditions of Purchase order.)

4. Quantum of LD:

If the supplier fails to deliver any or all of the goods or fails to perform the services within the time frame(s) incorporated in the contract, India Govt. Mint, Kolkata shall, without prejudice to other rights and remedies available to India Govt. Mint, Kolkata under the contract, deduct from the contract price, as liquidated damages, a sum equivalent to the 0.5% of the delivered price of the delayed goods and/ or services for each week of delay or part thereof until actual delivery or performance, subject to a maximum deduction of the 10% of the delayed goods' or services' contract price(s).

5. The total cost inclusive of all as cited above on FOR India Govt. Mint, Kolkata (W.B) basis should be indicated clearly both in words and figures in the price bid.

6. Documentary evidence to be submitted towards PAN & GST Registration Certificate.

7. Participating Bidder must submit sealed and signed copy of entire GeM bid document including the Technical Specification. Also the participating bidder must submit sealed & signed Annexure I in their letter head & checklist attached under Scope of Work.

8. All the supporting documents submitted along with this bid should be signed and sealed by the authorized

ed signatory of the firm mandatorily. The bid document shall not contain any erasure or overwriting, except as necessary to correct any error made by the tenderer and, if there is any such correction; the same shall be initialled by the person(s) signing the tender.

9. The supplier has to provide GeM invoice during submission of bill for payment.

10. Price Schedule:

While quoting the price through GeM portal, the detailed price breakup along with GST percentage must be mentioned and attached as pdf in the document attachment option of price bid mandatorily. Do not upload financial documents related to financial standings like audited balance sheets in the document attachment field of price bid, attach only the detailed price breakup of the quotation as mentioned above. Detailed price breakup of the quotation must be in the format as attached in the end of this bid document.

Price to be mentioned only in price bid not in Techno commercial bid or any other place. If it is mentioned any other part other than price bid, the offer will be rejected.

11. Qualification/ Eligibility Criteria

A. EXPERIENCE & PAST PERFORMANCE : The bidder should have experience of having successfully completed services of publishing various types of advertisements, tenders in widely circulated newspapers of the value at least Rs.10 Lakhs in any one of the last five years ending on 31.03.2023.

Note:

(i) In support of Experience & Past Performance copy of supply/ work order; respective completion certificate and contact details of clients (previous buyer of the items) to be enclosed along with the tender.

(ii) All copy of supply/ work order; respective completion certificate and contact details of clients: in support of experience, past performance should be authenticated by the by the person authorized to sign the tender on behalf of the bidder.

B. CAPABILITY - The bidder must have capability to provide the relevant services.

Note:

(i) In support of the Capability, the bidder has to submit copy of supporting documents.

(ii) For verifying the capability/capacity, India Government Mint, Kolkata reserves the right to depute its authorised representatives at the worksites of the bidder. In the event, the firm is found not having capability /capacity, their offer is liable to be rejected.

C. FINANCIAL STANDING :

i) The average annual financial turnover of the bidder during the last three years, ending on 31.03.2023, should be at least Rs.10 Lakhs as per the annual report (audited balance sheet and profit & loss account) of the relevant period, duly authenticated by a Chartered Accountant/ Cost Accountant in India.

ii) The bidder should not have suffered any financial loss for more than one year during the last three years, ending on 31.03.2023.

iii)

a) The net worth of the Bidder should not be negative on 31.03.2023 and also

b) Should not have eroded by more than 30% in the last three years, ending on 31.03.2023.

Note:

(i) For net worth erosion calculation of last three(3) years ending on 31.03.2023, audited balance sheet of last four(4) financial years i.e: 2019-20, 2020-21, 2021-22 & 2022-23 must be submitted.

(ii) Supporting documents to be furnished as claim against the above Financial Standing: all financial standing data should be certified by certified accountants, e.g. Chartered Accountants (CA) in India.

(iii) Non-submission or incomplete submission of documents may lead to rejection of offer.

12. MSME & Make in India Status:

In case any bidder is submitting their bid as MSME and/or MII, the firm must be registered as a MSME & MII in GeM portal and Self-declaration along with documentary evidence in this regard must be submitted declaring that their MSME & MII status is updated in GeM portal also. In further evaluation stage if it is found that the firm is not registered as MSME and/or MII in GeM, but MSME certificate and/or MII declaration is submitted along with the bid, no exemption will be given and their offer may be rejected.

