

No.K-28/14/2020-Pub
Government of India
Ministry of Consumer Affairs Food & Public Distribution
Department of Consumer Affairs
Publicity Division

Krishi Bhawan, New Delhi
Date: 28th December, 2020

E-TENDER NOTICE

Subject: Tender for empanelment of multi-media creative agencies for Department of Consumer Affairs

E-TENDER DATE SHEET

Sl. No.	Event	Date	Time
1.	Publication of tender	28 th December, 200	
2.	Last date for submission of bids	18 th January, 2021	17:00 hrs
3.	Last date for submission of EMD	18 th January, 2021	17:00 hrs
4.	Opening of bids	20 th January, 2021	11:00 hrs
5.	Presentation by eligible agencies		To be communicated later to eligible bidders

1. DoCA's single point of contact for this tender and the delivery point for delivery of EMDs and correspondence is:

Shri Sunil Kumar Mishra
Under Secretary (Publicity)
Room No. 464 C, KrishiBhawan
New Delhi
E-mail: mishra.sunil@nic.in

2. Invitation for bids: Department of Consumer Affairs (DoCA) requests for bids from eligible bidders for preparation of a panel of multi-media agencies for Department of Consumer Affairs for a period of 1 year, further extendable by three years subject to satisfactory performance and mutual agreement. The scope of work is mentioned at **Annexure-I**, which will be taken into account.

3. Tender document can be downloaded from the website of DoCA <http://www.consumeraffairs.nic.in> (for reference only) and Central Public Procurement Portal (CPPP) site <https://eprocure.gov.in/eprocure/app> as per the schedule given in e-tender date sheet given above.

4. Corrigendum and extension of bid submission time:
- (i) At any time prior to the last date for submission of bids, DoCA may, for any reason, modify the tender document by a corrigendum. The corrigendum, if any, shall be deemed to be incorporated into this tender document.
 - (ii) In order to provide prospective bidders reasonable time for taking into account the corrigendum or otherwise, DoCA may, at its discretion, extend the last date for submission of bids.
5. The eligibility criteria and details to be submitted with the technical bid are given in **Annexure - II to VII**.
6. Submission of bids: The interested bidders may submit the bids online only as prescribed. All the documents in support of eligibility criteria etc. are to be scanned and uploaded along with the bid documents. Bid documents may be scanned with minimum 100 dpi with black and white option which helps in reducing size of the scanned document. Bids sent by any other mode or incomplete bids will not be accepted. Bids received after the expiry of stipulated date and time for the purpose will not be opened. DoCA will not be responsible for late receipt of bids.
7. Pagination and authentication of bid documents: Each page of the documents being submitted by the bidders should be sequentially numbered. Further, the undertakings / certificates as mentioned in **Annexure – III to V and Annexure - VII** should be signed by the authorized signatory and rubber stamped in token of having been submitted as per the terms and conditions laid down in the tender document. The certificate mentioned in **Annexure - VI** should be signed by the Chartered Accountant and rubber stamped by the company / firm of Chartered Accountant (if any).
8. Earnest Money Deposit (EMD):
- (i) The original Earnest Money Deposit by means of a Demand Draft/Banker's Cheque for Rs. 25,000/- (Rupees Twenty Five Thousand only) drawn in favour of Pay & Account Officer, Department of Consumer Affairs, payable at New Delhi must be submitted in the office of DoCA's single point of contact before the time prescribed in e-tender date sheet given above. In case original EMD is not submitted before the above date and time, the bids will be rejected summarily. However scanned copy of Bank Draft must be uploaded electronically with the bid on Central Public Procurement Portal. In case of late receipt of EMD i.e. after closure of online bidding, the bidder shall be disqualified and such bid will not be considered.
 - (ii) Bidders registered with MSME will be exempted from submitting EMD on submission of copy of currently valid certificate of registration with MSME.
 - (iii) If the bid is received without EMD or copy of currently valid certificate of registration with MSME, it would not be considered and would be rejected summarily.

- (iv) EMD of unsuccessful bidders will be returned to them after empanelment. EMD of successful bidder will be returned to them after completion of due formalities.
- (v) No interest is payable on EMD.

9. Validity of bids and EMD: The bids and EMD should be valid for a period of six months from the date of submission of bid.

10. Tampering with / modification tender document:

- (i) Bidders shall not tamper with / modify the tender document in any manner.
- (ii) In case the tender document is found to be tampered with / modified in any manner, the bid will be rejected and EMD would be forfeited and such a bidder would be banned from doing business for a period of 3 years from doing business with DoCA.