13. Price Preference for MSE:

MSE quoting price within price band L1 + 15% may be awarded 25% of the total tendered value provided they agree to match the L1 price. In case of more than one such eligible MSE, 25% quantity is to be distributed proportionately among these bidders. Within this, a purchase preference of 4% is reserved for MSEs owned by SC/ ST entrepreneurs' and 3% is reserved for procurement from MSEs owned by women (if they participate in the tender process and match the L1 price, considering spirit of policy for enhancing the Govt. procurement from MSE).

14. Eligible Services (Origin of Services):

(i) All services to be supplied and provided for the contract shall have the origin in India or in the countries with which the Government of India has trade relations.

(ii) The word "origin" incorporated in this clause means the place from where the goods are mined, cultivated, grown, manufactured, produced or processed or from where the goods & service are arranged.

15. Special Condition: Supplier should file the returns pertaining to TCS (Section 206C (1H) for TCS collected, in the time and provide the TCS certificate to IGMK. In case of any Credit loss to IGMK by way of their failure to file Returns and provide TCS certificate in time, India Government Mint, Kolkata reserves the right to recover the amount equivalent to TCS paid along with applicable interest from the payment of further supplies.

16. GST Return:

Supplier should file the GST return for outward supplies in time. In case of any loss to India Government Mint, Kolkata by way of their failure to file GST Returns in time India Government Mint, Kolkata reserves the right to withhold the payment of further supplies till production of evidence. Any liability which will occurred on account of non-compliance of e-way bill, GST provision or any other applicable law will be borne by supplier.

17. Consignee:

Chief General Manager, India Government Mint, Alipore, Kolkata, West Bengal, Pin - 700053.

On the consignment please mention the following details:

Order No : **Packing No :** **Net Weight :** **Gross Weight :**

18. Resolution of Disputes:

If dispute or difference of any kind shall arise between India Government Mint, Kolkata and the supplier in connection with or relating the contract, the parties shall make every effort to resolve the same amicably by mutual consultations. If the parties fail to resolve the same amicably the mutual consultations. If the parties fail to resolve their dispute or difference by such mutual consultation within 21 days of its occurrence, then, unless otherwise provided in the SCC, either India Government Mint, Kolkata or the supplier may seek recourse to settlement of disputes through arbitration act 33.2. Disputes arising out of any breach of contract pertaining to this tender shall be settled in the court of competent jurisdiction located within Kolkata only.

19. Risk Purchase Clause :

(a) If the supplier after submission of tender and due acceptance of the same, i.e. after notification of award of contract fails to abide by the terms and conditions of these tender documents, or fails to supply the deliverables as per delivery schedule given or at any time repudiates the contract, the purchaser shall have the right to:

(i) Invoke the Security-cum-Performance Guarantee if deposited by the supplier and procure stores from other agencies at the risk and consequence of the supplier. The cost difference between the alternative arrangement and supplier tendered value will be recovered from the supplier.

(b) Supplier has to abide by all the terms and conditions of tender.

(c) In case of procurement through alternative sources and if procurement price is lower, no benefit on this account will be passed on to the supplier.

20. Quality Control Requirements:

Quality of Services: Free from all technical defects, in compliance with our Technical Specification

i) Goods/service supplied not in conformity with tender specification will be treated as goods/service not supplied at all and supplier shall take supplied material not conforming to order specification back within 15 days. Goods/service shall be delivered by the supplier in accordance with the terms and conditions specified in the contract failing which expenses of keeping goods at purchaser's premises may be levied on supplier.

ii) Delivery date will be calculated from the date goods/services are received in acceptable quality in accordance with technical specification.

21. All safety and security of the workmen is the sole responsibility of the awarded firm itself and in case of any unwanted incidents India Government Mint, Kolkata authorities would not be liable under any circumstances.

22. Disclaimer :

The issue of this Bid Document does not imply that the Purchaser is bound to select Bidder(s) and the Purchaser reserves the right to reject all or any of the Bidders or Bids or to decide to drop the procurement process at any stage without assigning any reason.