11. Providing incorrect information:

- (i) If any information provided or statement made in the bid documents is found to be incorrect, the bid will be summarily rejected and EMD will be forfeited. Further, such agency would be banned from doing business for a period of 3 years from doing business with DoCA.
- (ii) If any information provided or statement made in the bid documents is found to be incorrect after empanelment, the empanelment of such agency will be terminated and performance security will be forfeited. Further, such agency would be banned from doing business for a period of 3 years from doing business with DoCA.

12. Submission of more than one bids: If a bidder submits more than one bids, all the bids of such bidder will be summarily rejected and EMD will be forfeited.

13. Withdrawal of bids:

- (i) No bidder is allowed to withdraw after submission of bid.
- (ii) If a bidder withdraws bid, its EMD will be forfeited.

14. Consortium and sub-contracting:

- (i) Consortium is not allowed.
- (ii) Sub-contracting is not allowed.

15. Evaluation of bids:

- (i) The bids will be opened online as per e-tender date sheet given above.
- (ii) Subsequently, the bids will be scrutinized to determine eligibility as per criteria mentioned in **Annexure-II**.
- (iii) The eligible bids will be evaluated in two stages – Stage 1 and Stage 2 by a committee constituted by DoCA as per criteria laid down in **Annexure-VIII**.
- (iv) Only those bidders who score equal to or more than the minimum score in Stage 1 as mentioned in **Annexure-VIII** will qualify for evaluation in Stage 2.
- (v) Those bidders who qualify for Stage 2 will have to make a presentation of 5-7 minutes covering the points mentioned in the table in **Annexure-VIII**. The presentation may be followed by questions from the committee constituted by DoCA for the purpose. 2-3 members will be allowed in each bidder's team attending presentation. The presentations will be evaluated as per criteria mentioned in **Annexure-VIII**.
- (vi) 10-15 agencies with highest scores (combined Stage 1 and Stage 2) will be considered for empanelment, based on the responses received. Those bidders who qualify for Stage 2 but do not make any presentation before the committee constituted by DoCA for the purpose would not be considered for empanelment.

16. Bank Guarantee:

- (i) The successful bidders will have to furnish Bank Guarantee for an amount of Rs 50,000/- (Rupees Fifty Thousand only) from any Commercial Bank.
- (ii) The Bank Guarantee must be drawn in favour of Pay & Account Officer, Department of Consumer Affairs, payable at New Delhi.
- (iii) The Bank Guarantee should be valid for at least 60 days beyond the period of empanelment.
- (iv) The Bank Guarantee would be returnable after termination of empanelment subject to fulfillment of terms & conditions of the contract and any deductions that may be decided by competent authority.
- (v) No interest is payable on this deposit.
- (vi) Any agency not providing the Bank Guarantee within stipulated time or not as per requirements stipulated above will not be empanelled.

17. Terms of payment:

(i) The payment will be made at the rates prescribed by BOC on production of proper invoice with necessary documents after completion of work by the agency.

(ii) For jobs / activities other than those for which BOC has not prescribed rates, the same will be got done through by resorting to limited tender enquiry which would be restricted to the empanelled agencies. The payment for such jobs / activities will be made on production of proper invoice with necessary documents after completion of work by the agency.

18. Review of performance of empanelled agencies: Performance of the empanelled agencies may be reviewed periodically and those agencies

(i) whose performance is not satisfactory or

(ii) who do not regularly participate in the DoCA's job – tender process

may be removed from the list of empanelled agencies.

19. Disclaimer:

(i) DoCA reserves the right

(a) to cancel the tender at any time without assigning any reason thereof and without incurring any liability

(b) to amend / withdraw / relax / waive any of the terms and conditions contained in the tender document, without assigning any reason thereof

(c) to reject any / all bids without assigning any reason thereof and without incurring any liability

(d) to include any other item in the scope of work at any time after consultation with prospective agencies or otherwise.

(ii) Empanelment does not necessarily assure award of any work to empanelled agencies.

(iii) The information submitted in response to this tender may be subject to public release as per RTI Act. Therefore, bidders are advised not to include any proprietary or confidential information in their bids. Bidders responding to this tender assume the risk of public disclosure if confidential information is provided in their bids.

(iv) This tender document is not to be construed as a commitment by DoCA to contract for services. DoCA will not pay for any information or service provided as a result of this tender document. Further, DoCA will not recognize or reimburse any cost associated with submission of bids in response to this tender document.

20. All the costs associated with bidding in response to this tender document will have to be borne by the bidders.

Yours faithfully,

(Sunil Kumar Mishra)
Under Secretary to the Government of India

SCOPE OF WORK

1. Designing and / or printing of creative(s) / illustration(s) / translation(s) in Hindi, English and vernacular languages on various aspects of consumer awareness for various events, for release of advertisements, for social media etc.
2. Development of audio-visual films / video spots in Hindi, English and vernacular languages.
3. Production of radio jingles / radio spots in Hindi, English and vernacular languages.
4. Production of web ads in Hindi, English and vernacular languages.
5. Development of content for and designing of coffee table books, brochures, folders, newsletters, posters, advertisements, etc in Hindi, English and vernacular languages.
6. The agency may be asked to perform all or part of the above listed services.
7. All preparatory documents required for execution of work.
8. This is only an indicative list. Any activity required to be undertaken for execution of work would be deemed to have been incorporated in the scope of work.

ELIGIBILITY CRITERIA AND DETAILS TO BE SUBMITTED WITH THE BID

S. No.	Particulars	Proof required	Page number (to be filled by bidder)
1.	The bidder must furnish an EMD / currently valid certificate of registration with MSME as indicated in the tender document	As indicated in the tender document	
2.	The bidder should accept and comply with the terms and conditions of the tender	Undertaking as per Annexure –III Note: This is also the covering letter for submission of bid	
3.	The bidder should submit its profile	Information to be provided as per Annexure - IV	
4.	The bidder should have a registered office or branch office in Delhi / NCR for at least 1 year preceding the date of opening of bids	Undertaking as per Annexure - V Address of the Delhi / NCR office of bidder on letter head and document(s) evidencing existence of this office / branch office in Delhi / NCR continuously for the last 1 year	
5.	Bidder should have an average annual turnover of at least Rs 2 crore during the financial years 2017-18, 2018-19 and 2019-20	Certificate from practicing Chartered Accountant as per Annexure – VI Note: Average turnover will be scored as per the evaluation criteria given in Annexure - VIII	
6.	Bidder should have an experience of producing print ads / radio spots / video spots in Hindi or English for Government organizations during any of the financial years 2017-18, 2018-19 and 2019-20	Copy of work order in respect of each assignment Note: Experience of producing print ads / radio spots / video spots and in terms of number of years will be scored separately as per the evaluation criteria given in Annexure – VIII . Work orders before and after these three financial years will not be considered.	
7.	Bidder should not have been blacklisted till date by any Central Government or State	Affidavit on Rs 100/- Non-Judicial stamp paper, attested by Notary Public, as per Annexure - VII	

| / UT Government entity |

(Signature of Authorized Signatory with company / firm seal)

Place:

Date:

**Undertaking to be furnished by bidder on letter head
for acceptance of and compliance with the terms and conditions of the tender
document**

To
Under Secretary
Publicity Division
Department of Consumer Affairs
Room No 464 C, KrishiBhawan
New Delhi – 110 001

**Subject: Tender for empanelment of multi-media creative agencies for
Department of Consumer Affairs**

Sir,

We are hereby submitting our bid in response to your tender document regarding empanelment of multi-media creative agencies for Department of Consumer Affairs. We hereby declare that we have understood the terms and conditions of the tender document mentioned above. We further declare that we accept the terms and conditions of the tender document mentioned above. In addition, we declare that we are in compliance with the terms and conditions of the tender document mentioned above.

2. We undertake that if we are selected to provide the services mentioned in the tender document mentioned above then we will start providing the services with immediate effect or as stipulated in the work order. We understand that Department of Consumer Affairs is not bound to accept any bid received in response to the above tender document.

3. We hereby declare that all the information provided and statements made in our bid documents are true. Further, we hereby declare that we have not tampered with or modified the tender document. We understand that the information submitted by us may be subject to public release as per RTI Act.

4. We also accept that decision of Department of Consumer Affairs shall be final and binding in all cases pertaining to bids, empanelment and subsequent work.

Yours sincerely,

(Signature of Authorized Signatory with company / firm
seal)

Place:
Date:

ANNEXURE- IV

Information to be furnished by bidder on letter head

Subject: Tender for empanelment of multi-media creative agencies for Department of Consumer Affairs

Sl. No.	Description	Information in respect of bidder (company / firm)	Information in respect of nodal person of bidder (for correspondence for all matters related to the empanelment process)
1.	Name		
2.	Full address		
3.	Telephone number (if any)		
4.	Mobile number (if any)		
5.	e-mail address (if any)		
6.	Fax number (if any)		

Yours sincerely,

(Signature of Authorized Signatory with company / firm seal)

Place:

Date:

ANNEXURE- V

**Undertaking to be furnished by bidder on letter head
for having office / branch office in Delhi / NCR continuously for the last 1 year**

To
Under Secretary
Publicity Division
Department of Consumer Affairs
Room No 464 C, KrishiBhawan
New Delhi – 110 001

**Subject: Tender for empanelment of multi-media creative agencies for
Department of Consumer Affairs**

Sir,

We hereby undertake that we have an office / branch office (strike out whichever is not applicable) in Delhi / NCR (strike out whichever is not applicable) at the following address since _____ (date since this office / branch office exists at this address):

(Address of office / branch office)

2. We are attaching _____ (state the name of document) evidencing the existence of this office / branch office (strike out whichever is not applicable) at this address continuously for the last 1 year.