23. The bidder has to submit documents as per following Check list as given below along with the Technical bid documents without fail:

| | |
|---|---|
| 1 | Entire Tender Document Duly Seal & Signed on every page including technical specification as an acceptance of all terms & conditions of the tender |
| 2 | Submitted the documents as per Qualification / Eligibility criteria as per Clause 12 of awarded bid specific ATC (i) Proof of Experience (ii) Proof of Capability (iii) Financial data |
| 3 | Documentary evidence towards PAN & GST Registration Certificate |
| 4 | Sealed & Signed Declaration (Annexure -I attached in technical specification) |
| 5 | Proof of EMD(scanned copy) as applicable or any exemption certificate |
| 6 | Documentary/undertaking against Make in India Status i.e. being a Class I/ Class II supplier with details of percentage |

-

***FOR ANY OTHER QUERIES, FIRMS MAY CONTACT IN THE BELOW DETAILS:**

Ph. No. 033 - 2401 4132,33,34,35, (Extension 336/ 319/ 326);

Email: purchase.igmk@spmci.com

9. Buyer Added Bid Specific ATC

Buyer uploaded ATC document [Click here to view the file.](#)

Disclaimer/अस्वीकरण

The additional terms and conditions have been incorporated by the Buyer after approval of the Competent Authority in Buyer Organization, whereby Buyer organization is solely responsible for the impact of these clauses on the bidding process, its outcome, and consequences thereof including any eccentricity / restriction arising in the bidding process due to these ATCs and due to modification of technical specifications and / or terms and conditions governing the bid. Any clause(s) incorporated by the Buyer regarding following shall be treated as null and void and would not be considered as part of bid:-

1. Definition of Class I and Class II suppliers in the bid not in line with the extant Order / Office Memorandum issued by DPIIT in this regard.
2. Seeking EMD submission from bidder(s), including via Additional Terms & Conditions, in contravention to exemption provided to such sellers under GeM GTC.
3. Publishing Custom / BOQ bids for items for which regular GeM categories are available without any Category item bunched with it.
4. Creating BoQ bid for single item.
5. Mentioning specific Brand or Make or Model or Manufacturer or Dealer name.
6. Mandating submission of documents in physical form as a pre-requisite to qualify bidders.
7. Floating / creation of work contracts as Custom Bids in Services.
8. Seeking sample with bid or approval of samples during bid evaluation process.
9. Mandating foreign / international certifications even in case of existence of Indian Standards without specifying equivalent Indian Certification / standards.
10. Seeking experience from specific organization / department / institute only or from foreign / export experience.
11. Creating bid for items from irrelevant categories.
12. Incorporating any clause against the MSME policy and Preference to Make in India Policy.
13. Reference of conditions published on any external site or reference to external documents/clauses.
14. Asking for any Tender fee / Bid Participation fee / Auction fee in case of Bids / Forward Auction, as the case may be.

Further, if any seller has any objection/grievance against these additional clauses or otherwise on any aspect of this bid, they can raise their representation against the same by using the Representation window provided in the bid details field in Seller dashboard after logging in as a seller within 4 days of bid publication on GeM. Buyer is duty bound to reply to all such representations and would not be allowed to open bids if he fails to reply to such representations.

This Bid is governed by the [General Terms and Conditions/सामान्य नियम और शर्तें](#), conditions stipulated in Bid and [Service Level Agreement](#) specific to this Service as provided in the Marketplace. However in case if any condition specified in General Terms and Conditions/सामान्य नियम और शर्तें is contradicted by the conditions stipulated in Service Level Agreement, then it will over ride the conditions in the General Terms and Conditions.

In terms of GeM GTC clause 26 regarding Restrictions on procurement from a bidder of a country which shares a land border with India, any bidder from a country which shares a land border with India will be eligible to bid in this tender only if the bidder is registered with the Competent Authority. While participating in bid, Bidder has to undertake compliance of this and any false declaration and non-compliance of this would be a ground for immediate termination of the contract and further legal action in accordance with the laws./जेम की सामान्य शर्तों के खंड 26 के संदर्भ में भारत के साथ भूमि सीमा साझा करने वाले देश के बिडर से खरीद पर प्रतिबंध के संबंध में भारत के साथ भूमि सीमा साझा करने वाले देश का कोई भी बिडर इस निविदा में बिड देने के लिए तभी पात्र होगा जब वह बिड देने वाला सक्षम प्राधिकारी के पास पंजीकृत हो। बिड में भाग लेते समय बिडर को इसका अनुपालन करना होगा और कोई भी गलत घोषणा किए जाने व इसका अनुपालन न करने पर अनुबंध को तत्काल समाप्त करने और कानून के अनुसार आगे की कानूनी कार्यवाही का आधार होगा।

---Thank You/धन्यवाद---

Engagement of Advertising Agency through GeM for India Government Mint, Kolkata

Scope of work:

- 1.** The rate shall be at the prescribed DAVP rates (per sq cm) applicable for all kind of Government advertisements.
- 2.** In case where DAVP rates are not prescribed, Agency has to seek prior approval for approval of rate from India Govt. Mint, Kolkata.
- 3.** The agency will not be paid anything extra payment for creative, design, art work and logo charges.
- 4.** The agency will not be paid for translation of material from English language to Hindi or any other Indian language, if required. It is sole responsibility of the agency. If any mistake found for translation, the corrected matter to be re-published by the agency without claiming any extra charge for re-publication
- 5.** The rate and discount quoted by the agency shall be valid during the period of contract. No backing out from the agreement will be entertained once the same is finalized and in such a case the security deposit will be forfeited.
- 6.** After issue of contract, India Govt. Mint, Kolkata will send advertisement proposal to the firm for the budgetary quotation to publish as per requirement throughout the contract period & draft advertisement artwork must be sent by the agency to India Govt. Mint, Kolkata along with estimated expenditure for the said advertisement on immediate basis.
- 7.** After finalizing the advertisement, the date of publication will be given by India Government Mint, Kolkata, the firm must get it advertised on the same day or next day. As the advertisements of India Govt. Mint, Kolkata are urgent, hence all advertisement are to be published on the date given by India Govt. Mint, Kolkata without fail, otherwise strict action will be taken against the firm for non-publication of the advertisement on time.
- 8.** If any mistake/error or any deviation of original text matter/artwork of advertisement provided by India Govt. Mint, Kolkata, is found in the final publication in Newspapers, the advertising agency has to re-publish the advertisement with correct text matter/artwork on the following day. In this case, the agency cannot claim any extra charge for re-publication of the advertisement with correct text matter/artwork.
- 9.** Payment will be made after completion of the work. Invoice/Bill should be accompanied by the original advertisement clipping duly published and DAVP Price list of all national dailies in which advertisement has been published.

10. Bills to be raised as per budgetary quotation given by the firm during publication of advertisement as per discounted DAVP rate. No deviation or extra charge can be claimed when final bills are submitted for payment.

11. DAVP rates will be applicable as amended by DAVP time to time.

12. India Govt. Mint, Kolkata shall not be responsible for any dispute between the advertisement agency and the newspapers/publishers in regard to the payment to be made by the advertising agency to the newspapers. Similarly, India Govt. Mint, Kolkata shall not be responsible for any dispute between the advertising agency and the newspapers in whatever matter.

13. India Govt. Mint Kolkata reserves the right to cancel the Ad Agency at any time giving one month notice.

14. Annual Contract will valid for One year or exhaust of total contract value whichever is later.

15. Firm has to provide soft copy of advertisement after publication of each advertisement.

16. All the participating bidder should give minimum 15% discount on DAVP rates (per sq. cm) applicable for all kind of Government advertisements otherwise their bid will not be considered for further stage.

Instructions for quoting the rates in Financial / Price bid

The total estimated expenditure (for One years) on advertisements / tender notices of India Govt. Mint, Kolkata would be to the tune of Rs.25 Lakhs approximately.

Evaluation of the L-1 bidder:

Bidder firm shall quote the price considering the estimated value of the work of Rs.25 Lakhs (approx.) and shall quote the price in financial bid duly deducting the discount offered for all advertisements including art work/creative work on DAVP. **Accordingly the maximum discount offered by the bidder will stand L1 bidder on GeM.**

For Example: In case Bidder is willing to provide 15% discount on DAVP rates, then the quoted price by the bidder in the financial bid with respect to estimated value of the work of Rs.25 (Twenty Five) Lakhs would be Rs.21.25 lakhs (i.e Rs.25 Lakhs – 15% discount).