Yours sincerely,

(Signature of Authorized Signatory with company / firm
seal)

Place:

Date:

ANNEXURE-VI

Average Annual Turnover Certificate to be issued by practicing Chartered Accountant on letter head

Subject: Tender for empanelment of multi-media creative agencies for Department of Consumer Affairs

This is to certify that the annual turnover of M/s _____ (company / firm name and address) during financial years 2017-18, 2018-19 and 2019-20 is as given below:

Sl. No.	Financial Year	Annual turnover of _____ (company / firm name) (Amount in Rs)
1.	2017-18	
2.	2018-19	
3.	2019-20	
Average annual turnover during the above 3 years		

Signature of the Chartered Accountant with seal of the company / firm

Membership Number:

Place:

Date:

Affidavit for non-blacklisting

**Subject: Tender for empanelment of multi-media creative agencies for
Department of Consumer Affairs**

I, _____ (name of authorized signatory of bidding
company / firm), _____ (designation of authorized signatory), of
_____ (name of bidding company /
firm) and having its office at _____
(full address of bidding company / firm) certify that
_____ (name of bidding company /
firm) has not been blacklisted till date by any Central Government or State / UT
Government entity.

(Signature of Authorized Signatory with company / firm
seal)

Place:

Date:

Scoring of Bids in Stage 1

S. No.	Evaluation criteria	Maximum score	Bidder's Score
1.	Average annual turnover during the financial years 2017-18, 2018-19 and 2019-20 A. Rs 2 crore to below Rs 3 crore: 2 marks B. Rs 3 crore to below Rs 5 crore: 3 marks C. Rs 5 crore to below Rs 7 crore: 5 marks D. Rs 7 crore to below Rs 10 crore: 7 marks E. Rs 10 crore and above: 10 marks	10	
2.	Experience of producing print ads / radio spots / video spots in Hindi or English for Government organizations during the financial years 2017-18, 2018-19 and 2019-20 (Experience in terms of number of assignments) A. Print ads i. 1 to 5 assignments: 3 marks ii. 6 to 9 assignments: 6 marks iii. More than 9 assignments: 10 marks B. Radio spots i. 1 to 5 assignments: 3 marks ii. 6 to 9 assignments: 6 marks iii. More than 9 assignments: 10 marks C. Video spots i. 1 to 5 assignments: 3 marks ii. 6 to 9 assignments: 6 marks iii. More than 9 assignments: 10 marks	30	
3.	Experience of producing print ads / radio spots / video spots in Hindi or English for Government organizations during any of the financial years 2017-18, 2018-19 and 2019-20 (Experience in terms of number of years; experience for any of the years 2017-18, 2018-19 and 2019-20 would be counted based on the date of work order) A. Print ads i. 1 year: 3 marks ii. 2 years: 6 marks iii. 3 years: 10 marks B. Radio spots i. 1 year: 3 marks ii. 2 years: 6 marks iii. 3 years: 10 marks C. Video spots	30	

	<ul style="list-style-type: none"> i. 1 year: 3 marks ii. 2 years: 6 marks iii. 3 years: 10 marks 		
Total Score		70	

Minimum score required for bidder to qualify for Stage 2: 35 marks

Points to be covered in presentation

- i. A print creative on Hallmarking of gold and silver jewellery (A4 size)
- ii. Script for an audio spot on National Consumer Helpline (30-60 seconds)
- iii. Script for a video spot on Consumer Protection Act 2019 (1-2 minute)
- iv. Bidder's ideas to showcase other work and initiatives undertaken by DoCA

Scoring of Bids in Stage 2

S. No.	Evaluation criteria	Maximum score	Bidder's Score
1.	Print creative on Hallmarking of gold and silver jewellery (A4 size)	5	
2.	Script for spot on National Consumer Helpline	5	
3.	Script for video spot on Consumer Protection Act 2019	5	
4.	Bidder's ideas to showcase other work and initiatives undertaken by DoCA	15	
Total Score		30	