Note: All the participating bidder should give minimum 15% discount on DAVP rates (per sq. cm) applicable for all kind of Government advertisements otherwise their bid will not be considered for further evaluation. Maximum discount offered by the bidder will stand L1 bidder on GeM. Discount on DAVP rates quoted will be applicable throughout the contract period for all the advertisements.

**GeM Bid Document No. :dated.
(To be submitted on the letter head of the bidder)**

DECLARATION

We do hereby declare that,

1. We have not been blacklisted/ debarred by BNPMIPL/BRBNMPL/SPMCIL or any Govt. Departments for participation in tenders. The information provided above is correct and true to the best of my knowledge and belief.
2. We do hereby declare that we have read and understood all terms and conditions of tender document including Technical Specification, Quality Control Criteria and Buyer added ATC and confirm to abide to those conditions without any counter conditions.
3. "We are accepting all the terms and conditions of the tender document without any deviations"
4. We do accept all the terms and conditions of GIT & GCC link given in buyer added bid specific ATC without any deviation.

Signature

Name

Designation

Date

Stamp of the Organization

CHECK LIST

Before Submission of Tender following points to be confirmed/complied by the participating bidder to avoid rejection of bid. Hence check every point & tick (✓) before final submission.

A.Part I : (Techno Commercial Bid cover)

| Sl. No. | Tender Submission Check Points (To be complied by bidder before submission of Bid) | Check before submission Tick (✓) |
|---------|---|----------------------------------|
| 1 | Tender Document Duly Seal & Signed on every page including technical specification | |
| 2 | Term of Delivery : FOR, India Govt. Mint, Kolkata | |
| 3 | Tender Validity 120 days as per the tender | |
| 4 | Scope of – as per tender | |
| 5 | Submitted the documents as per Qualification / Eligibility criteria (i)Proof of Experience (ii) Proof of Capability (iii) Financial data | |
| 6 | Delivery Period : Acceptance of delivery period as per buyer added ATC | |
| 7 | Documentary evidence towards PAN & GST Registration Certificate | |
| 8 | Sealed & Signed Declaration (Annexure –II attached in technical specification) | |
| 9 | Proof of EMD(scanned copy) as applicable or any exemption certificate | |
| 10 | The firms participating as MSE/NSIC/DIC/Start-up India Campaign, needs to enclosed certificates containing validity | |
| 11 | Category of MSME Firms | |
| | SC | |
| | ST | |
| | GEN | |
| 12 | Owner of Company | |
| | Male | |
| | Female | |
| 13 | Documentary/undertaking against Make in India Status i.e. being a Class I/ Class II supplier with details of percentage | |
| 14 | All supporting documents submitted along with bid to be sealed and signed by Authorized signatory of the firm | |

B. Part II : (Price Bid Cover)

| Sl. No. | Description | Submitted/ Not Submitted |
|---------|--|--------------------------|
| 1 | Price Bid (Price including all taxes & other charges), GST percentage to be mentioned mandatorily in the price bid, upload copy of the Price Details in Price Bid mentioning all the breakup of price as per format attached at the end of this bid document | |

- **Price to be mentioned only in price bid not in Techno commercial bid or any other place. If it is mentioned any other part other than price bid, the offer will be rejected.**

PRICE SCHEDULE

1 : Engagement of Advertising Agency (As details mentioned in Scope of Work)

Quantity: 1 Activity Unit

Total value including all is approx. Rs.25,00,000/-

Percentage of Discount Offered (minimum 15%) :

Total Price including all after deducting discount amount :
(Formula: Total Price quoted = {Rs.25,00,000 – Discount %})

Total Price including all after deducting discount amount in words:

NOTE :

1. L1 firm will be declared from valid offers only those who submitted offer as per specification & as per all terms & condition of the tender. If there is any deviation in specification & if the offer is not found as per terms & condition of the tender, their offer will be treated as invalid/unresponsive offer.
2. Price to be mentioned only in price bid not in Techno commercial bid or any other place. If it is mentioned any other part other than price bid, the offer will be rejected.